

The logo for zipongo is rendered in a vibrant green color. It features the word "zipongo" in a lowercase, rounded, sans-serif typeface. The letter "z" is a simple, slightly slanted shape. The "p" has a thick, rounded body and a short, curved tail. The "o"s are perfectly circular. The "n" is composed of a vertical stem and a rounded hump. The "g" has a circular body and a small, curved tail. The final "o" is also perfectly circular. The entire logo is set against a light beige background that has a subtle, textured appearance, resembling aged paper. The top edge of the page features a decorative border with a teal and yellow sunburst pattern.

zipongo

*we make it easy to eat well*

# Death and Disease



**Poor diet**  
**Physical inactivity**  
**Tobacco use**

# Prevent



**World Health  
Organization**

**80% Heart disease  
80% Diabetes**



**Mediterranean diet:  
30% fewer CVD deaths**







# Employee Wellness Broken

Rushed & Generic Coaching, Active Tracking, Mistargeted Incentives



“...daily use of your Food Log and Meal Planner is recommended.”



OK. I'm here to help! Ready? Eat more broccoli!!! Or...try this snack coupon.

# Engage in Action



**Healthy food subsidies:  
Proven to work (Class IA)**



**Personalize Grocery List:  
Drop insulin resistance**



**“Americans' Eating Habits  
Take a Healthier Turn” -WSJ**

**Simple • Secure • SaaS to help Health  
Plans & Employers drive Personalized  
Engagement, Productivity, and Optimal  
Health, Incentive & Food Costs**

**MealRx<sup>TM</sup>**  
*food benefits management*

# MealRx Enterprise SaaS

**Dietary Assessment  
& Social Challenge**



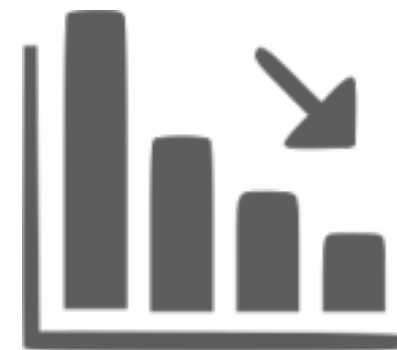
**Meal Plan &  
Inspiring Recipes**



**Mobile  
Shopping**



**Discounts &  
Rewards**



**Analytics &  
Insights**



# Your Biomarker Screening Results

BODY SHAPE		CURRENT	TARGET	
Waist Size	33	≤ 37	inches	
BMI	35.27	18.5-24.9		
BLOOD PRESSURE		CURRENT	TARGET	
Systolic	114	≤ 120	mmHG	
Diastolic	76	≤ 80	mmHG	
LIPIDS		CURRENT	TARGET	
LDL Level	192	≤ 129	mg/dl	
HDL Level	39	≥ 60	mg/dl	
Total Cholesterol	231	≤ 200	mg/dl	
Triglycerides	306	≤ 150	mg/dl	
BLOOD GLUCOSE		CURRENT	TARGET	
Blood Glucose	96	≤ 100	mg/dl	

# Your Daily Diet at a Glance

(based on how you answered our survey)

Foods	Your Diet Now	Target
Fruits	2 cups	>2 cups
Vegetables	3.1 cups	>2.5 cups
Whole Grains	0.7 oz	>3.5 oz
Fiber	24.3 g	>38 g
Added Sugars	1.2 tsp	<9 tsp
Added Sugars from Sweetened Beverages	0 tsp	As little as possible

## Eat more fiber



Your fiber intake is below your target.  
Fiber current: 24.3 grams < target 38 grams

Eating meals high in fiber can help lower your total cholesterol levels.  
Cholesterol current: 231 mg/dl > target 200 mg/dl

Eating meals high in fiber can help lower your LDL cholesterol levels.  
LDL current: 192 mg/dl > target 129 mg/dl

Eating meals high in fiber can help increase your HDL cholesterol levels.  
HDL current: 39 mg/dl not in target 60 mg/dl

Eating a high fiber diet can help lower your triglyceride levels.  
Triglycerides current: 306 mg/dl > target 150 mg/dl

We recommend meals marked "GOOD CHOICE" for you based on your health needs.



✓ GOOD CHOICE FOR YOU

Browse meals tailored to meet your food recommendations and health needs.

Browse Meals



Browse

Plan

Search Meals



ONLY SHOW

> GOOD CHOICE

ALL MEALS ▶

COURSE ▶

DIET ▶

RESTRICTIONS ▶

These "Good Choice" meals are recommended for your individual health and diet profile.

Give them extra consideration when building your Meal Plan.

[View all Meals >](#)



Celery and Peanut Butter

Ready in 1 min

Serves 1

✓ Added



Lemon Dill Quinoa Salad

Ready in 35 min

Serves 4

✓ Added



Roasted Winter Vegetable Jambalaya

Ready in 110 min

Serves 6



✓ Added



Browse

Plan

Search Meals



ONLY SHOW

GOOD CHOICE

> ALL MEALS

COURSE

All

Breakfast

Lunch

> Dinner

Snack

DIET

All Meals

Vegan

Paleo

> Vegetarian

Mediterranean

RESTRICTIONS

Vegetarian dinner recipes without gluten.



✓ Added

Ribollita Soup

Ready in 35 min

Serves 1



Brown Rice with Cabbage and Kidney Beans

Ready in 40 min

Serves 3



Butternut Curry

Ready in 35 min



Chili Stuff

Ready in 40 min

Serves 2

Ready in 45 min

Serves 4

## Shopping List

Email Print Clear

GROUP BY:

Meals

Type to add new item



Feta and Pomegranate Arugula

Feta and Pomegranate Arugula

olive oil 2 tbsp

bell pepper 2 cup

jalapeno 2

avocado 2

arugula 12 cups

lemon juice 4 tbsp

feta cheese 1/2 cup

pomegranate seeds 1 cup

tomatoes 1 cup

Coconut Baked Chicken with Apple Kale Salad



Browse

Plan

Search Meals



## Meal Planner

Today

Tue 04

Sat 08

Sun 09

Drag meals here

**Magic Meal Planner**

We'll plan your meals for you. [Set Preferences](#)

**Choose day(s)**

☒ Today

☒ Tuesday

☒ Wednesday

☒ Thursday

☒ Friday

☒ Saturday

☒ Sunday

**Select course**

☒ Breakfast

☒ Lunch

☒ Dinner

**Snacks per day**

☒ none

☐ 1

☐ 2

**MAKE IT**



Browse

Plan

Search Meals



## Meal Planner



MAGIC

It's MAGIC!  
We'll plan your meals for you.



Mediterranean Salad

Ready in 10m

Serves 2



Lentils and Brown Rice with  
Caramelized Onions

Ready in 100m

Serves 4



Mini Frittatas with Mushrooms and  
Leeks

Ready in 45m

Serves 3



Bananas with Sunflower Seeds

Ready in 1m

Serves 1

Today



Tue 04



Wed 05



Thu 06



Fri 07

Sat 08

Sun 09

↖ Drag meals here to assign them to a day.





Discounts

Frequent



TARGET 6 more



eg: apple, chicken



TARGET

Yoplait Greek Yogurt Honey Vanilla

\$10.00 (10 pc.)

In-store savings : 6 days left

Add to List



SAFEWAY

Peppers Bell, Field Grown Red, Green, & Yellow

\$10.00 (10 ea)

In-store savings : 2 days left

Add to List



SAFEWAY

Mango Red

\$10.00 (10 ea)



SAFEWAY

Jennie-O Turkey Store Ground Turkey Breast, Extra

\$3.99

## Shopping List

Email Print Clear

GROUP BY:

Groceries



Type to add new item



### Canned Goods & Soups

black beans

Garbanzo Beans

kalamata olives

kidney beans

### Condiments, Spices & Bake

black pepper

Canola Oil

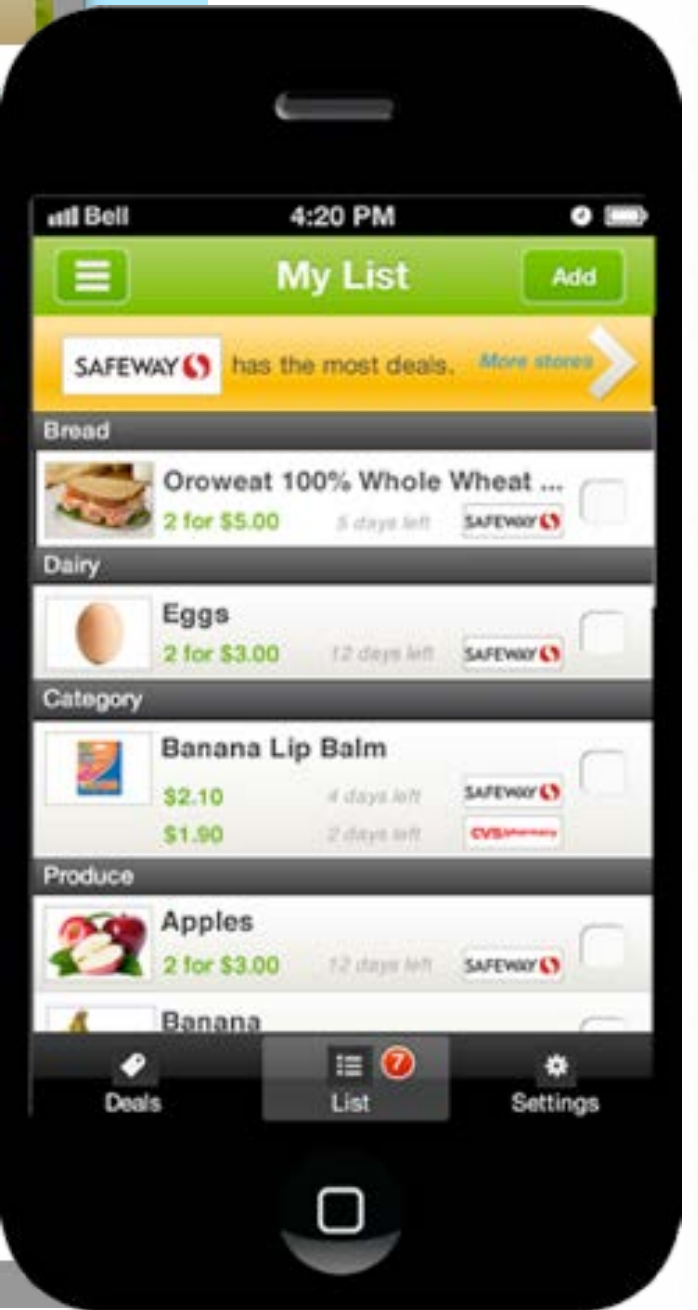
cayenne pepper

Cider Vinegar

lemon juice

\$10.00 (10 pc.)

\$0.69





Browse

Meal Planner

Search Meals



## Barley-Stuffed Peppers with Cheese

## Grains

1 ct



► Barley

[Arrowhead Mills Barley](#)

\$4.99 (lb)

## Produce

1 lb



► Onions

[Yellow Onion](#)

\$0.99 (lb)

4 lb



▼ Bell Peppers

Red Bell  
Peppers

\$2.59 (lb)

Green Bell  
Peppers

\$1.49 (lb)

Add

Orange Bell  
Peppers

\$2.29 (lb)

Yellow Bell  
Pepper

\$3.69 (lb)

\$25.32

Deliver on Tuesday



Place Order

# Analytics

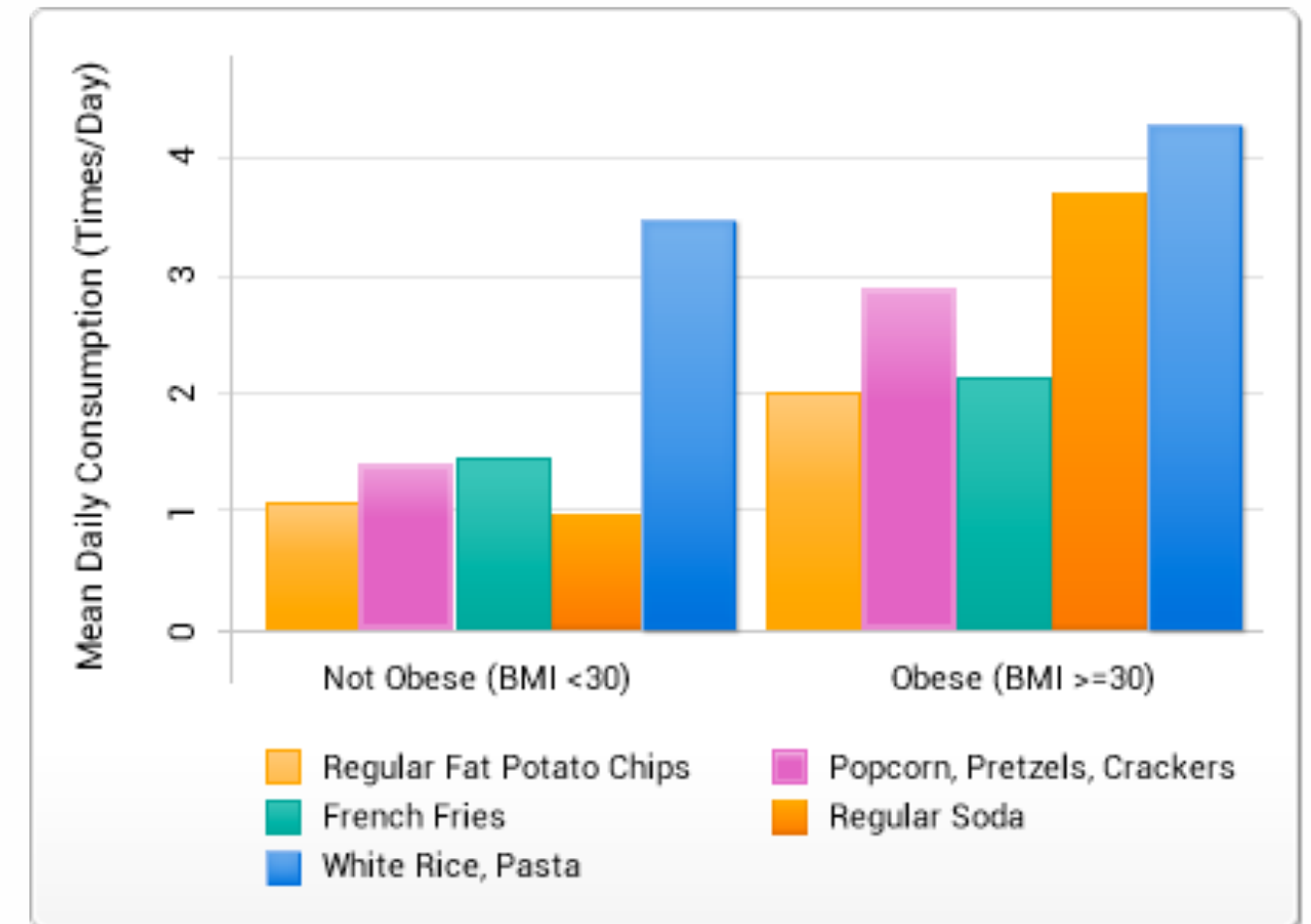
## Estimated Daily Consumption

Nutrition	Target	Employer X	USA
Fruit and Vegetables	>4.5 cups	3.7 cups	2.6 cups
Whole Grains	> 3oz	2.4 oz	0.97 oz
Fiber	> 31 g	22.4 g	15.4 g
Added sugars	> 6 tsp	12.9 tsp	16.4 tsp
Added sugars, SSBs	as little as possible	3.8 tsp	8.9 tsp

Employees at Employer X Healthier than Average American, but still not “Healthy”

# Insights

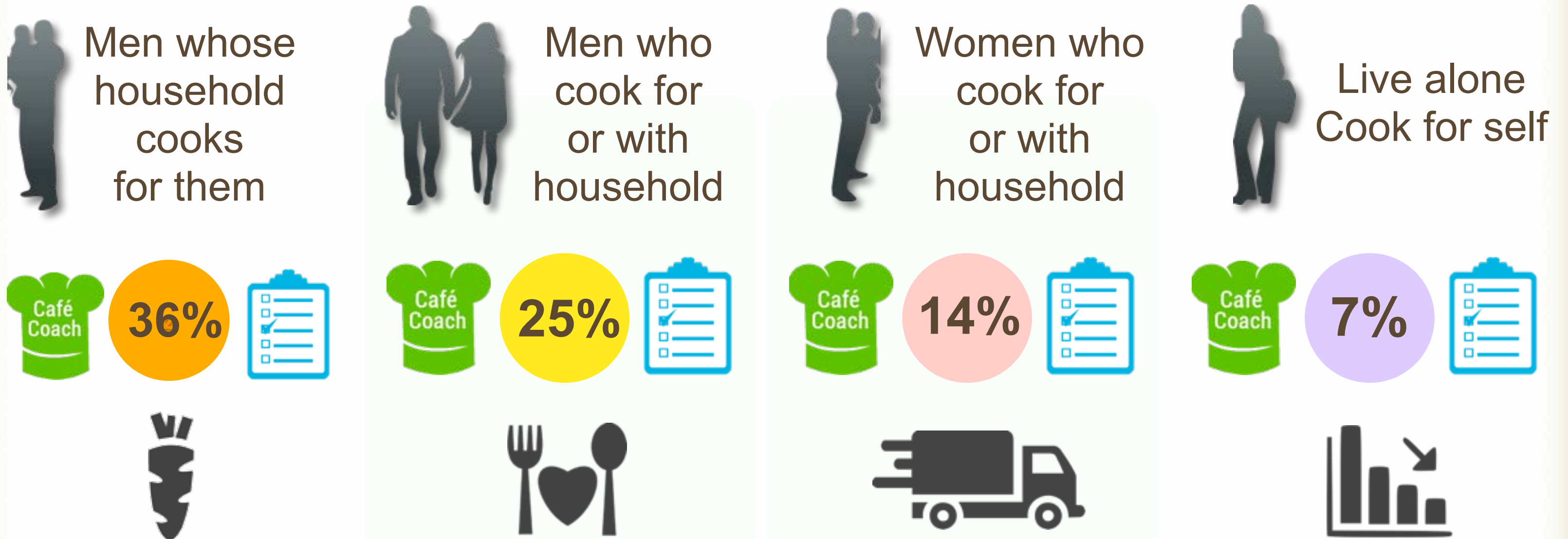
## Daily Consumption by BMI



Food + People data connected:  
Carb sources, snacks driving obesity



# Differentiation with Data



**Numerous other dimensions:**

Parents vs. No Kids

Do the Grocery Shopping, or Partner does

Overweight vs. Healthy Weight

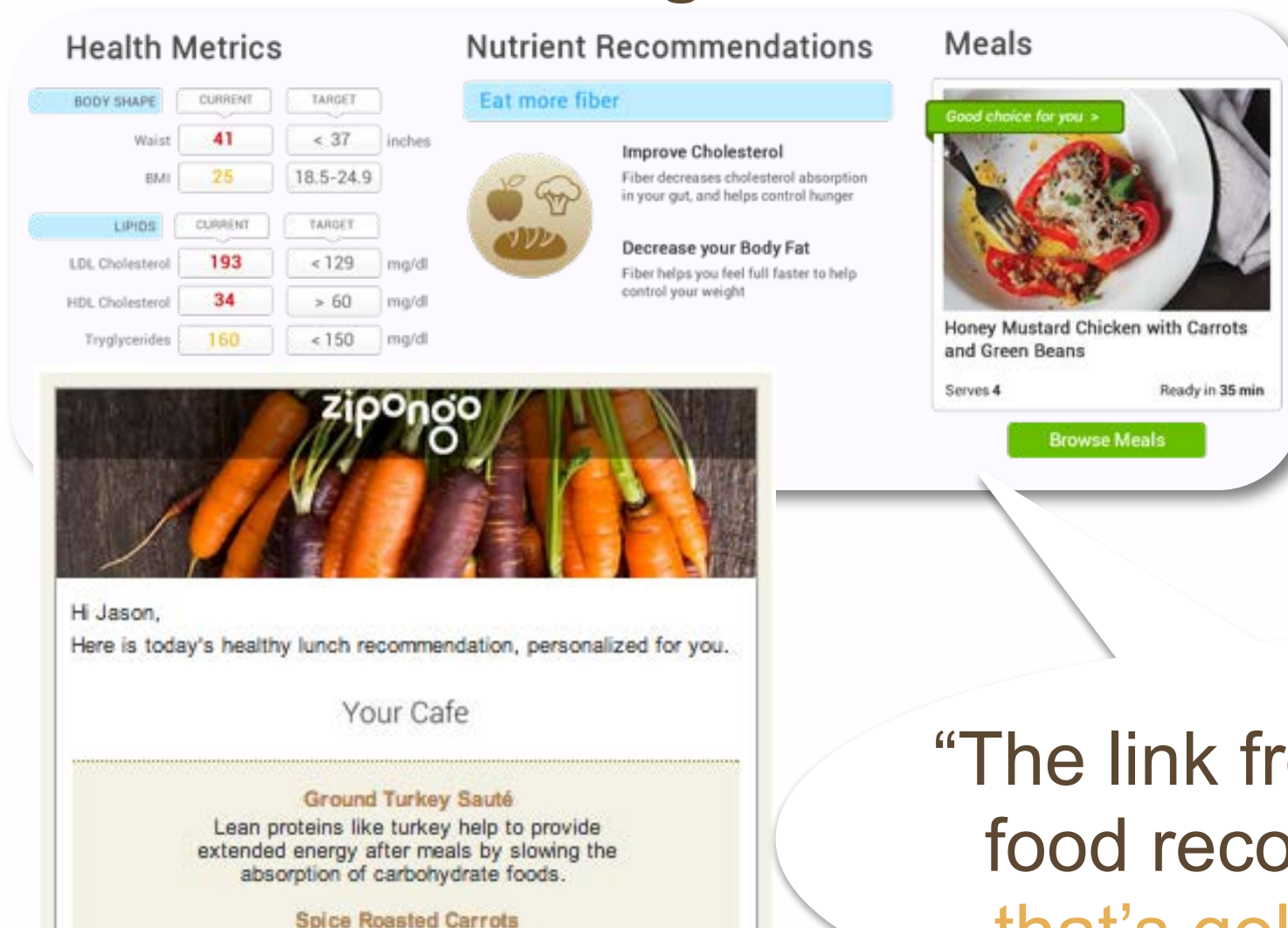
Metabolic Syndrome vs. Non



# Build on Prior Investments

## Health Risk Mngt/ Biometrics

## Incentives



“The link from health to real food recommendations - that's gold.” -Client user

## Cafe Coach

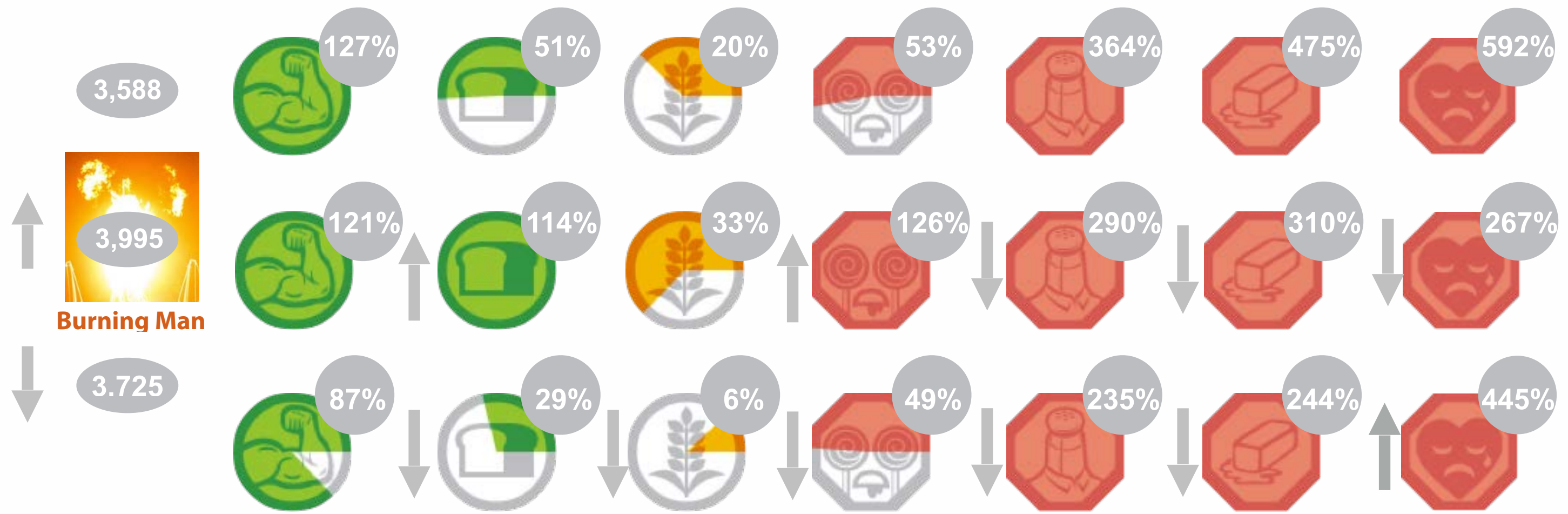


## Delivery Ordering





**Protein      Carbs      Fiber      Sugar      Sodium      Sat Fat      Cholesterol**



**Cholesterol :(**



# Why Zipongo?

## Data & Analytics

Provide Insight, Impact Environment, Personalize

**High enrollment**

86%

**Unhealthy Eaters Eating Healthier**

88%

**High Monthly Active**

>65%

## Disease Prevention

Lower cholesterol, fasting glucose, BP, BMI  
(AmeriHealth/ Drexel Study)

**What clients are saying**

<http://goo.gl/VHpV6r>

**ROI**

Optimize Incentive, Food, Obesity, Metabolic Syndrome,  
Emotional Health & Chronic Disease Costs



# Why Zipongo?

**Stay Engaged with Healthy Member Base Even when  
not using Healthcare System**

**Engage the Engaged, Keep them Healthy Early**

**Keep ASO Business Competitive w/  
Employer Expectations**

**Empower Care Providers with  
Prescriptions for Prevention  
tied to Convenient Action**

# Employers & Health Plans

Technology

Energy

Financial Services

Retail

Schools

Media

**aetna**<sup>SM</sup>



+ employer integrations

& others soon to be announced...



# Team



**Jason Langheier MD, MPH**

CEO & Founder



**DukeMed**

fitness  
forward



**HARVARD**  
School of Public Health

proventys



**Mark Weismiller**

Sales & Account Mngt



EXPRESS SCRIPTS®

*medco*®



**Carl Parrish**

Engineering

Guthy | Renker™

**NETFLIX**



**Mike Kavis**



**Greg Schwartz**

Product/ UX

**keas**



**Helene Monat**

Board

QualityHealth™  
Your Personal Health Companion

  
**CATALINA MARKETING™**



**Glenn Motowidlak**

Design



**imbee**

  
**zynga**

# Empowering Investors

**FOUNDER**  
COLLECTIVE



New Ground Ventures



**BEE PARTNERS**

**flickr**



**ExtendHealth**  
A Towers Watson company



**BAR NAKED**



**Esther Dyson**



**yammer**



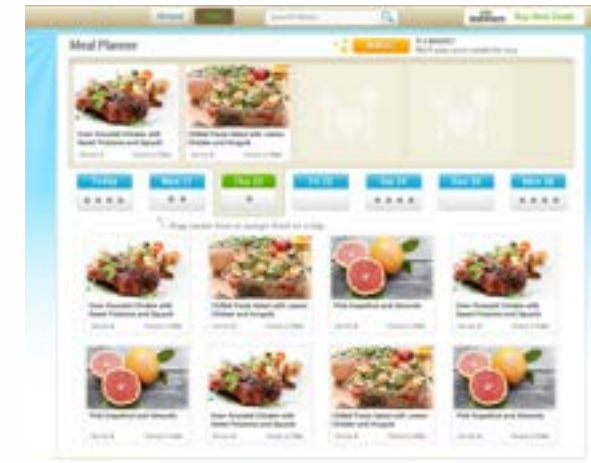
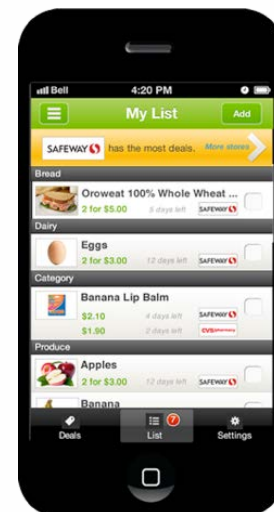
# 'Eat Well' Enterprise Leader

Zipongo's MealRx is only comprehensive  
personalized eating platform focused on engagement,  
performance, health outcomes, incentive optimization  
& **food benefits management**

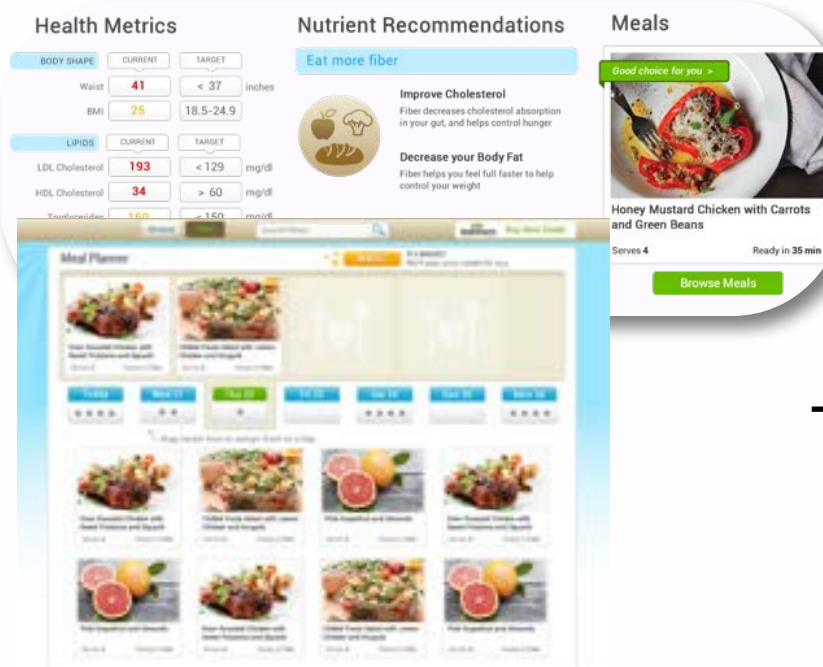
zipongo



# Deeply Personalized



Personalized to Health, Habits,  
Food Preferences & Channel





# Healthy Food Action

Highest Connectivity to Food  
Service, Grocery & Delivery



25,000 stores  
shopping history, coupons, rewards

Confidential. Do not distribute.

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*we make it easy to eat well*

Give a man a fish and you feed him for a day.  
Teach a man to fish and you feed him for a week or so.  
Teach a man to set a net where the fish swim, feed him for a lifetime.

*j@zipongo.com • 415-729-5433*

Use moments of motivation to help people reset their environment, buying portals and fulfillment channels portals to healthy behavioral defaults before stressed again.



# Backup

# Problem

**Food choices overwhelm** consumers trying to optimize for taste, ease of prep, location & price

**Health**, energy, mood and family needs are of increased concern to consumers, and have been clearly linked to food

**Large self-insured employers** have difficulty engaging employees in satisfying, integrated programs that up performance and lower cost of healthcare and incentives

**Spending on food** as a benefit is increasing due to competition for talent



# Solution

**Personalized** meal plans, groceries, cafe recommendations and rewards based on taste, health risks, location, & price

**Convenient** real-time purchase actions through partnerships with food service, home delivery & grocer companies

**Analytics** & insights built on custom integrated biometrics, incentive, claims, tracker and food preference data

**Food Benefits Management** to drive down health costs through adherence to healthier meals, while also saving on food and incentive costs