
From: Steven Sinofsky <[REDACTED]>
Sent: Thursday, November 2, 2017 10:28 PM
To: jeffrey E.
Subject: Re:

Was at PA's Pitch@Place. He is doing a super good job. Srsly.

On Nov 2, 2017, at 10:25 PM, jeffrey E. <jeevacation@gmail.com <mailto:jeevacation@gmail.com>> wrote:

thx

On Thu, Nov 2, 2017 at 6:24 PM, Steven Sinofsky &l;[REDACTED]> wrote:

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Greetings Masha,

I apologize for the delay. I was at some events in UK where I did not have connectivity.

I have worked on a related portfolio company so I will have to be a bit abstract on the specifics of this opportunity. = So please excuse these brief thoughts. Also, the only information I had was what was provided in your mail which was limited relative to any detailed analysis.

* In general the challenge with glucose measurement is the finger prick. Any device that relies on this will only be marginally better than any other device, whether or not there is software or a slightly more convenient measuring device. This is a statement about the inconvenience of a prick (and long term challenges) but also the medical challenges on relying on that point in time.

* My sense is that going down the path of an innovation, that still has a prick, but requires a level of FDA approval is a difficult one to approach.

* This is a very crowded space. There are a lot of apps, a lot of measuring devices, a lot of mixtures of app and measuring devices. It is very difficult to avoid appearing as a commodity to consumers.

* While I understand there is potential to see innovation using novel approaches to analysis of data, it is not clear to me how much better the approach can be for an individual with data.

* The real opportunity I might see is around measuring glucose or some related telemetry to assist in compliance that is outside the scope of a finger prick and measuring glucose directly. It seems like we should have some other data point upon which to apply machine learning.

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I hope this helps...any friend of JE is a friend of mine.

On Nov 1, 2017, at 4:43 PM, Masha Drokova <[REDACTED]>

[REDACTED] wrote:

Thank you Jeffrey= Steve, great meeting you.
Would appreciate your feedback&n=sp;

On Nov 1, 2017, at 9:31 AM, jeffrey E. <jeevacation@gmail.com> w=ote:

steve can=you give some guidance

[REDACTED]

Our memo:

[REDACTED]

Center Health is building an A=-based glucose monitoring system for the 1 in 11 Americans who suffer f=om diabetes, based on machine learning and their personalized AI, Aria= Users subscribe to their disposable test strips, a \$14B/yr US market, whic= are delivered monthly, as Aria learns about their diabetes and prompts beh=vioral changes to lower blood sugar. The system is an order of ma=nitude cheaper than existing technologies, premised on leveraging data to h=lp users see what daily elements are affecting their blood sugar, and p=redicting dangerous highs and lows before they happen. </=iv>

Pros

— Existing glucometers from big companies=are very old-fashioned and outdated, those companies make their revenue fro= overpriced strips
— Direct competitors, such as =/span>iHealth and Dario have negative customer reviews and minor
—&=bsp;Uses FDA-approved circuits to get the approval in an automated manner</=ont>

=i>Cons

— Enormous pr=ssure both from the industry players and companies such as Apple and Google=that try to develop non-invasive glucose monitoring that will wipe out test=strip products
<=ont face="Roboto-Regular">— Hardware startup without a product to=sell yet, finalizing the development
— Young team =

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