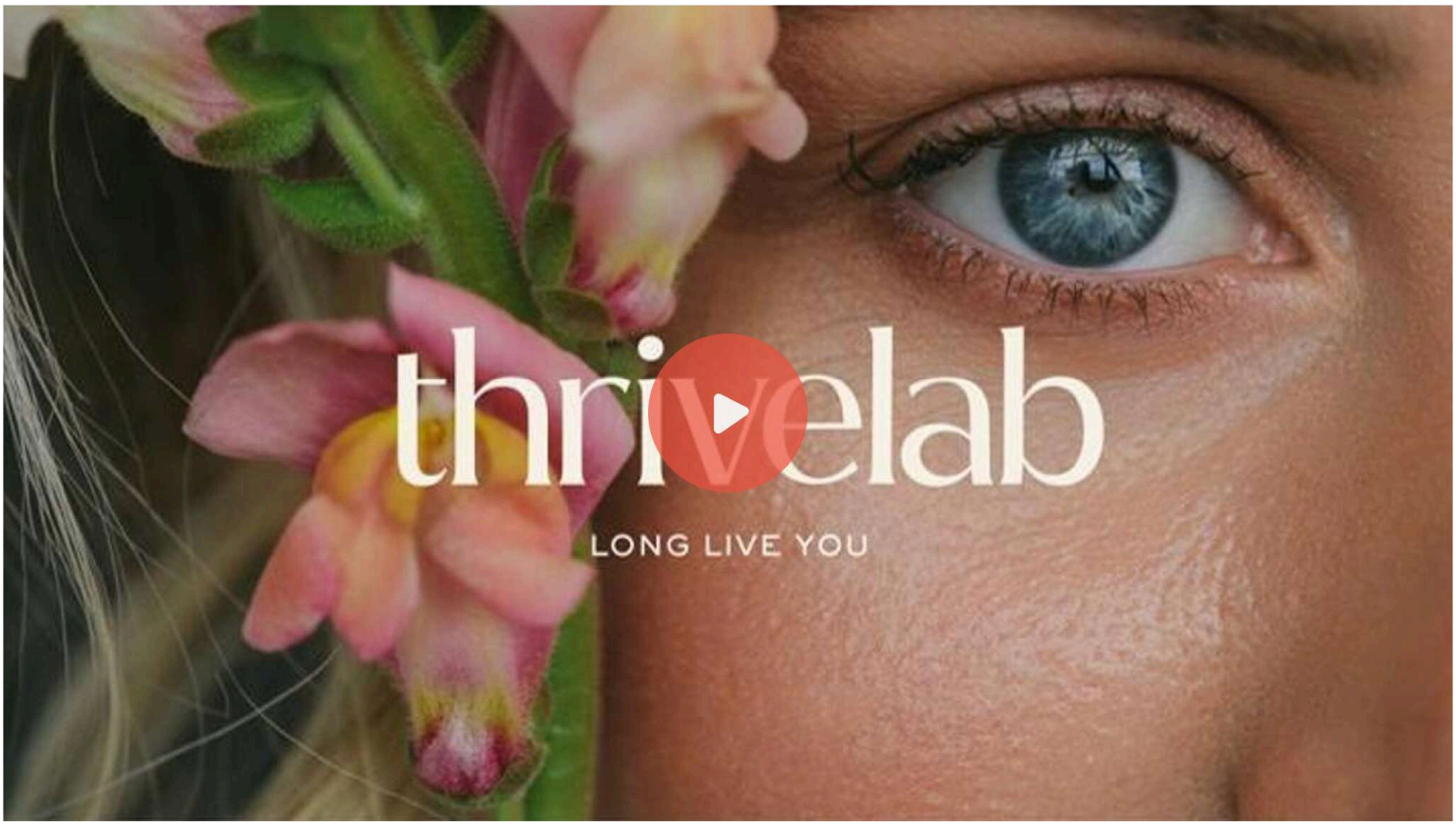


INVEST IN **THRIVELAB**

Profitable, AI-powered healthcare company focused on hormone health, nutrition and mental well-being

thrivelab.com Los Angeles, CA

Technology | Mobile Apps | Subscription | Health & Fitness

Highlights

1. Profitable, AI Powered Healthcare Platform with In-Network Contracts Covering 150M Lives
2. Patent Pending AI Engine cut industry standard time to care by 76% and cost of care by 64%
3. Multi-specialty care team, pairing patient w/ a provider, nutritionist and licensed therapist.
4. 6 million raised to date from founders and investors

5 Recurring revenue model, exceeding $6M ARR (206% YOY Growth) and 63% Gross Margins

6 ♂Scalable acquisition model: 4 Month CAC payback and 95% subscription retention rate.

7 ⚕Experienced eadership team with multiple exits and experience scaling global brands

8 Preferred stock @ $15M pre-money valuation with 1.5x liquidation preference

Featured Investor

Anthony J Stanganelli
Syndicate Lead

Follow

Invested $25,000

"I have personal experience with the company. I am a patient, and they are top notch. The nurse practitioner I work with, and the support staff are second to none. I further am in line with their vision to deliver high quality bio identical hormones at an affordable price making them available to a much broader range of consumers or patients. Thrivelab is helping to bring hormone therapy, but not your average hormone therapy, bioidentical hormone therapy which is easier on your body, easier on..."

Read More

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 Pepperdine.

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

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.

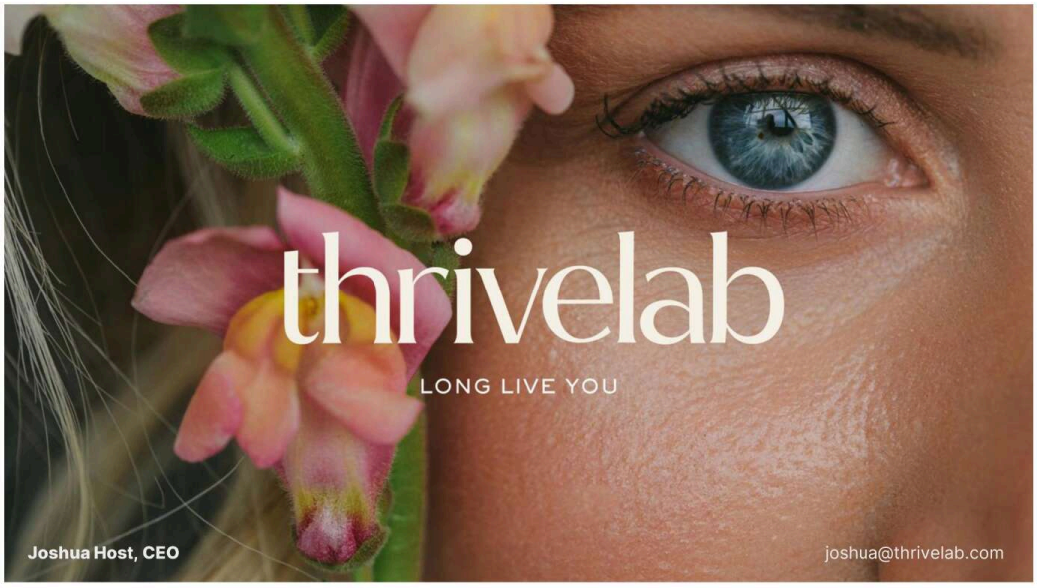
Rahula Kochar Chief Technology Officer, Co-Founder

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

Dushan Batrovic Chief Financial Officer

A founder, investor and CFO with over 20 years of tech company experience. Engineering degree, MBA and CPA certified.

Pitch



of Americans

Aged 35-65 Suffer From Hormone Imbalance

12%

Find Treatment Due To High Cost And Lack Of Access

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We assembled a team of multi-disciplinary founders and leaders

Led By Mission-Driven Founders and a Veteran Leadership Team with 25 Years of Healthcare, Technology & Consumer experience.

Jordan Colwell
VP of Operations

Dr. Ryan Jones
Chief Medical Director

Taylor Zentz
VP of Marketing

Rahula Kochar
Chief Technology Officer

Dr. Bimisa Renteria
Director of Clinicians

Joshua Host
Chief Executive Officer

Dr. Nayan Patel
Chief Scientific Officer

Lindsay Blumeyer
VP of Patient Care

Dushan Batrovic
Chief Financial Officer

Jennifer While
VP of Clinical Support

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Leveraged protocol insights from 250k patient interactions

We Built An AI Powered Telehealth Platform to Make Hormone Health Accessible and Affordable Nationwide.

Reduced time to treatment by **76%**	**3k** Subscribed Patients
Reduced cost of treatment by **64%**	**4.8** TrustPilot 700+ 5 Star reviews
On time Rx delivery **97%**	**$5M** 2023 sales (up 206%)

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Our differentiated multi-specialty care team approach drives better outcomes

Hormone, Nutrition & Life Plan All Focused On Alleviating Your Perimenopause & Menopause Symptoms

Multi-Disciplinary

Angela Garcia RDN, CSOWM, LD

Dr. Trent Nguyen PHD

Wholistic Healthcare

- Covered by Insurance
- Hormone Health
- Virtual Care
- Personalized Plans
- Telehealth
- On Demand Care

Nutrition Coaching

- Covered by Insurance
- Behavior Modification
- Goal Setting
- Meal Planning
- Food Logging
- Accountability

Life Coaching

- Covered by Insurance
- Behavior Modification
- Emotional Regulation
- Life Management Tools
- Workbook Assignments
- Group Classes

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With multiple streams of recurring revenue

Monthly Subscription

Includes:

- Dedicated Care Team
- On-Demand Care
- Proactive Plan Optimizer
- Symptom Tracker
- Rx Management

Medications

Bioidentical Hormone Replacement Therapy

Clinical Copays

Covering sessions with:

- Hormone Specialist
- Registered dietician
- Mental health therapist
- Primary care provider

Insurance Reimbursement

In-network contracts

BlueCross BlueShield · Medicare · aetna · United Healthcare · cigna · + More Soon

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44% of Churned patients cited desire to use insurance.

So We Secured In-Network Insurance Contracts Covering 94% Of Our Patients And 150M+ Lives.

BlueCross BlueShield · United Healthcare · aetna · cigna · Medicare

Retention Improved	CAC Down	LTV Up
25%	45%	35%

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Line expansion & Insurance reimbursement nearly tripled our LTV/CAC

CURRENT	6 MONTHS AGO
7.5X	2.8X

LTV / CAC
Based on revenue

4.7X
LTV / CAC
Based on gross profit

LTV / CAC
Based on revenue

1.8X
LTV / CAC
Based on gross profit

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Patients kept asking for Primary Care services and we saw a big opportunity

Patients Are Disenfranchised With Long Wait Times And Impersonal Service

100 Million	17,325	26 Days
US population in Health Professional Shortage Areas for Primary Care	Practitioners needed to fill the gap	Average wait time for primary care service

Thrivelab Launches Primary Care Beta For Existing Patients

- Provides patients with the One-Stop-Shop they have been asking for.
- Alleviates the Primary Care Provider as our largest competitor for hormone health.
- Creates hub and spoke for referrals to Thrivelab specialty providers.
- Improves LTV/CAC by 1.25x

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Current healthcare model is non-collaborative with siloed data

Thrivelab's Integrated Approach Aligns Providers Around Patient Objectives and Unlocks Data to Leverage AI

Customer Convenience

Unified access to care and health information under one patient portal

Better Health Outcomes

Proprietery health data fuels our AI engine: more data = better outcomes

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