



**a wellness technology company** that helps organizations streamline workflows across events, fundraisers, and wellness initiatives -- all on one platform.

# Problem

Our platform supports the smallest or grandest of ambitions - in health and wellness, **the world's fastest growing industry.**

- There is no platform that enables organizations to effectively manage the wellness of their communities.
- There is a huge demand for this.
- Facebook, Twitter, Eventbrite, Instagram - none of these cut it.

# Organizations use our platform to manage Quests<sup>®</sup>

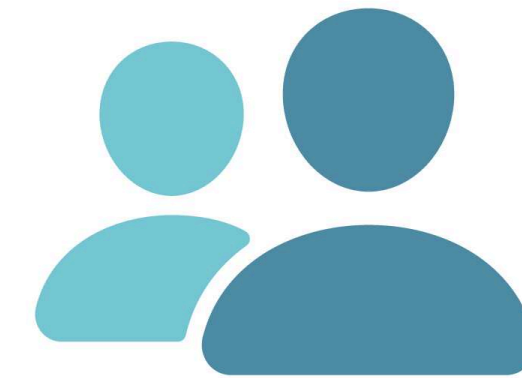
Quests are very flexible and can track any goal, from the big picture to the smallest of details.



**FUNDRAISING**



**EVENT TICKETING**



**COMMUNITY MANAGEMENT**



# Organizations are paying us

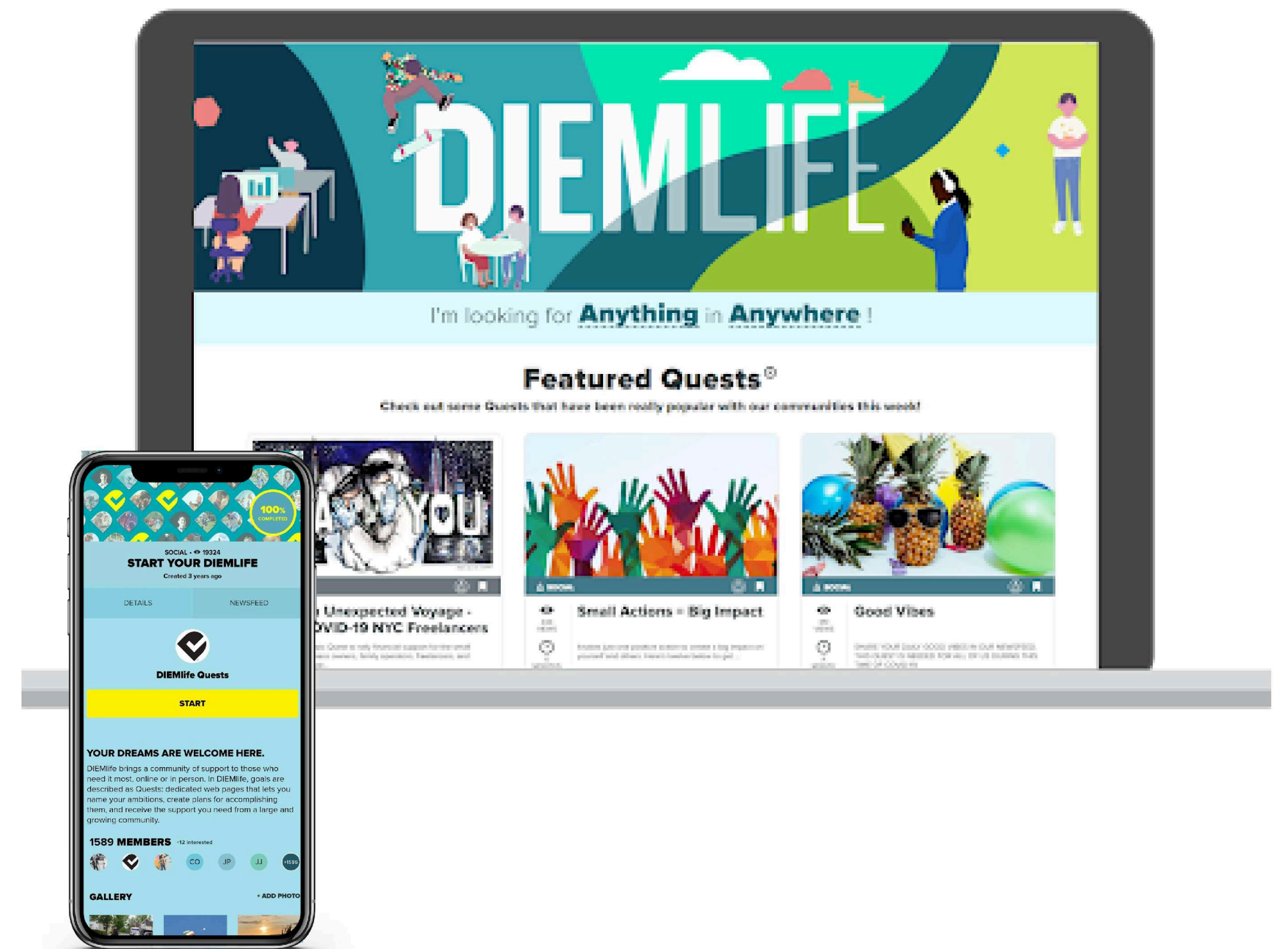
We have four universities paying us for annual subscriptions, and a growing number of use cases from non profits and individuals.





# DIEMlife

Our Community-as-a-Service (CaaS™) Quest builder **addresses the world's largest liability:** reduced physical, mental, and social well-being.





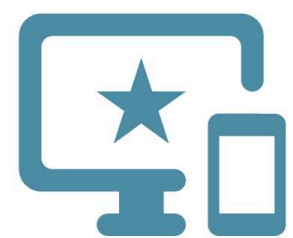
# Use Case: Crisis Relief

Organizations and individuals use our fundraising and event ticketing features to connect their resources and raise money.

In 30 days, DIEMlife helped raise over \$100k for Covid-19 specific causes.



**Revenue sources:**  
platform fees  
event registration fees



**Key features:**  
team fundraising, event ticketing,  
reporting, newsfeed, messaging

Quest links: [diem.life/covidnyc](https://diem.life/covidnyc), [diem.life/covidcuse](https://diem.life/covidcuse)





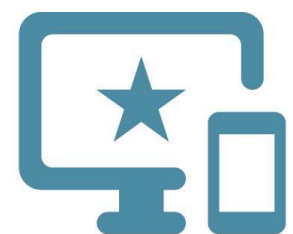
# Use Case: Business Improvement District

City organizations use our community building features to unify their members and support local businesses.

In less than 24 hours, Think Local Little Falls launched and exceeded their fundraising goal to support their community members.



**Revenue sources:**  
startup subscription  
platform fees



**Key features:**  
fundraising, progress tracking,  
newsfeed, gallery

Quest links: [diem.life/lfessentials](https://diem.life/lfessentials)





# Use Case: Wellness Initiative

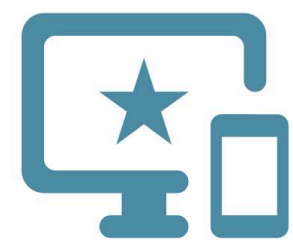
Universities and colleges use our Quest building features to create and launch public health campaigns.

After a successful pilot launch, Syracuse University will take their Monday Mile Quest nationwide this year.



**Revenue sources:**

- pro subscription
- event registration fees
- platform fees



**Key features:**

- prompts, notifications,
- messaging, progress
- tracking, leaderboards,
- gallery



Quest links: [diem.life/mondaymile](https://diem.life/mondaymile)



# Diverse revenue streams driven by SaaS fees

**\$300k**

Platform transaction  
volume past 12 months

**\$100k**

Platform transaction  
volume March + April

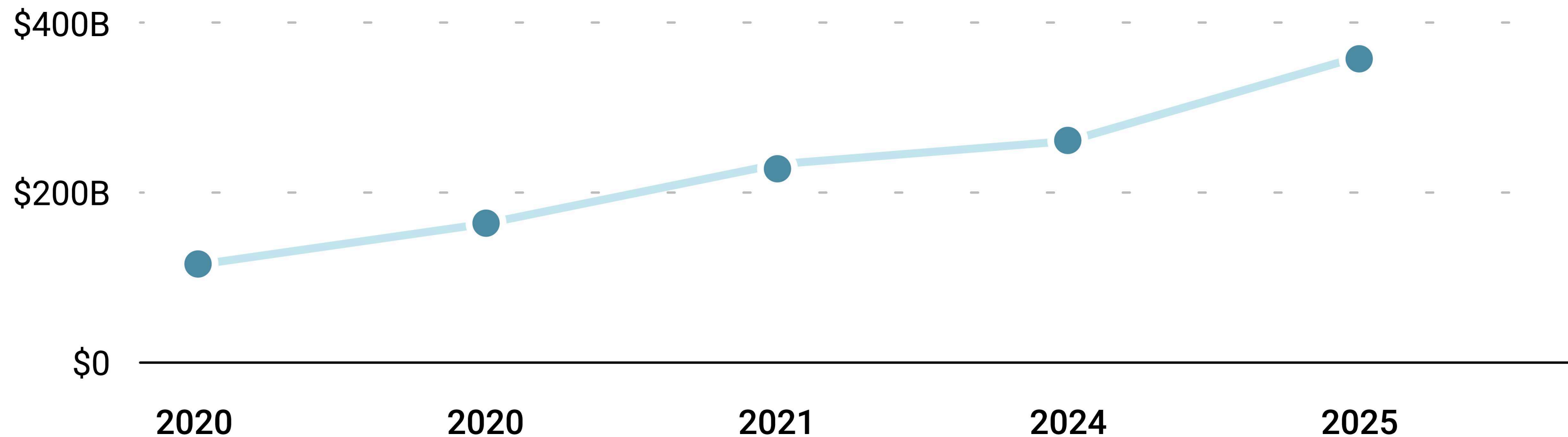
**\$4,500**

Average ARR per  
enterprise customer

We are focused on growing our annual recurring platform subscriptions from organizations.

# \$371 Billion digital health market opportunity by 2025

GROWING AT A BLISTERING  
**28.5%** CAGR (2020-2025)\*



\*Projections not guaranteed, Research based on Global Market Insights Digital Health Market Share Trends 2020-2026 Growth Report



# Future Growth

We are looking for 12 months of financing to onboard 50 organizations and break even.

**\$1.2M**

12 month net revenue

**50+**

Platform Subscriptions

**\$1M**

Seed Round

Monthly recurring

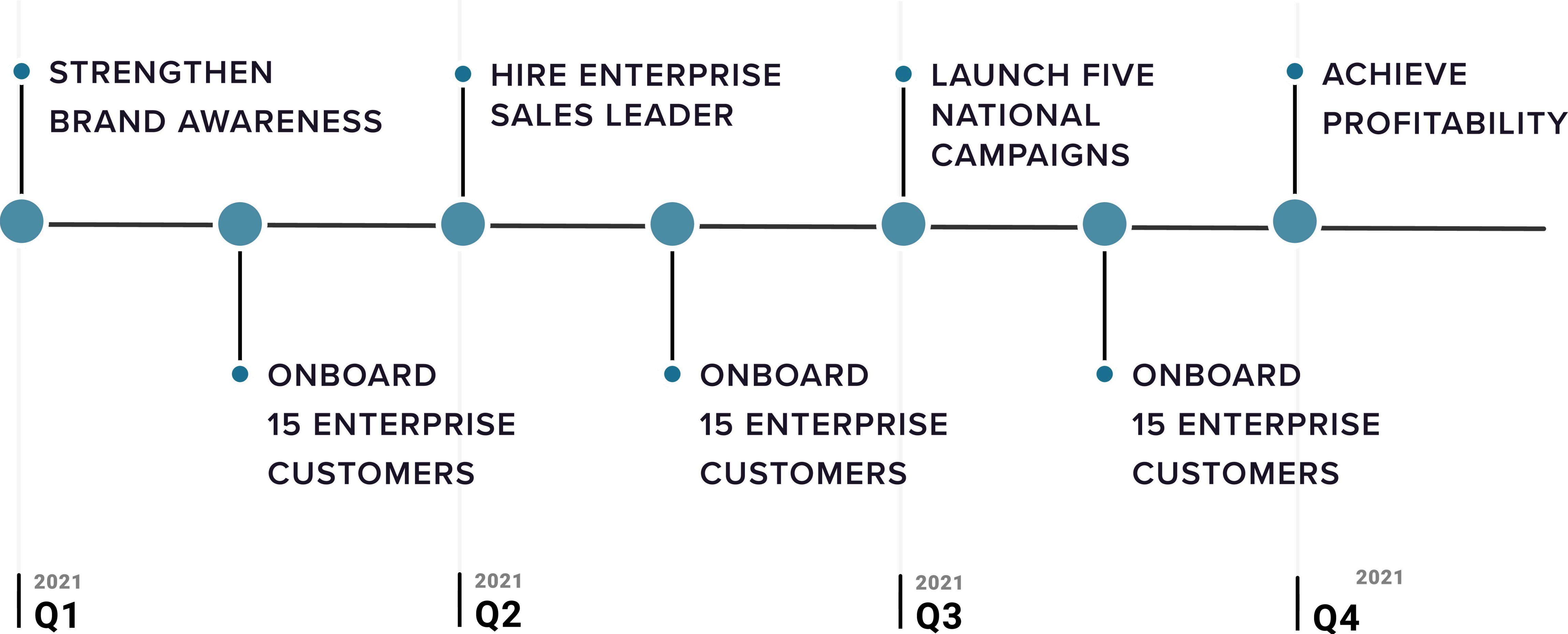
Avg \$1,500 / month

Investment opportunity

# Milestones

- ① Onboarded five enterprise customers
- ② Strategic partnership with Syracuse University
- ③ Proved business model
- ④ Launched robust web platform and mobile apps
- ⑤ Registered trademarks: QUEST® and DIEMPLIFE®

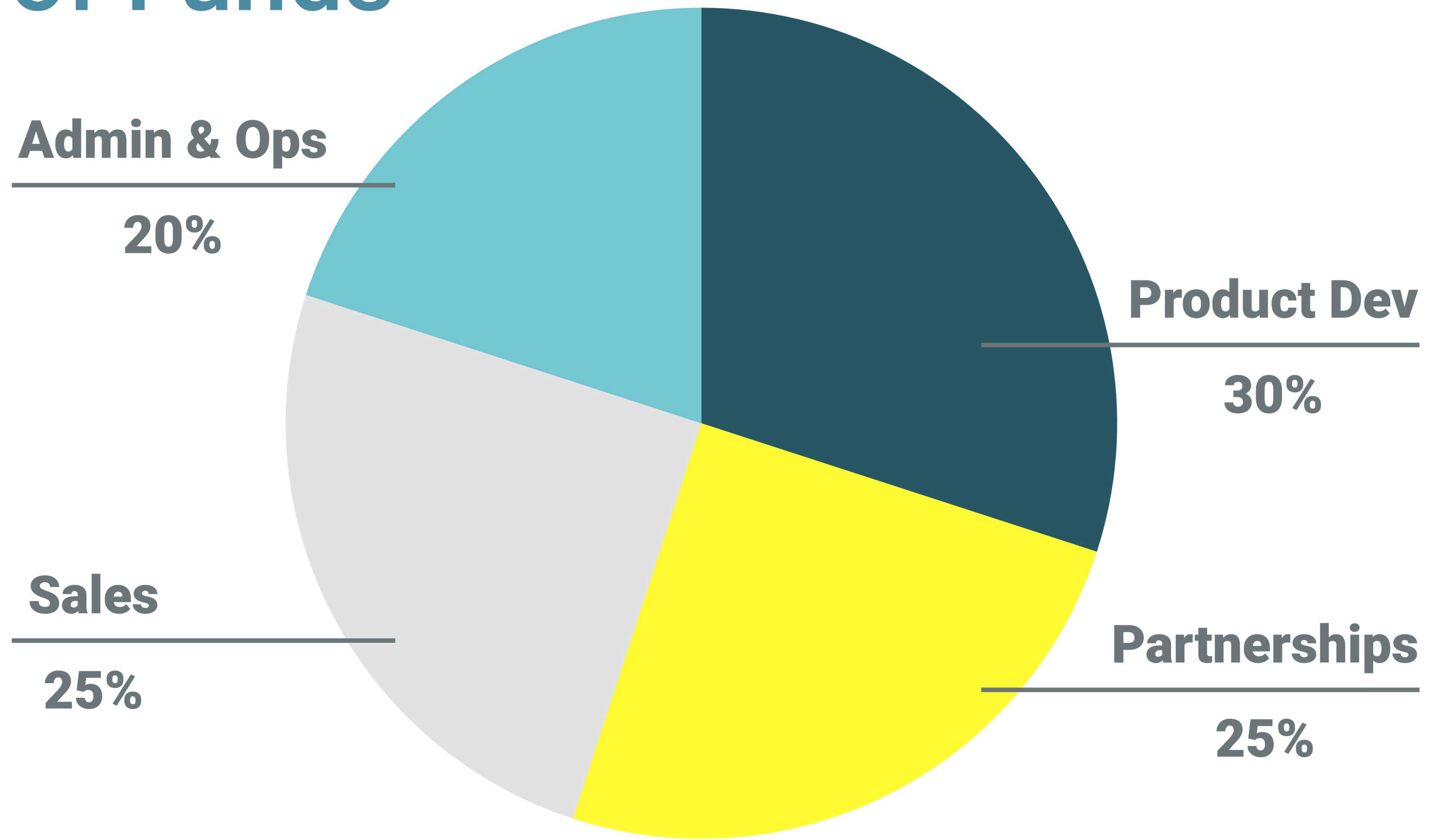
# Next Steps



\*Projections not guaranteed



# Use of Funds



# Team



**TIMOTHY MIDGLEY**

**CO-FOUNDER & CEO**

20 years of tech startup and corporate experience.  
Previously at JACT Media, AMEX, AXA.

Ultra endurance enthusiast- has completed some of the world's toughest races.



**YOO-SUN PARK**

**CO-FOUNDER & CLO**

Juilliard trained performer  
Coach experienced in fitness and personal development

"Elevating the Alum" creator and event producer.



**DAVID TUTTLE**

**VP OF ENGINEERING**

Passionate software developer for both end-user applications and internet scale backend systems.

B.A., computer science from Harvard University.



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