

emwe®

empower wellness

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Problem

> “Employees with a poor lifestyle are directly responsible for high costs associated with lost productivity.”



- Work incapacity = Absenteeism
- 2x Presenteeism

- 75% of chronic non-transmitted diseases*
- 87% of deaths in Latam caused by chronic diseases**

*WHO Data

**Chronic Disease Center Data

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Our Solution

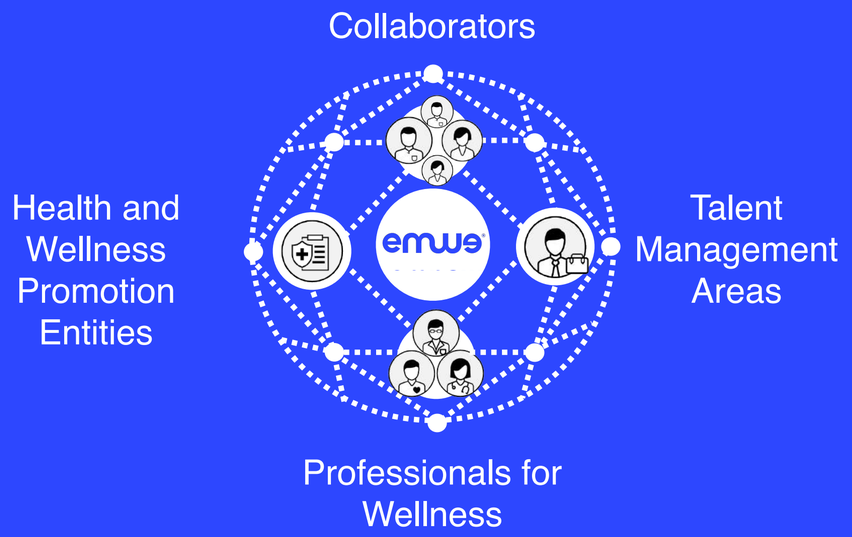
We are a

All-IN-ONE Solution

FOR CORPORATE WELLNESS



- PaaS (Hardware + App + SaaS + Algoritm + Analytic)
- High value connections (P_2P y P_2O)
- Partnerships for well-being



Our business model



Revenue Drivers

Risks

ID

Management

Annual corporate subscription

- Price x Employee*/Month

USD$5,49 Max

USD$2,49 Min

CAC: $7,69 USD

LTV: $29,88 USD

LTV **4,2x** CAC

Success fee

10% on directed sales

*Discount for number of employees enrolled

Market Size







Pop 25-65 *	24.8 M	61.4 M	111.1 M	21.7 M	15.2 M
Total Companies	1.62 M	5.65 M	6.8 M	0.85 M	1.37 M
BigCo	6.793	25.018	32.956	1.712	5.179

USD

Addressable Market **2.1B**

Our Target Market **20.1M**

Total Available 16.3 M

Total Addressable: 71.7 K

Our Target: 1.350** (2%) → 1.35 Millions of employees in Latam

*Indexmundi.com // statista // data.worldbank.org

**Companies with an average of 1,000 employees

Product - ¿How?

DATA Collection

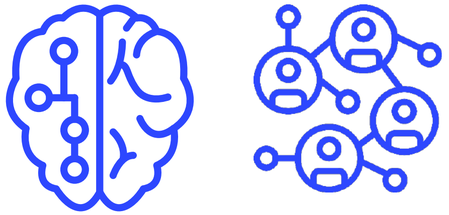


Demographics

Body Composition

Habits

DATA Processing



Algoritms

Wellness rules

Inferences and predictions

ID Risks

DATA-Based Recommendations



Challenges and plans

Rewards: Incentives

Actions and connections

Management

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Competition/Referents

Competitive Advantages

	sweetch	Virgin Pulse	betterfly	higi	emwe
DATA-Based Recommendations	✓	✓	✓	✓	✓
Direct body composition measurement	✗	✗	✗	✓	✓
Community	✓	✓	✓	✗	✓
Risk orientation	✓	✗	✗	✓	✓
Economic reward	✗	✗	✓	✗	✓
Commercial orientation	B_2B	B_2B	B_2B_2C	B_2B_2C	B_2B_2C

emwe team



Tomás Mejía // Cofounder - CEO

- Former Secretary of Economic Development of Medellín
- Former Marketing Director at Tuya S.A.
- +14 years of professional experience



Yan Camilo Vergara // Cofounder - CTO

- Serial Entrepreneur
- CoFounder at Jiuman Service Design Agency
- +20 years of professional experience



Camilo Velásquez // Advisory

- Leader of Open Innovation at Grupo Bancolombia
- Leader of Bancolombia Ventures
- +15 years of professional experience



César Tórres // Chief Medical Officer (CMO)

- General Doctor, Specialist in Sports Medicine.
- Expert in the management of chronic non-transmitted diseases through healthy lifestyle habits.
- +20 years of professional experience



Carolina Gómez // CFO

- Led the acquisition of control of HSBC Panama, now Banitsmo.
- Structured the open innovation strategy and Ventures Bancolombia.
- +18 years of professional experience

Current performance (July 28/2021)



During each measurement we capture 20 data points for each user and each user's behavioral data is equivalent to 60 questions elaborated from three questionnaires

flamingo

inexmoda
CONOCE, CONECTA Y TRANSFORMA

- Dynamic epidemiological profile
- Remote patient monitoring
- Risks identified and under management
- Wellness activity recommendations

Corporate Impact

Indice de Masa Corporal		
Base	Hoy	Var
95	97	2
3	5	2
80	82	2
22	16	-6
200	200	

Riesgo Cardiovascular a 10 años		
Base	Hoy	Var
193	196	3
5	3	-2
2	1	-1
200	200	

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¿Why believe in us?

1 Great Opportunity

Many startups wanting to enter a huge $12.1B+ Latam market

2 Strong market validation

Never before has wellness become a priority for companies with respect to their employees.

3 Simple Business Model

With simple interactions of 3 minutes per user, we obtain exponential data and great monetization.

4 Scalability

LTV 4.2x CAC

5 Team

Passion and focus to develop our life purpose of democratizing the wellbeing of people and companies.

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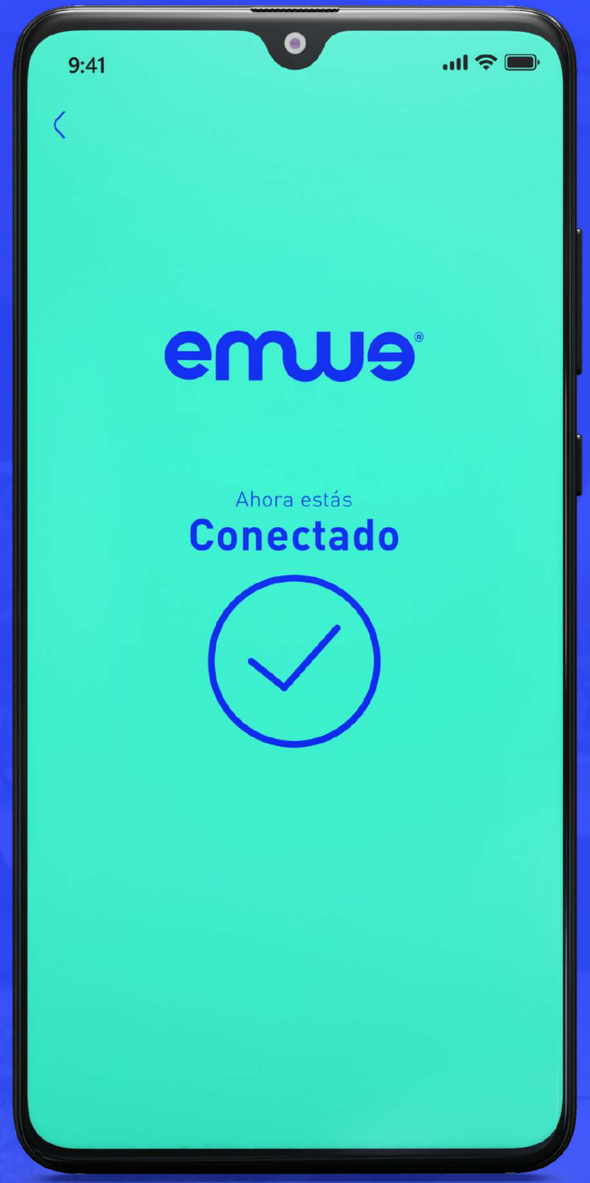

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