



# Health Program Intelligence for Integrative Health

Discover — Connect — Track

A woman with dark hair, wearing a striped shirt, is leaning over a wooden table in a kitchen. She has her hands on her head, looking directly at the camera with a stressed or frustrated expression. The table in front of her is covered with various fresh vegetables, including a large head of broccoli, a bowl of cherry tomatoes, a bowl of sliced cucumbers, and a bowl of sliced bell peppers. The background shows a kitchen counter with various items, including a yellow container and a metal bowl. The overall scene suggests a focus on healthy eating and food waste.

**THE HEALTH AND WELLNESS ECONOMY IS  
NOW \$4.5 TRILLION DOLLARS**

**#stopthewaste**

# Personalized Health is a Reality



**2013**  
Age 36  
240 lbs.

Integrative  
Health Program



**2019**  
Age 42  
200 lbs.



# What is Integrative Health?

Integrative Medicine is the best of Western scientific medicine focused on uncovering the **root cause** of illness, healing and wellness

Parsley  
Health



# The Problem of Integrative Health

*Practitioners spend over **25x** more time with each client*



## **Practitioner Access:**

Practitioners cannot  
scale



## **Inefficient:**

8 hours to get  
started with a client



## **Complex:**

Clients are  
overwhelmed by  
program

# Too Much Information Across Too Many Tools



> 1,000  
DATA  
POINTS PER  
CLIENT

Trillions of  
possible  
interactions!

# The Biocanic Platform

Biocanic enables practitioners to scale their business



**Easy-to-use and review** intake and assessment form interface

**Quickly assess** client reported information along with objective lab data in the client functional summary

**Automatically** keep clients on track and accountable with health trackers

# Biocanic Solution



## Access

Reduces client onboarding time by over **60%**



## Efficient

Centralizes and aggregate all of the key data



## Simple

Maximizes client engagement



# Accelerating Market Opportunity

**1M**

Functional and Integrative  
Health Practitioners<sup>^</sup>



Average monthly  
revenue per user  
\$100

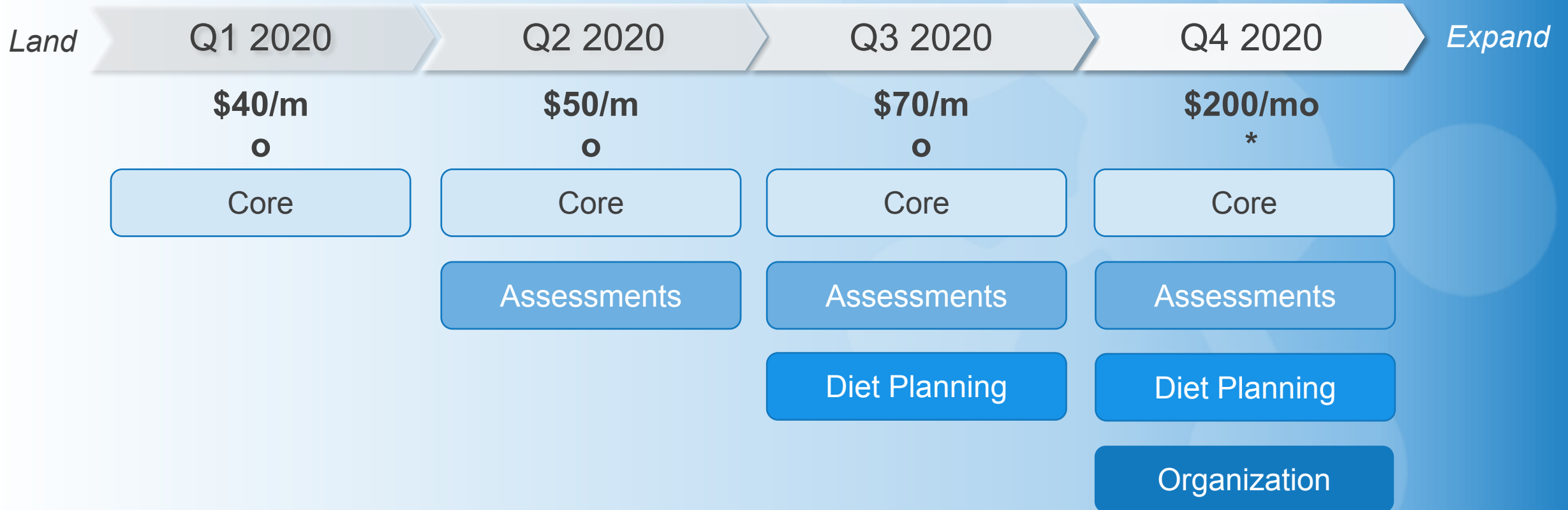
**\$1.2B**

Market Size

<sup>^</sup> Functional, Integrative & Naturopathic Medicine 2020 Industry Report - Rupa Health

# How We Grow Revenue

Biocanic is a “land and expand” B2B SaaS business model



\* Organizational pricing is based on a typical 4 person practice

# Where We Are Today



Phase 1 go-to-market:  
Integrative healthcare  
practitioners



Gross margin  
>90%



Over 200 paid  
subscribers



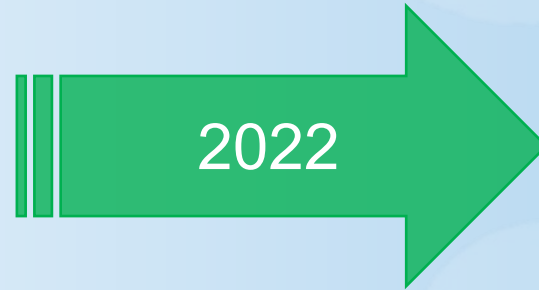
Delivering population  
insights

# New Market Expansion Opportunities

**Phase 1:**  
Functional and  
Integrative Health

\$1.2B

*Efficiency technology  
platform for practitioners*



2022

**Phase 2:**  
Employer Health Programs<sup>#</sup>

\$37B

*Hyper-personalized  
health and wellness  
programs at scale*

<sup>#</sup> <https://www.beroeinc.com/category-intelligence/employee-benefits-management-market/>

# Exit Optionality

An acquisition by an employer based digital health platform presents clear synergies

Large employee  
populations



**lark**

**RALLY**

**noom.**

+

Individualized health  
recommendations



=

Hyper-personalized  
health improvement  
at scale

# Seed Round Offering – \$1,000,000 Convertible Note\*

## What we've done:

- Raised \$490,000
- Continuous product releases



## Where we are going:

- Product development and data science execution
- Customer success and automation
- Sales & marketing growth

## Where it takes us:

- \$1M ARR Run Rate
- 2K Practitioners
- Targeting a 2022 Series A
- Initiate Phase 2

\* Exact terms to be determined collectively with our investor partners

# The Team



Jeremy Malecha

CEO

- 20+ years of medical software experience
- VP of Product and SaaS at ResMed
- Biomedical Engineer from Northwestern University



Andy Sullivan

CTO

- 20+ years of software experience
- Co-founder and COO of Socialholic Network
- COO of Questpoint Software

## Advisors



Reed Davis

Founder, Functional Diagnostic Nutrition (FDN)



Dustin DeVan

CEO & Founder, BuildingConnected (Acquired by AutoDesk, 2018)



Raj Sodhi

Entrepreneur & President of ResMed SaaS (NYSE: RMD)

A person in a white lab coat is examining a patient's back in a clinical setting. The scene is dimly lit, with a blue tint. The person in the lab coat is leaning over the patient, who is lying down. The background shows a window with curtains.

## *Our Core Belief*

*People deserve to know exactly what's going on with their body and what to do about it, so that they can have better control of their health.*





# Contact Information:

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