



Foundational Messaging Package

The Need

This client helps individuals improve their health and wellbeing by managing the body's specific response to foods and other substances. When the client approached us, they were developing an application, seeking FDA approval and unclear of their precise audience and communication objectives. They needed to define their mission and build a messaging strategy - all while managing their business within the complexities of the healthcare industry.

Our Solution

At Jessica Ovadia, we believe that a communication foundation is the key to the successful growth goals of any healthcare organization. To help meet the client's goals, we delivered our **Foundation Package** comprised of a stakeholder map, messaging playbook & FAQ document.

Stakeholder Map

From physicians to investors – each stakeholder has a different set of criteria and motivators. Identifying each stakeholder and clarifying this difference was the main purpose of this deliverable.

Key Messaging Playbook

After research, meetings, and writing, we offered the client a messaging script – articulating the uniqueness of the company, along with its mission, goals, industry challenges, and stakeholder specific key talking points. This solidified the company value and helped inform future communication.

FAQ Document

With the goal of growing and eventually raising money, we provided



the client with crisp and honest answers to some of their most critical questions.

The Results

Growing, scaling and raising money was simplified with the communication foundation package. For more information about our most popular package, [click here](#).



Stakeholder Map

Here, we breakdown the relevant stakeholders interested or impacted by the service. It is important that we pinpoint the thoughts and perspectives of each of the following stakeholders as this will inform much of our key messaging document.

Stakeholder	Why Are They Interested / Messaging to Use	Why are Hesitant to Adopt / Messaging to Avoid
Chronically Ill Individuals	<p>Want to feel better and restore control in their life</p> <p>-----</p> <p>Focus on the simplicity of the app, from a user perspective</p> <p>-----</p> <p>Stress the likelihood of “feeling better”</p>	<p>Hesitant to try yet another treatment/system when past conventional and non-conventional treatments may not have helped</p> <p>-----</p> <p>Avoid absolute language</p> <p>-----</p> <p>Do not make the process and technology seem complicated</p>
Athletes / Biohackers / Anti-aging Enthusiasts	<p>Open to tools which help them feel and perform better</p> <p>-----</p> <p>Resting heartrate is indicative of health and aging. This technology helps you manage that.</p> <p>-----</p> <p>Improve and optimize body capabilities and</p>	<p>Likes to follow a trend. May be tough before it is a well-known application</p> <p>-----</p> <p>Do not make promises the app can't keep</p>



	performance	
Physicians - Traditional	<p>Could assist patients without invasive treatment</p> <p>-----</p> <p>Non-interventionist way to improve the way your patients feel – low risk</p> <p>-----</p> <p>Identify the way medication or conventional treatment affects an individual</p>	<p>Does not have clinical studies supporting efficacy</p> <p>-----</p> <p>Physician does not get paid for this</p> <p>-----</p> <p>Avoid broad claims</p> <p>-----</p> <p>Avoid claims that the app will eliminate the need for conventional testing</p>
Integrative Medicine Physicians	<p>Could assist patients without invasive treatment</p> <p>-----</p> <p>Low risk option</p> <p>-----</p> <p>Eliminate environmental factors which could be causing distress in patient</p> <p>-----</p> <p>Wholistic approach to intervention</p>	<p>May have their own technique for tracking patient symptoms</p> <p>-----</p> <p>Avoid claims that the app will eliminate the need for conventional testing</p>
Academic & Research Institutions	<p>Researching a non-invasive, cheap solution is appealing</p> <p>-----</p> <p>Opportunity for plenty of participants</p> <p>-----</p>	<p>It is difficult to start studies – can involve red tape</p>



	<p>Easy to implement. Most people already have a smart phone.</p> <p>-----</p> <p>Inexpensive</p> <p>-----</p> <p>Results and data available right away</p>	
Chronic Disease / Auto-Immune Diseases Associations	<p>Your members are suffering. Here is an easy and cheap way to identify potential instigators in there environment</p>	
Impact Investors	<p>Opportunity to invest in a product that has helped and will help people feel better</p> <p>-----</p> <p>Potential to grow revenue.</p> <p>-----</p> <p>Recommend viewing an investor as a true early-stage partner rather than investor</p>	<p>No proven metrics yet</p> <p>-----</p> <p>In early stages, without solid product and a team, it is hard to secure funding</p>
Self-pay employers	<p>Cost effective app to help employees feel better and work more productively</p> <p>-----</p> <p>An easy addition to a benefit package</p>	<p>Employers are slow to pay for any employee product</p> <p>-----</p> <p>Need to be careful about the benefits discussed</p>



Messaging Playbook

Mission & Goals

Improve your health, fitness, and well-being by identifying and managing the body's specific response to foods and other substances. Our strength, function and general well-being may be associated with the food we eat and environmental substances we are exposed to. Like a pendulum, these factors can either support homeostasis or create imbalance and in some cases, inflammation. Often, our heart rate is an indicator of these reactions - fluctuating depending on the exposure to our bodies. Whether an athlete hoping for improved performance, a parent seeking increased energy or an individual suffering from a chronic disease, reducing imbalance, stress and discomfort can be an important step on the road to wellness.

Business Goals

- 1) Help individuals conveniently, affordably, and effectively manage potential reactions to food and other substances with clients patented tools
- 2) Participate in clinical studies and research initiatives to identify how these reactions may contribute to inflammation, certain health conditions and a general decrease in wellness

Communication Goals

- 1) Develop and market the first, patent pending application
- 2) Educate, research, and spread awareness
- 3) Secure funding through small business innovation research (SBIR), grants and impact investors

Background & Opportunity

Our strength, function and general wellbeing may be associated with the food we eat and environmental substances we are exposed to. Like a pendulum, these factors can either support homeostasis or create imbalance and in some cases, inflammation. Often, our heart rate is an



indicator of these reactions - fluctuating depending on the exposure to our bodies. Whether an athlete hoping for improved performance, a parent seeking increased energy or an individual suffering from a chronic disease, reducing imbalance, stress and discomfort can be an important step on the road to wellness.

Founders Story

This company was founded by Bob, PhD. By the age of 29, Bob had become bedridden, emaciated and very ill. Through extensive experimentation and study of published research, he discovered methods to identify, manage and, in many cases, eliminate the stress and inflammation caused by certain foods and substances in his life. His symptoms drastically improved. Now, years later and healthy, Bob is the founder of this company, an organization focused on the research and development of tools to help people feel better and live better.

Industry Challenges

- Imbalance in the body significantly impacts our quality of life and our food choices may contribute to these challenges. Symptoms of imbalance include:
 - Lack of energy/fatigue - Physical and mental fatigue is frequently reported and commonly unexplained.
 - Decreased mood state - 32.8% of Americans are affected by decreased mood
 - Digestive issues - Digestive tract imbalance occurs in about 62 million Americans each year. The prevalence of digestive disease increases with age
 - Pain - Sensory/emotional experience affecting 50.2 million Americans daily. This can result in raised blood pressure, increased heart rate, muscle tension, emotional distress, fatigue, decreased appetite, and difficulty sleeping
- However, current techniques on the market to evaluate reactions are non-specific, invasive, and lack sensitivity
 - Invasive: Skin prick, blood test, patch test
 - Non-specific: Elimination diet



- Sensitivity: Current tests only identify allergies, not sensitivities or intolerances
- Certain biometric monitoring devices are trying to solve this challenge. However, while these monitors record biophysiological data, they are usually unable to record immediate reaction/response to irritants introduced in natural environments and pinpoint the source of these reactions

Opportunity

- The field of nutritional science is gaining popularity - with focus on how specific food choices impact our health and overall wellbeing
- In fact, the importance of a healthy, balanced and impermeable gut has strong ties to an individual's level of immunity
- Connections between food, stress levels, and certain chronic illnesses are also being studied
 - "Nature Medicine" published a study involving 22 researchers from prominent universities discussing the role inflammation plays in disease. They pointed to the need for further research, early diagnosis and prevention to decrease the risk of chronic disease
<https://www.nature.com/articles/s41591-019-0675-0>
 - Most chronic conditions may improve or stabilize with a healthy lifestyle. According to the AMA there are several steps patients can take to manage chronic illness for better outcomes and greater quality of life
- One method of tracking the food-body connection is to measure an individual's heart rate
- Changes in one's average resting heart rate may indicate how the body responds to a particular exposure
- We also know that an increased HR at rest is associated with a higher level of inflammation and elevated risk of mortality from all causes (all-cause mortality) as shown by numerous studies and several meta-analyses



- And with the popularity today of self-operated technology, the healthcare community is amenable to continuous monitoring
- In 2019, there were 68.7 million smartphone owners in the United States who used at least one health or fitness app at last once per month. In 2022, there will be 86.3 million users of health or fitness apps in the United States (according to statista.com)

The Solution

The client's mission is to improve the health, fitness, and wellbeing of individuals by identifying and managing their body's specific response to foods and other substances

General

- The tools offer individuals feedback and relief using innovative, specific and non-invasive techniques
 - **Innovative:** Continuous and accurate heart rate aimed at monitoring changes related to specific exposures
 - **Specific:** Identifies the specific moment changes occur allowing immediate review of potential factors causing stress
 - **Non-invasive:** no needles, patches, or shots – just a phone/watch
- By capturing heart rate fluctuations at the point of first exposure, individuals can identify the level of reaction, immediately, before symptoms appear
- Better management of these triggers may lead to increased energy and performance
- Understanding how a particular food or substance affects your heart rate can help in the design of an ideal nutritional plan
 - You do not need to avoid foods completely. In fact, by using this tool, you may discover that certain foods are problematic, **only** under specific conditions (i.e.: time of day)



- In addition, the data collected from the client technology helps both individuals and the collective
 - Individuals can potentially improve their microbial gut and reduce inflammation by avoiding their trigger foods and substances
 - At large, data collected can be used for further research and to help those suffering from chronic challenges
- The first tool is a patent-pending mobile application to help individuals identify the presumed food or substance causing a change in HR
- Phase two involves the launch of a patent-pending device, designed to decrease these adverse reactions
- These devices will allow individuals to not only identify the foods and substances which result in an elevated HR, but also help alleviate symptoms and reactions.

Data and Next Steps

- The collection of data, in a confidential and compliant manner, will inform future research into the link between certain substances and inflammation
- These patent-pending tools may assist individuals who monitor their diets to control the following:
 - Blood pressure - minimize risk for heart disease and stroke by identifying the foods which cause elevated HR
 - Blood Glucose - Minimize risk for diabetes
 - Sleep & Exercise Capabilities -Promote healthy function and sufficient sleep by reporting changes in HR related to specific foods which may impact exercise and sleep capabilities
 - Nutrition

Stakeholder Specific Messaging

Generally, the technological tools benefit a wide range of stakeholders.



Individuals Suffering from Chronic Diseases, Illness

- We understand the road you have been on – and the idea of trying yet another treatment or process seems daunting
- You want to feel better and restore control in your life
- This application is simple to use, and the data is simple to understand
- In an innovative, specific, and non-invasive manner, our mobile application offers you a road map - helping you discover which foods and substances may be impacting the way you feel
- The client's application allows you to easily record your data and share findings with your provider
- Be a part of the solution - Every new user we connect with is one person closer to clinically significant data and new treatment opportunities

Doctor of Osteopathic Medicine

- As an Osteopathic physician, your clinical focus is on prevention, lifestyle, environmental factors and general wellbeing
- We know you help patients achieve health of mind, body and spirit
- And that is why we are excited about our patent-pending, non-invasive tools which can identify your patients' fluctuating heart rate and the corresponding, potential causes

Nutritionist

- Nutrition is a fundamental element of our health and there is a rich and evolving body of science connecting our nutrition to health and wellbeing
- Our biology is unique and requires a personalized nutrition plan to match it
- Nutrition should be a core element of our healthcare culture and system, and all health professionals should be equipped and empowered to integrate nutrition into their practice



- Evaluating specific changes in HR related to nutritional influence may assist in developing a treatment/nutritional plan with greater acuity in optimal wellness

Fertility Specialists

- Inflammation can affect both male and female fertility; therefore, controlling inflammation can significantly increase your chances of getting pregnant
- Increased HR is associated with inflammation - and this tool helps individuals identify which foods and other substances may be causing a fluctuation in HR
- By identifying the specific elements that cause inflammation, your patients may improve their health and internal balance
<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC3107847/>

Chiropractic Doctors

- As a practice focused on safe, drug-free, non-invasive therapies, Chiropractic medicine is grounded in a correctly aligned skeletal system and a well-functioning nervous system
- With this approach, we know you help patients achieve health of mind, body and spirit
- And we are confident that our patent-pending, non-invasive tools will contribute to your patient's wellness by identifying their fluctuating heart rate and corresponding, potential causes
- In addition, since increased HR is associated with inflammation, this tool may help individuals identify which foods and other substances may cause a fluctuation in HR
- The client tools may help your patients better manage their "natural environment" (food and other substances), leading to better health and improved immunity

Traditional Chinese Medicine (TCM)

- TCM focuses on human body integrity and the connection with their natural environment
- TCM focuses on health maintenance and enhancement of the body's resistance to diseases



- The tools may help your patients better manage their “natural environment” (food and other substances), leading to better health and improved immunity

Athletes/Biohackers/Anti-Aging Enthusiasts

- Feel and perform better with this innovative, specific, and non-invasive technology
- Resting heart rate is indicative of health and may increase with aging. This application is focused on addressing these connections.
- Improve and optimize body capabilities and performance

Physicians

- Access precise, continuous heart rate data without meeting your patient in the clinic
- This recorded biofeedback data allows you to help your patients in a precise and measured way
- Identify the way medication or conventional treatment affects an individual
- Your patients can help us gather clinically significant data that will inform future treatment and research studies

Integrative Medicine Physicians

- Simple and quick method to identify and eliminate many food and environmental factors causing distress in your patients
- We know you help patients achieve health of mind, body and spirit
- And that is why we are excited about our patent-pending, non-invasive tools which may help identify your patients' fluctuating heart rate and the corresponding causes
- Evaluating specific changes in HR related to nutritional influence may assist in developing a treatment/nutritional plan to achieve optimal wellness



- In addition, increased resting HR is associated with inflammation and all-cause - and this tool helps individuals identify which foods and other substances may be causing an increased HR

Academic and Research Institutions

- Low cost, high reward data collection tool
- Opportunity for large population – no need to limit
- Study implementation is simple and cheap
- Data and findings are immediate

Chronic Disease/Autoimmune Disease Associations

- Your members are suffering and here is a simple and effective tool to help them relieve symptoms TODAY
- See sections: Individuals, physicians, and institutions
- Your members want information that can help them reduce the impact of chronic disease; and this tool can empower patients to identify and manage the substances that may lead to decreased level of health, wellness and energy
- Most chronic conditions may improve or stabilize with a healthy lifestyle and this tool offers patients guidance to help manage the nutrition that affects their HR and inflammation

Impact Investors

- Opportunity to invest in a product that can help people feel and perform better
- Data collection offers countless opportunities for revenue growth
- Partner with AIMRI to bring health and wellness to the world

Payers/Employers

- Cost-effective application to help employees feel better and work more productively
- Cost effective addition to a benefit package
- Members who use this tool will feel better, improve performance at work, have fewer sick days, access less care, and ultimately decrease the cost for the medical system



Frequently Asked Questions (FAQ)

The following document should be used as reference for business development, client acquisition and fund raising. For further messaging, refer to the key messaging document as well.

General

- 1) What is your mission?
Our mission is to improve the health, fitness, and wellbeing of individuals by identifying and managing the body's specific response to foods and other substances.

- 2) How will you improve the health and wellbeing of the public?
Our strength, function and general wellbeing may be associated with the food we eat and environmental substances we are exposed to. Like a pendulum, these factors can either support homeostasis or create imbalance and in some cases, inflammation. Often, our heart rate is an indicator of these reactions - fluctuating depending on the exposure to our bodies. Whether an athlete hoping for improved performance, a parent seeking increased energy or an individual suffering from a chronic disease, reducing imbalance, stress and discomfort can be an important step on the road to wellness.

- 3) Why did you launch your company now?
Imbalance in the body significantly impacts our quality of life and our food choices and environmental factors may contribute to these challenges. Lack of energy, decrease mood, unruly digestive issues and various pain have all been associated with this imbalance. And after suffering through the pandemic – both physically and emotionally - wellbeing and improved lifestyle is a goal for many. Unfortunately, though, many of the current techniques on the market to evaluate reactions are non-specific, invasive, and lack



sensitivity. But, with the rise of nutritional science, research on gut health and chronic challenges, the industry is ripe for innovative solution aimed at helping us all achieve a greater sense of wellbeing.

After suffering himself for many years, founder Bob, PhD is excited to bring these tools and resources to the public through the company.

Application

1) How do the tools work?

The tools offer individuals feedback and relief using innovative, specific and non-invasive techniques.

- **Innovative:** Continuous and accurate heartrate aimed at monitoring changes related to specific exposures
- **Specific:** Identifies the specific moment changes occur allowing immediate review of potential factors causing stress
- **Non-invasive:** no needles, patches, or shots – just a phone/watch

By capturing heart rate fluctuations at the point of first exposure, individuals can identify the level of reaction, immediately, before symptoms appear; better management of these triggers may lead to increased energy and performance.

The first tool is a phone application to identify potential causes for an elevated heart rate. Phase two involves a patent-pending device, designed to decrease these adverse reactions.

2) What does heartrate have to do with allergies?

Our strength, function and general wellbeing may be associated with the food we eat and environmental substances we are exposed to. Like a pendulum, these factors can either support homeostasis or create imbalance and in some cases, inflammation. Often, our



heartrate is an indicator of these reactions - fluctuating depending on the exposure to our bodies.

Therefore, by capturing heartrate fluctuations at the point of first exposure, individuals can identify the level of reaction, immediately, before symptoms appear. This can lead to better management of these triggers, increased energy and performance and the design of an ideal nutritional plan.

3) How does the tool record and communicate its findings?

The tool will record an individual's base line heart rate and compare it to the heart rate response after exposure to a particular food or substance. Results will be recorded so individuals can refer to them at a later point. Further variations of the application may offer suggestions to the user in response to their heart rate fluctuation.

4) Is the product FDA approved?

We are securing FDA approval for its tools. In the meantime, because the application is non-invasive, individuals may use it risk – free and gather their own information to change behavior and/or share with their physician.

5) Will my expectations affect the results?

Though we intend to monitor this further, to date, we have not seen evidence that expectations affect the heart rate readings.

In the event we do see a mild affect, we do not anticipate it will interfere with the benefits of the test.

6) Are there psychological factors which might affect the results of the heart rate test?

In most cases, psychological factors should not affect the test results. As we gather more user data, we will update you.

7) Will exercising before the test affect the results?



Vigorous exercise may result in a slight underestimation of the heart rate reaction. Though, we tend to see on longer tests only (duration of over 2 minutes).

Data

- 1) Is my data recorded in a confidential manner?
Yes. Your personal health information will be maintained on the application in a confidential and compliant manner.
- 2) How will you use my data?
The collection of data, in a confidential and compliant manner, will inform future research into the link between certain substances and inflammation.

Differentiator

- 1) There are many health trackers on the market. How is this different?
Current techniques on the market to evaluate reactions are non-specific, invasive, and lack sensitivity

- **Innovative:** Continuous and accurate heartrate aimed at monitoring changes related to specific exposures
- **Specific:** Identifies the specific moment changes occur allowing immediate review of potential factors causing stress
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And while certain biometric monitoring devices try to solve this challenge, many are unable to record immediate responses to irritants introduced in natural environments and pinpoint the source



of these reactions. Without this pivotal information, behavior change is difficult to justify.

2) Who is most likely to benefit from these tools?

The company generally, and the technological tools more specifically, benefit a wide range of stakeholders:

- Individuals suffering from chronic disease/illness, athletes/biohackers, and anti-aging enthusiasts
- Healthcare professionals with a focus on imbalance, food and environmental effects and general wellbeing
- Once FDA approved, research institutions, academic medical centers and western medical professionals treating patients with chronic conditions

For a specific breakdown of these stakeholders and messaging to support each, feel free to reference the key messaging document.