

From: [REDACTED]
Sent: Wednesday, November 1, 2017 4:43 PM
To: jeffrey E.
Cc: Steven Sinofsky
Subject: Re:

Thank you Jeffrey. Steve, g=eat meeting you.

Would appreciate your feedback

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

steve can you give some guidance

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On Wed, Nov 1= 2017 at 12:20 PM, [REDACTED]

=span style="background-color:rgba(255,255,255,0)">I'm looking to invest a= the company doing AI-based glucose monitoring system for people with diabe=es. We made tech evaluation, talked to a few experts and more a quest=on about the market and regulations. Likely no, because it's complex a=ea, 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

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Center Health is building an AI-based glucos= monitoring system for the 1 in 11 Americans who suffer from diabetes,=based on machine learning and their personalized AI, Aria. Users subsc=ibe to their disposable test strips, a \$14B/yr US market, which are deliver=d monthly, as Aria learns about their diabetes and prompts behavioral chang=s to lower blood sugar. The system is an order of magnitude cheap=r than existing technologies, premised on leveraging data to help users see=what daily elements are affecting their blood sugar, and predicting da=gerous highs and lows before they happen.

Pros

- Existing glucometers from big companies are very ol=fashioned and outdated, those companies make their revenue from overpriced=strips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

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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, financing the development
- Young team

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please note

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JEE

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