

THRIVATA

The science of YOU

Initiatives to address global health crisis

● Improve on the job health screening and employee wellness specific to a person's identity

● Improve the quality of the longer lives we are living



● Increase child activity rates

● Increase physical, mental and energy readiness to handle work place demands

Market Opportunity & Size



The total available market is \$1.2 trillion

- People are living sicker longer
- Children are less active and growing up to be more unhealthy
- People are less mentally, physically, and nutritionally prepared to handle the demands of their lives

The serviceable available market is \$300 billion

- Hospitals, health professionals, and employers have been looking for ways to improve quality and operational efficiency and cut costs for nearly three decades, using a variety of quality improvement strategies. [LINK](#)

Market Opportunity & Size



The serviceable operational market is \$1.65 billion

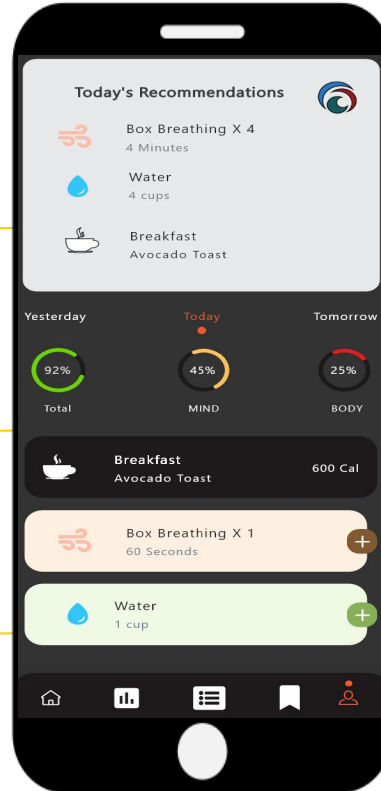
- 85% of American adults have a smartphone 95% of teens have access to a smartphone
- There are over 350,000 mHealth apps available in major app stores, a number that includes medical as well as health and fitness apps.
- 87 million people in the US used a health or fitness app monthly in 2020

LEARNINGS

Physicians need more information about what their patients do in their daily lives

Understanding a person's behaviors will increase the efficacy of interventions

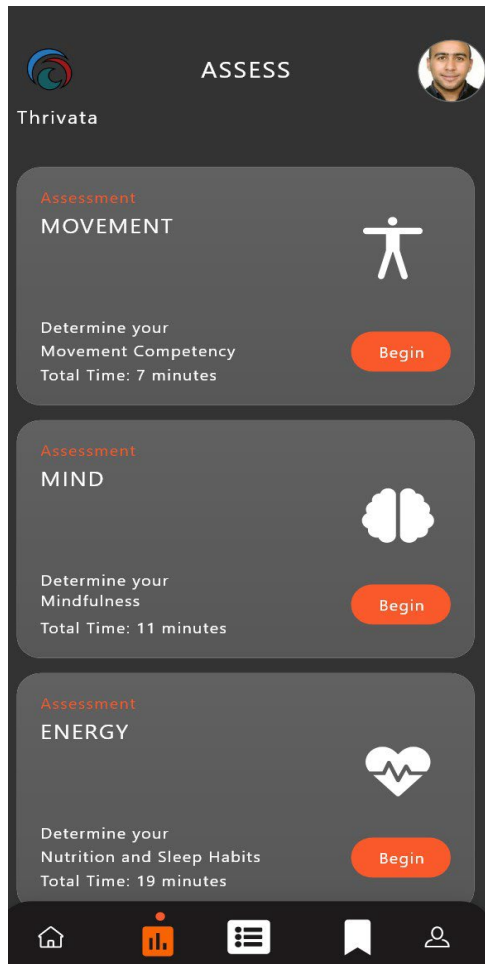
Improving compliance with recommendations specific to a person's needs improves wellness outcomes



People want to know what to do and not to do each day to be at their best

People want to feel that what they are doing is specific to their needs

People want confidence what they are doing will work



What we do

Software as a Service (SaaS) that provides a mobile assessment, prescription, and monitoring of a person's mind, body, and energy capabilities



VISION



Our software solutions give people
the knowledge and confidence to
live healthy confident lives



Mission



Create mobile applications that enable people to understand their capabilities and provide personalized health and fitness solutions to enhance their well-being specific to their lifestyle



Our Story

- ❑ We have a senior team of international experts with decades of experience in optimizing human performance, bringing mobile technology to global markets, and developing and leading big business
- ❑ For eight years we have been developing and refining Thrivata's proprietary systems that will make it easier to assess a person's health, function, and readiness to achieve a better quality of life



Dr. Matthew Kritz | Founder

- ★ Doctorate in human movement and sports performance
- ★ 21 years working in high-performance sports developing World and Olympic champions
- ★ Four Olympic Games, 23 Olympic and World Champion medal winners across 30 sports



Eric Magnuson | Co-Founder

- ★ 35 years in finance
- ★ 20 years raising capital
- ★ 20 years acting CFO and leading teams



Mike Fullmore | Senior Advisor

- ★ 20 years in 'Start Up' Information Technology
- ★ Experience leading projects for global distribution
- ★ Extensive experience leading Information Technology departments and professionals



Dr. Richard Swinbourne | Senior Advisor

- ★ Doctorate in sleep for recovery and performance in collision sport athletes
- ★ 14 years as a high-performance Nutritionist, Seven years with New Zealand All-Black Teams
- ★ Seven years in primary health care running preventative health/wellness community clinics



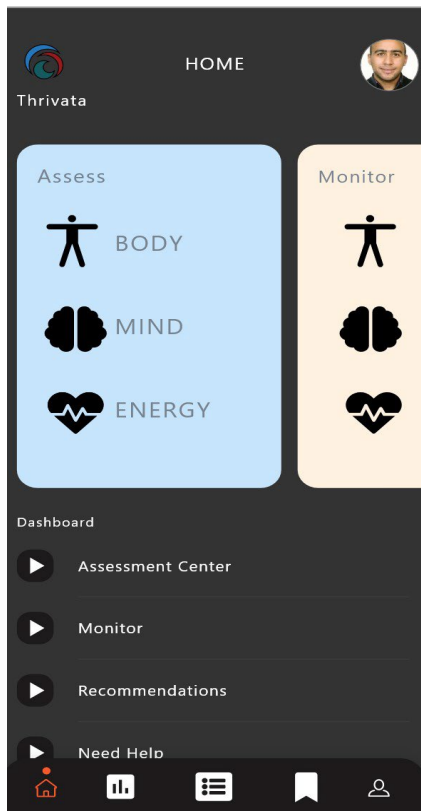
Dr. Paul Mills | Senior Advisor

- ★ Doctorate in Neuroscience, Post Doc Fellowship in Behavioral Medicine
- ★ An expert in psychoneuroimmunology and behavioral and integrative medicine
- ★ 400 scientific publications and featured in countless popular media outlets



Our Team

Thrivata Today



- ❑ Developing Thrivata's mobile assessment application with the University of California San Diego
- ❑ Interviewing partners for seed-funding opportunities
- ❑ Senior team collecting industry knowledge

Scaling

Beta Development (6 -12 Months)

Movata, Vivata, Courvata proof point development



Validation (12-24 months)

- UC San Diego Health
- Department of Defense
- Pre Health Screening Partnerships
- Northwell Health

Market Launch (Year 3) B>B / B>C

Military | Insurance Corp | Allied Health Systems | Personal Subscription

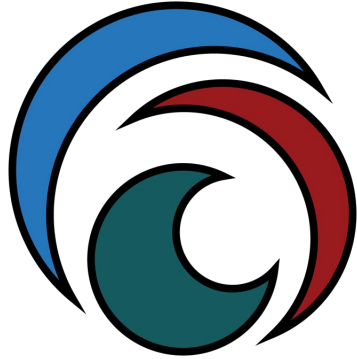
Competitors

Quality ASSESSMENT



Costs

- ❑ Beta funding of \$75K - \$200K for Movata, Courvata, and Vivanta proof point development
- ❑ Beta proof point of Thrivata mobile \$1.2 Million



MOVATA™

A Thrivata innovation

Good movement matters most



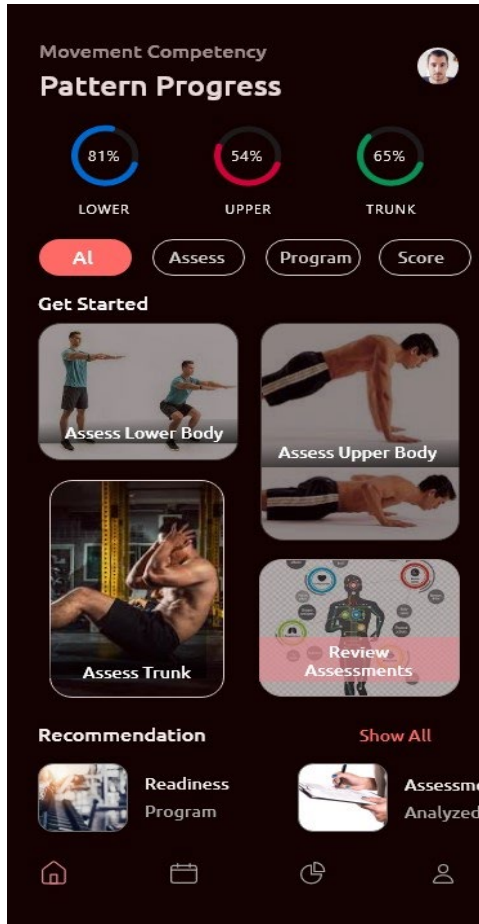
PROBLEMS

Movata™ addresses

- People are getting injured trying to be more healthy because activity trackers and mobile fitness apps promote quantity over quality
- People do not know their movement strategies are contributing to their injuries and inactivity
- People don't know what to do to regain physical function and how to modify exercises to accommodate their current state of function

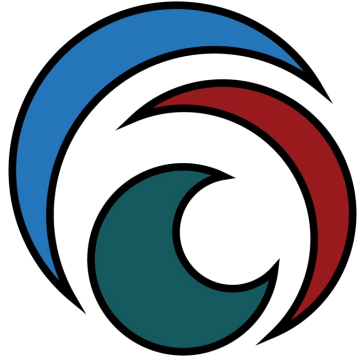
What does Movata do

- ❑ **Movata™** will provide movement assessment and movement recommendation using ONE mobile phone
- ❑ People will understand HOW their movement strategies at home, at work, and during activity either contribute to injury or their health and wellness
- ❑ Provides exercise programs specific to a person's needs and abilities



- ❑ Assess any movement
- ❑ Recommend what exercises and activities are safest based on movement competency
- ❑ Monitor and reward progress with progressive exercise programs

Movata™
Solutions



Vivata™

A Thrivata innovation

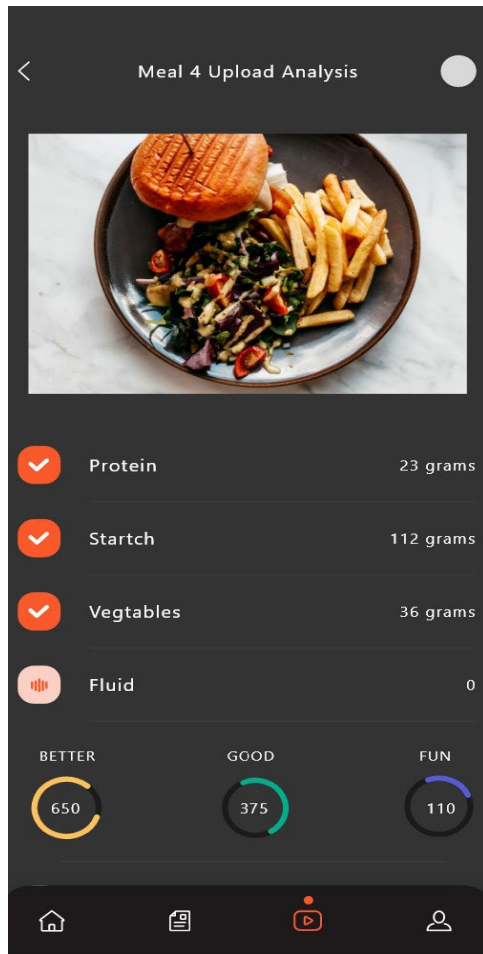
Measuring your energy availability



PROBLEMS

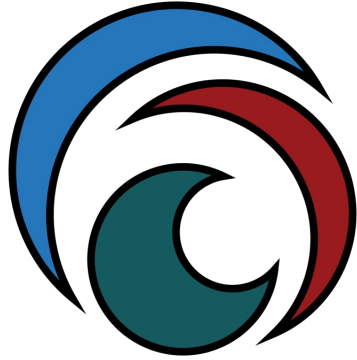
Vivata™ addresses

- People do not understand how small adjustments in what they eat, how much they hydrate and their sleep habits can have a significantly positive impact on their health and well-being
- Measuring eating habits is time-consuming
- Understanding sleeping habits specific to a person's lifestyle demands is not available in a mobile application
- Measuring quantity and quality of food, fluid and sleep is not fun



- ❑ Measures your nutritional habits
- ❑ Measures what you from the pictures you take of the food you eat
- ❑ Measures your sleep hygiene
- ❑ Measures your hydration
- ❑ Provides guidance specific to your daily demands to ensure you have optimal energy to fuel your day

Vivata™
Solutions



Courvata™

A Thrivata innovation

Measuring your confidence

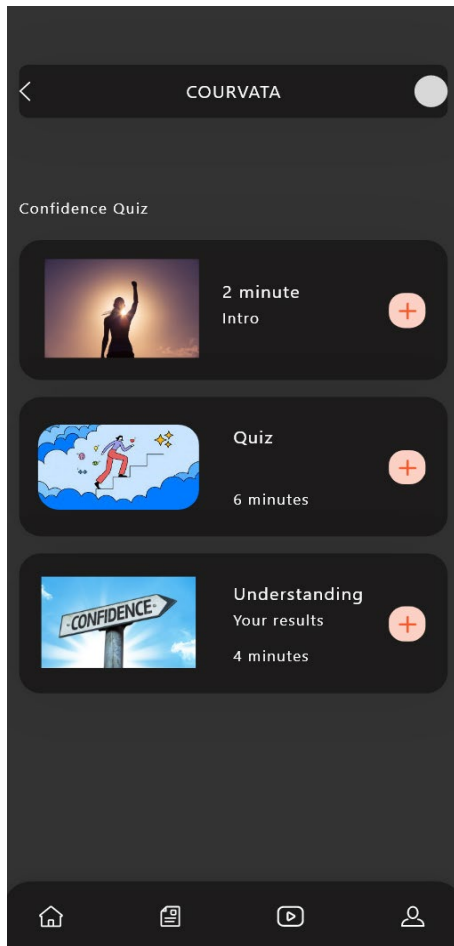




PROBLEMS

Courvata™ addresses

- People don't understand how their confidence affects their ability to thrive
- People don't know how to measure their confidence
- People don't understand to enhance their confidence
- People don't understand how to modify mindfulness programs to suit their ability and habits



- ❑ Measures your confidence in handling difficult situations associated with family, work, relationships, and life
- ❑ Measures your resiliency to recover from difficult experiences
- ❑ Provides recommendations and strategies specific to your mind profile so that you are more capable to handle what life presents

Personalizing health solutions in ways that are scalable to large populations can enable better health outcomes

Deloitte and Touche, 2021

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APPENDIX