

INVEST IN THRIVELAB

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

thriveclub.com

Los Angeles, CA



Technology

Mobile Apps

Subscription

Health & Fitness

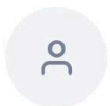
Highlights

- 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%

Care by 78% 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 your organs and in general much less invasive to tens of thousands that would otherwise not be able to afford it."

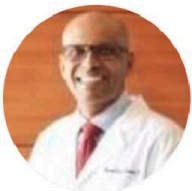
Our Team



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.



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



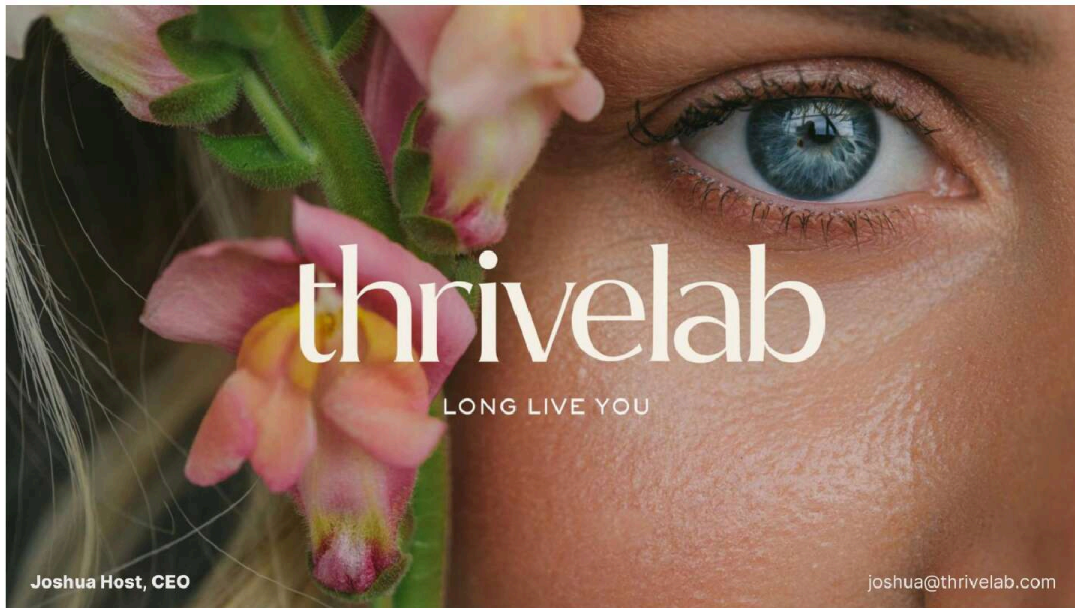
Rahula Kochar has two decades of experience building award-winning healthcare technology platforms to improve patient outcomes.



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



2

After personally experiencing this gap in care, I was compelled to take action

72%
of Americans

Aged 35-65 Suffer From

Only
12%

Find Treatment Due To High

Hormone Imbalance



Cost And Lack Of Access



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3

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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4

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%**

Reduced cost of
treatment by **64%**

On time Rx
delivery **97%**

3k Subscribed
Patients

4.8 TrustPilot 700+
5 Star reviews

\$5M 2023 sales
(up 206%)

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5

Our differentiated multi-specialty care team approach drives better outcomes

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



Multi-Disciplinary
Care Team

Wholistic Healthcare

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



Angela Garcia **RDN, CSOWM, LD**
Registered Dietitian Nutritionist

Nutrition Coaching

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



Dr. Trent Nguyen **PHD**
Licensed Therapist & Life Coach

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 dietitian
- Mental health therapist
- Primary care provider

Insurance Reimbursement

In-network contracts



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7

44% of Churned patients cited desire to use insurance.

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



Retention
Improved **25%**

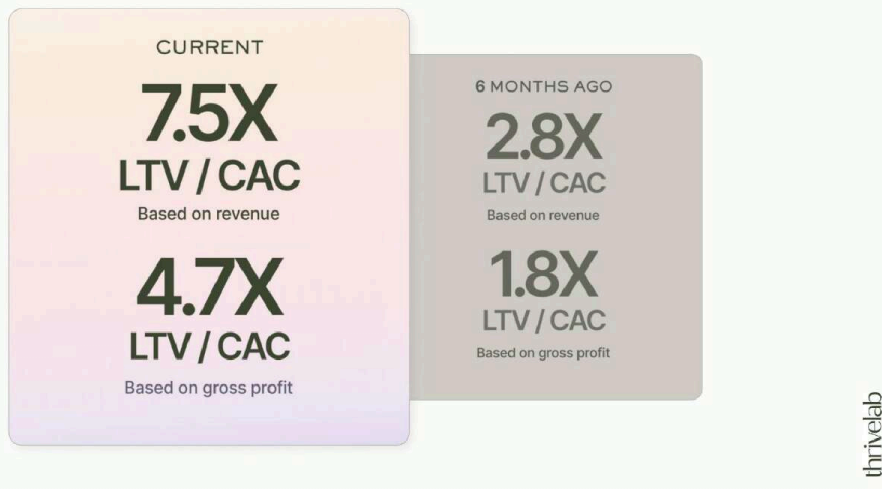
CAC
Down **45%**

LTV
Up **35%**

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Line expansion & Insurance reimbursement nearly tripled our LTV/CAC



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

US population in Health Professional Shortage Areas for Primary Care

17,325

Practitioners needed to fill the gap

26 Days

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

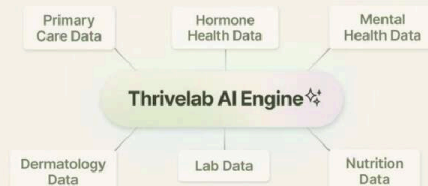
Customer Convenience

Unified access to care and health information under one patient portal



Better Health Outcomes

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



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