


Treating stroke, migraine, chronic pain & incontinence through neuroplasticity



Featured Investors

Investors include

- Venkat Tadi
- Mayo Clinic Ventures



Venkat Tadi ✓

Syndicate Lead

Transformative, goal-oriented technology delivery leader in commercial life sciences industry with...

Invested in [JOGO Health](#)

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
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I am investing in JoGo Health because of their commitment for improving patient health for multiple neuromuscular conditions (stroke, cerebral palsy, chronic pain, incontinence) so that patients do not have to take medication or undergo surgeries. This venture has a large addressable global market of \$55 B. Co-founder of JoGo has previous experience of successful startup and they made significant progress since 2019 even during COVID times. I believe this will be a very successful

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Invested \$25,000 this round & \$75,000 previously

M:



Highlights

- 1 Treats 20+ neuromuscular (NM) conditions (stroke, migraine, chronic pain, incontinence)
- 2 \$86B Market. \$10B(SAM). \$105M(SOM)

- 3 Mayo Clinic is an investor and co-development partner
- 4 Co-Founder's previous AI venture was acquired by IQVIA, world's largest clinical research company.
- 5 JOGO has already treated more than 25,00 patients. Signed up 50+ hospital channel partners.
- 6 Medical Advisory Board is from Harvard, Yale, Boston University, Tufts, NYU and Columbia.
- 7 Patent Protected with 18 claims. FDA Breakthrough Device Designation.
- 8 Harvard study showed JOGO is better than opioids in treating chronic lower back pain.

Our Team



Dr. Gordon Silverman Emeritus Product Visionary

Professor Emeritus and Chair Electrical/Computer Engineering, Manhattan College. Director, Sensory Feedback Unit at ICD Research & Rehab Center, Manhattan. Author "Cognitive Science: An Introduction to the Study of the Mind.". Inventor of EZPass.

More than 70% of patients with neuro-muscular conditions do not fully recover due to lack of access to world class rehab in their towns. That included my friend's daughter in India with cerebral palsy. JOGO treated her remotely from New York via telemedicine and made the little girl walk for the first time in her life.



Siva Nadarajah Co-Founder and President

Sold previous healthcare AI platform - currently used to track COVID-19 vaccine safety - to IQVIA(NYSE:IQV), a \$46B clinical research giant. 20+ yrs of experience in working with Pfizer, Roche, Novartis & Merck. Two healthcare AI patents.



Sanjai Murali Founder and CEO

AT&T, FedEx & Comcast. Spent last 10 years building JOGO to receive FDA clearance with researchers from NYU, Rockefeller University and Manhattan College.



Gary Krasilovsky Chief Scientific Officer

PhD from NYU. Senior Clinician at NYU Rusk Institute for Rehabilitation Medicine. Chair, Hunter College DPT Program, City University of New York. Clinical neurology, adult neurological rehabilitation, electroneuromyography.



TIFFANY SUDOL BAKER, DPT Lead, Women's Health

Doctor of Physical Therapy from City University, New York. Pursuing her PhD in Physical Therapy at Nova Southeastern University. Adjunct Assistant Professor of Physical Therapy at Hunter College, New York.



DREW DENARDO Technical Adviser

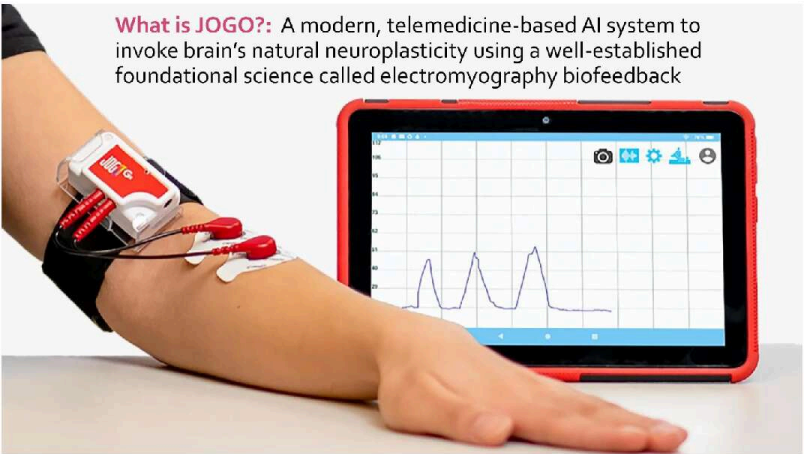
25 years of industry experience building mobile applications, platforms, and high-scale transactional systems.



UMA VENKATESA Head of Pelvic Floor Rehab

Over 30 years of experience in uro-gynecology, obstetrician-gynecology, gastroenterology, prenatal, post-natal, incontinence, chronic pain, breast cancer & stroke.

Invoking Brain's Natural Neuroplasticity to treat Stroke, Migraine, Cancer Pain, Incontinence, Constipation and Tremors

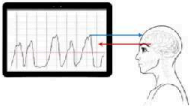


What is JOGO?: A modern, telemedicine-based AI system to invoke brain's natural neuroplasticity using a well-established foundational science called electromyography biofeedback

Science: JOGO taps into the neuroplasticity of the brain via wearable sensors and an app to address the root cause of pain and neuromuscular conditions



Brain loses connections during neuromuscular events or becomes too sensitive to pain

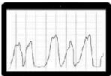


EMG-BF triggers neural plasticity—development of new pathways between neurons



New pathways make the brain less sensitive to pain and help recruit muscles to help recover from neuromuscular conditions, even after nerve damage

Neuroplasticity is the brain's ability to reorganize itself by forming new neural connections. Neuroplasticity allows the neurons (nerve cells) in the brain to compensate for injury and disease and to adjust their activities in response to new situations or to changes in their environment.



fMRI studies: showing structural changes in the brain after neuroplasticity-based treatments





$N=80$



BRIGHAM AND WOMEN'S HOSPITAL
HARVARD MEDICAL SCHOOL
Robert B. Edwards, M.D., PhD

7

JOG

N=80

(Physical Therapy, Opioids)	Statistical significance of JOGO treatment	Measurement
Lower Migraine Disability	p<0.05	Migraine disability assessment (MIDAS)
Anxiety	p<0.01	IIADS-A
Increase in quality of life	p<0.001	The Migraine-Specific Quality of Life Questionnaire (MSQ)
Temporal Summation	p<0.05	QST



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HARVARD MEDICAL SCHOOL
Robert R. Edwards, M.D., PhD



BRIGHAM AND WOMEN'S HOSPITAL
HARVARD MEDICAL SCHOOL
Carolyn Bernstein, M.D.

8

Business Models: JOGO provides flexibility to act as a tech vendor, a tech vendor + rehab services or bill as a provider



Every provider will have a different view on leveraging a tech vendor vs. a clinical solution and consideration around who bills.



JOGO provides flexibility to act as a tech vendor, a tech vendor + clinical services or act as a provider



Build clinical data points from providers, bill through existing CPT codes and then partner with providers to jointly target reimbursement at commercial payers and CMS

Physical Therapist, PTA, Clinical Psychologist or NP, NPA Codes (97110, 97112, 97140, 90912, 90913), supervision or incident to billing is needed for Clinical Social Worker.

Remote Therapeutics Monitoring Codes (98976, 98977, 98980), Clinical Social Worker can perform these tests.

PER PATIENT



JOGO as a tech vendor



JOGO as a provider

UNIT REVENUE	\$565	\$1,265
UNIT COST	\$125	\$625
UNIT PROFIT	\$440	\$640
MARGIN	78%	51%

9

Patient Testimonials: What patients say about JOGO



Scott Walker, Atlanta, GA

I had a stroke which left my left side fully paralyzed. JOGO virtual rehab helped me fully recover in the comfort of my own home after the initial rehab inpatient. I am now able to walk, my range of motion improved dramatically. I am now able to open a water bottle and even drive a car.



J.S., Philadelphia, PA

I have been suffering from encyphosis ever since I had my first child. Surgery was my last option. With a very high deductible plan, a surgery would have cost me \$10K. It was also a risky option. With 10 sessions of JOGO therapy, I have recovered 90%. JOGO also gave my confidence back!



R.W., Toronto, Canada

I was suffering from chronic lower back pain for more than 15 years. I tried many years of physical therapy, pain killers and was wearing a lumbar brace for almost 20 years. My last option was surgery. With just 6 sessions of JOGO therapy, now I am pain free after 15 years. JOGO works!

10

Competition: JOGO provides a clinically superior, safe and convenient solution vs medications and surgery



Characteristics	JOGO	Medications and Surgery
Clinical Effectiveness	Clinically superior	Moderate
Patient Convenience	Requires effort from patients	Easy (mostly pills)
Safety	No side effects	Serious side effects
Reimbursement	Moderate	Reimbursement is standard

11

Management Team: 150+ years of experience, including a record of successfully building and exiting healthcare startup



Sanjai Murali
Founder and CEO



Siva Nadarajah
President & Co-Founder



Gordon Silverman, PhD
Product Visionary



Kristen Buchbach, DPT
Women's Health



Steve Caruso
Regional Business Director

- Product vision and execution; worked with AT&T experts for 5 years to develop the current version
- Profound technology leadership positions at AT&T, FedEx
- One US patent



- 24+ years of clinical research and commercialization experience in pharmaceutical and medical device industry
- Sold previous venture, Scanadu, an AI based drug safety detection and toxicology platform to IQVIA and became GM for that product line at IQVIA. Grew the business 100% CAGR for six years
- Ownt two US patents



- Inventor of E2-Pass
- One of the original creators of JOGG's first prototype
- Professor Emeritus, Marthian College
- Co-author of the textbook, "Cognitive Science: An Introduction to the Study of the Mind."



- 15 years of neuro rehab experience
- Women's health specialist






32

Advisory Board: Industry leaders in medical advisory board from Harvard, Yale, Tufts and Boston University





Kanan Sena, M.D.
Clinical Professor of Neurology
Yale University School of Medicine

- Clinical professor, Department of Clinical Science, Weill Cornell University College of Medicine
- Diploma, American Board of Neurology and Psychiatry, American Society of Neurophysiology
- Fellow, State Council, American Neurological Association





Asimina Lazaridou, PhD
Pain Researcher at Harvard Medical School and Tufts Medical School

- Clinical Assistant Professor at Tufts Medical Center
- Postdoctoral fellow in Pain Medicine at Harvard Medical School





Didi Theve, M.D.
Commercial Scholar in Reconstructionive Urology, Boston University

- Fellow in Female Incontinence and Reconstructional Urology
- Commonwealth Scholar
- American Urological Association
- Numerous publications on urinary incontinence





Gary Krasilovsky, PhD
Harker College, New York, NYU, Rutgers

- International E2-Pass Medical Investigator
- Internationally recognized Clinical Investigator
- Leading voice in E2-Pass Medical





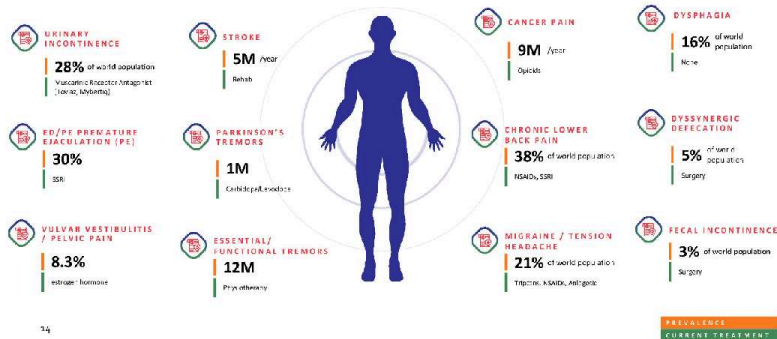
Robert R. Edwards, M.D., PhD
Head of Pain Research
Harvard Medical School

- Associate Professor of Anesthesia and a Licensed Clinical Psychologist in the Pain Management Center at Brigham & Women's Hospital, Harvard Medical School
- Leadership positions in the American Pain Society (APS) and the International Association for the Study of Pain (IASP)



33

Potential: Science supports to treat over 21 indications including the following:



34



Thank You

JOGG

#GetMoving

For more Information, please contact:
Siva Nadarajah, President & Co-Founder
siva@joggehealth.com

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