

From: "jeffrey E." <jeevacation@gmail.com>

To: [REDACTED]

Subject: Fwd: Insurance

Date: Mon, 03 Jul 2017 17:08:30 +0000

Attachments: OutlookEmoji-1478302741070_PastedGraphic-1.tiff58a1f7b7-8866-45f6-84f1-9d63c8533caa; OutlookEmoji-1478302741070_PastedGraphic-1.tiff0813d57-5c69-4062-9162-047cc4f61ed8; OutlookEmoji-1483997936424_email-signature-plain.jpgda9fa19e-c066-4c60-9f82-fe9c7cc8b416.jpg

Inline-Images: image001.png; OutlookEmoji-1483997936424_email-signature-plain.jpg098e47f0-646b-42b1-ab54-767d7a48e547.jpg

----- Forwarded message -----

From: Deepak Chopra <[REDACTED]>

Date: Sun, Jul 2, 2017 at 11:22 PM

Subject: Re: Insurance

To: Poonacha Machaiah <[REDACTED]>

Cc: Jeff Epstein <jeevacation@gmail.com>

Thanks Poonacha

Jeff -both Poonacha and I will meet anyone if needed.

Love from Banff

2013 Costa Del Mar Road

Carlsbad, CA 92009

[Chopra Foundation](#)

[Jiyo](#)

[Chopra Center for Wellbeing](#)

1483997936424_email-signature-plain.jpg

discoveringyourcosmicself.com

From: Poonacha Machaiah <[REDACTED]>

Sent: Sunday, July 2, 2017 2:59:16 PM

To: Deepak Chopra

Cc: Jeff Epstein

Subject: Re: Insurance

Dear Jeff,

The Jiyo Wellbeing platform value proposition for insurance companies/corporations is articulated below:

- Augment Insurance companies/corporations with curated wellbeing content from Jiyo -- by Deepak Chopra, MD and industry leading experts (Nourish, Move, Love, Meditate, Sleep) e.g. United Healthcare is providing their subscribers with dollars for following a fitness (steps) routine. We can augment it with curated content and programs from global wellbeing domain experts (<http://www.zdnet.com/article/unitedhealthcare-qualcomm-life-fitbit-aim-to-expand-corporate-wellness/>)

- Leverage Jiyo mobile app to measure the "lifestyle" of a subscriber (steps, calories, sleep) and also integrate measurement of stress via integrated questionnaire (perceived stress scale) and technology such as facial micro expression tracking via Jiyo (Wellfie) and also leveraging "voice stress analysis" -- Based on user opt in for these features it will help companies track and incentivize healthy behavior/lifestyle.
- Wellbeing Community - Products/Services: Leverage Jiyo community to encourage interaction with "like minded" people in accomplishing their wellbeing objectives and also access to curated products i.e. via Jiyo store (<https://store.jiyo.com/>) and also access to wellbeing service providers e.g. fitness gyms, yoga studios
- Metrics & Dashboard: The platform enables providers (insurance companies, corporations) to manage subscribers of their communities and track metrics with respect engagement and customize products/services based on user "lifestyle" and also integrate this into their "rewards" programs.
- Platform:
 - www.jiyo.com (app available on IOS/Android)
 - Curated Video channels: <https://www.jiyo.com/channels>
 - Wellbeing Articles: <https://www.jiyo.com/discover>
 - Curated marketplace: <https://store.jiyo.com/>

Kindly let me know if I can provide more details:

With gratitude,

Poonacha

On Sat, Jul 1, 2017 at 6:06 PM, Deepak Chopra <[REDACTED]> wrote:

Dear Poonacha

Can you send Jeff an outline of how Jiyo could help Insurance companies incentivize subscribers for healthy living and give them discounts on their premiums .

How to quantify

Sleep

Movement

Stress

Emotions

Nutrition

Grounding

Thanks !

Deepak Chopra MD
2013 Costa Del Mar Road
Carlsbad, CA 92009
[Chopra Foundation](#)
[Jiyo](#)
[Chopra Center for Wellbeing](#)



--

Poonacha Machalah

Co-Founder & CEO

(m): [REDACTED]

(m): [REDACTED]

(twitter): [REDACTED]

7825 Fay Avenue, Suite 200, La Jolla, CA 92037

www.jiyo.com -- *"Transforming personal and societal wellbeing"*

--

please note

The information contained in this communication is confidential, may be attorney-client privileged, may constitute inside information, and is intended only for the use of the addressee. It is the property of JEE

Unauthorized use, disclosure or copying of this communication or any part thereof is strictly prohibited and may be unlawful. If you have received this communication in error, please notify us immediately by return e-mail or by e-mail to jeevacation@gmail.com, and destroy this communication and all copies thereof, including all attachments. copyright -all rights reserved

