
From: Steven Sinofsky <[REDACTED]>
Sent: Thursday, November 2, 2017 10:24 PM
To: Masha Drokova
Cc: jeffrey E.
Subject: Re:

Greetings Masha,
=br>

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

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

* In gene=al the challenge with glucose measurement is the finger prick. Any device t=at relies on this will only be marginally better than any other device, whe=her or not there is software or a slightly m=ore convenient measuring device= This is a statement about the inconvenience of a prick (and long term chal=enges) 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 h=s a prick, but requires a level of FDA approval is a difficult one to appro=ch.

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

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

* The real opportunity I might s=e is around measuring glucose or some related telemetry to assist in compli=nce that is outside the scope of a finger prick and measuring glucose direc=ly. It seems like we should have some other data point upon which to apply m=chine learning.

I hope this helps...any friend of J= is a friend of mine.

On Nov 1, 2017, at 4:43 PM, Masha Droko=a [REDACTED] > &t; wrote:

Thank yo= Jeffrey. Steve, great meeting you.
Would appreciate your f=edback

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

steve can you give=some guidance

On Wed, Nov 1, 2017 at 12:20 PM, Masha Drokova [REDACTED]
target="_bl [REDACTED] wrote:

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

May be someone in your network who knows this area and can advise on this kind of tech?

Center Health

Deck: <https://drive.google.com/file/d/0B5O93D3IJArEbXBsdlI4elVob0U/view>

Center Health is building an AI-based glucose monitoring system for the 1 in 11 Americans who suffer from diabetes, based on machine learning and their personalized AI, Aria. Users subscribe to their disposable test strips, a \$148/yr US market, which are delivered monthly, as Aria learns about their diabetes and prompts behavioral changes to lower blood sugar. The system is an order of magnitude cheaper than existing technologies, premised on leveraging data to help users see what daily elements are affecting their blood sugar, and predicting dangerous highs and lows before they happen.

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

- 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

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please not

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