

2023 INVESTOR OVERVIEW

everbeat

Unleashing
the **Rhythm of
your Heart**



problem

Heart Disease is a big problem and growing ...



HEART ATTACKS are projected to **increase** to

12 million

People by 2025



CORONARY ARTERY DISEASE is projected to **increase** to

22 million

People by 2025



STROKE is projected to **increase** to

11 million

People by 2025

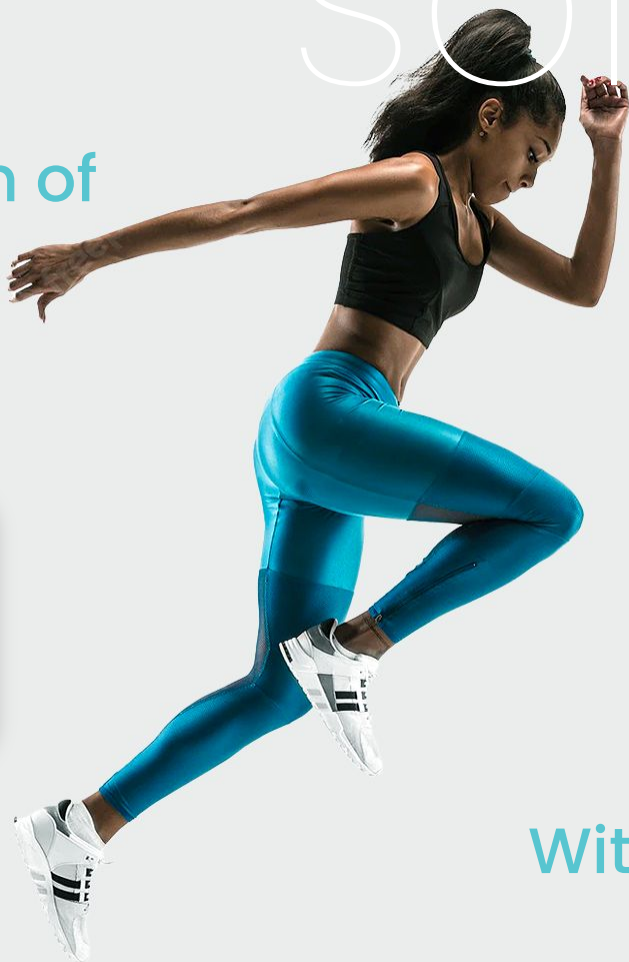
Heart wellness accessible to all.



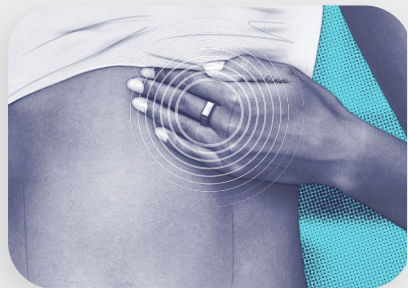
SOLUTION

Everbeat is a lifestyle focused health & wellness ecosystem that provides powerful insights, that democratizes one of the most important tools in medicine, the electrocardiogram.

Unleashing the rhythm of your heart



solution

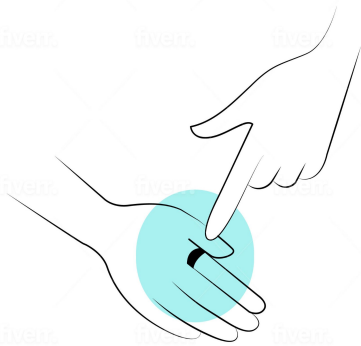


With your finger

Electrical snapshots of your heart:

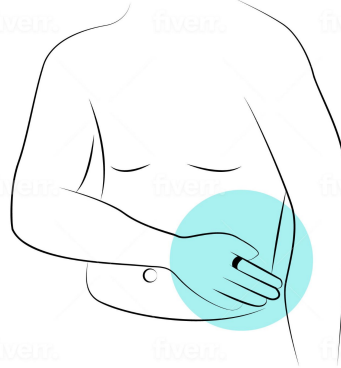
See more, know more.

solution



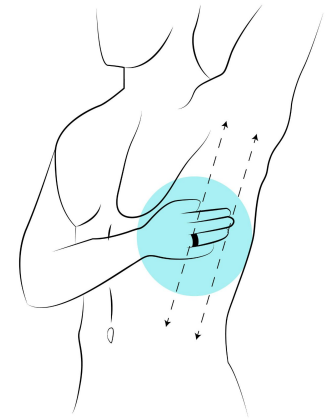
Snapshot I: Primary view for symptom assessment

Future use for AI-ECG, heart attack assessments



Snapshot II: Optional enhanced view for prolonged symptoms

Future use for AI-ECG, heart attack assessments

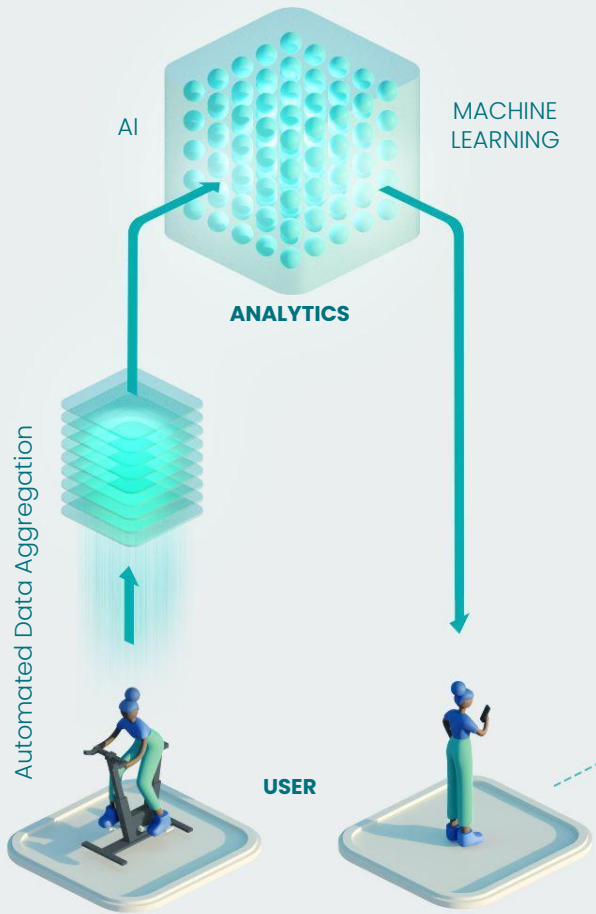


Snapshot III: Daily view for wellness and fitness guidance insights

Future use for AI-ECG, heart attack assessments

Data Driven Insights

Machine Learning ECG analytics for heart assessment and trend analysis.



Daily Monitoring

Everbeat App - Lifestyle health companion recording heart metrics, activity, and, sleep quality

SENSOR-FIRST HEALTH ECOSYSTEM



SPECIALIST

Event Driven Medical Expertise

Cardiology expertise available for on demand for ECG reads and telemedicine consultations

CARDIO HEALTH AND WELLNESS



PASSIVE AFIB
DETECTION

SLEEP QUALITY
TRACKING

HEART
FITNESS
TRACKING AND
GUIDANCE



PULSE
OXIMETRY ON
DEMAND



A PERSONALIZED
HEALTH
DASHBOARD

PERSONAL ECG RECORDING

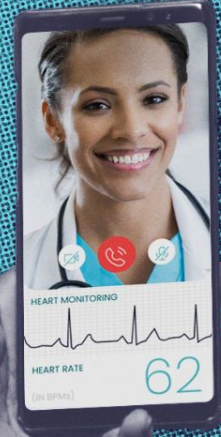
CLINICAL GRADE ECG
SYMPTOM
ASSESSMENT



AFIB DETECTION
WITH CLINICAL
BACKUP



ON DEMAND
CONNECTION
WITH A
SPECIALIST



PERSONAL ECG RECORDING



GESTURE
ACTIVATED ECG
CAPTURE



AUTOMATIC
EMS ACTIVATION
IN HIGH RISK
CASES



CLINICAL
DASHBOARD
FROM APP





CLINICAL STUDY CONCORDANCE

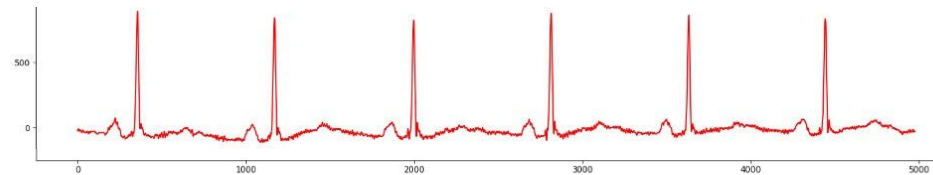


Everbeat and a traditional ECG
SIMULTANEOUS
CAPTURE

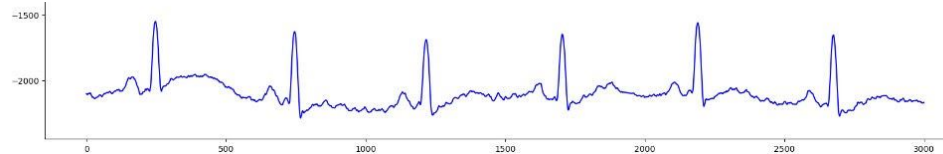
research

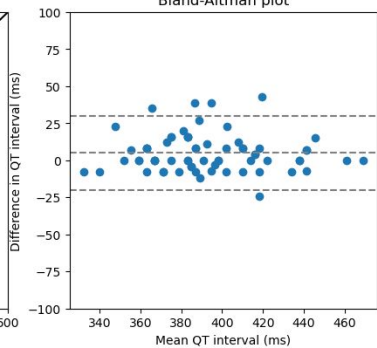
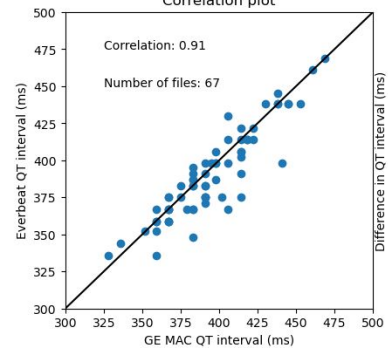
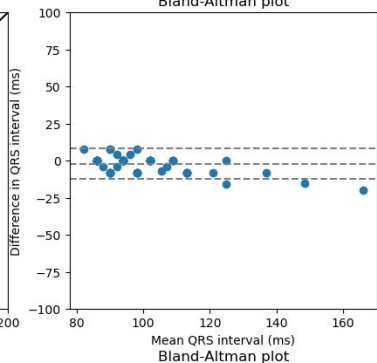
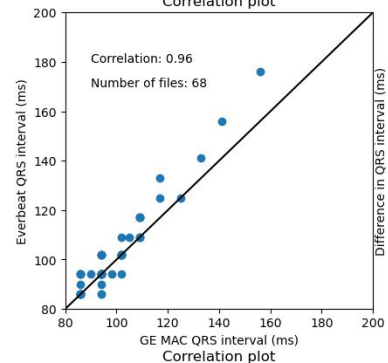
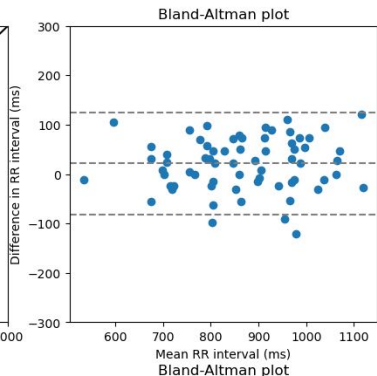
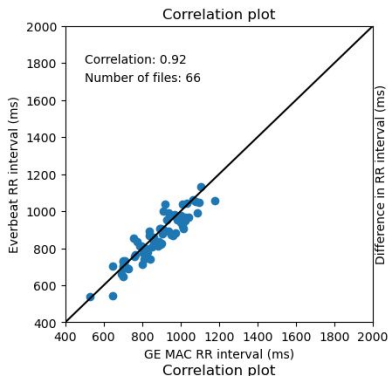
Everbeat ring displayed equivalence to a traditional multiple lead ECG

MAC 5500
LEAD 2



Everbeat
LEAD 2





the data

Everbeat ring displayed extremely high SEGMENTAL accuracy in determination of key ECG parameters for clinical use

- Drug toxicity monitoring
- Ischemic detection
- Arrhythmic risk in general population, at risk, or athletes

competitors

ECG
FUNCTIONALITY

PATENT
PROTECTED
MULTI-LEAD
TECHNOLOGY

PHYSICIAN
INTEGRATED
SYSTEM*

CARDIOVASCULAR
FITNESS TRACKING
AND GUIDANCE

AI DATA
ANALYTICS

e^{er}beat



MOTIV



ŌURA



circul⁺



SkyLabs



	ECG FUNCTIONALITY	PATENT PROTECTED MULTI-LEAD TECHNOLOGY	PHYSICIAN INTEGRATED SYSTEM*	CARDIOVASCULAR FITNESS TRACKING AND GUIDANCE	AI DATA ANALYTICS
e ^{er} beat	✓	✓	✓	✓	✓
MOTIV				✓	
ŌURA				✓	
circul ⁺	✓			✓	
<u>SkyLabs</u>	✓				

Highlighted Everbeat Ring Features



*

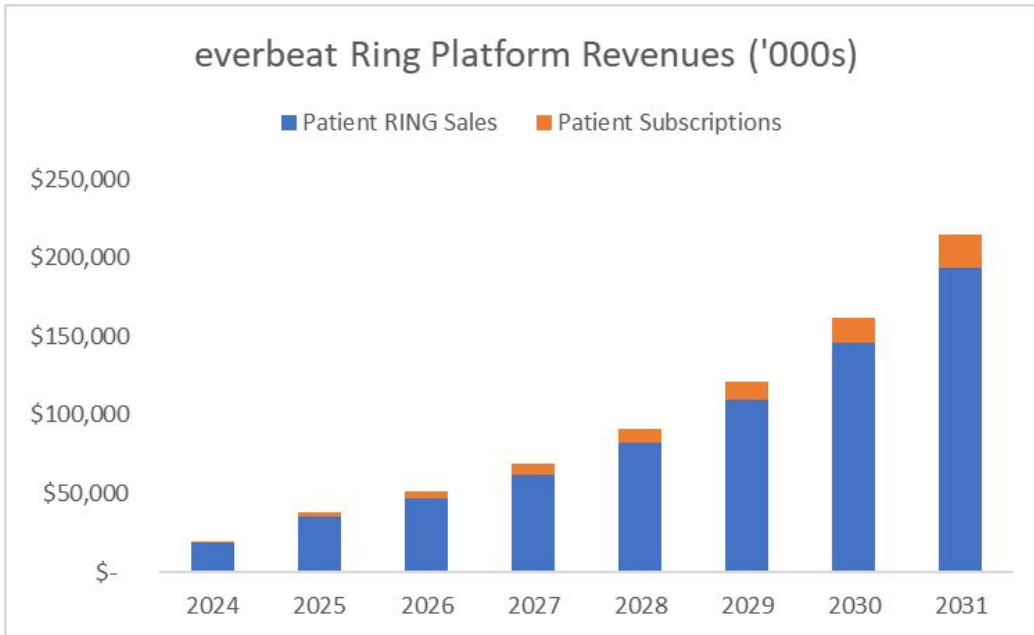
*Pre production Everbeat ring

Volume Manufacturing Contractor	LinkTop (Fujian, China)
Composition	Stainless steel and polycarbonate
Different colors/styles	silver, rose gold and black color
HRV	Configurable Day/Night
Sleep (REM/Deep/Light)	Yes
Battery life	4-5 days
Charging time	~30 mins
Temperature	Configurable Day/Night
Waterproof	Ip68 to 100M
ISO 13485 certified (needed for FDA)	Yes
Ring Cost (MOQ 1,000)	\$87
Development time	3 months to beta ring

business

A premium membership subscription model and hardware sales.

We are also exploring hardware as a service model that reduces the upfront cost to consumers and provides aesthetics (collaborations with fashion brands/artists) or technological ring upgrades.



Everbeat MSRP **\$400**

Included Functionality

- Unlimited Atrial Fibrillation assessments
- First 12 months of premium services included

Subscription **\$10**

Premium monthly Subscription

- Trend analytics and health insights
- Automated monthly reporting
- Discounted access to virtual cardiology consultants

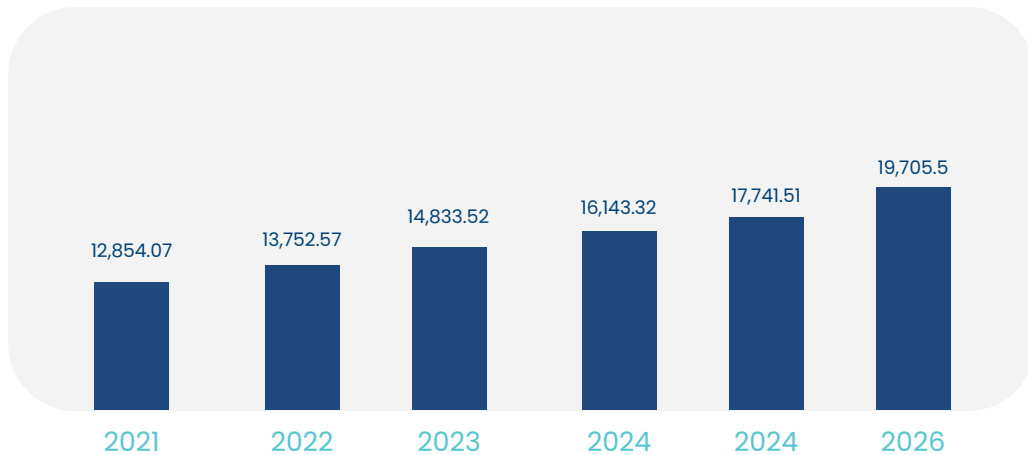
Total US wearable market

The wearables market in the US was valued at \$12.9 billion in 2021 and is estimated to grow to \$20 billion in 2026. This will create an incremental growth opportunity worth \$7 billion between 2021 and 2026, which translates to around 54% of the market size in 2021.

This represents significant growth opportunities for vendors

market

US - Market size and forecast 2021 - 2026 (\$ million)



9%

CAGR (2021-2026)



7

INCREMENTAL GROWTH 2021-2026 (\$ BILLION)

The Opportunity Beyond Wearables

US consumers are spending between \$300 billion and \$400 billion a year beyond qualified medical spending on goods and services they consider important to improving health (Exhibit 1).

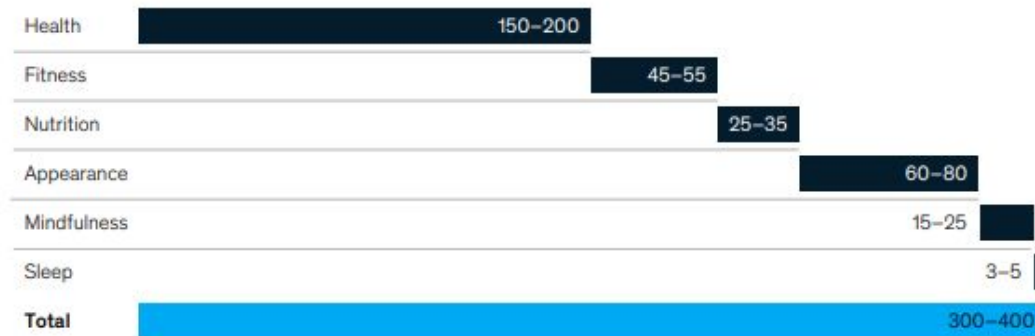
The Everbeat Platform encompasses multiple aspects of health and wellness with event driven virtual consultations

market

Exhibit 1

US consumers spend \$300 billion to \$400 billion per year across six dimensions on goods and services they consider important to improving health.

US holistic health and wellness market, \$ billions¹



¹ Figures may not sum, because of rounding.

Source: Shaun Callaghan, Martin Lösch, Anna Plone, and Warren Teichner, "Feeling good: The future of the \$1.5 trillion wellness market," McKinsey, April 8, 2021; McKinsey Future of Wellness Survey (August 2020, n = 7,500); McKinsey Consumer Health Insights Survey (August 2021, n = 2,126); PatientPop

¹ "National Health Expenditure Data," Centers for Medicare & Medicaid Services, 2020.

\$2 Million USD

our ask

Everbeat current value is USD \$8.75 million

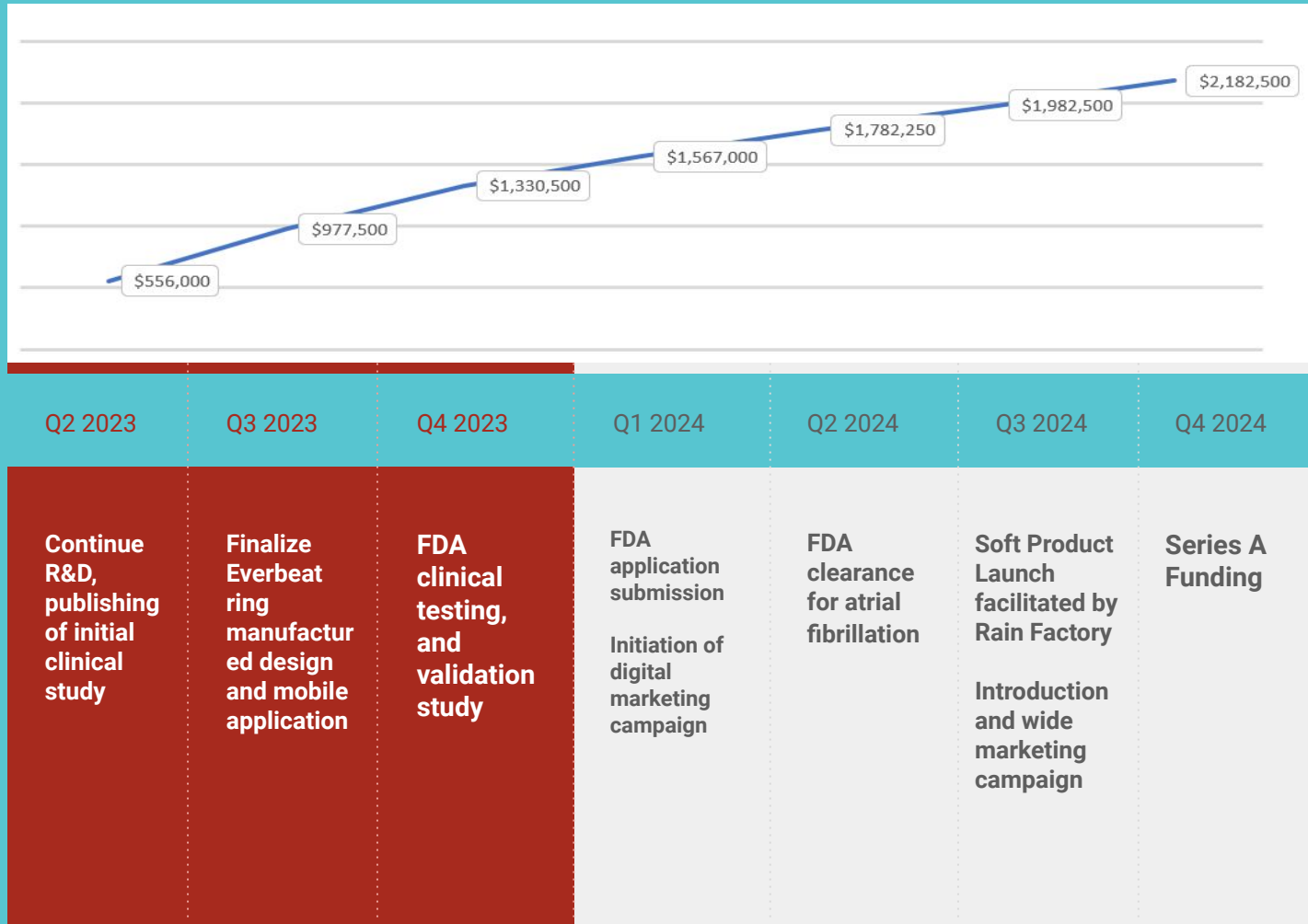
Nearest competitor, Oura Ring has

- LESS functionality in retail ring \$300-\$450
- Valuation of \$2.5 Billion

Near term goals with funding:

- Deliver 2000 rings for early testing
- Finish 510(k) validation study for FDA approval
- Kickstart web-based sales goal with RainFactory
- Partner with health systems for wellness incentives, virtual rehabilitation

timeline



teadmm

MEET OUR TEAM

Our team is made up of experts in cardiology and health systems, strategically positioning our business for success.



Matthew Jones, MD CEO
Interventional Cardiologist



Steve Silber, MD MBA
Healthcare Systems Advisor



Greg Eoyang, CTO
Software Engineer



Liza Burns
FDA Consultant



Stuart Mendenhall, MD CMO
Electrophysiologist



Steven Miyao
Wellness Technology Advisor



John McCauley
Financial Advisor



Janelle Stiehl
Marketing Advisor

Portfolio

(12) United States Patent Mendenhall et al.

(54) WEARABLE CARDIAC ELECTROPHYSIOLOGY MEASUREMENT DEVICES, SOFTWARE, SYSTEMS AND METHODS

(71) Applicants: University of Pittsburgh—Of the Commonwealth System of Higher Education, Pittsburgh, PA (US); UPMC, Pittsburgh, PA (US)

(72) Inventors: George Stuart Mendenhall, Pittsburgh, PA (US); Matthew Jones, Pittsburgh, PA (US)

(73) Assignee: University of Pittsburgh—Of the Commonwealth System of Higher Education, Pittsburgh, PA (US)

(*) Notice: Subject to any disclaimer, the term of this patent is extended or adjusted under 35 U.S.C. 154(b) by 478 days.

(21) Appl. No.: 15/560,297

(22) PCT Filed: Mar. 31, 2016

(86) PCT No.: PCT/US2016/025333

§ 371 (c)(1),
(2) Date: Sep. 21, 2017

(87) PCT Pub. No.: WO2016/161152

PCT Pub. Date: Oct. 6, 2016

(65) Prior Publication Data

US 2018/0094356 A1 Mar. 8, 2018

Related U.S. Application Data

(60) Provisional application Nos. 62/140,671, filed on Mar. 31, 2015.

(51) Int. Cl.
A61B 5/0408 (2006.01)
A61B 5/0265 (2006.01)
(Continued)



US/10849519B2

(10) Patent No.: US 10,849,519 B2
(41) Date of Patent: Dec. 1, 2020

(52) U.S. CL.
CPC A61B 5/0408 (2013.01); A61B 5/0006 (2013.01); A61B 5/0022 (2013.01);
(Continued)

(58) Field of Classification Search
CPC A61B 5/0408; G16H 40/07
(Continued)

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International Search Report and Written Opinion for related International Application No. PCT/US2016/025333, dated Jan. 27, 2016, 15 pages.

Primary Examiner — Nadia A Malwood
(74) Attorney, Agent, or Firm — Klauquist Sparkman, LLP

(57) ABSTRACT

Disclosed are wearable devices, such as rings and bracelets, for monitoring and diagnosing cardiovascular conditions of a wearer, along with related systems, algorithms and methods. The disclosed wearable devices can continuously monitor the wearer's cardiovascular status by measuring heart rate, motion, blood oxygenation, and/or other properties of the wearer. Disclosed wearable devices can further comprise three ECG electrodes, including a first electrode on the inner surface adapted to detect a signal from the finger/wrist; a second electrode on the outer surface adapted to detect a cardiovascular signal from a finger of the opposing hand.
(Continued)



Patent Claims Awarded in 2020

- 3 electrode ring form factor
- Methodology for generating a 12-lead ECG using a smart ring
- Continuous cardiovascular monitoring using a smart ring