

## Stroke, chronic pain & incontinence treatment via telehealth with wearables & AI


[jogohealth.com](https://jogohealth.com)

Bridgewater Township, NJ



Technology

Software

Hardware

Technology

Wearables

### LEAD INVESTOR


**Venkat Tadi** Head of Commercial Solutions Technology Delivery

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 venture.

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

[Learn about Lead Investors](#)

### OVERVIEW

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## Highlights

- 1 Treats 20+ neuromuscular (NM) conditions (stroke, cerebral palsy, chronic pain, incontinence)
- 2 Total market spend of \$550B worldwide for NM conditions. Addressable market of \$55B for JOGO
- 3 FDA cleared, patent with 18 claims. Medicare and insurance approved.
- 4 Co-Founder's previous AI venture was acquired by IQVIA, world's largest clinical research company
- 5 JOGO has already treated more than 2000 patients. Signed up 50+ hospital channel partners.
- 6 Medical Advisory Board is from Harvard, Yale, Boston University, Tufts, NYU and Columbia.
- 7 Part of Johnson & Johnson Innovation Incubator JLABS at University of Pennsylvania.
- 8 Co-Founder investing \$495K in this round at same terms.

## Our Team


**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.

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.


**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.


**Dr. Gordon Silverman** Emeritus Product Visionary

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



**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.



**Jessica Stein** Head of Clinic Acquisition

Dr. Stein received her Doctorate of Physical Therapy from the School of Health Sciences at Touro College and her B.S. in Kinesiology from the University of Maryland. Multiple Sclerosis Certified Specialist (MSCS), a Certified Neurac Provider (CNP).



**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

American Board-certified pelvic floor physiotherapist with over 30 years of experience in uro-gynecology, obstetrician-gynecology, gastroenterology, prenatal, post-natal, incontinence, chronic pain, breast cancer & stroke.



**SHYAM RAMAMURTHY** VP, Clinical Operations

Accenture, ICON Labs, Novartis. Certified neurodevelopmental therapist with 16 years of experience in clinical trials and pharmacovigilance, Certified in ICH/GCP.



**SHANMUGA PRIYAN** Head of Commercial Strategy, South Asia

Veteran healthcare executive with a strong pedigree in driving growth at major Southeast Asian healthcare brands, including Singapore-based Parkway Pantai, Apollo Hospitals, TPG Capital-backed Fortis Hospitals, MGM Healthcare & Vasan Healthcare

## Pitch

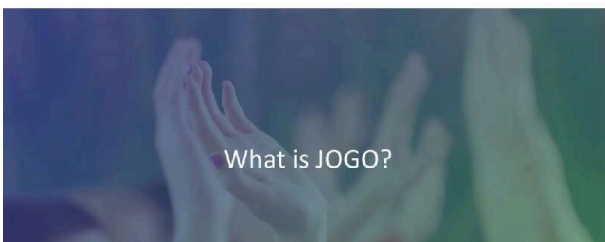


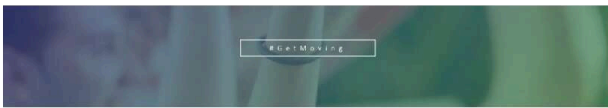
### Disclaimer

Certain information set forth in this presentation contains "forward-looking information", including "future-oriented financial information" and "financial outlook", under applicable securities laws collectively referred to herein as "forward-looking statements". Except for statements of historical fact, the information contained herein constitutes forward-looking statements and includes, but is not limited to, the (i) projected financial performance of the Company; (ii) completion of, and the use of proceeds from, the sale of the shares being offered hereunder; (iii) the expected development of the Company's business, projects, and joint ventures; (iv) execution of the Company's vision and growth strategy, including with respect to future M&A activity and global growth; (v) sources and availability of third-party financing for the Company's projects; (vi) completion of the Company's projects that are currently underway, in development or otherwise under consideration; (vii) renewal of the Company's current customer, supplier and other material agreements; and (viii) future liquidity, working capital, and capital requirements. Forward-looking statements are provided to allow potential investors the opportunity to understand management's beliefs and opinions in respect of the future so that they may use such beliefs and opinions as one factor in evaluating an investment.

These statements are not guarantees of future performance and undue reliance should not be placed on them. Such forward-looking statements necessarily involve known and unknown risks and uncertainties, which may cause actual performance and financial results in future periods to differ materially from any projections of future performance or result expressed or implied by such forward-looking statements.

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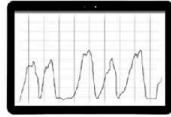


JOGO helps enhance the rewiring of the Central Nervous System (CNS) by recruiting muscles to help treat neuromuscular conditions, such as stroke, and breaking the pain-anxiety-muscle tension cycle to treat chronic pain.

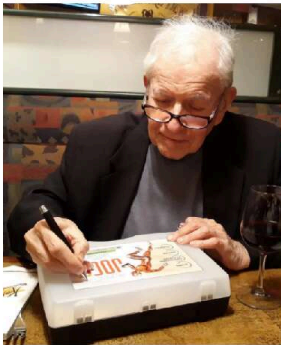
JOGO is composed of wireless, wearable sensors and a patent-protected mobile app with AI/ML and VR that provides treatment protocols and games that can be adapted for muscle relaxation, movement coordination, and neuromuscular reeducation, all leveraging neuroplasticity.

Motor region of brain = EMG signal activating muscles

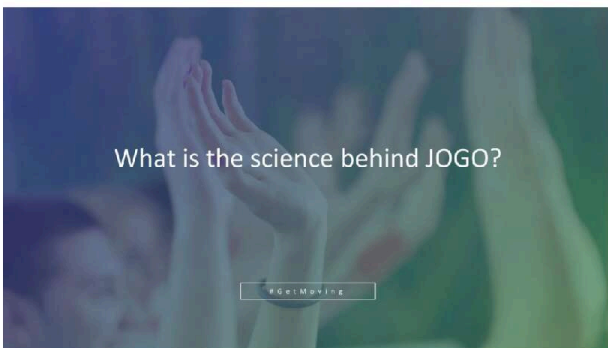
JOGO machine learning based therapeutic App = EMG Biofeedback



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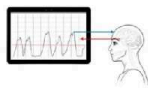
JOGO originated at NYU RUSK Rehab from two researchers, Dr. Joseph Brudny and Dr. Gordon Silverman — both pioneers in EMG biofeedback and behavioral neuroscience



## Neuroplasticity and Muscle Recruitment/Relaxation



Brain forms connections during neuromuscular events or becomes too sensitive to pain due to cancer or other chronic conditions



Relaxation or recruitment exercises with JOGO triggers neuro plasticity = development of new pathways between neurons



New pathways make the brain less sensitive to pain or recruit muscles to help recover from neuromuscular conditions

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 adjust their activities in response to new situations or to changes in their environment.

EMG biofeedback-assisted relaxation reduces pain experienced by advanced cancer or chronic pain patients by breaking the pain-anxiety-muscle tension cycle.

Do you have any comparable companies in your space that have taken an existing science and created a digital therapeutics technology?

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Who are your competitors and how are you different?

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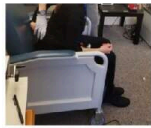
	Hinge Health	Kala Health	JOGO
Conditions	Lower Back Pain	Lower Back Pain & COPD	21 conditions (19 pain, pelvic health, and neuromuscular)
Funding	\$300M (Series C)	\$48M (Series B)	\$2.5M (Seed)
Link Status	Not Listed	Not Listed	104/1138/1 Listed
Co-founder(s) (prescribed)?	MD	MD	YES
Reimbursement	Direct Employer Plans	Direct Employer Plans	Medicare, Commercial Payors, and Direct Employer Plans
Technology	Postural Feedback	Postural Feedback	Neuromuscular Feedback
Current Market Traction	USA	USA and Europe	USA, India, and Malaysia

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Who is your academic research partner?

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## What is your product pipeline?

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Product /Candidate	Therapeutic Area	Evidence	Pivotal Study	Commercial
JOGO-Gx	Neuro-muscular re-education			FDA CLEARED
JOGO-002	Chronic Lower Back Pain			
JOGO-003	Cancer Pain Management			
JOGO-004	Post stroke plantar flexor spasticity and ankle dorsiflexion recovery			
JOGO-005	Voiding Dysfunction			
JOGO-006	Chronic Fatigue Syndrome			
JOGO-007	Dysphagia			
JOGO-008	Migraine			
JOGO-009	Tension Type Headache			
JOGO-010	Premature Ejaculation			

## What does your patent cover?

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Our patent has 18 claims and protects our digital therapeutics approach against all neuromuscular conditions

**First mover advantage:**  
Behavior-based  
determination of efficient  
treatment protocol



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STRICTLY CONFIDENTIAL: FOR EYES ONLY AND NOT TO BE RELEASED WITHOUT PRIOR WRITTEN CONSENT FROM JOGO

## What is your business model?

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## Virtual Digital Clinic and In-Person (ONLINE + OFFLINE)

Patients receive a JOGO unit shipped home and receive coaching remotely (Hinge Health Model)



JOGO (UBER Therapist) provides therapy at a doctor's office or hospital



## Who is in your team?

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Our team has 75 years of combined experience. Our co-founder has a track record of successfully building and exiting health-tech startups.



**Sanjay Murali**  
Founder of JGO

- Product vision and execution expertise with 10+ years of experience in developing the current version
- Previous technology leadership positions at AT&T, Intel, Microsoft



**Dr. Jessica Stein**  
Head of Clinic Acquisition

- Doctorate of Physical Therapy from the School of Health Services at Texas College
- B.S. in Kinesiology from the University of Maryland
- Multiple research publications in the Journal of Sports Medicine



**Gordon Silverman, PhD**  
Principal Scientist

- The "GO" is JGO
- One of the original creators of JGO's first prototype
- Professor Emerita, Washington College
- Author of "The Science of the Mind"
- Co-author of the book, "The Science of the Mind"



**Siva Nadarajah**  
President & Co-Founder

- 20+ years of software development, product management and medical device engineering
- 10+ years of experience in software development, product management and medical device engineering
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- 10+ years of experience in software development, product management and medical device engineering



**Maria Griffin**  
FDA Consultant

- 10+ years of experience in regulatory affairs and clinical study compliance and field operations support
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## Who is in your medical advisory board?

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## Key Opinion Leaders from Harvard, Yale, Tufts and Boston University



**Kanaga Sosa, M.D.**  
Clinical Professor of Neurology

- 10+ years of experience in clinical research and medical device development
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**Asimino Lazaridou, PhD**  
Postdoctoral Fellow

- 10+ years of experience in clinical research and medical device development
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**Didi Theva, M.D.**  
Associate Professor

- 10+ years of experience in clinical research and medical device development
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**Gary Krszavor, PhD**  
Professor

- 10+ years of experience in clinical research and medical device development
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**Robert R. Edwards, M.D., PhD**  
Professor

- 10+ years of experience in clinical research and medical device development
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## World's Top Doctors in Advisory Board, Seasoned and Upcoming KOLs





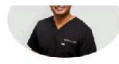
**Dr. DeAndre Caldwell**  
 Cleveland Clinic Health System, Delaware

- Former New York State Physician
- Pain Neuroscience Expert



**Sunder Subramaniam, M.D.**  
 RPA in Pain, PM, and Neurology

- International MD in Pain Medicine
- Internationally Recognized Clinical Investigator



**Raj Maniam, M.D.**  
 Harvard Pain Medicine

- Leading Pain Medicine Service in New York City
- Chief and Co-lead Health System, Delaware
- Harvard's Chief of Pain Service



**Matthew Kohler, M.D.**  
 Columbia Pain Medicine

- Leading Pain Medicine Doctor in New York City
- Columbia University
- New York Presbyterian Hospital

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### Targeted Raise and Use of Proceeds

Total Targeted Raise via Convertible Notes: **\$4.5M at a valuation cap of \$20M**

Use of proceeds are primarily for:

Total global spending on the conditions JOGO could treat is \$550B, in which the JOGO digital/telemedicine addressable market is approximately 10% (\$55B)



Conducting two pain clinical studies to obtain higher reimbursement from US health insurers. Currently, reimbursement is based on existing CPT codes.

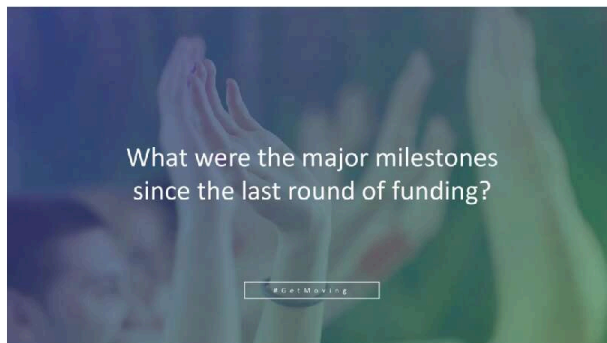


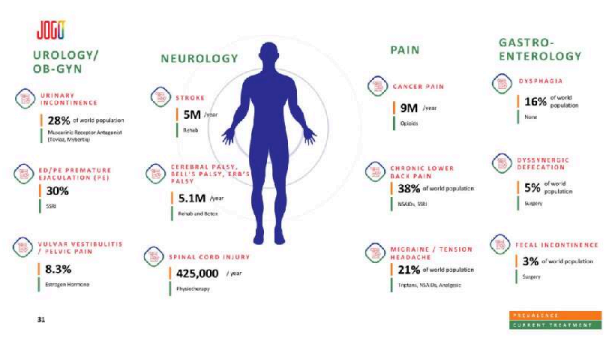
Conducting commercial pilots in USA to expand on the success of India



Hiring key people to support the business.

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Thank you!!!

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