



## INVEST IN VIIT HEALTH

# Non-Invasive Glucose & Biomarker Monitor for Wellness

viit.health Mesa, United States    Technology Female Founder Healthcare B2C AI

## Highlights

### VC-Backed

Raised \$250K or more from a venture firm

- 1 13 Clinical Trials, 95% accuracy for regular blood glucose levels, 150 units already requested
- 2 +\$2.5M raised from leading private investors. \$3M granted for R&D to background dev company.
- 3 Twice Grant Awardee by the Mexican National Council of Science and Technology
- 4 Massive Wellness market potential of \$1.5 T and \$966 B diabetes-related global health expenditure
- 5 Cutting-edge proprietary AI can detect Glucose, Oxygen, Pulse and potentially Lipids and Insulin
- 6 Strategic alliances with Softeq Engineering, Atomic32, Iasotek & Mexico City's Technology Department
- 7 Supported by a leading US Family Office, Softeq Venture Studio and Mexico City's Health Department
- 8 Regional Winner & Global Finalist - out of 15,000 - in the 2022 Startup World Cup in Silicon Valley

## Featured Investor



**Luis Rubio**

Invested \$50,000 [\(i\)](#)

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### Syndicate Lead

Corporate Attorney. Partner Holland & Knight Mexico. LLM New York University, OPM Harvard Business School, Law Universidad Panamericana.

"As an Investor, I am drawn to ViiT Health for several reasons. The company offers innovative non-invasive device and app that combine Near Infrared Spectroscopy and

Computer Vision for health monitoring, presenting a significant market opportunity. With growing demand for remote health monitoring solutions and the team's expertise in healthcare and technology, I believe Viit Health is well positioned for success. Their convenient, accurate and scalable solution glucose, pulse, and oxygen levels aligns with the increasing needs for personalized healthcare. Overall, Viit Health's innovative technology, market potential and experienced team make it a compelling investment opportunity in the healthcare industry."

## Our Team



### **Luis Fernando** Co Founder & CEO

Serial entrepreneur and social activist. Created a Venture Builder at 20 years old which now holds 7 different companies. Speaker at the UN General Assembly '18, winner of Santander Global Entrepreneurship Program 2020 and 2019 Paris Peace Forum awardee.

Sedentary lifestyles and unhealthy diets have made Type II Diabetes one the highest rising mortality causes in the world (second largest in Mexico). It has affected many people around us. We realize that the only way to change this and save lives is by raising awareness and promoting prevention through effective and regular monitoring.



### **Luis Gomez** Co Founder & Corp Affairs

Corporate lawyer and computer vision entrepreneur. JD International Law at Harvard University and AMP at Harvard Business School. Top corporate management at Citibank Mexico, Shearman & Sterling, AT&T, Alestra, Chrysler, Daimler and Walmart.



### **Lorena de la Maza** Co Founder & Medical Director

2x founder & social impact entrepreneur. Co-founded SolexVintel, AI tech for health and agroindustries. Studied Medicine at National Autonomous University of Mexico (U.N.A.M.) & received Masters in Microbiology from Mass General Hospital, Boston.





## **JOSE CRUZ Y CELIS** technology

Artificial Intelligence Engineer and Sustainability Engineering - Monterrey Technological University. M Sc Computer Science 42 University Silicon Valley. Serial entrepreneur with 1 exit.



## **Sofia Alvarez** Administration

Business Administration - ITAM. Serial entrepreneur with +10 years of experience in Human Resources, Operations and Business Management.



## **Adriana Monroy Guzmán** Medical Research

Diabetes Prevention Clinic Director - San Angel Inn Hospital. Medical Professor - UNAM. Postdoctoral Fellow - UTHSCSA. PhD Biochemistry and Molecular Biology, MD - UNAM.



## **Antonio Garcia** Bioengineering

PhD Chemical Engineering UC Berkeley. Former Associate Dean of Academic Affairs - Engineering NMSU. Foundation professor of Bioengineering at ASU. His expertise include surface and colloid chemistry for biomolecule identification and medical devices.



## **Gerardo Rioseco** Business & Finance

Serial entrepreneur. Started a company at 21 years old and have founded 8 different companies so far. First responder for Mexico City earthquakes in 2017. Winner of several entrepreneurship awards. Former professional tennis player.



**AI-Assisted Wellness Monitoring  
for Diabetes Prevention and Beyond**

**Viit Health is back on WeFunder!** We're here to complete our mission to deliver the future of point-of-care prevention and consumer healthcare: easier, faster and accessible wellness monitoring and disease prevention with - *significantly improved* - AI-assisted optical technology.

**Bioviit®** - *our brand new device* - is a unique portable biomarker monitor that uses light - *not pricking or consumables* - to accurately detect blood glucose, and also oxygen, pulse, temperature and other biomarkers to come.

# Bioviit®

(V1.0 - Fall 2023)

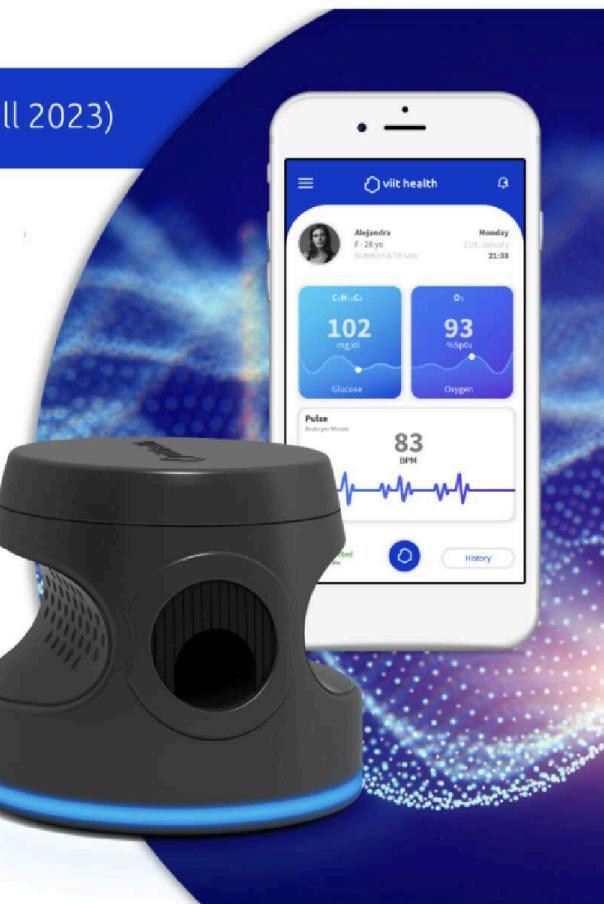
**The unique artificial vision device for biomarker monitoring**

**Measures blood glucose, oxygen saturation and heart rate with light to improve wellness and prevent severe diseases like diabetes**

Powered by Proprietary Technology

- Near Infrared Spectroscopy (NIR)
- Photoplethysmography (PPG)
- Computer Vision (AI)

Less cost (80% decrease - no consumables)  
More accuracy (+13% for regular BG)  
Web/Mobile Wellness & Prevention apps





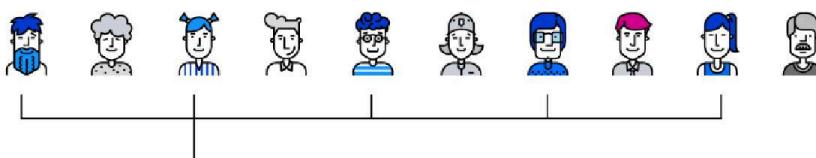
**1 in 2 People in the World have Glucose Problems and Don't Know About it**

With an increase in sedentary lifestyles and inequitable access to nutrition worldwide. Type II diabetes is a uniquely modern pandemic.

There are more than 537 million diabetics worldwide, and there is 1 diabetes related death every 5 seconds. Furthermore, according to different studies, 1 in 2 people in the world already have glucose related problems and don't know about it, which if left unchecked, could not only lead to diabetes, but also cardiovascular diseases, alzheimer's or cancer.



## Diabetes is a Leading Cause of Death



**Half the world** population have glucose related issues

For every **4** diabetics there is **1** undiagnosed diabetic

Every **5 seconds** there is a glucose related death

High blood sugar also leads to **alzheimer's, cancer and cardiovascular diseases**

International Diabetes Federation (IDF) / NIDDKD / World Health Organization



**Current Blood Glucose Tracking is Uncomfortable and Unsustainable**



Diabetes is a chronic condition requiring painful daily finger pricks or uncomfortable and expensive monitors with tiny needles to keep track of blood glucose levels, and given that diabetics are already prone to nerve pain in the extremities, traditional glucometers are particularly painful for many patients, causing a struggle to maintain adequate blood glucose monitoring protocols in more than 60% of diabetics, and

naturally driving other people away from developing a healthy prevention practice by checking their blood glucose levels regularly.

# Prevention can only truly be achieved without pain

—  
**6 of 10** diabetics don't follow adequate treatment due to pain associated to measurement

Mexican Diabetes Federation (FMD)

## Painful

80 - 85% accuracy

**\$1,400** year



## Uncomfortable

80 - 83% accuracy

**\$4,200** year



## Painful

95% accuracy

**\$60** per test

Lab Study



## There's a Much Better way to Prevent Diabetes and Improve Wellness

The proprietary tech behind Bioviit® is complex, but what it offers is simple: fast, accurate, and painless biomarker readings. With Near Infrared Transmittance Spectroscopy (NIR), Photoplethysmography (PPG) and Machine Learning, Viit Health's proprietary consumer healthcare technology can be used for wellness monitoring to improve nutrition, athletic performance, focus, energy optimization and prevent severe health conditions such as diabetes and cardiovascular diseases.

There has recently been significant buzz in the non-invasive glucose detection space, and though certain technological approaches seem feasible, it's important to note that none have been proven to work

effectively nor have they made it to market. We expect to have the shortest and clearest path to market - *end of 2023* - because of our flexibility, our commercial activation strategy towards point-of-care prevention and individual wellness, and most importantly, our preferable novel technology for accurately analyzing not only blood glucose, but potentially many more groundbreaking biomarkers like insulin and cholesterol.



As Viit Health has improved and fine-tuned Bioviit® - *which is expected to outperform its predecessor (Viit Gluco) surpassing its 93% accuracy for regular Blood Glucose levels* - through more than 6 years of development and 13 clinical trials, we've achieved prestigious funding, institutional support and are currently undergoing final calibration and validation with Mexico's most advanced research & healthcare organizations.

# Calibration

2017 - 2022

13 Clinical Trials

+4,500 Patients Tested

4 Product Iterations

+1M NIR Dataset



Mexican Metrology Center



Mexico City's Technology & Innovation Department



Mexican Institute of Medical Sciences & Nutrition



Mexican Council of Science and Technology



Mexican Social Security Institute

# Validation

2023 - 2024

5 Clinical Trials +60M NIR/PPG Dataset

+150K Patients FDA / COFEPRIS

"This technology has shown high reliability when compared to puncture glucometer results. This endeavor is of great importance to Mexico City's Secretary of Health"



HOSPITAL  
GENERAL  
de MÉXICO  
DR. EDUARDO LICEAGA

Dra. Lilia Elena Monroy  
Director Medical Research  
Mexico City's Secretary of Health



The Best way to Attack Diabetes  
is to Prevent the Spread

Bioviit® soon become available as a wellness and prevention device for as little as \$350, and will be distributed via two primary channels to create the biggest impact and build a diverse revenue stream: 1) prevention campaigns and point-of-care wellness monitoring primarily among public institutions and private companies, and 2) wellness monitoring devices for personal use to improve metabolic health.

Prevention campaigns will require public health agencies to deploy massive glycemic level measurement infrastructure and be able to track people's progress and improvement overtime. Through early identification of people with pre-diabetes and those with consistent high sugar levels, we will help stop diabetes on its tracks, and assist in achieving Sustainable Goal #3 by 2030: Good Health and Wellbeing.



**BioViit** ®  
Wellness Device

**\$350** USD

**Blood Glucose** (mg/dl)  
**Oxygen Saturation** (SpO2)  
**Heart Rate** (BPM)  
**Temperature** (°C)  
**Simple Data Log** (24 hrs)

**Prevention**  
**\$500** mo

Biomarkers  
Multiple Users  
Historic Log per User  
Prevention Triggers  
Wellness App Connection  
Individual Wellness Reports



**Wellness**  
**\$20** mo

Biomarkers  
Historic Log  
Glucose Curves  
Prevention Triggers  
Goal Setting  
Wellness Insights



**Diabetes Costs More than  
\$966 Billion Dollars per Year**

There is a massive need for Viit Health's tech. According to an estimation made by the International Diabetes Federation, there will be more than 643 million diabetics by 2030, and 783 million by 2045. If simple, affordable and accurate prevention technology is implemented, those numbers could drop significantly, alleviating a +\$966 billion dollar burden for the global healthcare industry.

**\$966 B**

Global Diabetes Related  
Health Expenditure

**\$29 B**

Global Diabetes Devices  
Market - CAGR 8.2%

**\$1.5 T**

Global Wellness Market  
CAGR 5-10%

2021

2030

2045



Million  
Diabetics  
Worldwide



Million  
Pre-Diabetics  
Worldwide

International Diabetes Federation (IDF) / McKinsey & Co / Research & Markets



## Scientific and Impact Institutions Strongly Support Viit Health

Leading health experts and investors understand the true cost of diabetes and the need for better diagnosis and monitoring tools. It's why Mexican and American leading scientists and institutions, entrepreneurship organizations, engineering companies and global social investors have lined up behind Viit's work. It's the public consumer healthcare breakthrough the world's been waiting for.

## Acomplishments & Support



Softeq Venture Studio  
Investor & Accelerator

Startup WorldCup  
by Pegasus Tech Ventures

Technology & Innovation  
Department (Mexico City)

Science & Technology  
Council (Mexico)

Mexican Institute  
of Nutrition

Venture Studio Program '22  
Firmware & Hardware

Regional Winner '22  
Global Finalist '22 (4th)  
(out of 15,000)

Selected Strategic Project  
Grant Recipient (2)

Grant Recipient (2)

Calibration & Validation  
Protocols



Hardware & Firmware

Software

Research & Regulation

Calibration & Validation

Calibration & Validation



## Experienced and Dynamic Team with Humanitarian Spirit

ViiT Health is led by a rare team of financial savvy, scientific expertise, entrepreneurial moxy, and a desire to do good. By combining decades of corporate and scientific expertise with a modern sensibility for social impact entrepreneurship, our team is committed to our patients and investors alike.

**Luis Fernando Gomez**

CoFounder &amp; CEO



- Serial Entrepreneur and Social Activist from Mexico City
- Created a Venture Builder at 20 years old which now holds 2 exits
- Speaker at the UN General Assembly 2018 and Paris Peace Forum 2019 Awardee
- Winner of Santander Global Entrepreneurship Program 2020

**Luis Gomez Sanchez**

CoFounder &amp; Corporate Affairs



- Corporate lawyer and Computer Vision entrepreneur with 1 Startup Exit
- Juris Doctor International Law at Harvard University and AMP at Harvard Business School
- Top corporate management at Citibank Mexico, AT&T, Chrysler, Walmart, and more
- Founder of the Mexican Council for Global Business

**Dr. Lorena de la Maza**

CoFounder &amp; Medical Director



- Microbiologist & Social Impact entrepreneur with 1 Startup Exit.
- Medical Doctor from National Autonomous University of Mexico (UNAM)
- Masters in Microbiology from Harvard Medical School - Massachusetts General Hospital
- Former Computer Vision for Health & Agroindustry Startup Founder

**Jose Cruz y Celis**

Technology Director



- Artificial Intelligence Scientist with 1 Startup Exit
- Masters in Computer Science from 42 University - Silicon Valley
- Sustainability Engineering from Monterrey Technological University (TEC Monterrey)
- Unreasonable Institute Accelerator Program - Entrepreneurial Studies

**Dr. Antonio Garcia**

Bioengineering



- Bionanotechnology Researcher & Inventor
- PhD in Chemical Engineering at University of California, Berkeley. BS Rutgers University
- Associate Dean of Academic Affairs / George W Lucky Professor Chemical Engineering - NM State
- Foundation Professor of Bioengineering at Arizona State University

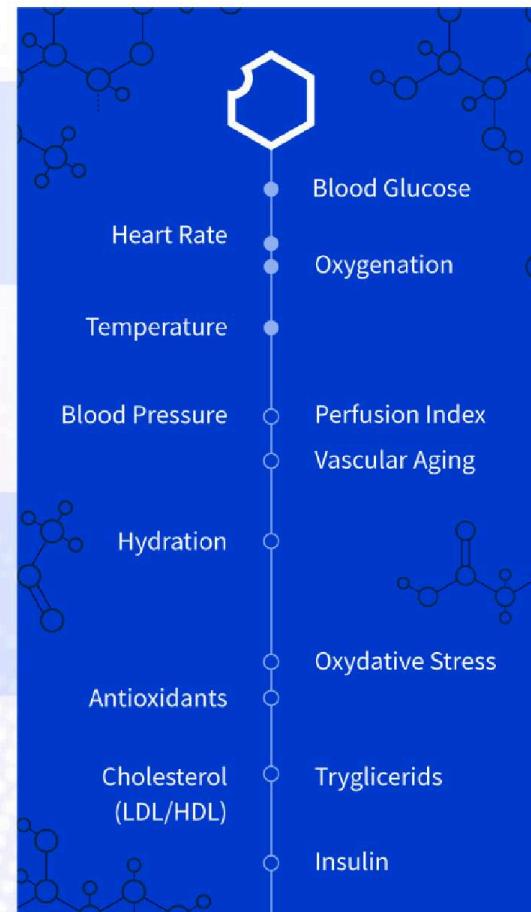
## Revolutionizing Wellness Monitoring and Severe Disease Prevention

Not only are we aiming to remove pain from biomarker detection and blood glucose tracking, but since Bioviit® works with light transmittance and PPG, which enables us to detect the full spectral footprint of the analyzed tissue and record its variations, we are also paving the way for infinite consumer healthcare potential by measuring and tracking additional biomarkers, such as perfusion index, vascular aging, blood pressure, hydration, insulin, oxidative stress, cholesterol, triglycerides, and many more.

By the end of this year, Viit Health hopes to initially deploy Bioviit® as a prevention device for NGOs and governments in the US and Mexico - *counting to date 150 requested units but aiming for many more* -, and shortly after it will be commercialized as a personal consumer healthcare device through existing wellness communities and well placed digital and physical points of sale in the US and Mexico. We're very excited to make our device widely available to everyone very soon.

<b>2023 (Q1-3)</b>	<ul style="list-style-type: none"> <li>• Complete Production for Bioviit 1.0</li> <li>• Final Calibration &amp; Validation</li> <li>• 5 Clinical Protocols (150k patients)</li> <li>• Finalize Prevention &amp; Wellness Applications</li> </ul>
<b>2023 (Q4)</b>	<ul style="list-style-type: none"> <li>• 150 units for Prevention Campaigns</li> <li>• FDA approval for Pulse Ox</li> <li>• Wellness Device Commercial Registration</li> </ul>
<b>2024</b>	<ul style="list-style-type: none"> <li>• Commercial Activation US &amp; Mexico</li> <li>• Prevention Campaign Expansion</li> <li>• Wellness Device Distribution</li> <li>• Additional Biomarker Integration</li> </ul>
<b>2025</b>	<ul style="list-style-type: none"> <li>• FDA approval for Blood Glucose and others (Medical Device)</li> <li>• Europe &amp; Latin America Expansion</li> </ul>

Forward looking projections cannot be guaranteed





## Invest in the Tech that Could Put a Stop to the Diabetes Pandemic

People deserve better options to track and monitor their health, and it's a tragedy that so many people worldwide are suffering and dying from Type II diabetes for preventable and controllable reasons. Viit Health's Bioviit® is here for the groundbreaking consumer healthcare tech development the world's been waiting for.

Invest in the future of preventable consumer healthcare. **Invest in Viit Health.**



### A glimpse of Viit Health's potential

	2023	2024	2025	2026	2027
Revenue	\$ 146,846	\$4,098,562	\$17,142,053	\$56,029,990	\$158,460,715
Operative Cost	\$ 1,057,901	\$1,481,400	\$1,763,020	\$2,644,030	\$4,494,151
Production Cost	\$ 141,918	\$1,253,637	\$4,777,016	\$17,434,950	\$45,581,525
Profit	<b>- \$1,052,973</b>	<b>\$1,363,525</b>	<b>\$10,602,017</b>	<b>\$39,951,010</b>	<b>\$108,385,039</b>
Devices TAM	335	6,500 0.001 %	26,400 0.004 %	98,000 0.01 %	310,000 0.05 %

Forward looking projections cannot be guaranteed

Invest in  viit health

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# Downloads



[Deck Viit Health WeFunder 23.pdf](#)