



# Corporate Development

## Service Overview

# Offering

I help investors and CEOs across Health & Wellness identify and connect with the acquisition and investment targets that actualize their strategy, goals, and values.

I help my clients define their vision of success, conceive & prioritize their focus areas, identify exciting targets, and source desired opportunities.

# Client Success

## Snapshot of Prior Clients

Investors



Charlesbank



PE-Backed  
Companies



PrecisionNutrition

MDVIP



VC-Backed  
Companies



OSHI HEALTH

talkspace

zoe

## Snapshot of Client Outcomes

- ▶ Sourced 30 acquisition targets for a PE-backed health education leader, resulting in 9 data rooms and 1 accepted LOI
- ▶ Screened 20 sectors across Wellness and Longevity for a middle-market PE firm to create potential entry strategies and identify 30 actionable targets
- ▶ Screened 14 sectors across Personalized Medicine for a middle-market PE firm to identify 15 actionable targets
- ▶ Sourced 35 early-stage investment opportunities across Health & Wellness for an Angel investor, deploying \$14M of capital

# What My Clients Say

"In short. Teddy is awesome. Working with individuals as talented as he has been rare both personally and professionally over the past 20 years. His particular collection of values and capabilities is truly uncommon in the financial world. I relied on Teddy as a sounding board, thought partner, and coach."



**Tim Jones**  
Chief Executive Officer  
Precision Nutrition

"Teddy's insights were well organized and demonstrated subject matter knowledge even before we started. He was highly responsive and communicative, and provided lots of detail as well as summaries."



**Danny McBee**  
Investment Leader  
Partners Group

"Teddy has proven to be an invaluable partner in thinking through growth prioritization. He is extremely organized, smart and resourceful. He is passionate about health and wellness and very special to partner with someone who really understands and supports your mission."



**Christine Barone**  
Chief Executive Officer  
True Food Kitchen

# Key Differentiation

## Expertise

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Unique combination of consulting, investing, and operating expertise means my work is strategic, analytical, and practical

## Focus

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Focused exclusively on Health & Wellness for over 10 years

## Connection

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In constant contact with executives and investors across the Health & Wellness landscape

## Breadth

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Comprehensive understanding of the target universe across Health & Wellness

## Rigor

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In-depth knowledge of the trends and science across Health & Wellness

## Alignment

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Focused on giving you the best answers, not pushing you to do deals

# Case Study: Middle Market Private Equity Portfolio Company M&A

## Situation

A middle market private equity-backed leader in health education wanted to formulate and execute on an M&A strategy to supplement organic growth. After creating an M&A strategy, I then identified 300+ potential targets across 30+ adjacent sectors for screening. Following screening and approval, I successfully sourced 30 initial conversations between potential targets and the portfolio company's CEO, leading to 9 data rooms for management meetings and 1 accepted LOI.

## Project Samples

### Acquisition Strategy: Goals, Priorities, & Guardrails

Key Acquisition Goals	Key Acquisition Priorities	Key Acquisition Guardrails
<ul style="list-style-type: none"> <li>1) Accelerate Revenue &amp; EBITDA Growth</li> <li>2) Diversify into adjacent sectors to new customers and geographies</li> <li>3) Secondary via cross-selling products into existing customer base (if required)</li> <li>4) Tertiary via faster speed to market</li> <li>5) Bolster Brand</li> <li>6) Merge Improvement (Secondary)</li> </ul> <p>Note: Other report metrics for value creation include TAM, customer retention, and repeat purchase.</p>	<p>Guiding Principle: Need to be able to connect to value within 2 years</p> <p><b>Core Business</b></p> <p><b>Existing Adjacencies</b></p> <p><b>New Adjacencies</b></p> <p><b>Evolutionary Business Models</b> (Only have steady flow in value creation model)</p>	<ol style="list-style-type: none"> <li>\$1-15M Revenue</li> <li>EMMA Portfolio (Identify from day 1-700)</li> <li>Company (ownership) or prior to COVID</li> <li>Key decision makers in North American time zones</li> <li>Underrepresented or under-served geographies for financial sponsors ready to exit</li> <li>Fit within vision of health &amp; wellbeing</li> <li>Leverages behavioral change care on feasible</li> <li>Regulatory without classification or feasibility</li> </ol>

### Adjacency Screening: Comparing Key Criteria

	Reduced	Reduced	Reduced	Reduced	Reduced	Reduced	Reduced	Reduced	Reduced
Qualification for Close	1	2	3	4	5	6	7	8	9
Revenue Acceleration	1	2	3	4	5	6	7	8	9
TAM Estimate	1	2	3	4	5	6	7	8	9
Access to New Audiences	1	2	3	4	5	6	7	8	9
Clear Sell Opportunity	1	2	3	4	5	6	7	8	9
Sustainable Value Creation	1	2	3	4	5	6	7	8	9
Fit with Company	1	2	3	4	5	6	7	8	9
Strategic Synergies	1	2	3	4	5	6	7	8	9

## Outcomes

- 30+ adjacent sectors identified
- 300+ potential targets screened
- 30+ actionable targets met with CEO
- 9 data rooms created
- 1 accepted LOI

### Acquisition Strategy: Adjacencies & Examples

Healthcare Consulting Services	Health Center Models	Light Touch 24/7 Health Apps	Pharma & Biotech Services
<p>Target: [Company Name]</p> <p>Acquisition RFI: [Company Name]</p>	<p>Target: [Company Name]</p> <p>Acquisition RFI: [Company Name]</p>	<p>Target: [Company Name]</p> <p>Acquisition RFI: [Company Name]</p>	<p>Target: [Company Name]</p> <p>Acquisition RFI: [Company Name]</p>

New Qualification Metrics (New Also Includes Health Coaching, Mass Recovery, Step, and Patient)

Financial Services Qualification  Digital Health Qualification  Aging Qualification  Wellness Qualification  Women's Health Qualification

### Target Selection: Initial Screening Outcomes

Company Name	Revenue	Employees	Location	Industry	Score
[Company Name]	\$1.2M	15	NY	Healthcare	85
[Company Name]	\$0.8M	10	CA	Healthcare	78
[Company Name]	\$1.5M	20	TX	Healthcare	92
[Company Name]	\$0.5M	8	FL	Healthcare	65
[Company Name]	\$2.1M	25	WA	Healthcare	98

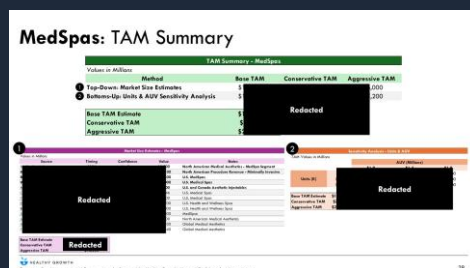
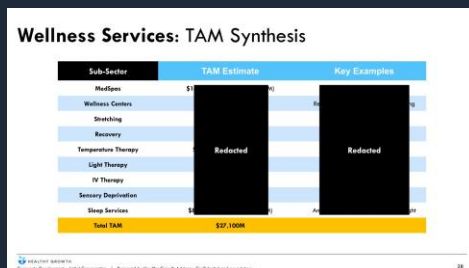
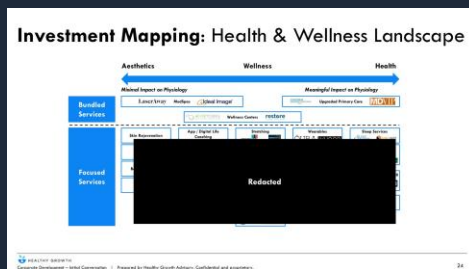
After initial screening, 10 Yes's and ~100 targets for potential follow-up

# Case Study: Middle Market Private Equity Thesis Development & Entry Strategy

## Situation

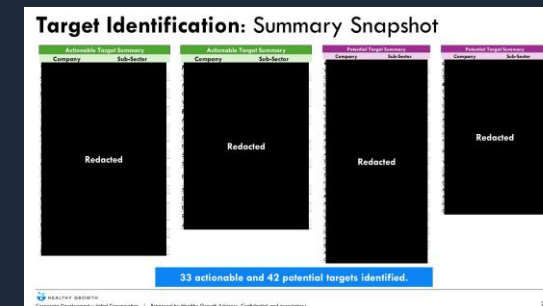
A middle market private equity firm was exploring entry into Wellness and Longevity. As a first step, the team wanted to conduct a market mapping exercise to provide foundational insights for their entry strategy. I evaluated the TAM, Competitive Landscape, Key Deals, and Key Trends for 4 sectors and 20+ sub-sectors. As a result of our initial phase of work, I identified 30+ actionable targets, 40+ potential targets, and 4 initial hypotheses for entry strategies into Wellness and Longevity.

## Project Samples



## Outcomes

- 20+ sectors and 400+ companies screened
- 30+ actionable targets identified
- 4 hypothesis entry strategies for IC approval









# How We Can Work Together

	Landscaping	Entry Strategy	Teach-In Session
Description	Identify and source relevant acquisition targets across select Health & Wellness sectors	In-depth evaluation of many Health & Wellness sectors to craft an initial entry strategy and identify targets	Guided overview of prioritized sectors across Health & Wellness
Who It Is For	Investors with existing deal theses or portfolio companies in Health & Wellness	Investors beginning to explore the Health & Wellness space	Investors considering the Health & Wellness space
Key Deliverables	<ul style="list-style-type: none"> <li>• Target identification</li> <li>• Target sourcing</li> </ul>	<ul style="list-style-type: none"> <li>• Sector evaluations (~10-20)</li> <li>• Target identification</li> <li>• Entry strategy options</li> </ul>	<ul style="list-style-type: none"> <li>• Sector overviews (~3-6)</li> <li>• Target identification</li> </ul>
Timing	Weeks to Months	~2 Months	~2-3 Weeks

# About Me

## Teddy Daiell

Managing Partner

 Connect

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Leveraging a unique combination of experience and expertise in top-tier strategy consulting, private equity, and Health & Wellness, I have provided corporate development and strategic advisory services to 60+ investors and companies across Health & Wellness.



|| Charlesbank ||

