


Goodself

Social media **reimagined** for health

01

What we're solving



Nearly 90% of all adults in the USA search for health information on Facebook, Twitter, YouTube, and other social media sites. Medical information is now crowdsourced.¹

44% of people — almost half of the U.S. — reported that they weren't confident in being able to tell whether medical information was accurate or not.²



¹ Bishop M. (2019) ² GoodRx Health (2022)

The Problem:

- Existing networks do not cater EXCLUSIVELY to health/wellness and are filled with **noise & irrelevant information.**
- Users have to visit multiple platforms to find relevant communities and connect with the right experts for each specific health concern, leading to **lower engagement.**
- Consumption of health misinformation leads to **lower trust, engagement and negative health outcomes,** resulting in **higher costs.**



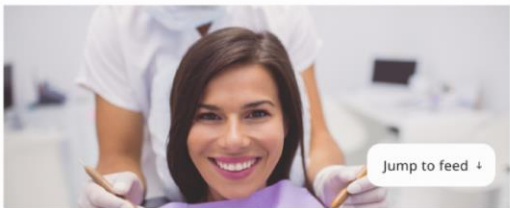
Health NEEDS its own credible,
social media platform.



Dr. Laurie Thompson
Dentist

The First Patient at My New Clinic!

We're always looking to meet new faces, tap the link in the references to book an appointment :)



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Goodself: The first-of-its-kind social media platform exclusively focused on Health & Wellness, with vetted Health Experts.

9:41



goodself



Explore *Good Groups*:
Discover engaging communities

Explore Groups →



Gamified Challenges

Integrated within your groups.

Offers an interactive way to **get better together.**

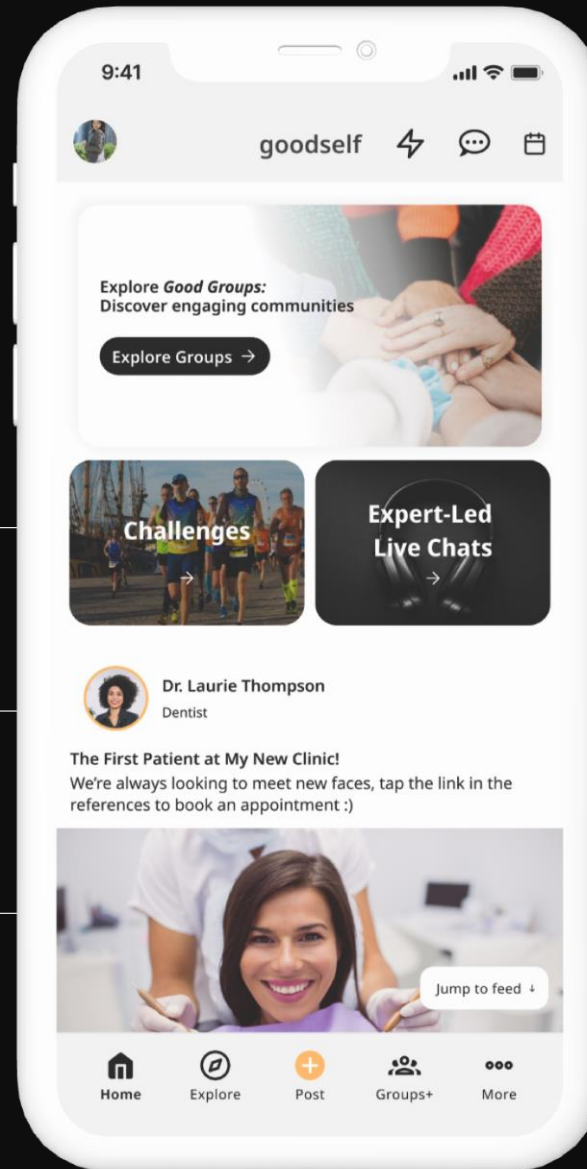
Vetted Experts

Marked by an **orange halo.**

Posted Content

Pictures, videos, thought pieces and Expert-led live talks.

Experts share their **expertise**; users share their **experiences.**



Support Groups

An all-in-one space to bring together those with **common areas of interest.**

Live Chats

Known as “GoodTalks”, Experts can engage in meaningful conversations with their audience.

Talks are saved, so Users can access the information they want, **whenever they need it.**

**This is MasterClass + Facebook Groups +
Instagram + meets Health**

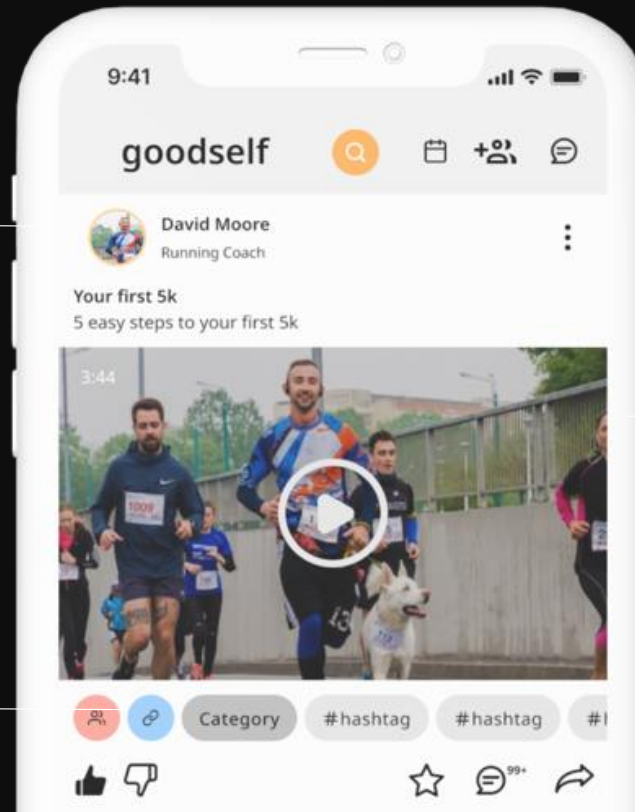
Our focus on combatting misinformation attracts a **high-value, health-conscious** audience and fosters **high levels of engagement**.

Vetted Experts

Experts are vetted based on their expertise, experience, and their online presence.

Reference Links

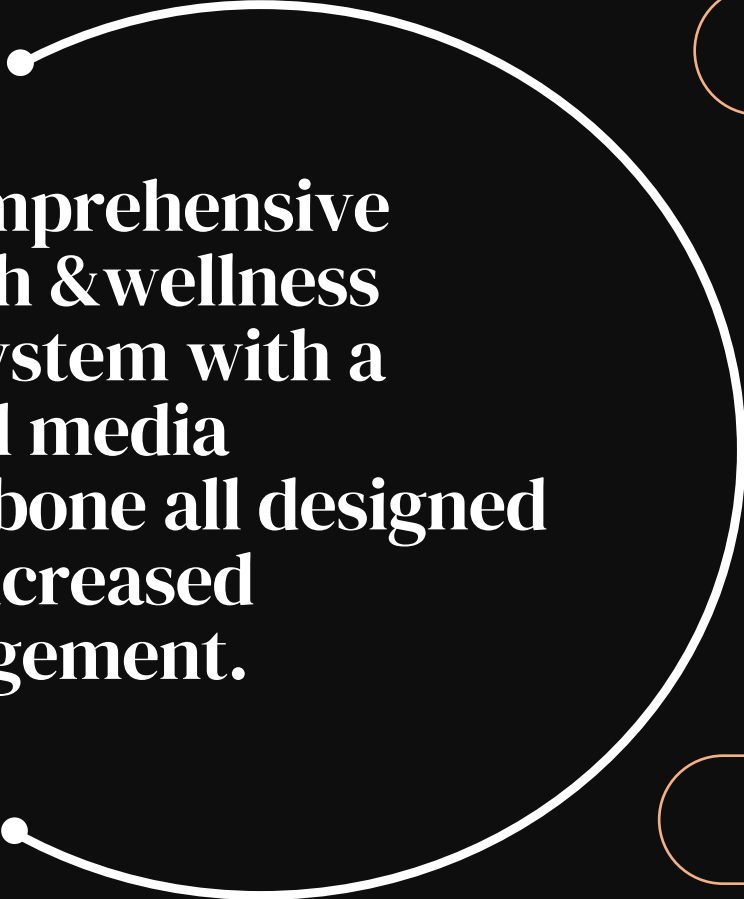
Posts are encouraged to have reference links to help support claims.



Community Moderation

Both Goodself and the community work together to moderate content to create a safe and supportive space.

Patients immediately forget 40%-80% of the content of their medical encounters. Blended digital formats enhance patient understanding and adherence to medical instructions, thereby improving overall patient health.



A comprehensive health & wellness ecosystem with a social media backbone all designed for increased engagement.

Vetted Experts

Community Groups

Gamified Challenges

Expert-led Live Chats

Posted Content

02

The need for a credible space for health & wellness communities

“Community is not just a nice-to-have, it's a strategic imperative for any business, big or small.”

Brian Chesky, Co-founder and CEO of Airbnb

Goodself goes beyond conventional social media, offering a credible platform to connect with high-value health-conscious individuals in a safe & trusted space designed for their health needs.

03

Partnerships & Growth

We're working to partner with the following groups, all of whom see the value in Goodself to **build community and increase health engagement + compliance.**



Brands
Gyms
Support Groups

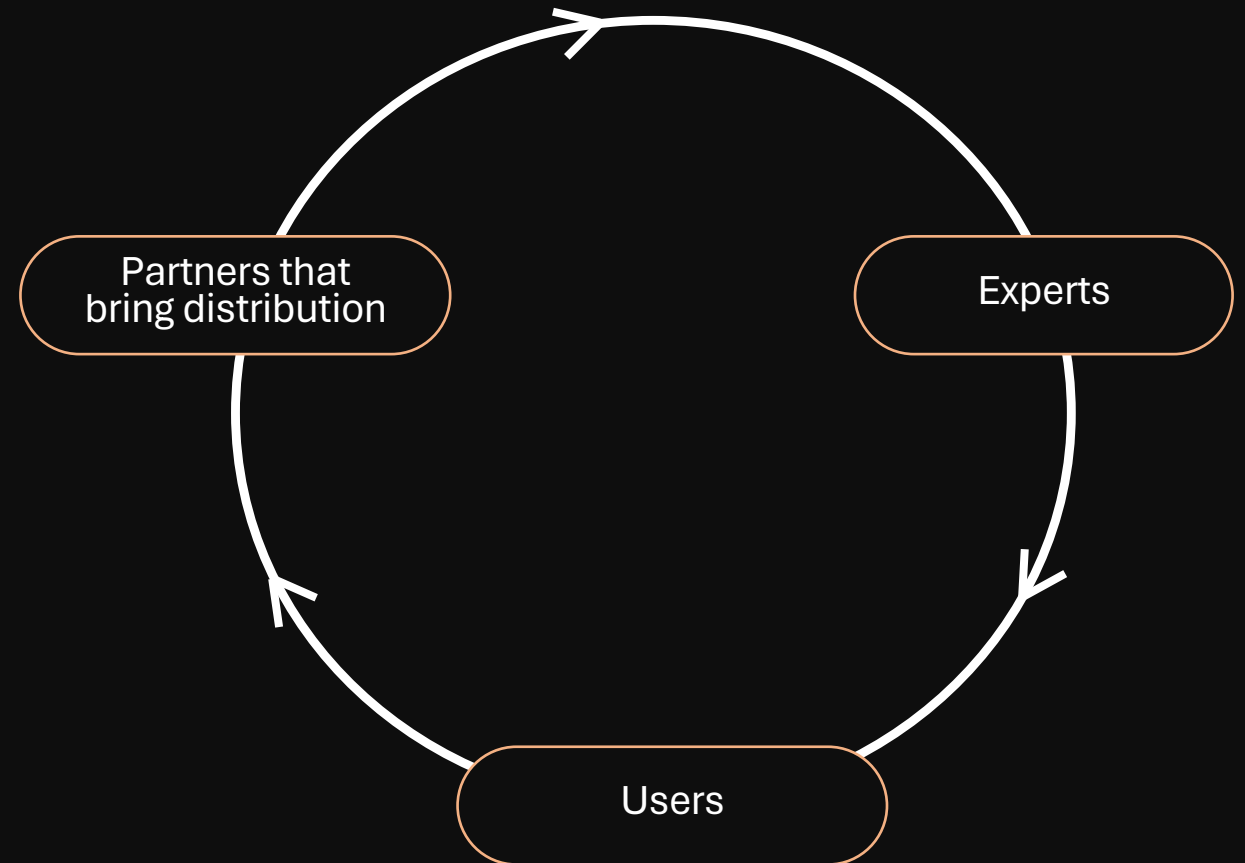


Hospitals
Academic Institutions
Clinics & Health Centers
Health Associations



Corporate Wellness
Insurance
Pharma

Goodself offers a platform where Experts enrich Users, Users attract Partners and Partners further grow the platform – fostering **continuous expansion and **value creation** for those involved.**



How others are proposing to use Goodself to improve engagement, retention and productivity:

Corporate Wellness & Insurance Programs

Foster a strong community for long-term engagement and participation in wellness initiatives.

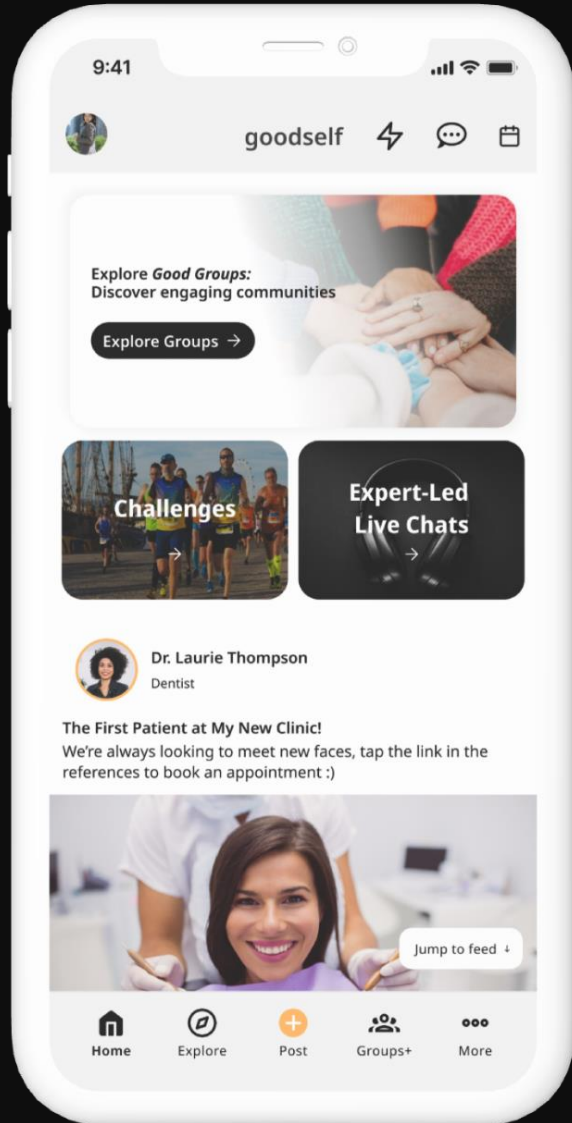
Brands & Gyms:

Build brand loyalty with existing customers who have genuine interest in your product and/or service, and potential customers to increase brand awareness.

Hospitals & Clinics:

Create efficiency through engagement and education, offer a platform for practitioners to share their experience and credibility, save practitioner time in clinic, and help with patient pre/post care compliance and adherence.

- Run Expert-led talks and form relevant groups to actively engage your audience
- Providing a platform & amplifying the voice of your key Experts
- Run gamified challenges to enhance engagement
- Bring other health-related company initiatives and/or apps inside of the platform for greater compliance



Goodself

- Founded in 2021 & recently launched; team of just under 20 in Toronto
- Founder & CEO, Vinay Chopra, ran a global app platform for a decade prior to this, and sold it to a subsidiary of SoftBank in 2019.
- He knew that the next thing he would do would very much be **mission-based, around health and wellness**, while also being **scalable to try and help millions globally**.
- Goodself is the result of an extensive two-year journey developing the platform, fueled by community feedback from hundreds of practitioners, health-conscious individuals, brands, and healthcare administrators all looking for a trusted health space to engage their audience.

Let's shape the future of health and wellness together

Vinay Chopra • Founder & CEO

Email: vchopra@goodself.com

Book a call: www.calendly.com/goodself/learn

Check out the site: www.goodself.com