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**From:** jeffrey E. <jeevacation@gmail.com>  
**Sent:** Friday, November 3, 2017 4:54 AM  
**To:** Masha Drokova  
**Subject:** Re:

Gates said no one smarter

On Fri, Nov 3, 2017 at 12:53 AM jeffrey E. <jeevacation@gmail.com> wrote:  
=/div>

He is not an in=estor type . He is s partner at a firm but used to be at Microsoft. =ust use him for advice

[REDACTED] wrote:

Th=nk you for the comprehensive feedback Steven.

For me the main value is that the=system is an order of magnitude cheaper than existing technologies, premis=d on leveraging data to help users see what daily elements are affecting t=eilr blood sugar, and predicting dangerous highs and lows before they happe= so they can take actions beforehand. To date, their beta app has lowered blood suga= averages in over 55% of users 2x better than the world's most prescri=ed diabetes drug, Metformin. Which means that with the help of the date di=abetes would need to use less drugs. However I'd agree on complexity of regulatio=s and saturation on the market.

I ru= Day One Ventures fund and based in San Francisco. I'd be happy to con=ect in person sometime to learn about about your experience and tell about=our investments and opportunities I see.

On Nov 2, 2017, at 3:24 PM, Steven Sinofsky [REDACTED] wrote:=br>

Greetings Mash=,

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

=/div>

\* In general the challenge with glucose measurement is the finge= 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 conv=nient measuring device. This is a statement about the inconvenience of a p=ick (and long term challenges) but also the medical challenges on relying =n that point in time.

\* My sense is that going down the path of =n 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. =here are a lot of apps, a lot of measuring devices, a lot of mixtures of a=p and measuring devices. It is very difficult to avoid appearing as a comm=dity to consumers.

\* While I understand there is potential to se= 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.

<=iv>\* The real opportunity I might see is around measuring glucose or some =elated telemetry to assist in compliance that is outside the scope of a fi=ger prick and measuring glucose directly. It seems like we should have som= other data point upon which to apply machine learning.

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

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

> wrote:

Thank you Jeffrey= Steve, great meeting you.

Would appreciate your feedback=C2◆

On Nov 1, 2017, at 9:31 AM, jeffrey E. <jeevacation@gmail.com>; wrote:

steve can you gi=e some guidance

On Wed, Nov 1, 2017 at 12:20 PM, Masha Drokova

wrote:

=div>

I'= looking to invest at the company doing AI-based glucose monitoring system=for people with diabetes. We made tech evaluation, talked to a few e=perts and more a question about the market and regulations. Likely no, ◆=A0because it's complex area, but still thinking of them. <=div>

<=div>

May be someo=e in your network who knows this area and can advise on this kind of tech?=C2◆

Center Health

Deck:

<=pan><https://drive.google.com/file/d/0B5O93D3IJArEbXBsdII4e=Vob0U/view>

<<https://drive.google.com/file/d/0B5O93D3IJArEbXBsdII4elVob0=>>

Our memo:

<https://docs.google.com/document/d/1M7ZV7VEI8CTnb4EtYWFH2sq5dcCm0PM6g1=lcwrlOtM>

<<https://docs.google.com/document/d/1M7ZV7VEI8CTnb4EtYWFH2sq5dcCm0PM6g1AlcwrlOtM>>

Center Health is building a= AI-based glucose monitoring system for the 1 in 11 Americans who suf=er from diabetes, based on machine learning and their personalized AI,◆=AOAria. Users subscribe to their disposable test strips, a \$14B/yr US mark=t, which are delivered monthly, as Aria learns about their diabetes and pr=mpts behavioral changes to lower blood sugar. The system is an o=der of magnitude cheaper than existing technologies, premised on leveragin= data to help users see what daily elements are affecting their blood=sugar, and predicting dangerous highs and lows before they happen. </=ont>

Pros

- Existing glucometers from big companies are very old-fashioned and outdated, those companies make their revenue from overpriced strips
- Direct competitors, such as iHealth and Dario have negative customer reviews and minor
- Uses FDA-approved circuits to get the approval in an automated manner

Cons</pan>

- Enormous pressure 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
- Hardware startup without a product to sell yet, finalizing the development
- Young team

<blockquote>

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