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**From:** Steven Sinofsky [REDACTED]  
**Sent:** Wednesday, November 1, 2017 4:33 PM  
**To:** jeffrey E.  
**Subject:** Re:

Yes no problem. but will be=tomorrow. London for PA's shindig.

On No= 1, 2017, at 4:31 PM, jeffrey E. <jeevacation@gmail.com <mailto:jeevacation@gmail.co=>> wrote:

s=eve can you give some guidance

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

I'm looking to invest at the company doing AI-based glucose moni=oring system for people with diabetes. We made tech evaluation, talke= to a few experts and more a question about the market and regulations. Lik=ly no, because it's complex area, but still thinking of them. </=pan>

May be s=meone in your network who knows this area and can advise on this kind of te=h?

Center Health

Deck: <=pan><https://drive.google.com/file/d/0B5O93D3IJArEb=BsdII4elVob0U/view>  
<<https://drive.google.com/file/d/0B5O93D3IJArEbXBsdII4elVob0U=target>>  
<ont face="Roboto-Regular">

Our memo: <https://docs.google.com/document/d/1M7ZV7VEI8CTnb4Et=WFH2sq5dcCm0PM6g1AlcwrlOtM>  
<<https://docs.google.com/document/d/1M7ZV7VEI8CTnb4EtYWFH2sq5dcCm0PM6g1AlcwrlOtM>>  
=span>

Center Health&nbs=;is building an AI-based glucose monitoring system for the 1 in 1= Americans who suffer from diabetes, based on machine learning and their pe=sonalized AI, Aria. Users subscribe to their disposable test strips, a=\$14B/yr US market, which are delivered monthly, as Aria learns about their d=abetes and prompts behavioral changes to lower blood sugar. The s=stem is an order of magnitude cheaper than existing technologies, premised o= leveraging data to help users see what daily elements are affecting t=ear 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- Existing glucometers from big companies are very old-fashioned and outdated, those companies=make their revenue from overpriced strips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 com=etitors, such as iHealth and Dario have negative customer revie=s and minor
- Uses FDA-approved circuits to get the approval i= 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
- ◆=80◆ Young team

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&=bsp; please note

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JEE

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