

The mission of Nymb Science is to prevent one million falls. We do this by combining established medical science with commonly available mobile technology (tablets/smartphones) to deliver a validated balance assessment and proven balance intervention. The key to our intervention is the use of cognitive dual-tasking, which trains reflexive balance (as opposed to executive function) and produces superior results to existing best practice.



### Market Opportunity:

The Nymb value proposition is to reduce the cost of falls. Falls are a \$60Bn healthcare cost that will double in the next 10 years. Nymb addresses two major issues in existing fall prevention efforts: a lack of quantified measurement and tracking of balance, and a failure of existing interventions to achieve results across large-scale populations. Our solution allows efficient balance assessment and intervention that is measurable, validated, and scalable. Medicare Advantage and at-risk healthcare providers are actively looking for scalable solutions to this problem that we project to be a \$2.5 Billion opportunity.

Falls are the number one reason older adults are forced to move out of senior living, which causes a huge financial strain on the community as it struggles to fill a new bed (average CAC is \$5,000). 1 in 3 older adults fall each year, and 5% of those falls result in surgical intervention. With an average size of 100 residents, communities are losing several residents each year to falls. Senior living and senior care are a \$2Bn market in the

US alone with large international opportunities.

**Business Model:** We are a B2B business. We charge senior living communities a monthly license fee based on population size. In healthcare fee-for-service, we charge a license fee based on population size. For at-risk providers and payers, our pricing is based on the cost savings of falls prevented.

### Nymb Traction:

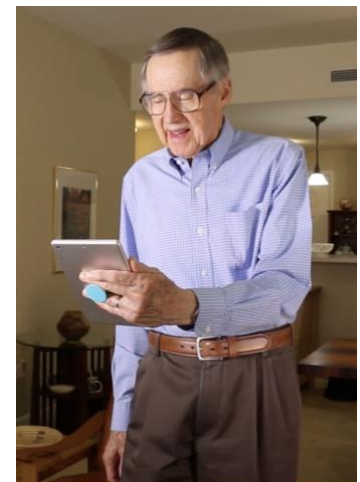
Nymb has achieved traction in both of its key markets. Currently we have 11 signed accounts, 4.5x growth quarter on quarter, and close to \$100k ARR run rate.

In senior living, we have demonstrated extraordinary, repeatable results:

- The number of older adults at fall risk is reduced by 50% among those participating in our program.
- The average older adult improves balance by 36% after just the introductory part of our program.
- 87% of participating older adults engage with our program 3+ days per week, and 2 in 3 are still using it after 6 months.

In healthcare, we have completed initial market acceptance steps:

- Signed deal with SCL Health System; community benefit program launching in February with Lutheran Hospital.
- Negotiating contract to make Nymb a covered benefit for Blue Shield CA. Pilot planning with Aetna, Cigna, and Kaiser.
- Successful Medicare billing trial and paid pilot with Summit Health.
- Won the 2017 Prime Health Challenge as the most promising Colorado Health Tech Startup.



## Nymb Products:

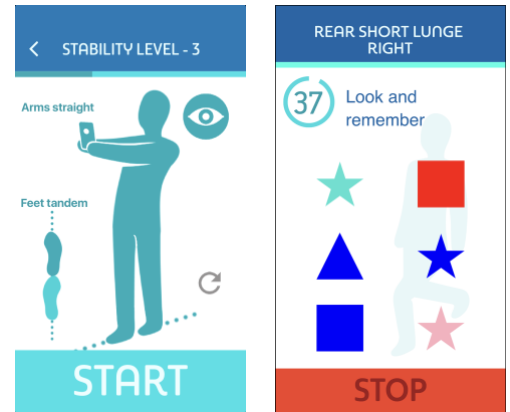
Nymb's product line consists of a comprehensive balance evaluation, a balance improvement program delivered via smartphone or in a class setting, and an intelligent tracking portal.

The **Balance Evaluation** is a 3-part test administered on a smartphone or tablet that guides the user through the required tasks in approximately 5 minutes. These tests conform to the CDC STEADI protocol and provide a trackable balance score percentile, and fall risk assessment in strength, stability and movement.

The **Balance Training** app is a self-guided or coach-led intervention that delivers appropriate exercises based on the user's balance score and provides simultaneous cognitive challenges. This "dual tasking" approach stimulates brain plasticity and mimics real world settings where a user may fall because they become distracted.

The user is automatically set to the appropriate level and promoted after mastery of each level.

The **Nymb Portal** tracks user's balance and engagement over time. It provides real time information on usage, pain, exertion and dizziness and allows communication with the user via email, text and in-app messaging. The Portal is a valuable tool for managing the user's plan of care.



## Nymb Validation:

The Nymb Balance platform has validated performance at multiple levels. A controlled Imperial College London study showed postural sway area reduced by 67% and sway velocity reduced by 30% in just 21 days. This correlated with a 15% increase in balance scores. In a study at Summit Health in Pennsylvania, Nymb participants' balance increased by 34.1% vs. 3.7% in standard care.

## Executive Team:

- Dr. Jean-Pierre Farcy (Chief Scientist) is a worldwide authority on balance who taught at Columbia and NYU and founded the Balance Institute of America.
- Jim Cook (CEO) has over 25 years of experience in hi-tech and mobile product marketing. He worked at Apple where he managed the development of many key Macintosh products.
- Edward Likovich (COO) is a digital health entrepreneur and former CEO of GoodLux Technology. He has experience in startup operations, launching products, building teams, and fundraising. He holds a PhD from Harvard.
- Tom Virden (Biz Dev) worked at Apple where he managed the marketing launch of over 100 new products. He has founded 3 companies and has been on the executive staff of 2 start-ups who have had IPO's.
- Caroline Owen Jones (Marketing) founded the UK Direct Marketing Institute. She has had extensive experience in running user tests and she is responsible for all of Nymb's testing to date, both product tests and validation.
- Karl Archuleta (VP of Engineering) brings over 20 years in software engineering management and has led large healthcare tech teams with experience in EHR integration.
- Nathan Estrada (Dir of Sales) is a Doctor of Physical Therapy and previously ran the northern Colorado business for Bayada Home Health.

## Funding:

We have raised two rounds of capital so far: a \$350k Angel round completed in early 2017 and a \$950k Seed Round completed in May 2018. We are currently raising a \$600k bridge round to accelerate sales in the senior living market and successfully resource and complete our major healthcare pilots.