
From: Deepak Chopra <[REDACTED]>
Sent: Sunday, July 2, 2017 9:22 PM
To: Poonacha Machaiah
Cc: Jeff Epstein
Subject: Re: Insurance

Thanks Poonacha

Jeff -both Poonacha and I will meet anyone if needed.

Love from Banff

2013 Costa Del Mar Road
Carlsbad, CA 92009
Chopra Foundat=on <<http://www.choprafoundation.org>> <<http://www.choprafoundation.org>> </=iv> Jiyo
<<http://www.jiyo.com>> <<http://=iyo.com>> <=a> <<http://jiyo.com>> Chopra Center for Wellbe=ng
<<http://www.chopra.com>> <<http://chopra.com>> <<http://chopra.com>>

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From: Poonacha Machaiah <[REDACTED]>
Sent: Sunday, July 2, 2017 2:59:16 PM
To: Deepak Chopra
Cc: Jeff Epstein
Subject: Re: Insurance

Dear Jeff,
The Jiyo Wellbeing platform value proposition for insurance companies/=orporations is articulated below:

* Augment Insurance companies/corporations with curated wellbeing content=from Jiyo -- by Deepak Chopra, MD and industry leading experts (Nourish, M=ve, Love, Meditate, Sleep) e.g. United Healthcare is providing their subsc=ibers with dollars for following a fitness (steps) routine. We can augment it with curated content and prog=ams from global wellbeing domain experts (<http://www.zdnet.com/article/unitedhealthcare-qualcomm-life-fitbit-ai=-to-expand-corporate-wellness/> <<http://www.zdnet.com/=rticle/unitedhealthcare-qualcomm-life-fitbit-aim-to-expand-corporate-welln=ss/>>)

* 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 engagement and customize products/services based on user "lifestyle" and also integrate this into their "rewards" programs.
Platform: <https://www.discoveringyourcosmicself.com/>

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www.jiyo.com -- "Transforming personal and societal wellbeing"