
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

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

send me an email 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 insurance companies/corporations is articulated below:

- * Augment Insurance companies/corporations with curated wellbeing content from Jiyo -- by Deepak Chopra, MD and industry leading experts (Nourish, Move, Love, Meditate, Sleep) e.g. United Healthcare is providing their subscribers with doctors for following a fitness (steps) routine. We can augment it with curated content and programs from global wellbeing domain experts (<http://www.zdnet.com/article/unitedhealthcare-qualcomm-life-fitbit-aim-to-expand-corporate-wellness/>)
- * Leverage Jiyo mobile app to measure the "lifestyle" 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: Leverage Jiyo community to encourage interaction with "like minded" people 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 service providers e.g. fitness gyms, yoga studios
- * Metrics & Dashboard: The platform enables providers (insurance companies, corporations) to manage subscribers of their communities and track metrics with respect to engagement and customize products/services based on user "lifestyle" and also integrate this into their "rewards" programs.
- * Platform:
 - * 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.jiyo.com/>>

Kindly let me know if I can provide more details:

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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

Chopra 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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Poonacha Machaiah

Co-Founder & CEO

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www.jiyo.com <http://www.jiyo.com/> -- "Transforming personal and societal wellbeing="

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=C2 please note

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Poonacha Machaiah



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