



Overview

- By 2025, in the US over 90% of people of color and over 60% of Caucasians will be obese.
- By 2025, 100M Americans will be affected by diabetes, which will cost over \$10T in the next few decades.
- With current healthcare approaches and shortage of resources, the odds of reversing the rate of obesity worldwide is 0% and 25% for diabetes. Innovative, affordable and scalable solutions are urgently needed to address the rise of these costly pandemics.
- Our solution offers a digital self-coaching platform enabling individuals to lose weight and reduce diabetes risk *anywhere, anytime and without need of medical centers or healthcare professionals.*

Competitive Advantage

- Early Mover Advantage
- Dr. Yavari’s Experience & Know-How and Credentials
- Depth of Clinical Testing & Validation
- Machine Learning Capability

Business Model

**Employee Incentives:** A core feature of BC’s model is to compensate people at risk to engage and get well. The financial incentives will be paid by employers and insurers – who reduce cost. Users will be held accountable based on proprietary metrics. *BC collects licensing fees.*

**Physician Driven:** Healthcare organizations get reimbursed for non face-to-face health coaching. Meanwhile, they reduce the burden of diabetes and obesity care and will have healthier patients. *BC collects part of reimbursements.*

**“Freemium”:** Consumers may use our apps for free and subscribe to coaching tools if they wish. *BC’s revenue will be from marketing and analytics.*

Sales Strategy

- Physicians Offices
- Third Party Payers
- Direct to Consumers

Keys to Our Future Success

- Team: Leverage available resources at Yale and MIT
- AI: Take advantage of SOLVE at MIT to implement machine learning capabilities
- Behavior Models: Analytics and outcome studies in diverse populations and geographies

Equity Investment

**Seeking \$1.5M Through 2018**  
Use: completion of platform; beta & six-month clinical trial

At A Glance

*Our digital health solution goes beyond raising awareness and education. We*

- Evaluate: Biometric App Determines Body Composition, Disease Risk & Sets Weight Loss Goal
- Intervene: Six-Month Program & Proprietary Tracking Metrics
- Engage & Coach: Daily Health Lifecard™ Quizzes
- Incentivize & Hold Accountable

Company Profile

- Located in Madison, CT
- Established in 2000
- Reviewed in National Media & Press: NYTimes, CNN, Shape Magazine, Yoga Journal, etc. as well as medical associations publications
- Team: Michael Brines PhD MD, CSO  
Troy Grogan, COO  
Bruce Lipian, MBA, Chair  
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Executive business plan available upon request

Beyond Care

Since 2000 Beyond Care (BC) has been a leader in the field of Therapeutic Lifestyle Change (TLC) for diabetes prevention and management as well as weight loss. BC’s programs, which integrate nutrition, fitness and psychology have been delivered in a variety of settings such as doctors’ offices, wellness and work sites as well as online. More recently, BC has developed a digital mobile approach, which is the company’s current focus and business plan.

Milestones Achieved:

- National exposure of BC’s programs at professional medical meetings and media
- Publication of BC’s approach in *It Must Be My Metabolism*, book authored by Dr. Yavari
- Scientific validation and publication of BC’s biometric app in the prestigious journal PLoS
- Winner of the international SOLVE competition at MIT
- Registration and protection of extensive intellectual property -Metabolic Rehab™ App; Beyond Weight®; Situational Coaching®; Health Lifecards™; Teaching & Support Materials, etc.

Estimated Revenue Forecast

Revenue Line	Y1	Y2	Y3	Market Penetration
Physician Driven*	\$990K	\$3.96M	\$19.8M	PCP Patients: 0.71%
Employee Incentives*	\$120K	\$1.2M	\$6M	Employees: 1.25%
Gross Revenue	\$1.11M	\$5.16M	\$25.8M	* See above