

# The world's first empathetic audio companion for patients living with a chronic disease.



## Problem

197 million Americans live with a chronic disease which costs the US economy \$2.9 trillion annually due primarily to poor participation in their own health. Elly is focussing on oncology to begin with but has ambitions to cross-expand to other chronic conditions in the long-term.

## Solution

Elly is a mobile app that motivates, educates and supports patients to live healthier through positivity. Each day, patients listen to a 90 sec daily summary of audio content. Elly references a motivational story, she discusses a condition-specific topic, and leaves patients with an inspirational message. She also provides content around motivation, exercise, mindfulness, sleep, nutrition and self-care strategies. Delivering personalized audio content in this way is unique in cancer care.

## Technology & Competitive Advantage

Elly is an innovative product offering that is differentiated from Chronic Disease Coaching Companies (Livongo, Omada, Virda), Consumer Content Companies (Headspace, Calm) and Digital Therapeutics Companies (Pear Therapeutics, Akili Interactive). Elly is purely digital (no reliance on human intervention or connected devices), encompasses condition-specific content (unlike only meditation and sleep), has a high level of QA processes and a business model that is different to each of the listed Companies. We see ourselves as pioneers of a new vertical about 'smart companionship' as there is enormous potential in this space and we have the advantage of being first-movers with early clinical outcomes in this vertical.

## Business Model

Our revenue model involves licensing Elly as a subscription to health systems and pharmaceutical companies for \$25 per enrolled patient per month. Elly helps customers by improving their patients' quality of life, promote better treatment adherence and potentially increase overall survival in the long-term. Q1 2020 will see Elly implementing a Phase II study at the Cleveland Clinic.

## Management Team

### Simon Holland (Co-founder)

Previously co-founded HotDoc, Australia's leading patient booking platform (40% family physician market share; 5M patients; number 1 medical app on the App Store).

### Nikhil Pooviah, MD (Co-founder)

Radiation Oncology Physician; previously co-founded CancerAid, the number 1 cancer app in the world, and the first app to integrate symptom tracking directly into the eMR.

## Mission

To be the first FDA-approved digital therapeutic for quality of life outcomes in cancer patients.

## Industry

Digital Therapeutics

## Target Customers

Health Systems  
Pharmaceutical Companies

## Traction

- \$9K/patient/year predictive cost savings (measured by PAM)
- 86% user retention
- Twice/user/day user engagement
- 10% quality of life promotion (measured by QLQ-C30)

## Company Size

2 full-time employees  
4 freelancers

## Addressable Market

TAM: \$27.3B

## Funding

\$100K (to date)  
+ \$400K (sought)

## Investors

Nex Cubed (Incubator)  
Amy Chang (CEO, Delta Nutrassentials)  
Ben Lewis (Co-founder, Limbix)  
StartUp Health (Accelerator)

## Contact

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