

SkillPower

Boost Your Willpower. Change Your World.

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www.Skillpower.io/video

Founders: Product, Tech, Marketing and Operations Covered



John Hartman
CEO/CMO

- 2 exits and proven company operator.
- Former President and Co-Owner of Piston, an award winning marketing and technology company (acquired).
- Named the iMedia Agency Marketer of the Year – working with Fortune 1,000 brands to niche startups.



Kendra Markle
CTO/CPO

- Behavior change and Diabetes expert
- Stanford Prevention Research Center and Stanford Behavior Design Lab.
- Former Director of Patient Wellness Innovation, Kaiser Permanente.
- MS and BS in Bio-Electrical Engineering and Computer Science from MIT.

Advisors

Hal Hershfield, PhD

Professor at UCLA and leading expert in future-self decision making research. PhD in Psychology from Stanford University.

Eric Hekler, PhD

Director at the Center for Wireless and Population Health Systems at UCSD, former fellow at Stanford Prevention Research Center.

John A. Johnson, PhD

Professor Emeritus at Penn State. Leading expert on computerized personality and psychological measurement.

Jennifer Taylor, PhD

Postdoctoral scholar at the UCSD Design Lab focused on Population Health and Nutritional Biology.

Jack Daley

VP, Global Media and Social at Under Armour

Andrew Swain

Former CFO of Airbnb, Co-founder Sundae.com

Natalie Martin

CEO Elevation Health Partners

Brian Mesic

Tech focused VC and Managing Partner of Ankona Capital Partners

Steve Van Praagh

Founder and COO of ClickPay Services which was recently sold to RealPage (NASDAQ: RP)

Jeff Wolfe

Founder and CEO of Crowdrise which was sold to GoFundMe, prior CEO of MooseJaw.com

Partnering with:

UC San Diego
The Design Lab

The top healthcare accelerator:



Despite all the apps and wearables our health is getting worse:

40% of adult Americans are now obese.

1 in 3 US adults are prediabetic.*



Research shows the majority of people starting a new health goal quit within 30 days.

Even people motivated by dire conditions such as heart disease, diabetes, obesity and metabolic syndrome.

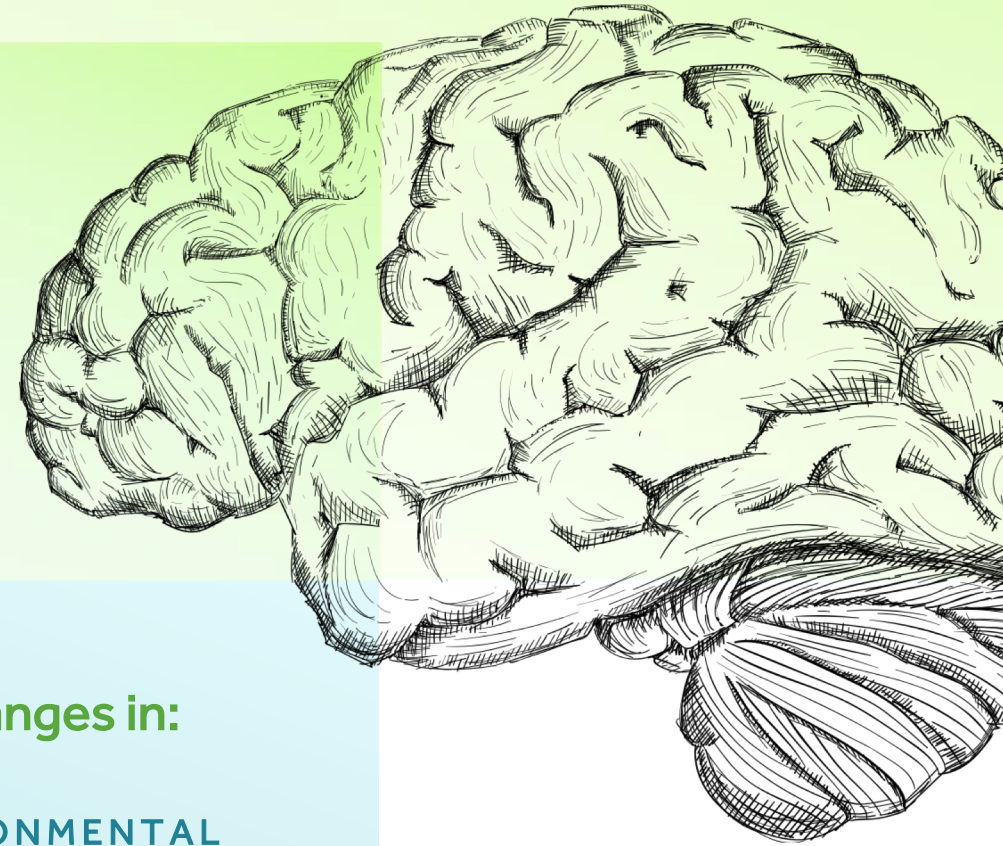
But why?

When people are asked
why they fail at health goals,
the number one answer is:

“Lack of willpower”*



Willpower is controlled by the prefrontal cortex.



Recent research shows willpower can be turned on/off by changes in:

PHYSIOLOGY

- Blood sugar
- Sleep
- Heart rate
- Serotonin
- Dopamine

BEHAVIORAL

- Habits
- Very recent actions
- Recovery style
- Thought patterns

PSYCHOLOGY

- Anxiety
- Stress
- Personality type
- Motivation source

ENVIRONMENTAL

- Time of day
- Sensory
- Social
- Clutter
- Donut pictures

* Detailed overview on our willpower science available upon request

Three Different Types of Willpower



I Will

I Wont

I Want

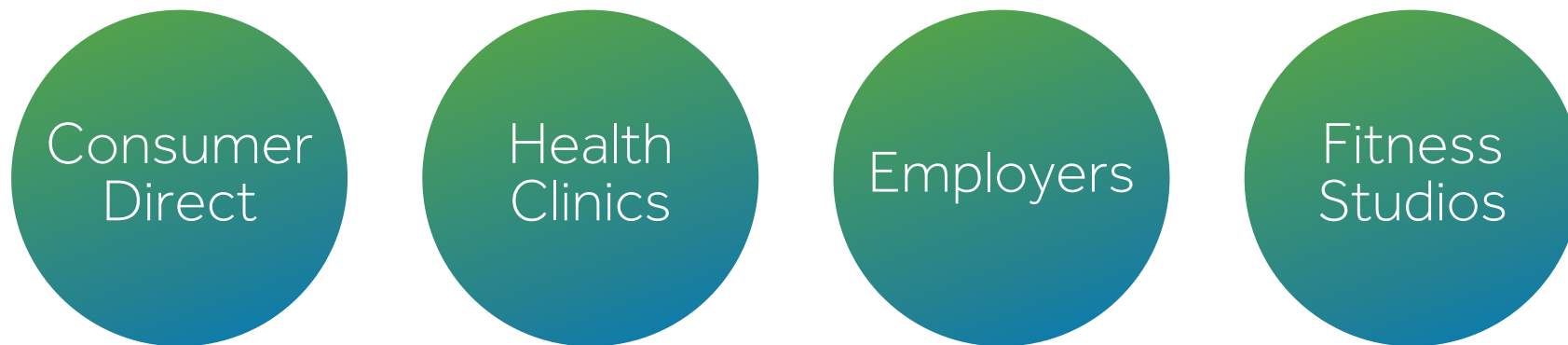
Most existing behavior apps:

- Fail to address the critical issue of self-control (aka willpower)
- Contain few proven behavior change techniques
- Do not personalize the experience to individual user psychology
- Rely on a coaching model that is expensive and unscalable
- Have high churn rates (70%+) and questionable health outcomes

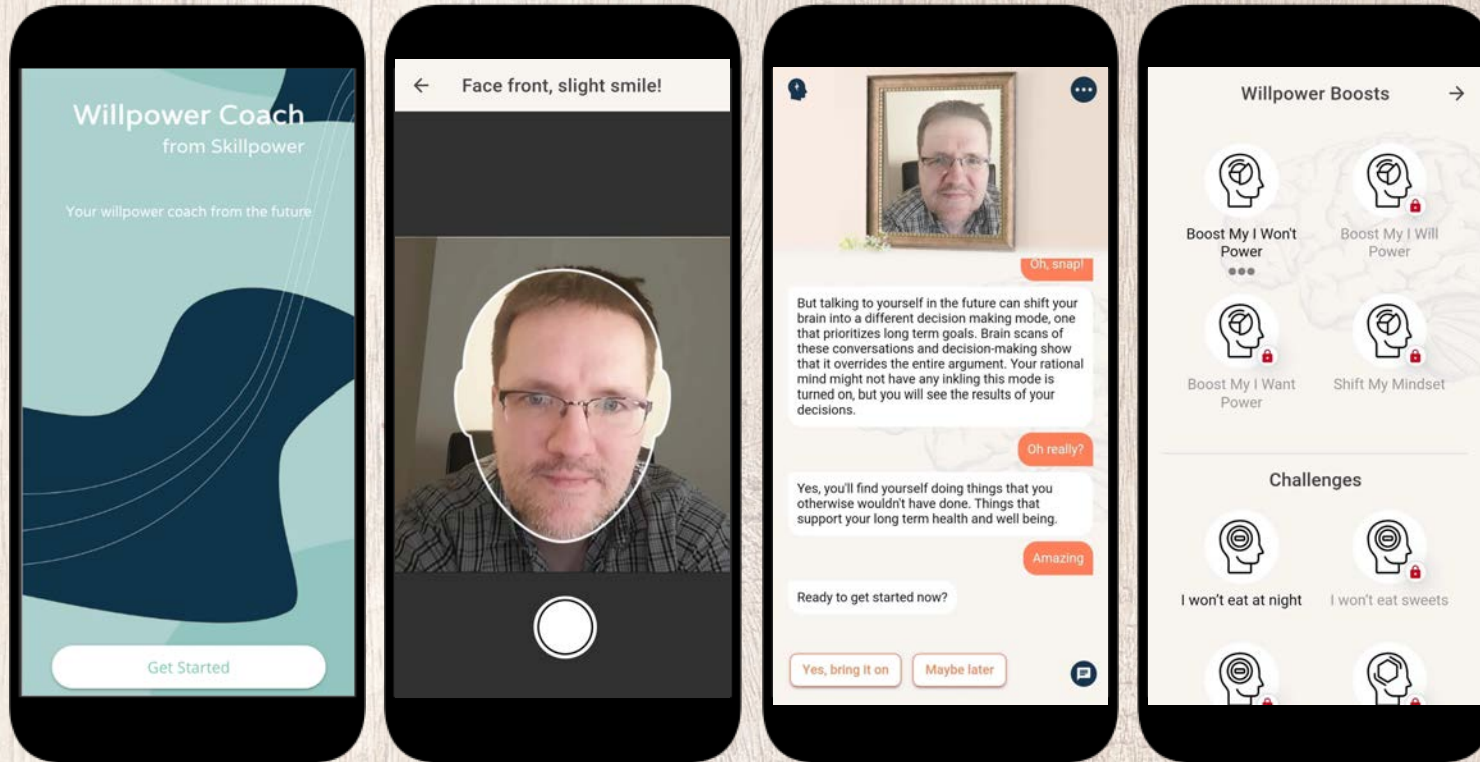
Vision: Be The Best At Willpower

Launch B2C and B2B2C apps targeted at specific health segments.

Evolve to a scalable "Intel Inside" model integrating with client platforms to increase their users' willpower, health outcomes and retention.



Introducing: WillpowerCoach.app



Research at Stanford shows that coaching from your “future-self” creates more successful behavior change.

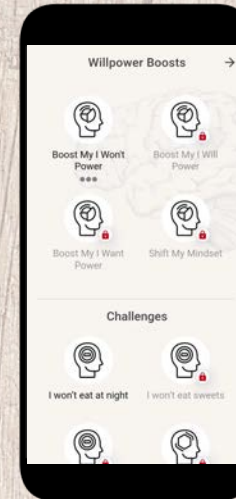
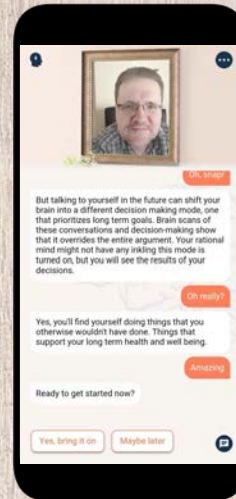
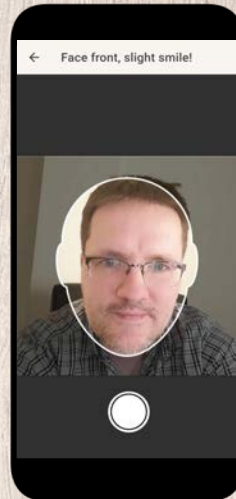
The future-self coach is a digitally aged avatar of the user 20 years from now.

This method has proven results in the financial sector.

We are the first to use it in healthcare.

Introducing: WillpowerCoach.app

Unlike apps that rely on an outsourced coaching workforce – our solution is infinitely scalable.



And because each user is unique, we customize the experience with our proprietary personality typology model:



Doer



Giver



Thinker



Maverick

Pilot Study Results

- Measurable willpower increase 16%
- Junk food consumption down 14%
- Hunger levels down 20%
- Improved insulin sensitivity to a degree needed to reverse prediabetes

"I lost 7% of my body weight in 7 weeks. The program made it easy"

- Participant

First Commercial Contracts Signed

Health Clinics

Signed contracts with 7 Federally Qualified Health Centers (FQHCs) for prediabetes program

We have executive access to 100+ additional FQHCs

There are 14,000 clinics in the US, that quickly adopt proven programs from other clinics

Fitness Studios

Signed contract with Stick & Carrot – B2B provider of enterprise software to gyms/studios

Distributes our product integrated with local gym/studio experience

End customers can buy premium upgrades

Paid twice

Pause for Q&A

Currently:

- Complete "lean" team in place
- Product focus is clear
- Working on contracts
- Raising capital

Our First Target is Prediabetic Americans: 1 in 3 adults



20%

are able to change autonomously



40%

are motivated but unable to change without support



40%

do not want to change or have significant barriers

Market Size: Prediabetes

Total Addressable Market: 84 million US adults – growing at 1-2% annually

Serviceable Addressable Market: 34 million - 40% of TAM that are motivated

Serviceable Obtainable Market: 6.8 million – people receiving a specific diagnosis

Expansion into weight loss, diabetes, heart disease, metabolic syndrome, maternal health and more

More Data Means Smarter Coaching

INPUTS PER USER

- Dozens of personality questions
- Challenge success scores
- User ratings for content
- Mood scoring
- Qualitative questions
- Usage frequency
- Research insights
- And more

Machine Learning

- Predicting future user patterns
- Drop-off times
- Personalized interventions that work
- Better results



Uniquely Positioned

Health Systems



Limited availability with purely instructional approach; often using outdated protocols; little behavior change science; expensive and currently failing.

Virtual Coaches



Relies on inconsistent virtual workforce; very expensive; not customized to user psychology; subjective recommendations based on individual coach's background and preferences.

Digital Willpower



Always available with consistent proven behavior change coaching; economical and scalable; integrated at the point where consumers are; more private.

Money Milestones

\$500k Seed Round

\$5 Mil Val Cap

20% Discount

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