
From: jeffrey E. <jeevacation@gmail.com>
Sent: Wednesday, November 1, 2017 4:31 PM
To: Masha Drokova; Steven Sinofsky
Subject: Re:

steve can you give some guidance

On Wed, Nov 1, 2017 at 12:20 PM, =asha Drokova [REDACTED] >> wrote:

I'm looking to invest at the compa=y 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 thi= area and can advise on this kind of tech?

Center Health

Deck: <https://drive.google.com/file/d/0B5O93D3IJArEbXBsdII4elVob0U/view>
<<https://drive.google.com/file/d/0B5O93D3IJArEbXBsdII4elVob0U>> </=pan> =br> Our memo:
<https://docs.google.com/document/d/1M7ZV7VEI8CTnb4EtYWFH2sq5dcCm0PM6g1Al=wrlOtM>
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Center Health is building an =l-based glucose monitoring system for the 1 in 11 Americans who suffe= from diabetes, based on machine learning and their personalized AI, =ria. Users subscribe to their disposable test strips, a \$14B/yr US market,=which are delivered monthly, as Aria learns about their diabetes and promp=s behavioral changes to lower blood sugar. The system is an orde= of magnitude cheaper than existing technologies, premised on leveraging d=ta to help users see what daily elements are affecting their blood su=ar, and predicting dangerous highs and lows before they happen.

Pros

- Existing glucometers from=big companies are very old-fashioned and outdated, those companies make th=ir revenue from overpriced strips
- Direct competitio=s, such as iHealth and Dario have negative customer reviews an= minor
- Uses FDA-approved circuits to get the approval in a= automated manner <=ont face="Roboto-Regular">

Cons

- Enormous pressure both from the industry players and companies=such as Apple and Google that try to develop non-invasive glucose monitori=g that will wipe out test strip products
- Hardware =startup without a product to sell yet, finalizing the development
- Young team

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=C2 please note

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