



Minimal effort
preventative health
for the mass market

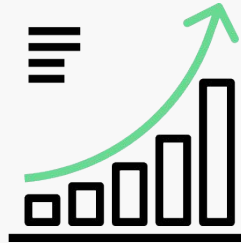


EXECUTIVE SUMMARY

BodySpec delivers cost-effective, minimal-effort preventative healthcare to patients on their terms – like a retail wellness service.



We are raising a **\$2.5M post-seed** in the next 6 months to supercharge customer acquisition. This will enable us to deepen penetration in existing markets and reach new geographic markets.



Bootstrapped to \$2.6m in annual revenue in 2022.

Based on YTD performance, on pace to hit **\$3.8m revenue (46% YoY growth)** in 2023 with no additional investment



Scalable customer acquisition engine currently generating **\$149 LTV on \$30 CAC.**

TEAM

Experienced founders & growth team with multiple exits



Founders – husband and wife team with extensive experience designing and operating at scale

Elaine Shi
Co-CEO

Harvard BA, UCLA MBA;
bootstrapped BodySpec to
6+ consecutive years of
40%+ YoY organic growth

Roy Shi
Co-CEO

Harvard BA; management
team at Virtu Financial
through its **\$2B 2015 IPO**



Supported by a marketing and growth team specializing in consumer brands and digital health

Cameron Jacox
Growth

3x startup founder and digital
health marketing specialist with
multiple exits; recently drove
Lark Health to **\$1B+ valuation** as
chief growth officer



Andrea Barsk-Roberts
Marketing

Seasoned marketing executive
specializing in consumer brands
such as Hello Fresh, Open Farm,
PetFlow (**acq.** Phillips Pet);
recently drove 90% YoY
ecommerce growth at Open Farm

PROBLEM

Preventative health is clinically effective AND cost-effective, but underutilized – especially by Millennials. This is due to frictions in traditional healthcare delivery



Millennials **value time**, are put off by long wait times for both visits and results



Millennials **value price transparency**, don't like surprise bills and opacity of insurance



Millennials value **quality of experience** and rely on social referrals, distrust traditional authority like PCPs



Millennials **are most willing to put off healthcare services** in response to those frictions¹

Instead, Millennials spend the most on **retail wellness services** and products out of any generation.²

¹ PNC Healthcare, *Healthcare Consumerism: How Patient Behavior is Changing the Landscape*

² McKinsey, *Still feeling good: The US wellness market continues to boom*

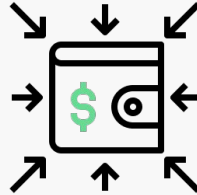
SOLUTION

Offer preventative healthcare that looks & feels like a retail wellness service - minimal-effort to use



Minimal time spent

Easy scheduling, no wait times, fast results turnaround



Minimal cost impact

Priced at a fraction of traditional clinic pricing (\$40 vs \$150+), with clear pricing



Minimal unpleasantness

Personalized attention, friendly providers, high quality experience



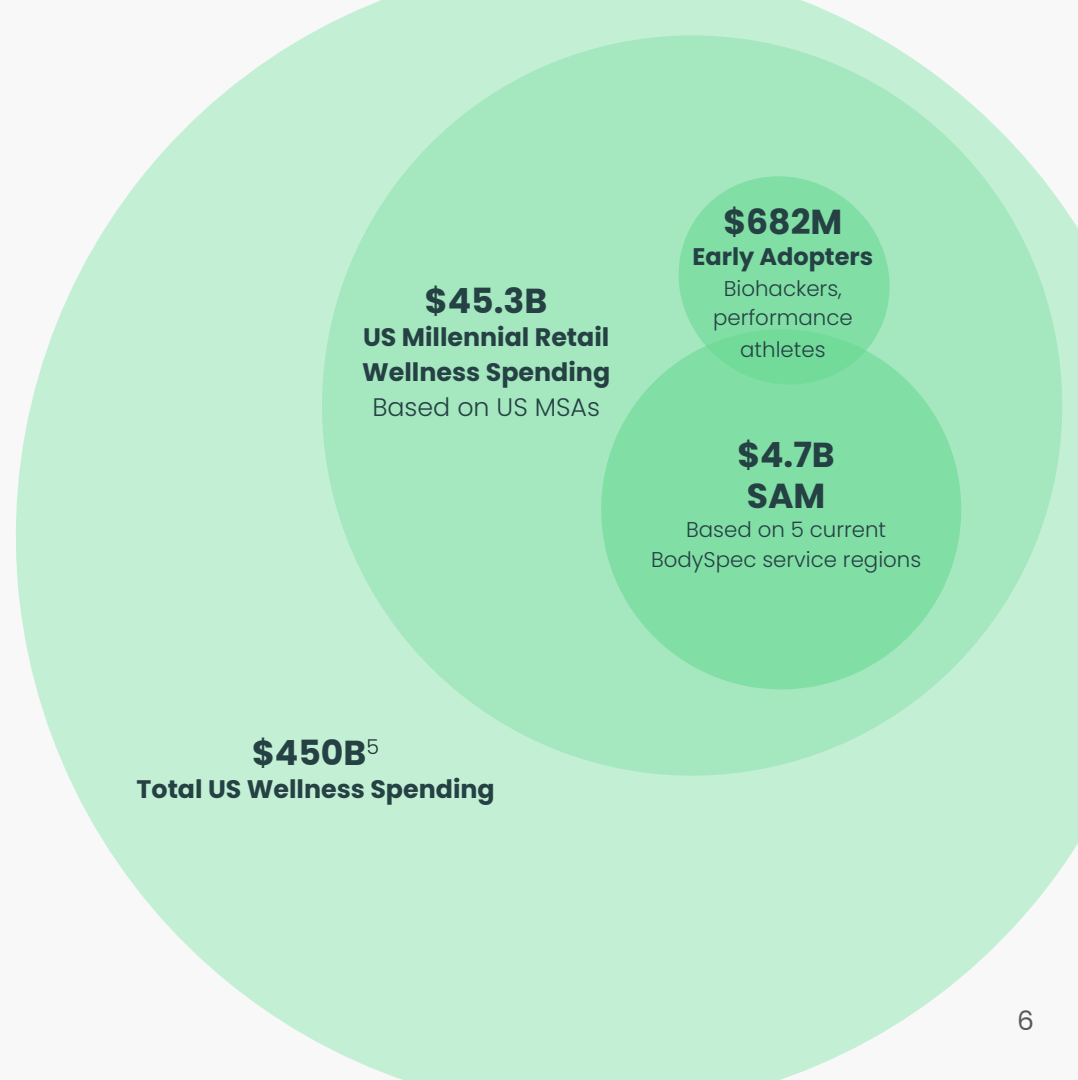
Healthcare delivered like a retail wellness service

OPPORTUNITY

BodySpec addresses unsatisfied Millennial need for preventative care by taking advantage of Millennial demand for wellness services

By upgrading the preventative healthcare experience, BodySpec effectively competes in the consumer wellness market – a \$450B market.

⁵ McKinsey, *Still feeling good. The US wellness market continues to boom*



FIRST PRODUCT TO MARKET

Our first service offering has successfully unlocked the Millennial market for preventative healthcare



DEXA body scan - elective 15-min low-dose x-ray widely applicable to all adults. Measures:

- Body composition
- Bone density (indicator for osteoporosis)
- Visceral adipose tissue (indicator for heart disease, diabetes)
- Musculoskeletal health



Mobile pop-up clinics - offer temporary hyperlocal proximity, combined with low, transparent pricing to drive demand and purchase

- Scanning events that sell out repeatedly
- Resulted in 40%+ organic YoY pre-pandemic growth, with no formal marketing or sales

\$2.6M

2022 annual revenue; result of bootstrapping & organic growth

\$3.8M

2023 projected revenue; based on YTD performance

BUSINESS MODEL / GO-TO-MARKET SUMMARY

Scalable service model that acquires customers and generates high repeat purchase and LTV

1. Deploy clinics where Millennials live, work, and work out - and enroll new members

Average BodySpec client age = 35

4. Expand geographic footprint

Prioritize deployment to high-density urban areas with high concentrations of gyms and employers



2. Notify clients when nearby so they can receive services conveniently

Email marketing, targeted SMS, channel partnership marketing (gyms, employers)

3. Deliver an excellent experience in line with Millennial consumer values

75% of customers praise speed, convenience, quality of experience in reviews

CASE STUDY

We help employer partners like Google increase ROI on their existing wellness investments – at no cost to them.



Google Channel Partner Case Study



In 2015, BodySpec began parking outside Google company gyms. Full days typically sold out within 15 mins of an email blast.



88.3% average appointment fill rate at Google events



84% of Googlers coming off the BodySpec van increased wellness service consumption or improved health behaviors



Scans are cheap enough for employees to pay out of pocket. Google pays nothing but benefits from a unique onsite perk.



Since workplace is not the payer, BodySpec avoids lengthy sales cycle but retains access to audience of employees as consumers.



Employees requested more BodySpec vans in more locations. Today we visit **17 Google campus locations across 4 cities.**

A few of our other channel partners:



UNIT ECONOMICS

Strong KPIs compared to industry averages

<p>Excellent customer acquisition and lifetime value</p> <p>CAC payback on first purchase versus 28 mos*</p> <p>5:1 LTV to CAC ratio on first commercialized service only</p>	<p>Quality of experience drives loyalty and retention</p> <p>4.89/5.00 CSAT score</p> <p>49.1% repeat purchase within 12 mos compared to 28%**</p>	<p>Excellent gross margins facilitate quick payback</p> <p>58% gross margins, compared to 40%*</p> <p>6 mo payback on mobile van build cost</p>	<p>Efficient mobile clinic builds for speedy expansion</p> <p>2 wk build time compared to 3-9 mos***</p> <p>\$99k build cost compared to \$150k***</p>
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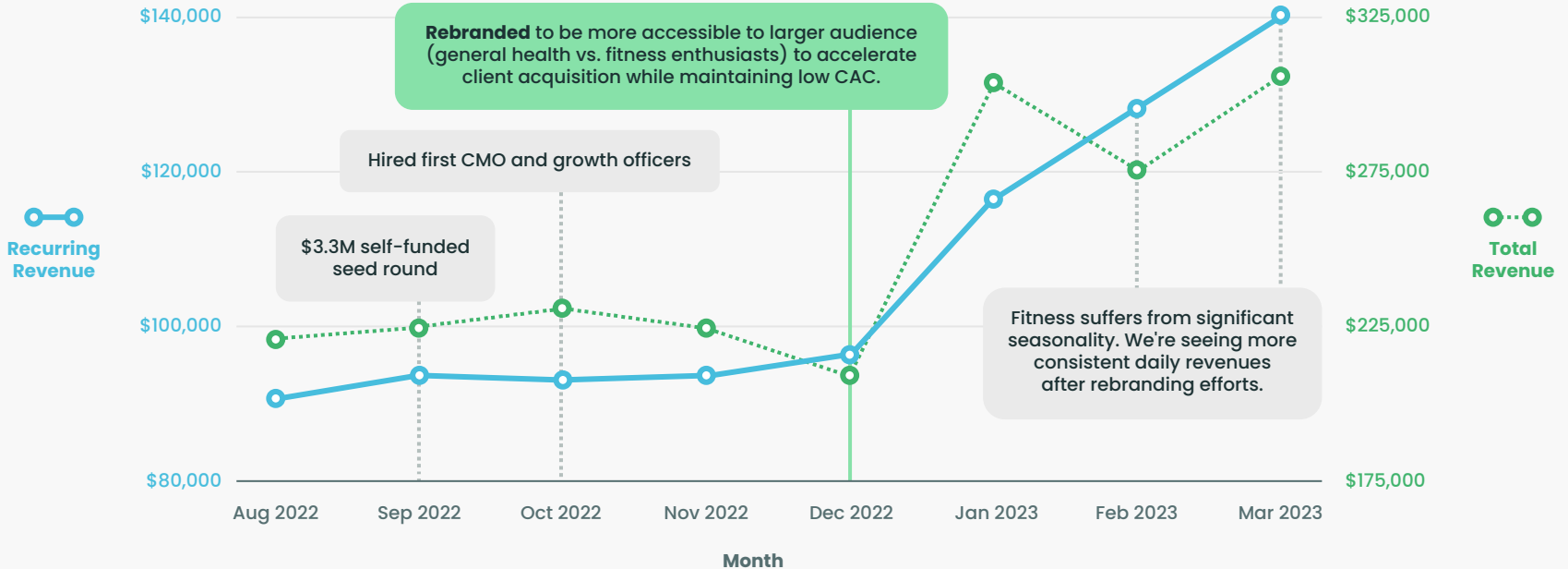
* Average for healthcare tech-enabled services ([Source](#))

** Average for ecommerce ([Source](#))

*** Third party conversion companies

TRACTION

Our momentum has accelerated since our late 2022 seed round, putting us on target for 46% YoY growth even with no investment.



RAISE DETAILS

We're raising \$2.5M to supercharge our client acquisition and expand to new geographical markets.



Supercharge customer acquisition through gyms and workplace channels

Scale new programs to accelerate channel partner outreach

Reduce ramp time for new region launches



Expand geographic reach to quickly acquire new customers at lower CAC

Targeting metros by channel partner concentration (TX, FL, IL, NY, PA)

Enables us to maintain low CAC as market penetration in existing regions grows



Launch digital product improvements to supplement client acquisition

Social features, referral program for low cost client acquisition and increased ease of booking

BEYOND THIS RAISE / OUR VISION

Become the easiest way for patients to stay on top of ongoing preventative care.

Add services, including insurance reimbursable preventative care

Blood panels, cancer screenings, other imaging modalities

Increase TAM to encompass wider patient demographics and employers / plans as payers

Use data to drive patient behavior

Nudge patients for care based on demographics, test results & provider input

Increase LTV by facilitating centralized management of all preventative screening needs

Continue geographic expansion to cover all major urban areas

Enable access to the 80% of US population in urban and suburban areas

Expand SAM as geographical reach grows

Make early detection the default for preventable chronic diseases

Drive meaningful increases in preventative care usage

Achieve cost reductions for payers and save patient lives



Questions?

Contact

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