
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 Foundation <<http://www.choprafoundation.org>> <<http://www.choprafoundation.org>> </=iv> Jiyo
<<http://www.jiyo.com>> <<http://jiyo.com>> <=a> <<http://jiyo.com>> Chopra Center for Wellbeing
<<http://www.chopra.com>> <<http://chopra.com>> <<http://chopra.com>>

<<http://www.jiyo.com>> =br>

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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/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 dollars 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-aims-to-expand-corporate-wellness/> <<http://www.zdnet.com/article/unitedhealthcare-qualcomm-life-fitbit-aims-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 engagement and customize products/services based on user "lifestyle" and also integrate this into their "rewards" programs.

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

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www.jiyo.com -- <=b>"Transforming personal and societal wellbeing"