

mymee

CONTACT INFORMATION

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MANAGEMENT TEAM:

- **Mette Dyhrberg, Founder & CEO:**
15+ years in strategy & global business development, founder & serial entrepreneur M.S. in Economics, Institute for Integrative Nutrition Certified Health Coach
- **Daniel Rothman, COO:** VP at CityMD, 10+ years in healthcare strategy & biz dev, Founder of Zeo sleep tracker, NightPilot, & PeraHealth, Sc.B. in Cognitive Neuroscience
- **Sarah Seegal, CCO:** Director of Coaching at Lantern, Provider Operations at One Medical Group, Project Manager of Breakthrough (Acquired by MD Live), BA in Psychology, Economics
- **Eric Lubow, CTO:** US Army Veteran, CTO of Simple Reach, BA in Information Systems and Technology

ADVISORS:

- **Dr. Paul Abramson:** 'The Quantified Doctor', My Doctor Medical Group, Professor at UCSF
- **Dr. John Kahoun:** Co-Founder CityMD, U of Wisconsin Medical School, LIJ Emergency Medicine Residency, ACEPh
- **Mara Babin:** Lawyer, 30+ years in Venture Capital & Private Equity, Managing Director at Golden Seeds

FINANCIAL INFORMATION

Company Stage: MVP Ready
Previous Capital: \$110,000
Monthly Net Burn: \$38,000
Capital Seeking \$500,000
Terms: Convertible w/Discount

USE OF FUNDS:

40% Software Development
40% Clinical Trials
20% General & Administrative

FINANCIALS (in 000)

	2017	2018	2019
Revenue	\$261	\$2,005	\$6,381
Expenses	\$753	\$3,024	\$5,771
EBITDA	(\$492)	(\$1,019)	\$610

PROBLEM

Chronic autoimmune disease impacts 24M Americans and costs \$120B annually. Through a 12-week adaptive teletherapy program Mymee can reverse disease symptoms without expensive drugs, which have side effects like organ failure and death. Our health coaches identifying the patient-specific triggers and then create behavioral change to remove triggering behaviors and reverse symptoms. The Mymee program has been used with more than 100 patients and shows a 90% retention and a 75% disease reversal rate. Lifestyle changes can reverse type 2 diabetes, significantly reducing costs. We have figured out how to generalize this approach and apply this to all autoimmune diseases.

SOLUTION

Mymee combines a SaaS solution (App + Dashboard) with Health coaching to allows doctors to capture patient lifestyle and environmental data enabling life-changing interventions. During our 12-week coaching program the app learns to detect the unique triggers of each individual and health coaches then motivate them to modify their behavior thereby reversing their disease symptoms.



Snap/Tag/Detect

Refine/Coach/Reverse Disease

BUSINESS MODEL

- 1) Doctors pay Mymee a monthly license fee for the SaaS solution. There are 75,000 functional medicine doctors in the US. At \$1,500 per year the market is **\$112M** annually. We have 10 physicians in a paid beta and a waiting list of 235. We have relationships with 4 distribution partners who between them represent 20,000+ clinicians.
- 2) As a value-added service Mymee also provides coaching billed per enrolled patient per month basis. Directly coaching 150,000 patients at \$1,200 per year would be **\$180M** annually.
- 3) Mymee will partner with payers and self-insured providers to manage autoimmune patients with an initial focus on lupus. There are 1.5M Lupus patients in the US. We will charge go at-risk, taking a share of the projected \$10k+ per patient in annual savings. The sickest 10% x \$5,000 per patient in shared savings = **\$750M**. If we expand to all autoimmune diseases, treating 2.4M per year x \$2,000/patient is \$4.8B.

COMPETITORS

Competitors [Nudge, Twine Health, Noom, Kurbo, Omada] focus on preventing people who are mostly healthy from getting sick through standardized interventions to maximize the number of patients one practitioner can see i.e. 1:500 patients. By reversing disease symptoms for chronically ill patients Mymee achieves 6x completion rates, and saves 18x more money.

DEFENSIBILITY

Mymee has two issued patents relating to combining self-tracking patient data with biosensors. We are in discussions with 9 organizations about doing clinical trials and will be starting studies in lupus with the Lupus Research Alliance and chronic pain with Weill Cornell shortly. We are starting discussions with payer organizations to validate the cost savings and scale the program. We continue onboarding doctors to the SaaS solution (with optional coaching) based on inbound requests, and will start rolling out distribution partnerships with three functional medicine organizations in Q3. The more data we amass, the better our machine learning algorithms will get, and the more efficient our adaptive teletherapy will be, which will become our key competitive advantage.