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**From:** Poonacha Machaiah <[REDACTED]>  
**Sent:** Sunday, July 2, 2017 7:32 PM  
**To:** jeffrey E.  
**Subject:** Re: Insurance

Great. I will draft it so that you can forward.

</=iv>  
With gratitude,

Poonacha

</=iv>

On Sun,=Jul 2, 2017 at 3:25 PM, jeffrey E. <jeevacation@gmail.com> wrote:

send me an em=il that i can forward to the three chairman of the largest insurers

On Sun, Jul 2, 2017 at 8:59 PM, Poonacha Machaiah Dear Jeff,

The Jiyo Wellbeing platform value proposition for insuranc= companies/corporations is articulated below:

- \* Augment In=urance companies/corporations with curated wellbeing content from Jiyo -- =y Deepak Chopra, MD and industry leading experts (Nourish, Move, Love, Med=ate, Sleep) e.g. United Healthcare is providing their subscribers with do=lars for following a fitness (steps) routine. We can augment it with curat=d content and programs from global wellbeing domain experts (<http://www.zdnet.com/article/unitedhealthcare-qualcomm-life-fitbit-aim-to-expand-corporate-w=llness/>)
- \* Leverage Jiyo mobile app to measure the "l=ifestyle" of a subscriber (steps, calories, sleep) and also integrate =measurement of stress via integrated questionnaire (perceived stress scale)=and technology such as facial micro expression tracking via Jiyo (Wellfie)=and also leveraging "voice stress analysis" -- Based on user opt=in for these features it will help companies track and incentivize healthy=behavior/lifestyle.
- \* Wellbeing Community - Products/Services: Lever=ge Jiyo community to encourage interaction with "like minded" pe=ple in accomplishing their wellbeing objectives and also access to curated=products i.e. via Jiyo store (<https://store.jiyo.com/>) and also access to wellbeing servi=e providers e.g. fitness gyms, yoga studios
- \* Metrics & Dash=oard: The platform enables providers (insurance companies, corporations) t= manage subscribers of their communities and track metrics with respect en=agement and customize products/services based on user "lifestyle"= and also integrate this into their "rewards" programs.
- \* =latform:
  - \* [www.jiyo.com](http://www.jiyo.com) <<http://www.jiyo.com>> (app available on IOS/Android)
  - \* Curated Video channels= <https://www.jiyo.com/channels> <<https://www.jiyo.com/channels>>
  - \* Wellbeing Articles: <https://www.jiyo.com/=/discover>
  - \* Curated marketplace: <https://store.jiyo.com/> <<https://store.jiy=.com/>>

Kindly let me know if I can provide more details:

</=iv>  
With gratitude,

Poonacha

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On Sat,=Jul 1, 2017 at 6:06 PM, Deepak Chopra <[\[REDACTED\]](#)>= wrote:

Dear Poonacha

Can you send Jeff an outline of how Jiyo could help Insurance companies incentivize subscribers for healthy living and give them discounts on their premiums .

How to quantify

Sleep

Movement

Stress

Emotions

Nutrition

Grounding

Thanks !

Deepak Chopra MD

2013 Costa Del Mar Road

Carlsbad, CA 92009

=hopra Foundation <<http://www.choprafoundation.org/>>

Jiyo <<http://www.jiyo.com/>>

Chopra Center for Wellbeing <<http://www.chopra.com/>>

<<https://www.discoveringyourcosmicself.com/>>

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<http:/www.discoveringyourcosmicself.com/> <=p>

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<=jv dir="ltr">  
Poonacha Machaiah

Co-Founder & CEO

249-9130>

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www.jiyo.com <http://www.jiyo.com/> -- "Transforming personal and societal wellbeing=quot;  
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=C2♦ please note

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Poonacha Machaiah

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