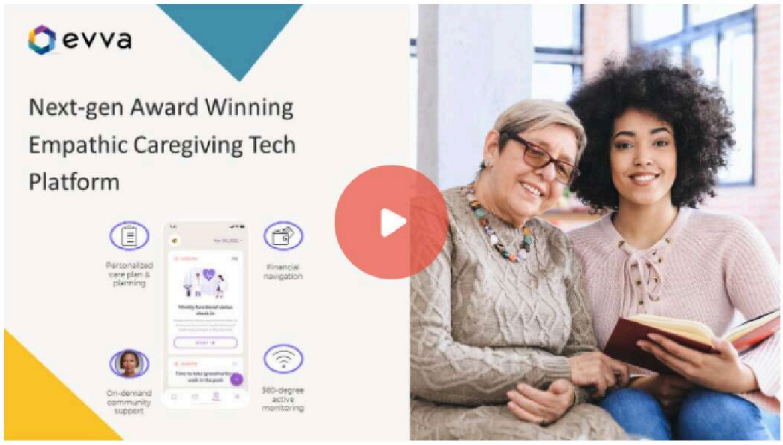
INVEST IN **EVVA HEALTH**

Next-gen empathic caregiving tech platform for the future of elder care

PITCH VIDEO INVESTOR PANEL



evva360.com Atlanta GA

Technology | Software | Artificial Intelligence | Saas | Black Founder

LEAD INVESTOR

Sela Missirian

The struggle is real - any caregiver or person close to someone with Alzheimer's or similar has had their share of frustrations at the lack of solutions out there. Evva Health's personalized approach to caregiving where not only the health of the patient, but also the caregiving burden on the family is considered at every step is the type of solution that gets me excited. As a caregiver, I don't need a tool to aggregate everything that is out there. What i need is an easy solution that understand my evolving needs and guide me and family throughout the journey, because it's always changing. I decided to invest in Evva Health because I believe their approach is novel and the founding team has the industry, technical knowledge and personal experience to make an significant impact in the space. I believe Evva Health will become a leader in the market thanks to its strong team of innovators, and ultimately be a very profitable investment for its shareholders!

Invested $10,000 this round

Highlights

1. $135 billion initial market opportunity (dementia or mild cognitive impairment)
2. Rapidly growing market (7%+) with an aging population and fewer caregivers
3. Get early access to cutting-edge health + care solutions powered by A.I. and IoT
4. 2 members of the advisory board will be selected from the community of investors
5. Builds on existing research for better health outcomes at lower costs for patients AND families
6. Winner of the 2021 LG NOVA prize for the most innovative and transformative solution
7. Join forces with a diverse team with 100+ years of combined experience building disruptive solutions

Our Team

Carl Hanna, PhD Co-Founder

Our Team

Carl Hanna, PhD Co-Founder

Engineer, researcher, and consulting leader with Big 4 experience (i.e. Deloitte and PwC). Advisor to major health provider systems for over 15 years on strategy for growth, performance improvement, workforce management, and digital transformation

Similar to millions of families, we've often struggled to find the right care professionals, coordinate care, navigate instructions, ensure our loved one's well-being from afar, and plan for their future needs. As healthcare professionals & experts, we understand the gaps and underlying opportunities and are even more committed to making an impact

Saurabh Vyas, MD Co-Founder

Physician, consulting leader (Deloitte and Slalom), and On Deck Fellow. Advised design and development of 20+ digital health / A.I. products and initiatives for the world's leading health systems and life sciences companies

Anderson Smith, PhD Cognitive Aging Research Strategy

Cognitive aging scientist and Emeritus professor at Georgia Tech. He has over 40 years of research experience examining how cognitive mechanisms are responsible for much of the age-related variance in memory performance across a variety of tasks.

Bob Williams, MD Clinical Workflows & EHR Strategy

Dr. Bob Williams enjoyed a 20-year career as a practicing and teaching family physician and health services researcher. For another 22 years, Dr. Williams served as a senior consulting executive at EY, Cap Gemini, IBM, Deloitte Consulting US & UK

Cathy Hackl Immersive Experience & Metaverse Strategy

Leading tech futurist and globally recognized business leader specializing in the metaverse, augmented reality (AR), virtual reality (VR), & spatial computing. She's one of LinkedIn's top technology voices and a champion for diversity.

Anamaria Encean Communication & Media Strategy

Demonstrated success in developing strong client relationships as a trusted advisor for Healthcare IT with a clear focus on Enterprise and Clinical Applications Development. Team player with a multi-cultural vision who thrives in diverse environments

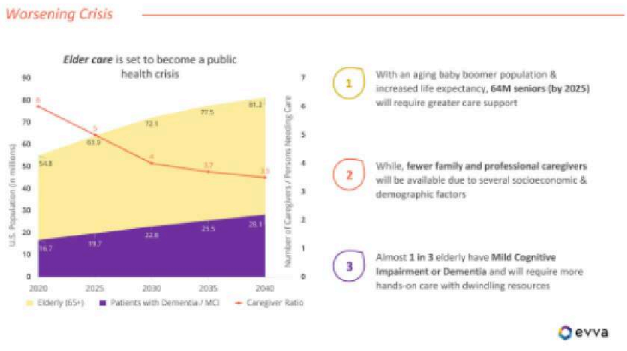
Aubrey Annan Technology Strategy

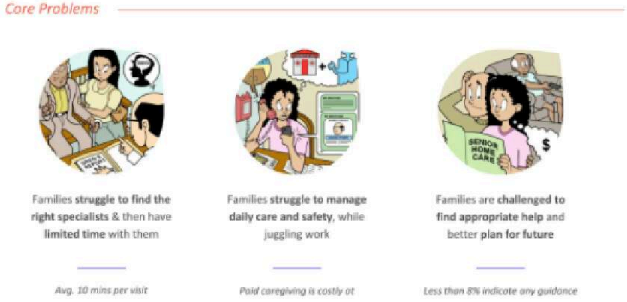
Technology leader with over 15 years of management and technology consulting experience spanning strategic planning, IT strategy, enterprise cloud architecture, digital strategy, and program management.

Mark O'Connor Product Strategy

Healthcare executive with positions in corporate strategy, management consulting, product leadership, private equity, venture capital startups, and intergovernmental organizations.

Pitch





$25+ per hour *from clinicians*

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Scale of Problems

2 out of 3 of 18 million+ family caregivers of MCI and dementia patients **are burnt out**

Majority of time is spent on **monitoring** the health and safety of their loved one

$150B+

by 2025

As **out-of-pocket spend is rising rapidly**, families will struggle even more to plan for future care

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Solution

Understand the unique needs of each patient and family

to design a personalized roadmap and community support around them.

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User Personas

Meet **James.**

A loving father, who has early-stage dementia. He wants to live independently near his daughter and grandkids.

James is eager to...

- Access best & latest care
- Get step-by-step care plan guidance
- Receive support when he needs it
- Make it easier for his family to take care of him

And **Andrea.**

A caring daughter, who wants to take care of her dad, but is anxious about juggling her work and own family.

Andrea is looking to...

- Navigate and manage care for James
- Ensure he is safe and well
- Better plan for future care and finances
- Receive community support and guidance at each step

In addition, Evva includes features for other family members, professional caregivers, clinicians, and community organizations for better patient and family care.

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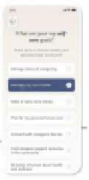
*Product: **Personalized Navigation & Management***

1 Help me better **manage daily care**

Andrea learns about Evva from James' clinicians and her community



Evva learns from James & Andrea's goals and 25 other parameters to **tailor guidance**

Evva connects with medical records to provide Andrea with **simplified education** between office visits

Evva helps Andrea track and coordinate a **360° care plan** that includes physical, mental, and financial health

contd.

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*Product: **Personalized Navigation & Management***

1

contd.

Evva's A.I. also **automates check-ins** for James & Andrea saving critical time for physicians

And when Andrea needs guidance, help, or just someone to talk to...

Evva connects Andrea to a dedicated neighborhood **Care Advocate** and helps **navigate local support**

Evva also enables other family members to **stay aware of James' health** and get involved, when needed.

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Product: *Proactive Planning*

2 Guide me to better **plan ahead**

Evva evaluates James & family's health status and financial needs to create a **near and long term plan**

Plan includes tailored relevant solutions & services, financial initiatives, budgeting and more...

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Product: *Active Wellness Monitoring & Guidance*

3 Help me **ensure** our **safety & well-being**

Andrea subscribes to **Evva Pal**, giving her freedom to better balance personal life and work

Evva integrates with various **smart devices** to **actively guide** James throughout his day

Evva also **monitors** James for falls and other discomfort non-intrusively

Evva **notifies** Andrea about James' discomfort and allows her to **remotely interact** with connected appliances

Andrea and James can use Evva Pal to **easily share information** with the care team

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Business Model

Evva 360
Navigation & Management

- ✓ Personalized step-by-step guidance
- ✓ Coordinate with care team and family
- ✓ Navigate local community support

$0 - $19
per family per month

Testing prototype
Early-2022 release

Evva Next
Concierge & Planning

- ✓ Evva 360 features +
- ✓ Dedicated Care Advocate
- ✓ Financial navigation and future planning
- ✓ Automated personalized check-ins

Starting at
$89
per family per month

Winner of LG NOVA 2021
Coming late 2022

Evva Pal
Personal Active Living

- ✓ Evva Next features +
- ✓ Integrate with bundled smart devices
- ✓ Smart guidance, fall, and activity monitoring

Starting at
$129
per family per month

Winner of LG NOVA 2021
Coming in 2023

Early-stage Model
B2C Subscription

- End user-level insights for future features
- Brand awareness

Growth Model
B2B2C Subscription, Marketplace

- Membership scale
- Integrations for better outcomes, experience

Note: Pricing is indicative based on existing market products; subject to change as we collect more data

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Market Size

Total Available Market
Out-of-pocket spend by families of MCI & dementia patients (2021)

$135B+

~18M
families

Serviceable Market
Incl. concierge services, professional help, and select products; Families making $50k+

$25B+

~11M
families

Share of Market (SOM)
~ 10% of serviceable market with diverse revenue streams

$2B+

1M+
families

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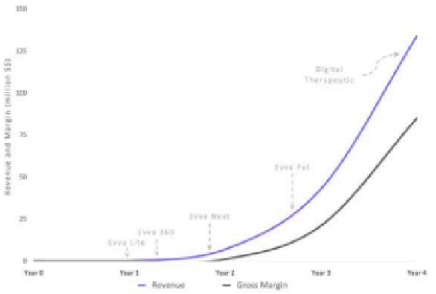
Revenue Outlook



Our Goal
by end of Year 4

Best-in-Class Active Care at Home

$ $ $

~$130 million ARR

~270,000 families

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Competitors and Alternatives

Competitors and Alternatives

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Our Vision and Roadmap

Simplify caregiving and build caring communities to help everyone thrive.

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Why you should invest **now**?

As an early investor, you could -

- Earn high ROI (market trends indicate potential for 8x+*)
- Drive change & redefine the next generation of care at home
- Get early access to cutting-edge health + care solutions
- Help shape the future of caregiving communities!

* Investment returns are not guaranteed and are based on similar startups in healthcare.

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Funding Impact

Accomplishments

To-Date

- ✓ Built a dedicated founding team and advisory board
- ✓ Conducted market and caregiver research
- ✓ Designed and built alpha prototype of Evva Lite
- ✓ Identified areas for IP and clinical research
- ✓ Winner of Codelaunch ATL 2021
- ✓ Winner LG NOVA Pitch Competition

Funding Will Help Us

Upcoming milestones

- Expand engineering and sales teams
- Release Evva Lite (First-gen Lovable Product)
- Initiate 2-3 pilots with initial partners (health systems, community orgs)
- Release Evva 360
- On-board 1,000+ families
- Initiate design and development of key architecture for Evva Next and Pal

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Our Supporters

Our Inspiration

Evva is also fueled

by our personal experiences as caregivers and concerned family members

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Our Team

Caregivers, Healthcare Leaders, and Clinicians...

Carl Hanna, PhD
Co-founder
Mechanical engineer, researcher, and consulting leader (Deloitte and PwC).

Saurabh Vyas, MD
Co-founder
Physician, consulting leader (Deloitte and Slalom), and On Deck Fellow.

Anderson Smith, PhD — Cognitive Aging Research
Cathy Hackl — Immersive & Virtual World
Bob Williams, MD — Clinical Workflows & EHR
Aubrey Annan — Interim CTO
Anamaria Encoan — Marketing & Comms.
Mark O'Connor — Product Strategy

+ Family caregivers, A.I. experts, caregiving experts

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Join us in building communities that always care for you!

Diversity by design | Love for community | Continuous innovation

Visit us at www.evva360.com

Crowdfunding Perks

1. Investment: $250+
- Evva T-shirt

2. Investment: $500+
- 3 months access to Evva 360 at 50% discount
- Evva T-shirt

3. Investment: $1,000+
- 6 months access to Evva 360 at 50% discount
- Evva T-shirt

4. Investment: $2,500+
- 6 months FREE access to Evva 360
- 1 entry into sweepstakes for $1,000 gift card
- Evva T-shirt

5. Investment: $5,000+
- 12 months FREE access to Evva 360
- 1 entry into sweepstakes for $1,000 gift card
- Evva T-shirt

6. Investment: $10,000+
- Call with the founders
- 12 months FREE access to Evva 360
- 2 entry into sweepstakes for $1,000 gift card
- Evva T-shirt

7. Investment: $25,000+
- Invite to exclusive board meetings
- Call with the founders
- 12 months FREE access to Evva 360
- 2 entry into sweepstakes for $1,000 gift card
- Evva T-shirt

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