

Healables[®]

WEARABLES THAT HEAL

MOSHE LEBOWITZ, CEO
MLEBOWITZ@HEALABLES.IO

01 MISSION & TEAM

02 THE PROBLEM

03 THE PRODUCT

04 THE SOLUTION

05 SCIENCE & TECH

06 CLINICAL TRIALS & PILOTS

07 MARKETING

08 COMPETITION

09 REVENUE MODEL

10 HOW TO INVEST

Our Mission



TO RELIEVE PAIN
ACCELERATE HEALING
AND REDUCE INFLAMMATION
WITHOUT MEDICATION

Our Team



MOSHE LEBOWITZ, BS
CEO & FOUNDER
Business, Health & Tech
Product/Market, UI/UX



YEHUDA BARBASCH, BS
COO/CFO
Operations, Revenue
& Financial Strategy



DR. A. DAVID SHILLER, MD
CHIEF MEDICAL OFFICER
Pain Rehabilitation
Specialist



MOSHE GENUTH, BSEE
CTO
Electrical Engineer
& Behavioral Health Therapist



HARVARD
MEDICAL SCHOOL



JOHNS HOPKINS
UNIVERSITY

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Sports Injuries



02 THE PROBLEM

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The Product

We make self-treatment wearable



Sleeve

Device

The Product

Permanently embedded dry electrodes deliver electrotherapy

Electrodes

Electrodes

This is NOT TENS

The Product

Physiological sensors provide real-time feedback

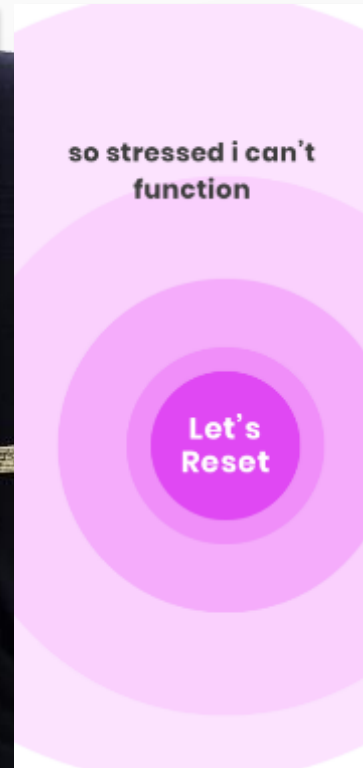
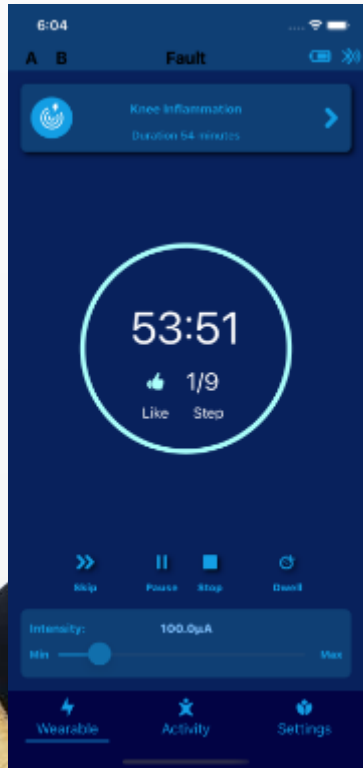
Sensors

Sensors



The Product

Behavioral Health Coach in an App

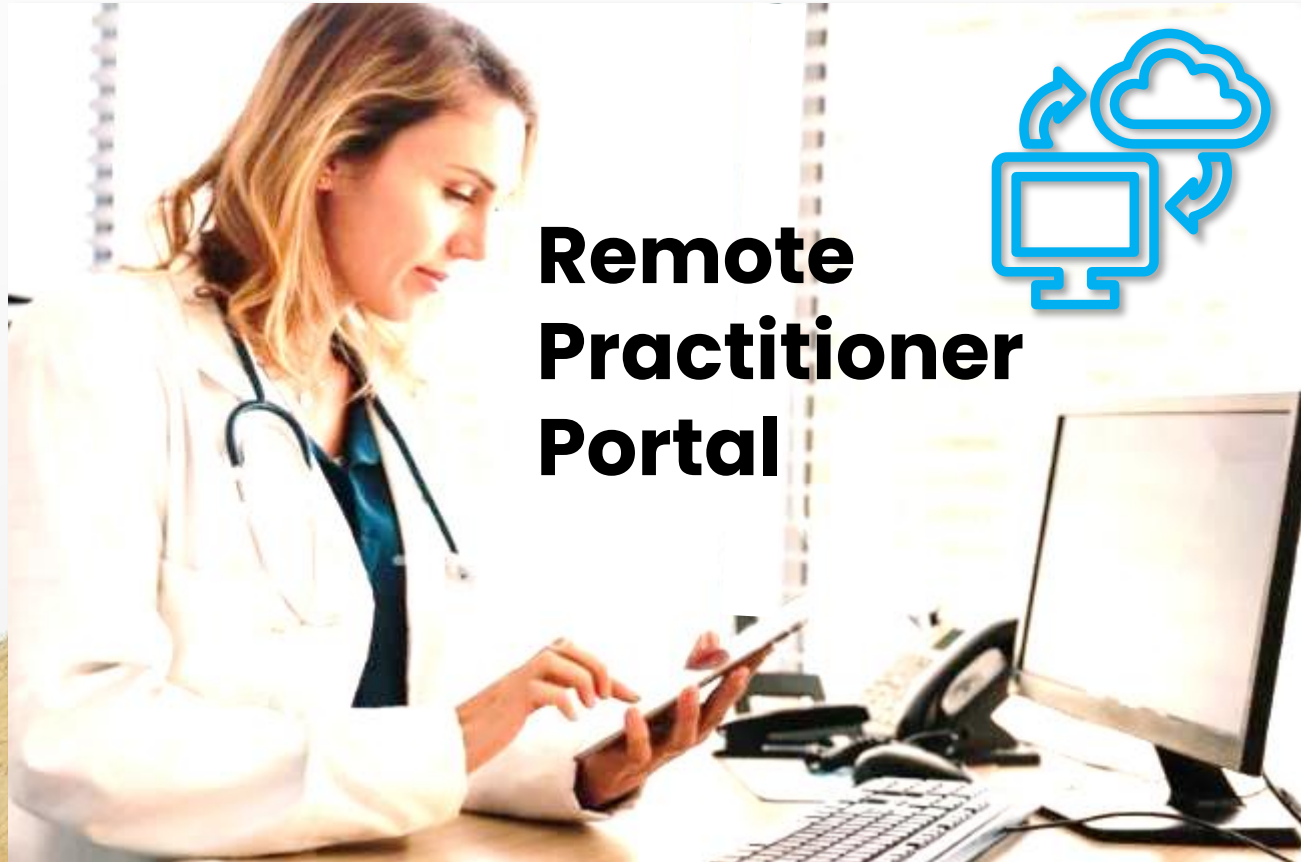


AI-driven app coaches users, personalizes treatment & operates device

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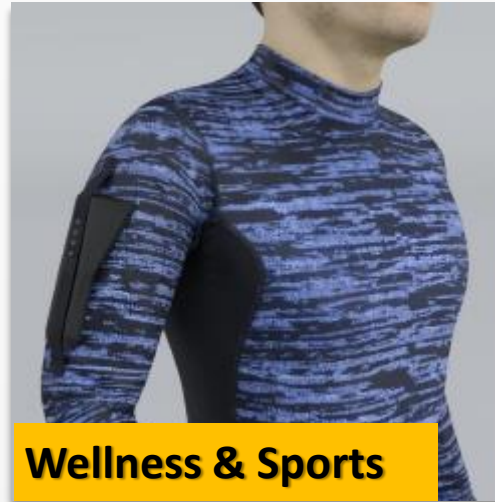
The Product

Remote treatment and monitoring



Product Pipeline

**One device
docks with
any of our
smart
textiles**



Readiness
Recovery
Performance
Soreness



Lower Back Pain
Chronic Pain
Neck Pain
Knee Pain

Respiratory
Osteoarthritis
Diabetic Neuropathy



Wrinkle Removal
Skin Health

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Integrative Health Solution



IMAGINE IF YOU COULD DOWNLOAD
A PERSONALIZED PRESCRIPTION
DIRECTLY INTO YOUR MIND AND BODY

Effective treatment used in top medical centers



Shortcomings

- **Not Affordable**
- **Not Accessible**
- **Not Scalable**



Your entire integrative care team in one homecare wearable



TREAT THE BODY

**Wearable
Electroceutical**

- **Affordable**
- **Accessible**
- **Scalable**

TREAT THE MIND

**Digital Health
Coach**

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How it works

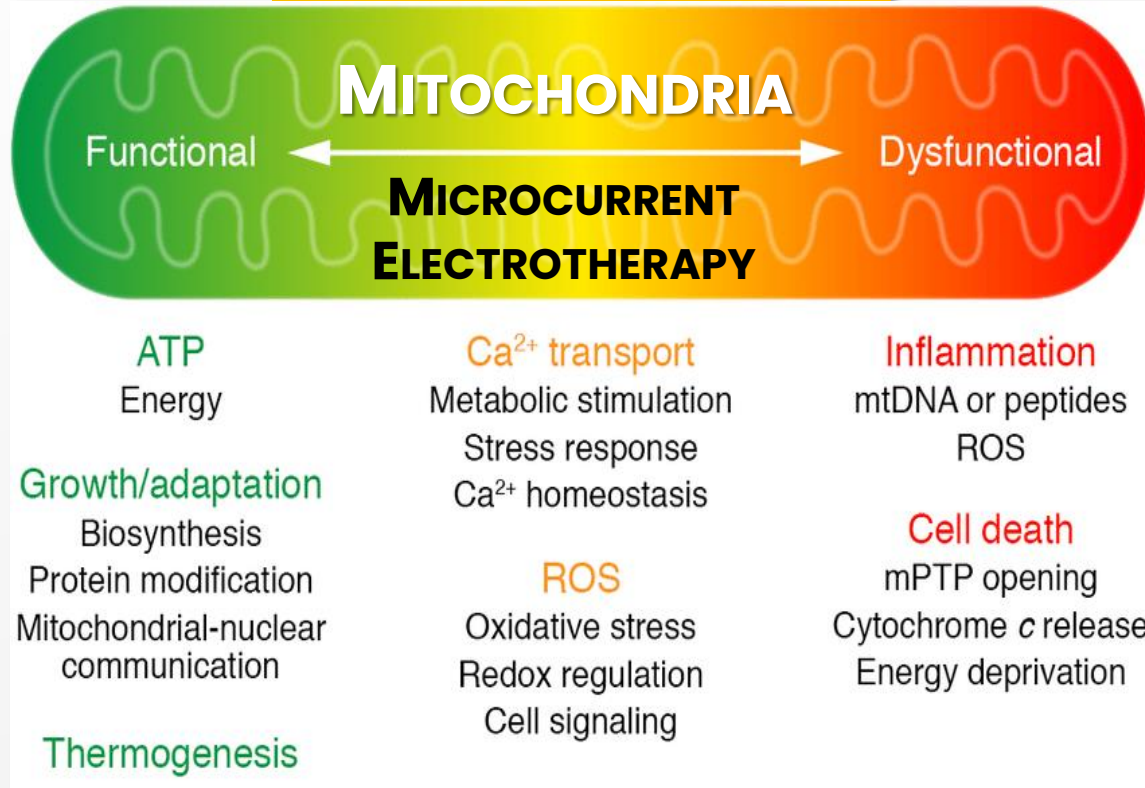


THE HEALABLES SOLUTION FIGHTS THE BATTLE ON TWO FRONTS

1. CELLS
2. WHOLE PERSON BEHAVIORAL HEALTH

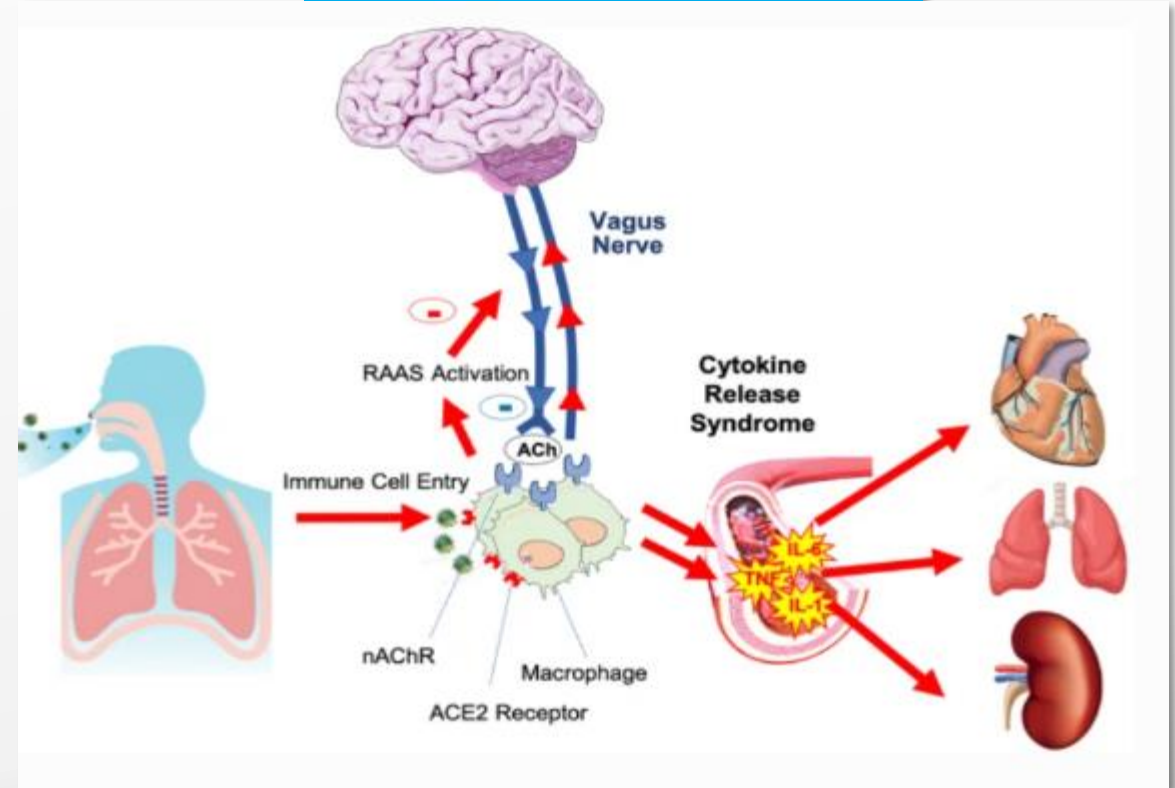
Mechanism of action

TREAT THE BODY



- **INCREASES MITOCHONDRIAL FUNCTION & ATP (5)**
- **SHIFTS CELLS INTO HEALING MODE (6)**

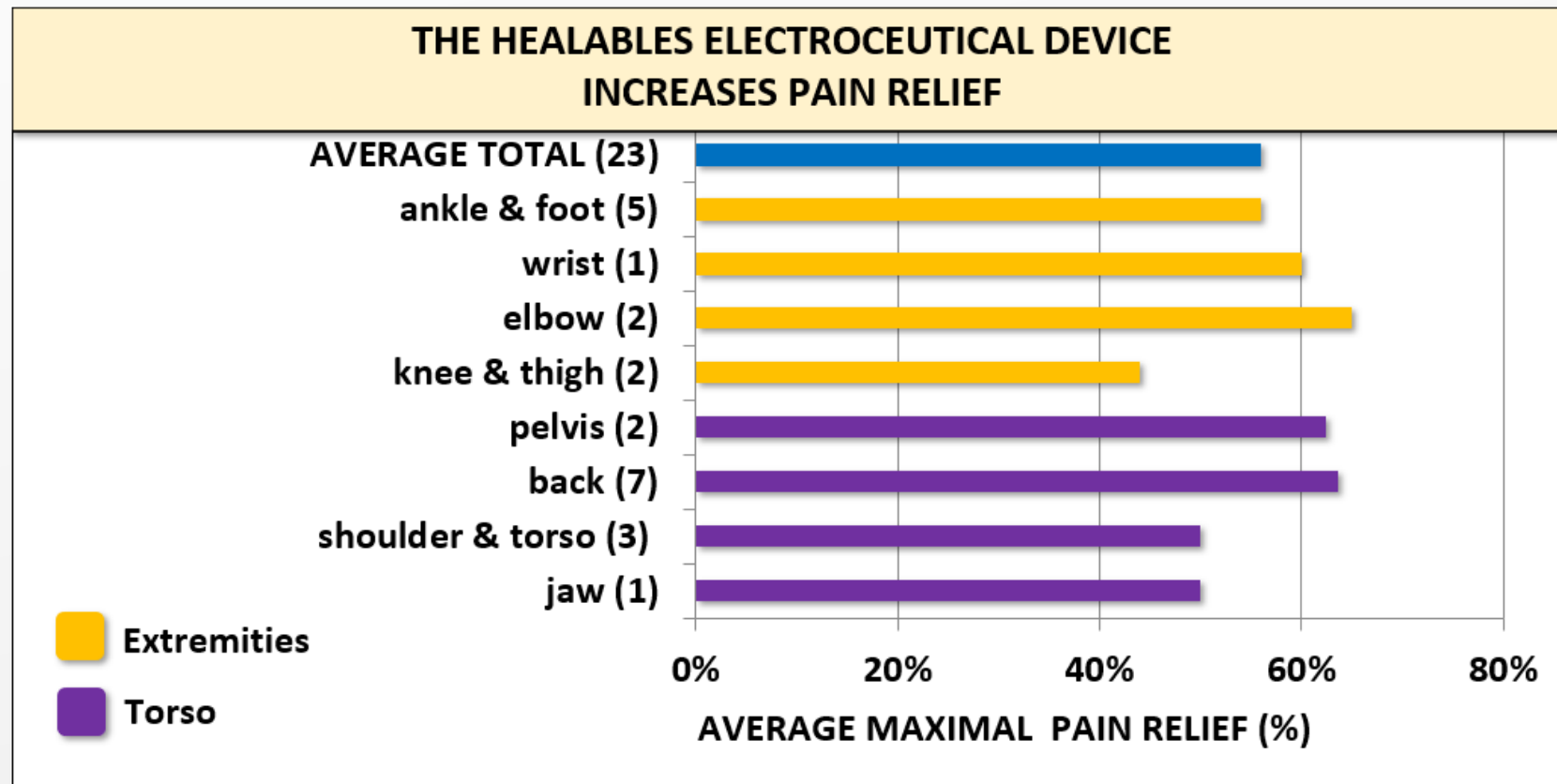
TREAT THE MIND



- **STIMULATES THE VAGUS NERVE TO CALM THE NERVOUS SYSTEM (PARASYMPATHETIC) (7)**

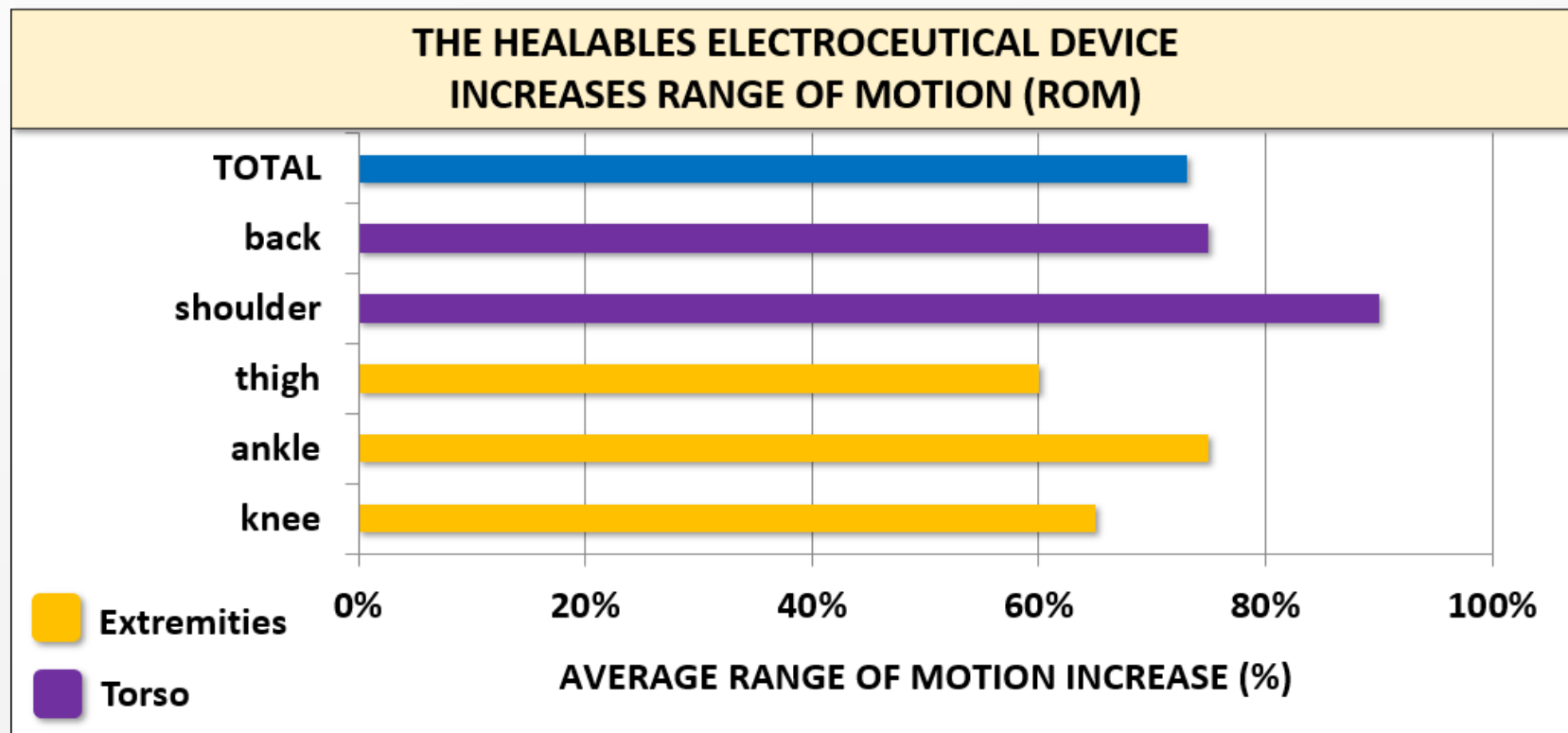
User-testing data

83% of users reported pain relief of at least 50%



User-testing data

**Increase in
Range of
Motion
(ROM) at
least 60%**



Patent Portfolio & IP



[VIEW PATENT TABLE](#)

WE HAVE PATENTS GRANTED
IN THE USA, UK, EUROPE,
JAPAN AND CHINA

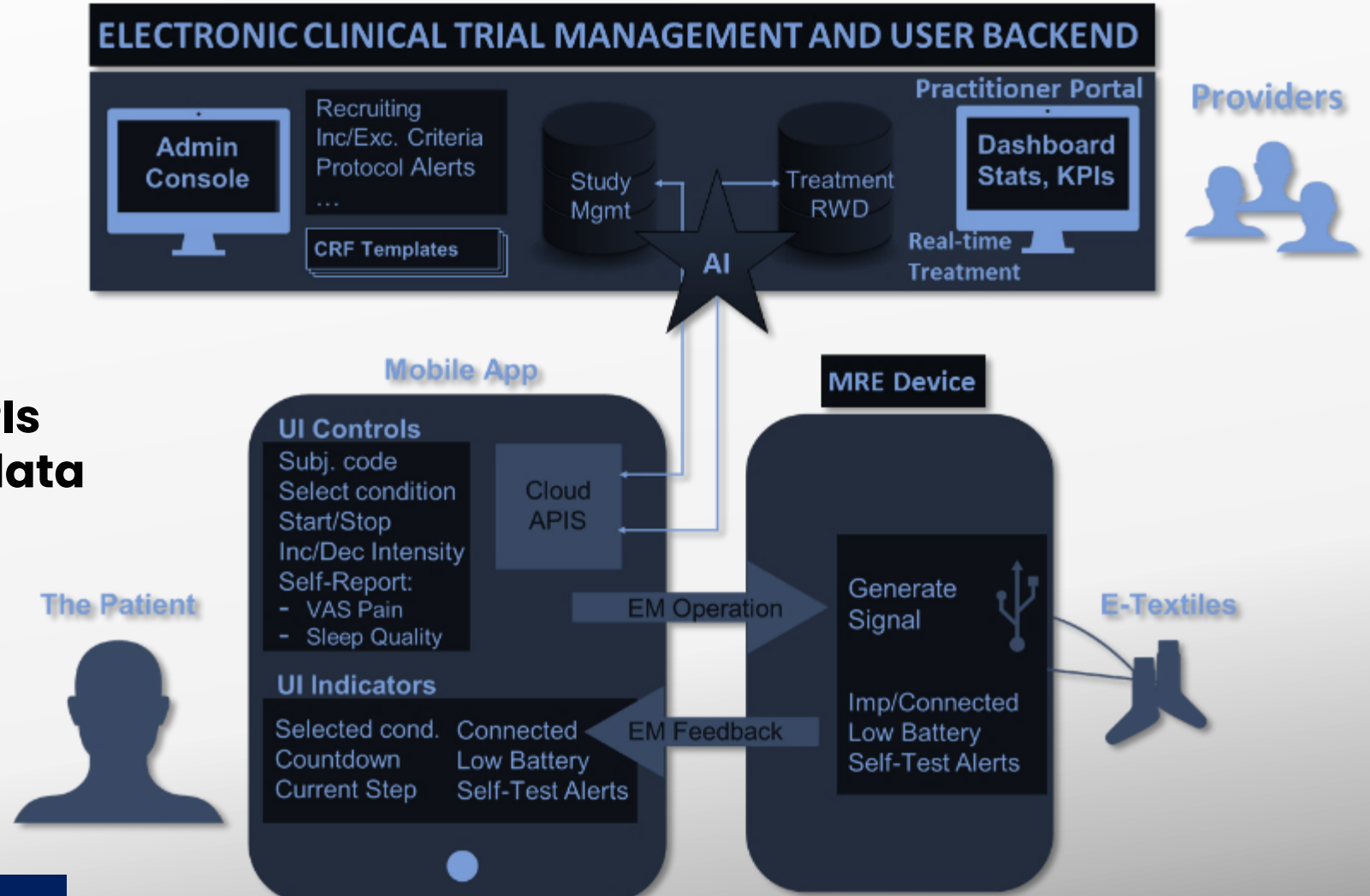
MOST IMPORTANTLY WE HAVE
PROPRIETARY INDUSTRY KNOW-HOW

Backend Architecture

COMPLIANCE

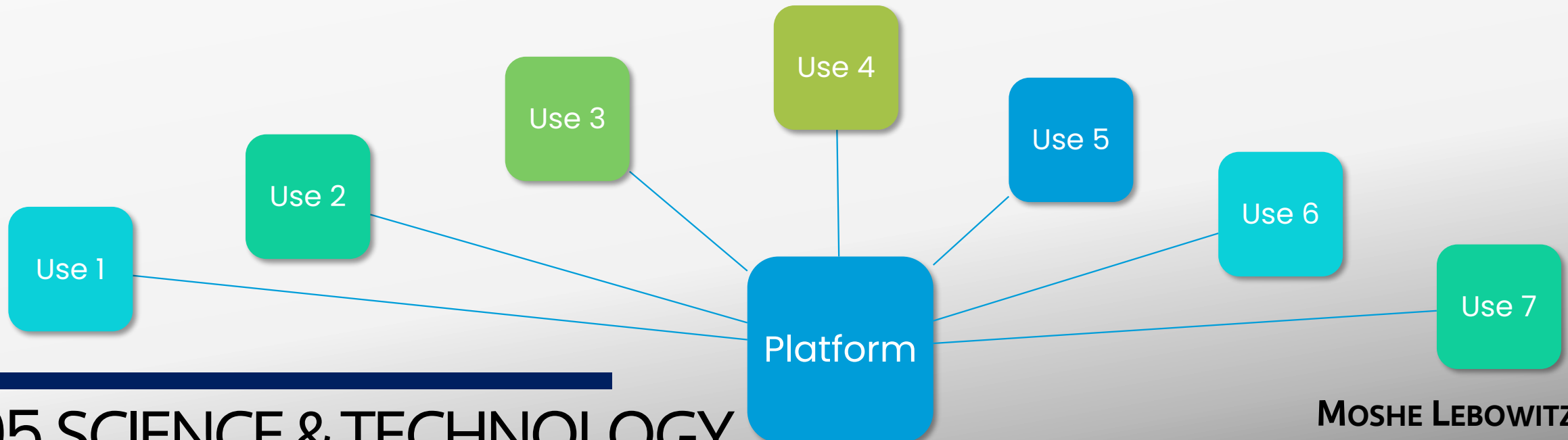
- Israel Ministry of Health
- HIPAA
- GDPR

- Connects with EPIC and APIs
- Secure opt-in actionable data



Platform Technology

OUR PLATFORM TECHNOLOGY CAN BE DEPLOYED TO MULTIPLE APPLICATIONS



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Clinical Trials Support FDA DeNovo (2024) & Reimbursement



THE EDITH WOLFSON
University Medical Center

**Knee
Osteoarthritis**

ClinicalTrials.gov



**Diabetic
Neuropathy**



Lower Back Pain

Sports Pilots Support Market Launch in USA, UK & EU



- **First sports pilot started with Stade Français Paris Rugby Q1 2022**

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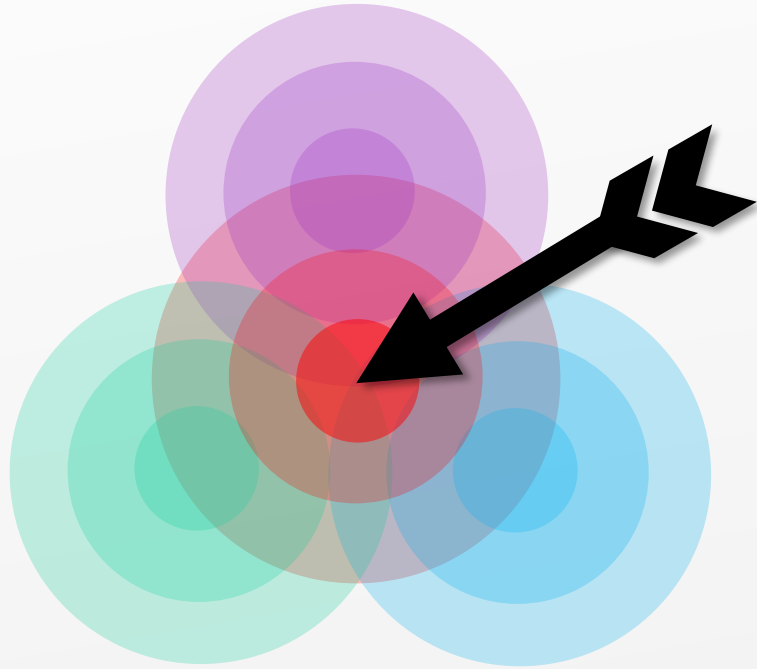
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Understanding the market



Digital Health – the Consumerization of Healthcare

The world is experiencing a digital health revolution with the consumerization of healthcare. The sports, fitness, wellness, lifestyle, medical and telehealth markets are converging. This convergence is the target of our go-to-market strategy.

I. Product Line 1 – Wellness (Out-of-Pocket):

Sports, fitness market launch (wellness exemption or 510k) targets pro-athletes, PTs, fitness fans and teams

II. Product Line 2 – Medical (Reimbursed):

Collaborations with private Pharma/Medtech companies and public institutions and funding such as the NIH and DARPA (USA), NHS (UK), Horizon/DiGA (Germany) for clinical trials for regulatory clearance and reimbursement for medical-grade product.

Wellness Strategy

Sports: USA, UK, EU and Asia



No medical CE or FDA De Novo needed
for wellness/sports product



❖ DISTRIBUTORS

- LOI FROM ZENSAH
- IN DISCUSSIONS WITH MAJOR BRANDS
- IN DISCUSSIONS WITH SPORTS PRODUCT DISTRIBUTORS

❖ SPORTS PILOTS

- TEAMS
- ATHLETES
- PHYSIOTHERAPISTS

❖ SOCIAL MARKETING

- CELEBRITY SUCCESS STORIES
- ON-LINE SALES



Medical Strategy: Licensing & Distribution



Common inflammatory component

- CHRONIC PAIN CRISIS
- OPIOID REPLACEMENT
- NSAIDS & STEROIDS
- MUSCULOSKELETAL
- LOWER BACK PAIN
- RESPIRATORY, COPD
- DIABETES, DIABETIC NEUROPATHY
- LONG COVID

Go-to-Market EU: Chronic Pain

- 100 million people
- €441 billion annual cost to EU

Seeking strategic
distributor



Go-to-Market South Korea: Diabetes

- 13% of population over 30
- 27% of population over 65
- \$18.2 billion cost

Seeking strategic
distributor



Go-to-Market USA: It's about time to replace opioids



- **191 million prescriptions for opioid pain medication written in 2017. That's a rate of 58.7 prescriptions per 100 people.**
- **Overdose deaths from opioids increased to 75,673 in the 12-month period ending in April 2021.**
- **More than 11 million people misused prescription opioids in 2017.**
- **Two out of three drug overdose deaths in 2018 involved an opioid.**

Go-to-Market China: COPD



Seeking strategic distributor

- **Chronic obstructive pulmonary disease (COPD) is a chronic inflammatory lung disease**
- **COPD is widespread in China and affects 8.6% of adults**
- **Almost 100 million people suffer from the chronic lung disease**
- **Chinese Patents**
 - Chinese Invention Patent Application No. 201980049300X
 - Chinese Design Patent Application No. 2021301829357
 - Chinese Design Patent Application No. 2021301835396
 - Chinese Design Patent Application No. 2021301832152

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Competition



← **Competitors
look like this**

**and feel
like this** →



Competition: Invasive Implantable (10) device for chronic inflammatory disease

≡ FirstWord **HEALTHTECH**

MyFW+ ▾ News ▾ Insight,

Top Story

Merck KGaA, B. Braun to develop bioelectronic devices for chronic inflammatory disease

Ref: Merck KGaA







Katie Bell

PUBLISHED: JUNE 29, 2021



Device Competition



		 Reaction Technology™ for Medical Therapies				 WEARABLES THAT HEAL
Price	\$1,875 to \$6,300	\$300 to \$4,500	\$99 to \$250	\$800 to \$1,500	\$1,200	\$399 + \$20/mo SaaS
Electro Therapy	proprietary	microcurrent	TENS Only blocks pain	TENS Only blocks pain	microcurrent	AI-driven personalized microcurrent
Health Coach	No	No	No	No	No	Yes
Control	No app	No app	App	App/No app	No app	App
Data	No data capture	No data capture	Captures data for AI	No data capture	No data capture	Captures data for AI
Channel	OTC and Rx	OTC and Rx	OTC	OTC	Rx only	OTC and Rx
Clothing	Non-wearable	Non-wearable	Partly Wearable	Non-wearable	Non-wearable	Fully-Wearable Clothing

No competitor on the market today delivers the winning combination of **integrative health, microcurrent** that treats at the source, **e-textiles, wearables, digital health coaching, AI** and a consumer **price** point that will allow for dramatic and disruptive adoption of game changing electrotherapy and digital health.

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Hybrid $\frac{2}{3}$ SaaS + $\frac{1}{3}$ Device Recurring Revenue Model



WELLNESS (OUT OF POCKET) REVENUE FROM 2022

B2C – WELLNESS

CONSUMER SAAS – APP
DEVICE AND TEXTILES

B2B2C

(PHYSIOTHERAPISTS, SPORTS CLUBS)
PROFESSIONAL SAAS
DEVICE AND TEXTILES

B2B DISTRIBUTORS

DEVICE/TEXTILES & SAAS REVENUE SHARE

MEDICAL (REIMBURSED) REVENUE FROM 2025

B2C – PRESCRIPTION

CONSUMER SAAS – APP
DEVICE AND TEXTILES

B2B/B2B2C

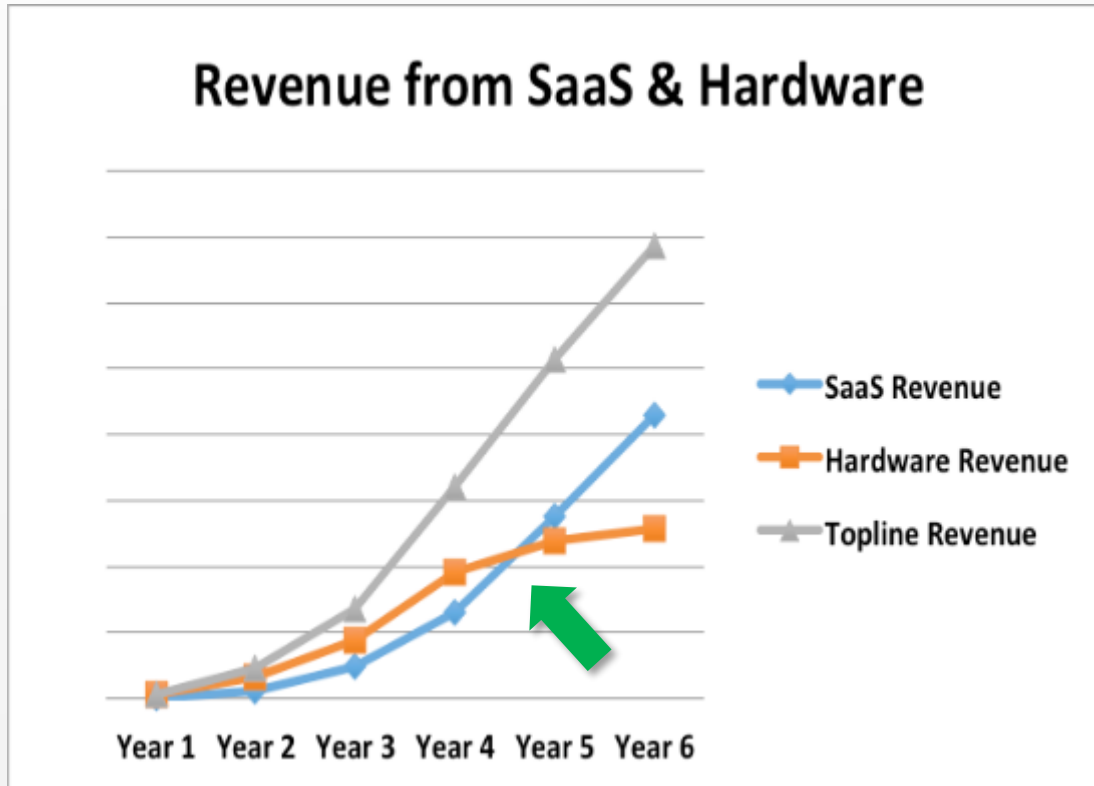
(MEDICAL CLINICS, HMOs, HOSPITALS)
PROFESSIONAL SAAS
DEVICE AND TEXTILES

B2B MEDICAL DISTRIBUTORS

DEVICE/TEXTILES & SAAS REVENUE SHARE
LICENSING

- **Full financials available upon request**
- **\$100M+ in sales projected by 2025**

Hybrid $\frac{2}{3}$ SaaS + $\frac{1}{3}$ Device Recurring Revenue Model



	B2C	B2B
Hardware Cost*	226	182
Sales Price	399	199
Monthly SaaS	20	99
Annual SaaS	199	999

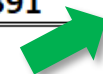
*Includes Device, 2 Textiles & Accessories

- **Cost of goods taken at small run manufacturing prices and will drop as manufacturing scales**

Financial Projections Summary

- **Full financials available upon request**
- **\$100M+ in sales projected by 2025**

	Year 1	Year 2	Year 3	Year 4
SaaS Revenues	74,143	1,211,229	4,801,287	13,139,389
Hardware Revenue	456,237	3,268,657	8,673,657	19,037,648
Topline Revenue	530,380	4,479,885	13,474,944	32,177,037
SaaS IT & Retention Cost	14,829	242,246	960,257	2,627,878
Hardware Cost	372,726	2,331,773	6,004,917	12,786,062
SaaS Gross Margin	59,314	968,983	3,841,030	10,511,511
	80%	80%	80%	80%
Hardware Gross Margin	83,511	936,883	2,668,740	6,251,585
	18%	29%	31%	33%
Total Gross Margin	142,825	1,905,866	6,509,770	16,763,097
	27%	43%	48%	52%
R&D	1,726,672	1,453,388	2,036,201	2,185,499
S&M	688,449	1,474,416	2,933,514	5,519,986
G&A	737,559	917,453	1,134,538	1,301,633
EBITDA \ Operating Profit (Loss)	-3,009,855	-1,939,391	405,518	7,755,980
Cumulative Total of SaaS Users	4,743	57,960	195,809	488,919
Devices Units Sold Per Annum	1,488	9,103	23,742	49,873
Textiles Units Sold Per Annum	1,675	10,920	28,589	60,423



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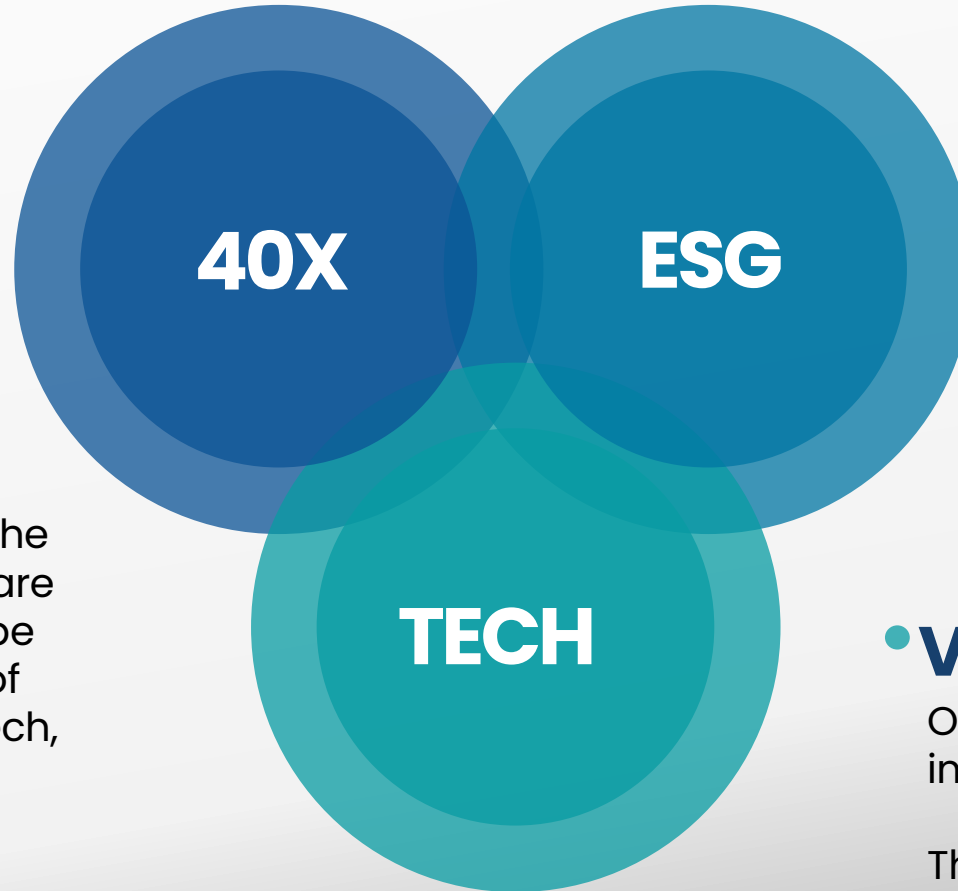
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3 Reasons to Invest Now

- **40X Target Return**

By investing now, in the current round, the investor is early enough to achieve a target 40X return.

Our Exit Strategy leverages the consumerization of healthcare and positions Healables to be acquired by a wide variety of companies including Medtech, Pharma, Data, Consumer Electronics and Apparel companies.



- **Environmental Social Governance**

Healables is certified as an ESG company from UK-based Impact and Invest for meeting the required high standards of environmental sustainability, social impact and corporate governance.

Healables supports (UN SDG 3) the United Nations Sustainable Development Goal #3.

- **Validated Tech**

Our key innovation is usability and functional improvement on validated technology.

This gives investors a high level of security which is unique for the investment stage.

We make it happen



SOME PEOPLE WANT IT TO HAPPEN,
SOME WISH IT WOULD HAPPEN,
OTHERS MAKE IT HAPPEN.

—**Michael Jordan**

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