

Joshua Host, CEO  
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INVEST IN THRIVELAB

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## Healthtech platform in the hormone health space with 558% Growth and \$300k MRR

LEAD INVESTOR



**Ryan Hodson**

I invested in ThriveLab because of their ambitious mission to transform hormone health; I believe the niche focus on hormone imbalance (\$45B market / 80m individuals) will achieve high adoption rates. The Founder has presented strong industry expertise and has previous operating/exit experience - his passion for improving access to hormonal healthcare will help drive the company forward as they scale. I am most impressed by their organic growth so far and the high engagement rates. Moreover, the support he has received from friends and family (raised over \$4m to date) alongside proof of concept (\$300k/monthly revenue) provides a solid foundation to build on in 2023. I believe this could take off as they close more partnerships with clinics, insurers, and patient advocate groups.

**Invested \$1,000 this round**

[Learn about Lead Investors](#)

[thrivelab.com](http://thrivelab.com) Los Angeles CA

Technology

Mobile Apps

Subscription

Health & Fitness

## Highlights

- 1 🤔 Hormone Imbalance is an epidemic affecting 84 million. Only 12% will find 🚀. \$45B Industry
- 2 📈 Patent Pending AI Engine cut industry standard time to care by 76% and cost of care by 64%
- 3 👤 Experienced leadership team with multiple exits and experience scaling global healthcare brands
- 4 💵 3.9 million raised to date from founders and investors
- 5 🚀 558% revenue growth in 2022, 995% Growth forecasted in 2023 (not guaranteed)
- 6 🧑 Scalable Acquisition Model: 4 Month CAC Payback and 96% Subscription Retention Rate.
- 7 💰 Subscription revenue model, exceeding \$300,000/month and 59% Gross Margins
- 8 🌐 Now Nationwide in the US and expanding into 3 new countries in 2023.

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## Our Team



**Joshua Host** CEO, Co-Founder, Board Member

Joshua Host is a mission driven founder that has created over \$200 million in enterprise value and exits. Josh is a servant leader dedicated to scaling purpose built teams with the objective of changing the world. MBA from Pennardine

After a life altering brain injury our CEO was unable to find resolution. This led to the startling discovery that 84 million people are suffering from hormone imbalances. Sadly only 12% will find care. The balance will be misdiagnosed or rejected for care. The symptoms are crippling and chronic. It's our mission to help these humans.



**Dr. Nayan Patel** Chief Clinical Officer, Co-Founder

Dr. Nayan Patel is an internationally-recognized scientist, consultant, and lecturer on regenerative medicine. Dr. Patel has served over 250k patients with hormone health plans. PharmD from USC.



**Dr. Ryan Jones** Chief Medical Director, Co-Founder

Dr. Ryan Jones completed his medical education at UT Southwestern Medical School and subsequently focused his efforts on obtaining a broad base of clinical experience at multiple levels and stages of healthcare delivery.



**Rahula Kocher** Chief Technology Officer, Co-Founder

Rahula Kocher has two decades of experience building award-winning healthcare technology platforms to improve patient outcomes.

## Pitch



Hormone imbalance is an epidemic

**84** MILLION PEOPLE AFFLICTED

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**43%** of women 30-65

**67%** of men 35-75

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ONLY **12%** ARE BEING TREATED

Most of us have no idea

**WHY?**

**68%** — Misdiagnosed

**24%** — Rejected for care

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**HOW?**

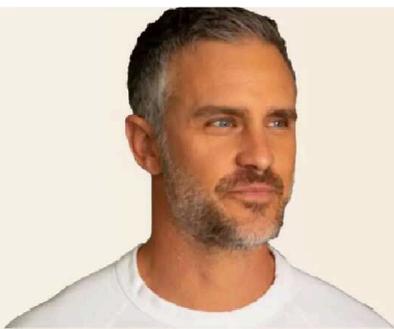
PHARMACEUTICAL INDUSTRY

Pushing drugs through continued education

INSURANCE COMPANIES

Slashing reimbursements needed for diagnostics

Their symptoms are emotionally painful



**His Symptoms**

Erectile dysfunction  
Loss of muscle mass  
Low Energy & Burnout

Abdominal Fat Gain  
Brain Fog  
Depression  
Reduced sex drive



**Her Symptoms**

Weight gain  
Hot flashes  
Night sweats

Sleeplessness  
Low energy  
Brain fog  
Depression & Anxiety

So we've made it our mission to help them



**GREAT experience**

"Really great company. Good communication, great follow-up. Kristina was amazing. My PA Ashley was super knowledgeable and thorough. These guys get it. A+++"



JAMES T. | JUNE 23, 2022



**The staff are friendly and helpful**

"The staff are friendly and helpful. The staff listen to your concerns. It's not all about what the "norms" are. It's the norm for your body."



HEATHER P. | JUNE 20, 2022

With a concierge hormone health program

THRIVE  
**optum™**

A patent pending blend of treatment protocols, nutraceuticals & technology to resolve hormone imbalance.



90 days to thrive

MONTH 01

- + SEX DRIVE
- + ENERGY
- + MOOD
- + CLARITY
- + STAMINA

MONTH 02

- + STRENGTH
- + SEXUAL PERFORMANCE
- + MUSCLE GAIN
- + FAT LOSS

237%

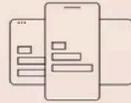
INCREASE IN TESTOSTERONE

79%

REPORT SYMPTOMS GONE IN 6-8 WEEKS

### An easy Patient Journey

01.  
ONBOARDING



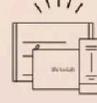
Self Assessment

02.  
PLAN



Initial Consult  
\$45

03.  
OPTIMIZE



Monthly Plan  
\$79/mo.



### And an optimized plan

THRIVE  
optum™

- + Dr. Appointments
- + Personalized Plan
- + On-Demand Care
- + Plan Optimization
- + Rx Management
- + Free Shipping

**\$79 /month + 12% Discount on Meds**

#### Faster Results | Lower Cost

-64%

Lower Medical Cost

-12%

Discount on Medications

-76%

Reduction in Time to Treatment



Month 1



Month 3



Months 6-9

### Our patients love us



Chris Nordlinger | Age 45

## SPECIAL FORCES VETERAN

### SYMPTOMS

Lack of energy, weight gain



"In two weeks, I was back. First my energy increased, then I started shedding body fat."

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HELPING GOOD HUMANS THRIVE

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10

Our strategy drives patient outcomes.

### December Milestones

- + 96% Retention Rate
- + 9.8 Provider Score
- + 4.7 Stars on Trustpilot
- + 4 Month CAC Payback
- + Nationwide Coverage

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HELPING GOOD HUMANS THRIVE

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11

Led by a mission-driven founder and a veteran leadership team with 25 years of healthcare, technology & consumer experience.



**Joshua Host**  
Chief Executive Officer



**Dr. Nayan Patel**  
Chief Scientific Officer



**Dr. Ryan Jones**  
Chief Medical Director



**Dr. Bimisa Renteria**  
Director of Clinicians



**Rahula Kochar**  
Chief Technology Officer



The need is massive



We need only **51k Patients.** to achieve **Unicorn Status**

**\$39.6B by 2027**  
**7.7% CAGR**

**\$205M ARR**  
**0.06% Penetration**

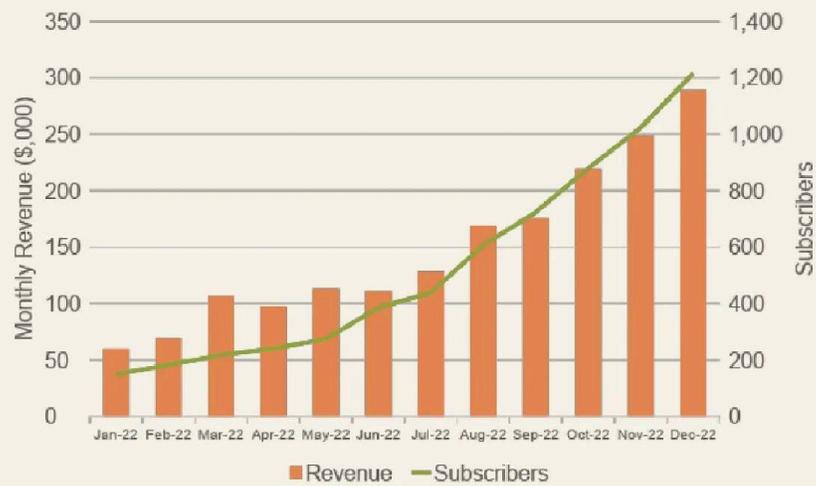
Comps & Multiples

<b>11.2</b>	Hone Health
<b>7.8</b>	Parsley Health
<b>9.8</b>	Elektra

<b>Market Multiple</b>	<b>8.23x</b>
<b>You buy in at</b>	<b>5x</b>
<b>Your Discount</b>	<b>42%</b>

So we expanded nationwide and started growing

- Closed the year with nearly **\$300K** in monthly revenue
- Up nearly **5x** from where we began the year
- Average month over month growth of **16%** in 2022

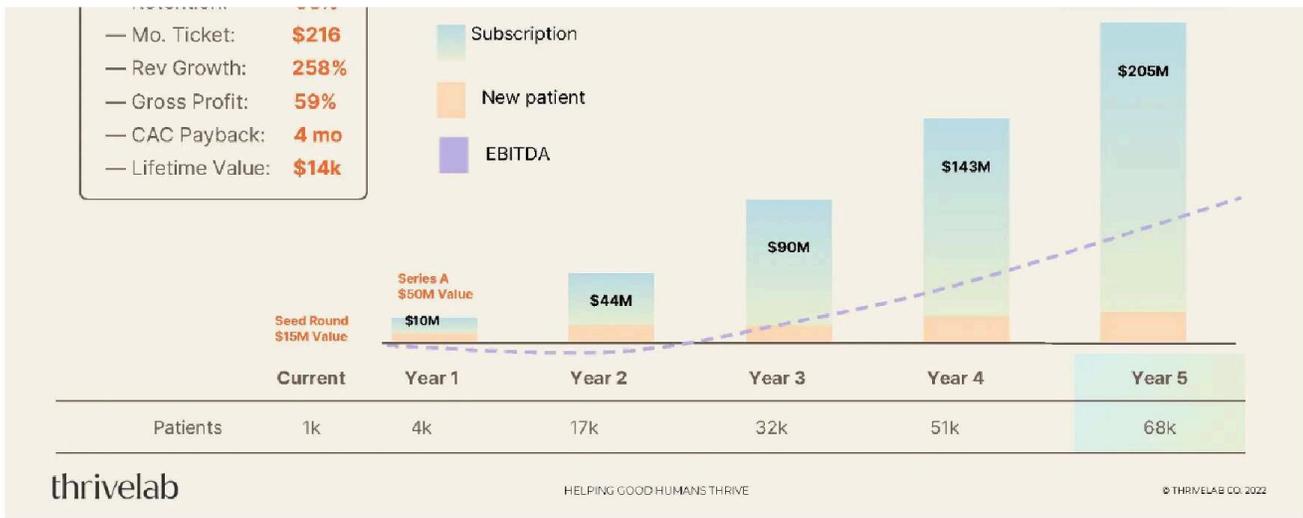


And now we are ready to scale

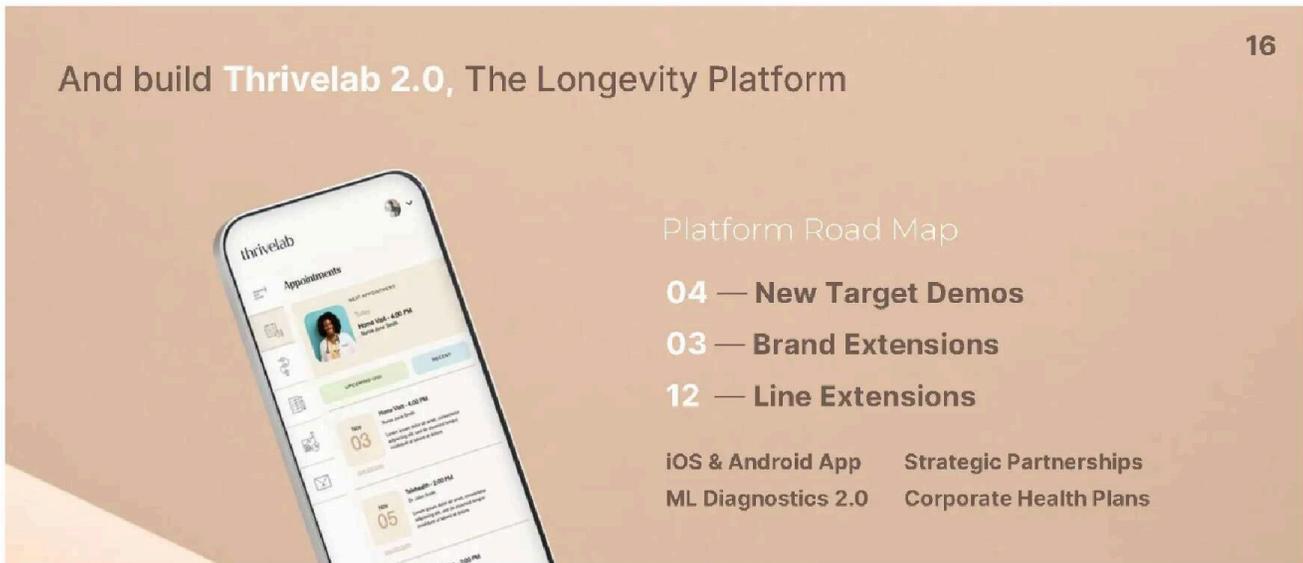
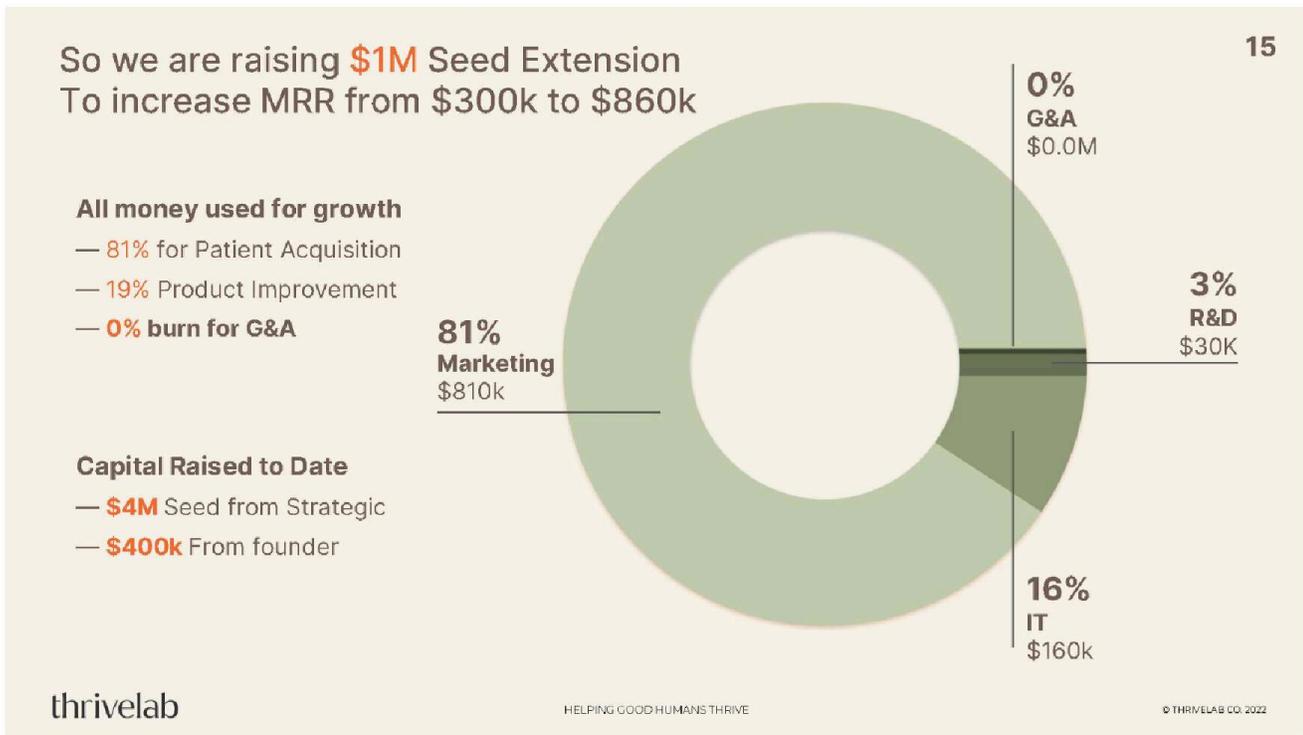
— Retention: **98%**

GROSS REVENUE

**UNICORN**  
**\$1,435M**



This graph contains forward-looking projections that cannot be guaranteed.



## Let's recap our journey together

- We've already raised **\$4M**
- And delivered **258%** revenue growth
- On a **96%** Retention Rate
- With a **\$4M** run rate.
- In an untapped **\$46B** market
- This **\$1M** will accelerate MRR to **\$860k** in May for **\$50M Series A**

Forward-looking projections cannot be guaranteed.

