

SIDEKICKHEALTH™

IMPROVING HEALTH THE FUN WAY ...SERIOUSLY



Erlendur Egilsson, Psychologist & VP R&D
February, 2016

LIFESTYLE DISEASE

A GLOBAL EPIDEMIC

68%

OF GLOBAL DEATHS

- World Health Organisation

BAD
DIET

STRESS

INACTIVITY

\$93
BILLION

COST OF OBESITY
FOR US EMPLOYERS

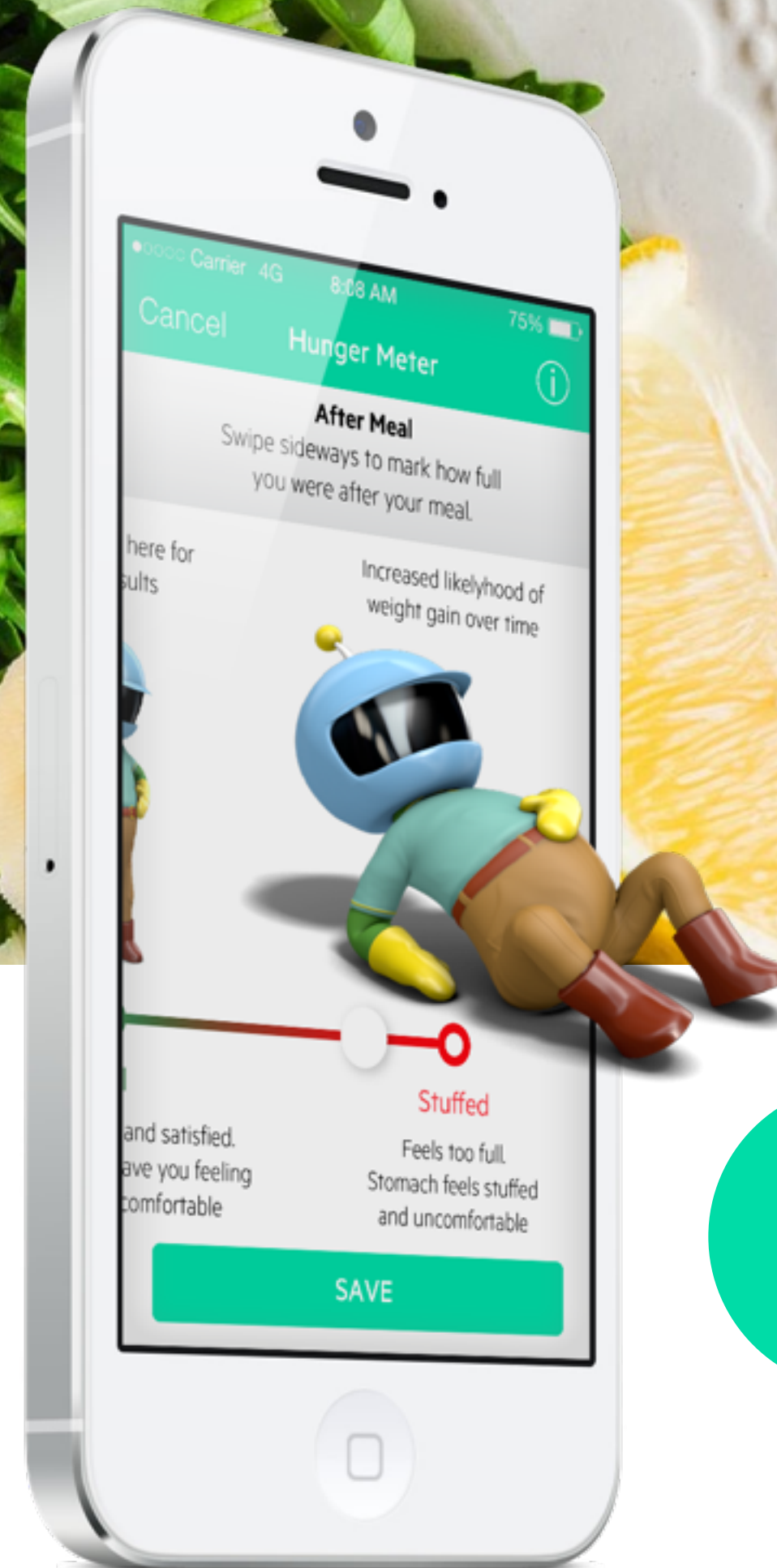
- CDC, 2013



Improving health the fun way

...seriously

Sidekick™ is a social health game designed to engage users through entertaining health improvement and team building.



Boost Diet

Improving health the fun way

...seriously

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Get Active

Improving health the fun way

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De-stress

Improving health the fun way

...seriously



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Keep Track

Improving health the fun way

...seriously



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Join In

Doing good by doing well

Thanks to your activity, we can help others too

So far Sidekick users have provided

219 365

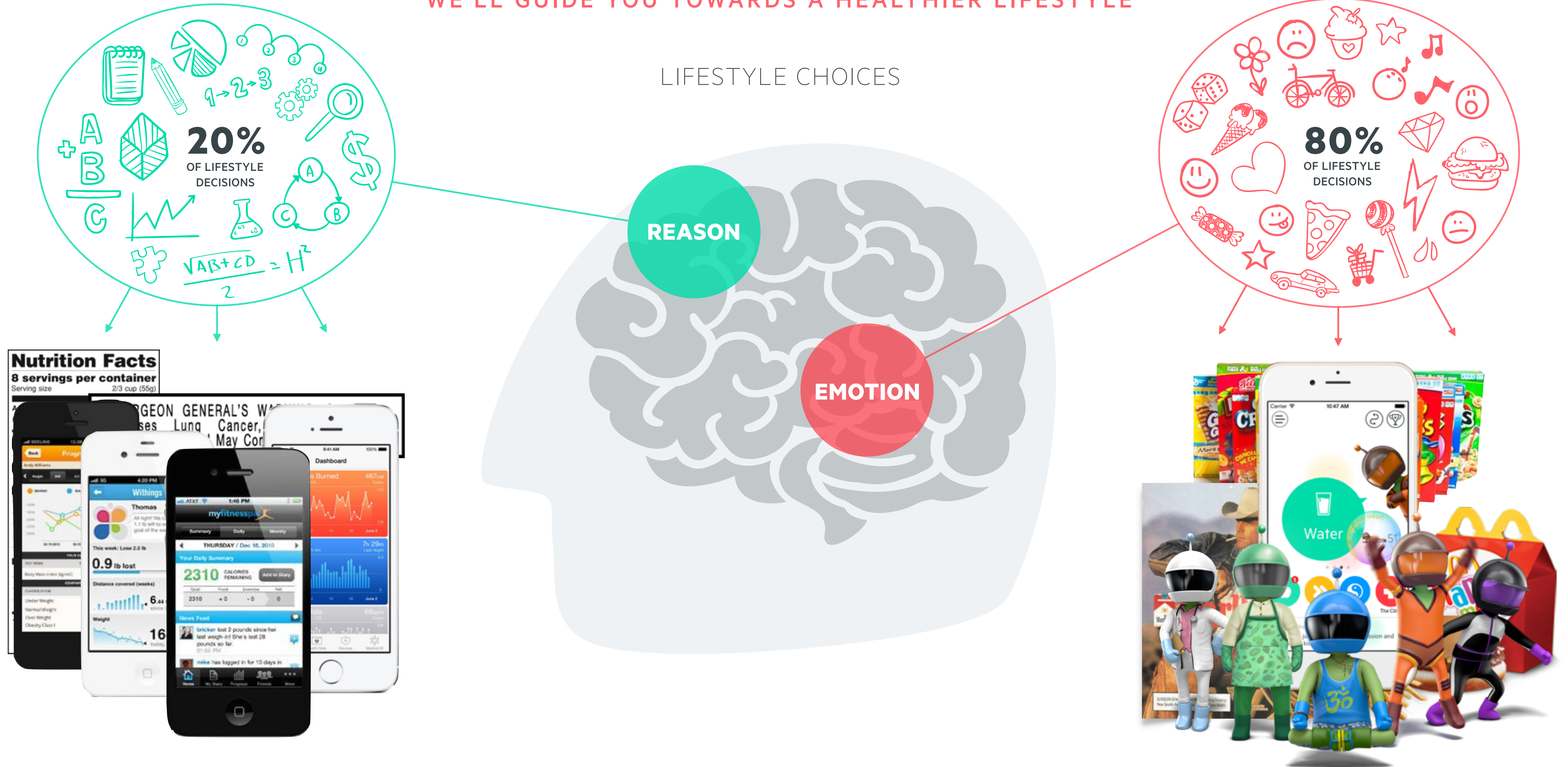
liters of clean, live-saving water,
funded by Sidekick's sponsors.



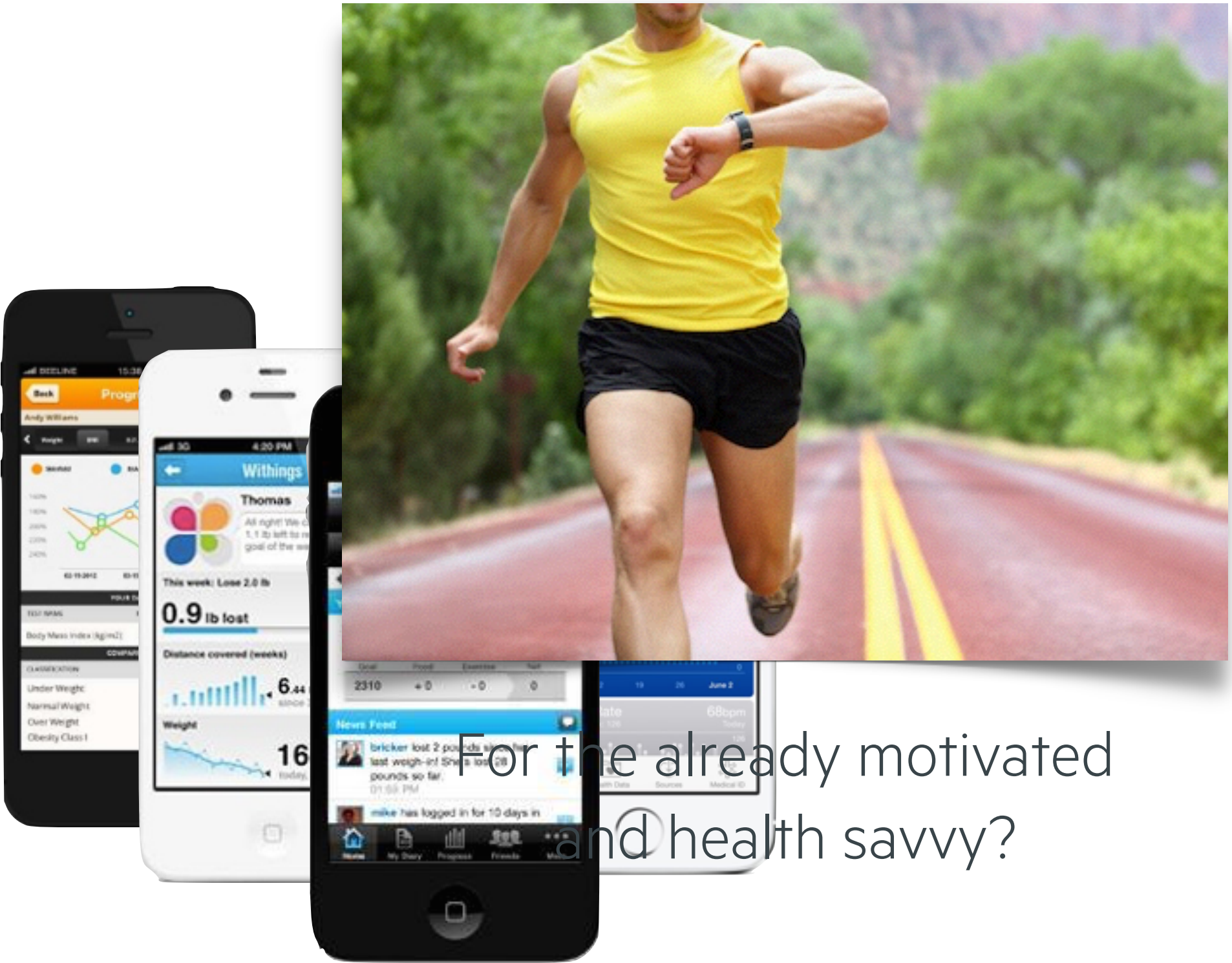
Do Good

WE'LL GUIDE YOU TOWARDS A HEALTHIER LIFESTYLE

LIFESTYLE CHOICES



WE KNOW WHAT WORKS
WE'LL GUIDE YOU TOWARDS A HEALTHIER LIFESTYLE



For the already motivated
and health savvy?



SIDEK
For

The Clinic

SCIENCE- AND RESEARCH-BASED

WORKING WITH EXPERTS FROM WORLD-LEADING INSTITUTIONS

Harvard University

Ichiro Kawachi, Prof./Chair of Behavioral department, member of project group and co-author on methods paper. Sidekick CEO guest lecturer.

Massachusetts General Hospital

Sidekick used for diabetes trial.

MIT Media Lab, Human Dynamics Group

Alex Pentland, director of Human Dynamics & Connection Science labs, member of advisory board. Collaboration on product development.

University of Iceland

Members of project group and PhD advisors for Sidekick project.

Karolinska Institutet

Profs. Adami and Ludvigsson, members of project group on outcome research.

Swedish National Diabetes Register

Soffia Gudbjornsdottir, Director, member of project group and PhD advisor for Sidekick project.

Sahlgrenska University Hospital

Per Albertsson, Chief of Cardiology, member of project group and PhD advisor for Sidekick project.

University of Gothenburg

Members of project group and PhD advisors for Sidekick project.

UNICEF

Collaboration on altruistic rewards and marketing.

SIDEKICK ENTERPRISE™

RAPIDLY GAINING MOMENTUM

- Sales in 2 countries; 10 enterprise customers
 - 180-employee IT company to 1200-employee retail chain
- Participation rate 70% (median); 4 daily exercises per participant (average)
- Retention rate (30-day): 47-83%
(Top 160 apps: 30-day 34%) (Quettra, 2015)

“ People got caught up in the friendly competition and were doing planks and other exercises all over the office.

*Assistant chief of staff
IKEA Iceland*



SIDEKICKMEDICAL™

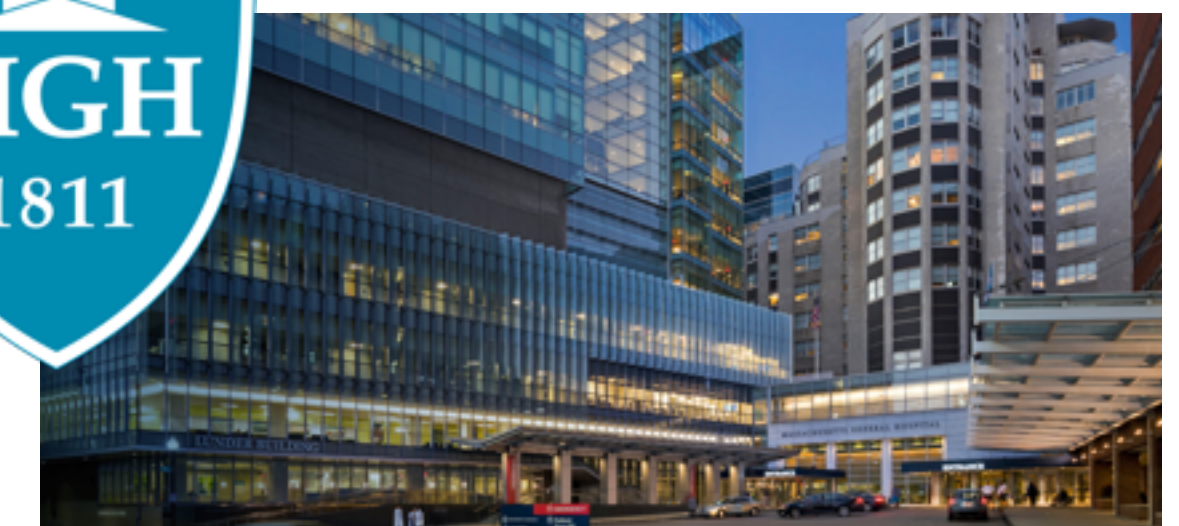
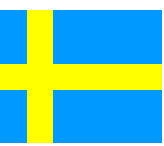
RAPIDLY GAINING MOMENTUM

Strong industry interest

- \$160k investment in implementation & effectiveness trial (heart disease) by Northern-Europe's largest hospital
- Chosen for diabetes trial by #1-ranking US hospital (Massachusetts General Hospital)
- Invited guest lectures at Harvard and MIT on the approach
- Chosen exclusively by Swedish National Diabetes Register for intervention trial with diabetes patients
- Ongoing discussions with Apple Healthcare

“ We need innovation like SidekickMedical to update this old approach, in a setting dating back to Florence Nightingale, which is entirely ineffective for lifestyle change.

*Director, Sahlgrenska University Hospital
IVA Congress on Renewal and Innovation in Healthcare, Sweden, 2016*

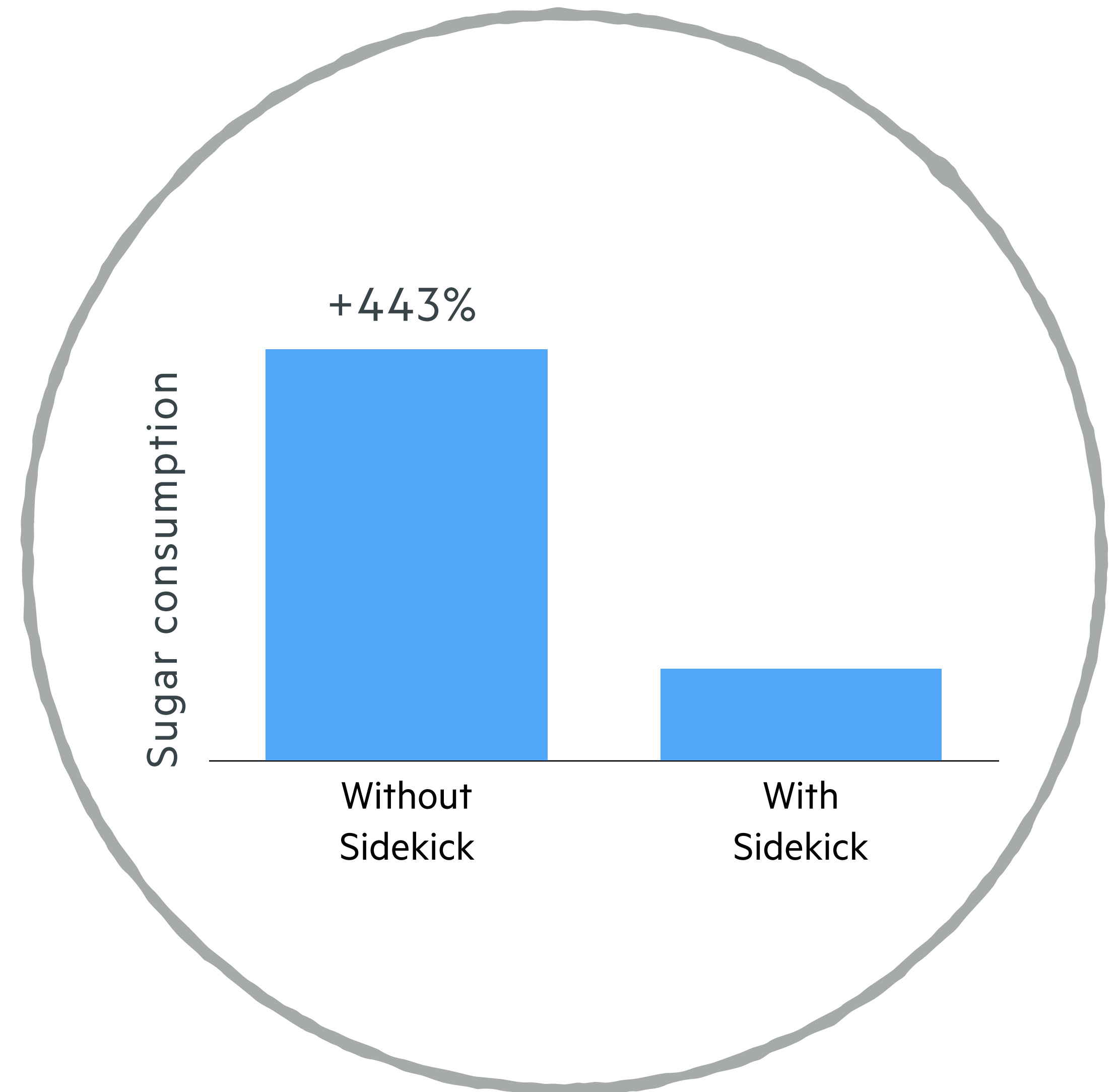


SIDEKICK MEDICAL™

RAPIDLY GAINING MOMENTUM

Sidekick becoming clinically proven

- Improving diet
- Increasing physical activity
- Increasing perceived energy levels



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