FOOD FOR HEALTH® LLC

The Clinical Nutrition Operating System™ calculates how each food impacts each person's health



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Highlights

1. Pioneered digital food-as-medicine recommendations & filed first conceived patents on subject matter
2. Finalist at HLTH World Conference. One of six finalists in the category.
3. 5 Patents issued in USA, Korea & India with 27 iterations being filed across 42 countries.
4. Live in Android & Apple IOS Mobile & Tablet. 100% operational uptime >2years, SDK, API, SaaS.

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Featured Investors



Richard Broms Follow — Invested $250,155

Richard is chairman and co-founder of the Moscoe Group, a $5B international marketing and distribution company serving major retailers including Target, BestBuy, and Amazon.

Richard Broms, CEO

"Chairman and co-founder of The Moscoe Group, a major international marketing and distribution company serving leading retailers including Target, Best Buy and Amazon. Brings deep retail, distribution and commercialization expertise. "Food for Health is an imperative health solution that delivers clinical certainty and speed with simplicity to consumers while helping retailers improve outcomes, shopper satisfaction, and health.""



Alexander H. Danzberger, Jr. Follow — Invested $500,000

CEO and finance executive with 25+ years leadership across manufacturing, e-commerce, health-tech and education. Responsive for over $500 Million in multinational transactions across multiple industries.



Brian Beutner Follow — Invested $40,000

Leading healthcare, insurance and legal executive; former Bright Health General Counsel, UnitedHealth Group VP, MNsure board chair and health-payment technology CEO. Lends his deep expertise and vision in regulated healthcare and scalable health ventures.



Michael Snow Follow — Invested $35,000

Food and agriculture executive who built Western Milling into a 700-employee enterprise spanning 33 locations and 4.3 million tons in annual volume, with operations across feed, food, pet food and agronomy.



John Buck Follow — Invested $10,000

Long standing health insurance and system icon. Chairman of Medica. Extensive insurance, retail, distribution, operations leadership along with multiple board memberships with very strong governance, compliance and ethics standing.



Mark Olson Follow — Invested $161,222

Longstanding Food for Health investor whose substantial commitment reflects confidence in the company's patented technology, commercial potential and mission to make personalized food-as-medicine broadly accessible.



Kevin Kruse Follow — Invested $100,000

Kevin Kruse brings 40+ years of startup and Fortune 500 leadership at Medtronic, Best Buy, UnitedHealth Group, Wipro and Emerson, spanning technology, business strategy and operations, with a record of turning long-term vision into rapid execution.



Chuck Clabots Follow — Invested $30,000

Fortune 50 C-suite technology, healthcare &transformation executive with $220M+ impact. Deep expertise in AI, digital transformation, operations, insurance, healthcare and private-equity value creation. Prior UnitedHealth & BlueCross CIO, Venture Capital.



John Francis Follow — Invested $30,000

International franchise growth expert with 30+ years as a franchisor, franchisee and multi-unit owner. Brings practical experience scaling brands, operating distributed business systems and helping founders build durable growth platforms.



Scott Grausnick Follow — Invested $25,000

Founder and CEO of Harbinger Partners and Harbinger Executive Alliance; six-time IBM President's Club winner and former global top salesperson. Brings decades of C-suite recruiting, leadership and relationship-building expertise.



Don & Marnie Raleigh Follow — Invested $40,000

Marnie is founder and CEO of Evolve Systems, a digital, creative and technology agency, and a recognized business and civic leader. Together, Don and Marnie bring entrepreneurial, marketing, technology and community-building experience



Kevin Steele Follow — Invested $10,000

Sports medicine & wellness industry leader; psychologist, executive coach and former 3M leader. Brings expertise in behavior change, workforce wellbeing, clinical collaboration and organizational leadership.



Mike Thyken Follow

Invested $15,000

Veteran business and technology executive experienced in enterprise systems, large integrations, organizational turnarounds and early-stage growth. Advises software leaders in the midwest.



Adam G. Southam Follow

Invested $1,350,000

Founder of three patent-backed SaaS companies and inventor of Food for Health's patented Efficacy Engine. Has 35+ years across 32 industries advising hundreds of CEOs on strategy, brands, channels, innovation and commercialization.



Dr. Erik Reis
Syndicate Lead
Follow

Dr. Erik Reis is a clinician, entrepreneur advisor, and international speaker with 13 years in private practice and 6 years building in venture at the intersection of longevity, clinical neuroscience, human performance, and integrative health.

Disclosure: I also serve as an Advisor to Food for Health, LLC, providing strategic advice to the Company. In the separate role of Lead Investor, the Lead Investor exercises voting authority on behalf of Wefunder investors in accordance with the applicable Lead Investor and custodial arrangements.

"I'm backing Food for Health LLC because I believe in the mission, the vision, the leadership team, but more importantly, the fundamentals behind using food as medicine. I've experienced this firsthand with my personal health and through helping patients improve their health via food. And I'm convinced the future of medicine involves using personalized foods and healthy choices to prevent disease and treat chronic conditions, which is why I believe this platform has high potential for both per..."

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Rich Howard Follow

Over 20 years as a software architect at SPS Commerce, building the high-reliability, high-scale SaaS infrastructure required to connect complex enterprise systems. Chief Architect and tech visionary for Food for Health since inception.

"Contributed over $100,000 in earned compensation to Food for Health while leading technology architecture and development."



Aaron Crutchfiedl Follow

Aaron Crutchfield is a software engineering leader specializing in Flutter, Android, cross-platform architecture and embedded systems. He brings cutting edge ideation backed by strong foundational technology standards.

"Contributed over $18,000 in earned compensation to Food for Health while leading mobile development."



Dan Lynch Follow

Built & led operationally complex healthcare & medically integrated fitness organizations in senior executive roles with responsibility for large teams, multimillion-dollar budgets, chronic-disease lifestyle programs & healthcare-focused service delivery.

"Invested $65,000 plus substantial uncompensated time. A healthcare executive with VP and COO experience, Dan has contributed years of leadership to Food for Health, including business development, strategic partnerships and commercialization"



J Marie Follow

J. Marie Fieger has >40 years of leadership in advertising, media, public relations, events, and cause marketing. Her expertise makes our sophisticated health platform understandable, memorable, and credible to our many audiences it serves.





Zal Parakh Follow

Parakh is a business technology and operations leader spanning COO, CIO, program and transformation roles. A PMP and Prosci-certified change leader, he builds global teams, modernizes enterprise IT.

"Contributed over $34,000 in earned compensation to Food for Health while leading project and organizational management initiatives."

Team



Adam G. Southam CEO

Forged 3 patented SaaS companies including our Efficacy Engine®, pioneering digital, personalized food-as-medicine 15 years before market demand. Strategist to over 700 C-Suite Execs in 32 industries over 35 years. Leads global patent, strategy & branding

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Rich Howard Chief Technology Officer

Over 20 years as a software architect at SPS Commerce, building the high-reliability, high-scale SaaS infrastructure required to connect complex enterprise systems. Chief Architect and tech visionary for Food for Health since inception



Daniel J. Lynch VP, Strategic Partnerships

Built & led operationally complex healthcare & medically integrated fitness organizations in senior executive roles with responsibility for large teams, multimillion-dollar budgets, chronic-disease lifestyle programs & healthcare-focused service delivery.



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stronger shopper retention, larger baskets, conversion to higher-margin private label, and condition-specific cross-selling.

Revenue comes from recurring B2B2C medical practice subscriptions and B2B SaaS, per-member grocery shopper subscriptions, as well as API, white-label, and embedded-platform licensing.

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Dr. Aimee Budnik, Ph.D., RD/N, LD, chairs Dietary Medicine Advisory.

The Medical & Scientific Panel includes Dr. James Hill, Chair of Nutrition Sciences at the University of Alabama, and Dr. Reid Blackweider, Past Chair of the American Academy of Family Physicians.

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Why Now, Why You

Food-as-medicine has moved from fringe to mainstream. Grocers, payers, and employers are actively looking for clinical certainty at the shelf. Food for Health® has the patents, the live platform, the evidence, and the team to deliver it.

Join us. Own a piece of the system that calculates how each food impacts each person's health.

Watch the introduction: https://ffh.app/intro.

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Every Founding Investor gets recognized in our Founders Circle at https://ffh.app/founders.

We are very excited to offer all investors the opportunity to purchase supplements and other health products at Fullscript®, the leading supplier to the medical community in America. Visit https://ffh.app/fulscrpt

Investors of $500 or more receive Fullscript® gift cards in the denominations stated in the Perks section.

Investors of $10,000 or more get time with our Founder and investors of $25,000 or more receive guest passes to an industry event with intensive industry education, all program materials and will share a meal with our Founder at the event. Visit https://ffh.app/events to view potential events (admittance to conferences, trade shows, corporate or military programs are subject to the approval of the host organization).