



Corporate Strategy

Service Overview

Offering

I help investors and CEOs across Health & Wellness achieve clarity and conviction for key strategic decisions.

I help my clients define their vision of success,
develop conscientious strategic plans,
and evaluate exciting opportunities.

Client Success

Snapshot of Prior Clients

Investors



PE-Backed Companies



PrecisionNutrition



VC-Backed Companies



OSHI HEALTH®



Snapshot of Client Outcomes

- ▶ Collaborated with CEO at a PE-backed healthy eating leader to identify and prioritize innovative go-to-market strategies, resulting in 4 novel business model experiments
- ▶ Identified and prioritized portfolio expansion opportunities for executive team at a VC-backed mental health leader, resulting in the strategic acquisition of a new business unit
- ▶ Partnered with internal innovation team at a public financial services leader to evaluate DNA & personal health data market trends and define related investment opportunities for their products and services

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 does outstanding work - thoughtful, comprehensive, strategic, efficient - leveraging his industry expertise and consulting background. On top of that he is very responsive, proactive, and a pleasure to work with."



Rob Klapper
Chief Executive Officer
Empowered Education

"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

Health & Wellness Focus

Core Focus Areas			Out of Focus
Verticals	Company Types	Offerings*	
Nutrition	Services	Diagnostics	
Exercise	Products	Digital Apps	
Mental Health	Technology	Therapeutics	
Sleep	Content	Coaching	
Relationships	Marketplaces	Wearables	
General / Holistic		Equipment	
			<ul style="list-style-type: none">• Traditional Healthcare• Beauty• Life Sciences• Real Estate• Professional Sports• Sexual Health• Substance Use Disorders• Financial Wellness• Life Coaching• Animal Health

Note: *Select examples. Other prominent offerings include food, VMS, therapy, digital content, equipment, gyms, boutique fitness, and preventive primary care.

How We Can Work Together

	Growth Strategy	Other Corporate Strategy
Description	In-depth evaluation of Health & Wellness sectors to craft an initial strategy and identify actionable paths forward	In-depth evaluation of a Company's current and potential markets, products, customers, and/or competitors
Who It Is For	Companies exploring novel growth opportunities across Health & Wellness	Companies seeking analysis & insights to guide strategic decision-making
Key Deliverables	<ul style="list-style-type: none">• Sector Evaluations• Entry Options• Recommendations & Roadmap	<ul style="list-style-type: none">• Tailored Analysis & Insights• Strategic Opportunities• Recommendations & Roadmap
Timing	~1-2 Months	~2-4 Weeks

Differentiated Outcomes

My Novel Assets

- **Background** in Corporate Strategy (Bain), Private Equity Investing (Charlesbank), and Health & Wellness Operating (Headspace, Canary Health)
- **Prior Clients & Projects** (60+ clients across Health & Wellness over 7+ years)
- **Health & Wellness Network** (150+ Investors, Companies, Executives, and Service Providers)
- **Health & Wellness Market Map** (1.5K Companies and 750+ Deals)
- **Health & Wellness Market Research** (150+ Industry and Market Reports)
- **Health & Wellness Deal Digests** (30+ Monthly Syntheses)
- **Tailored A.I. Leverage** (for Market Research & Target Identification)



Your Improved Outcomes

- **Breadth of Expertise across Health & Wellness**
- **Rigor and Quality of Deliverables**
- **Speed of Execution**
- **Proprietary Health & Wellness Deal Opportunities**
- **Proprietary Health & Wellness Network Connections**

Situation

[Redacted Segment]: Snapshot Overview

[Redacted Segment]: Snapshot Overview				
Market Size	Market Growth	Operating Margins	Cost to Enter	High priority segment for Client
TAM: \$50B SAM: \$8-14B SOM: \$0.5-1.6B	7-10%	15-27%	Enter: \$4M Scale: \$0.1-2.0B	
Key Market & Customer Trends	<ul style="list-style-type: none"> -Redacted -Redacted -Redacted 			
Fit with Company	<ul style="list-style-type: none"> -Mission & Brand Redacted -Core Business Redacted 			
Operational Feasibility	<ul style="list-style-type: none"> -Redacted 			
Main Competitors	<ul style="list-style-type: none"> -Redacted Redacted -Redacted Redacted -Landscape: Highly competitive, but highly fragmented, with no clear national winners. 			
Entry Options	<ul style="list-style-type: none"> -Build Redacted -Buy Redacted -Partner Redacted 			

Growth Prioritization: Initial Assessment

[Redacted Segment]: Fit with Company

Fit with Mission <i>Company Created</i>		Fit with Brand <i>Consumer Perceived</i>		Impact on Core Business <i>Financial Lens</i>
Client Belief	Potential Fit	Brand Attribute	Potential Fit	
Redacted		Redacted		1. Redacted - Redacted
				2. Redacted - Redacted
				3. Redacted - Redacted
				4. Redacted - Redacted
				Net Impact - <i>Neutral/Positive</i>

Growth Prioritization: Opportunity Summary

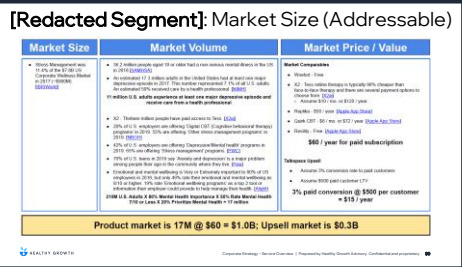
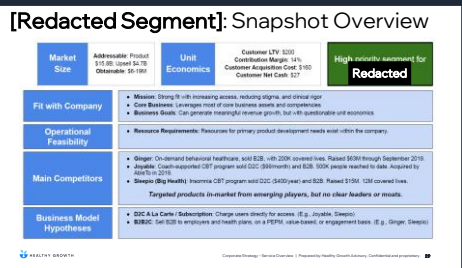
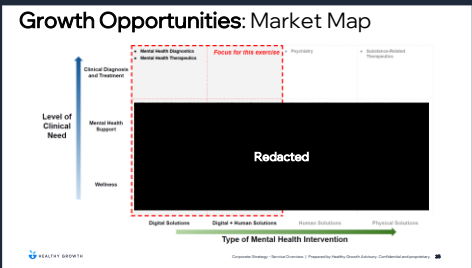
- | High | Growth Opportunity | Market Size | Cost to Enter | Fit with Company | Ops Feasibility | Competitive Intensity | Entry Options | Strategic Value | |
|----------------|--------------------|-------------|--------------------|------------------|-----------------|-----------------------|---------------|-----------------|----------------|
| | | | | | | | | Score | Weighted Score |
| Prioritization | Redacted | \$0.5-1.6B | \$4M (\$1,000,000) | 🟢 | 🟢 | 🟢 | 🟢 | 🟢 | High |
| | Redacted | \$0.1-0.4B | \$0.3M (\$70K) | 🟢 | 🟡 | 🟡 | 🟢 | 🟢 | Medium |
| | Redacted | \$0.3B | \$7M (\$200M) | 🟢 | 🟡 | 🟡 | 🟢 | 🟢 | Medium |
| | Redacted | \$0.01B | \$0.02M (\$0.5M) | 🟢 | 🟢 | 🟢 | 🟢 | 🟢 | Low |
| | Redacted | \$0.05B | \$0.4M (\$30M) | 🟢 | 🟢 | 🟡 | 🟢 | 🟢 | Low |
| | Redacted | \$0.05B | \$0.6M (\$120M) | 🟢 | 🟢 | 🟡 | 🟢 | 🟢 | Low |
| | Redacted | \$0.1-0.2B | \$0.3M (\$60M) | 🟢 | 🟡 | 🟡 | 🟢 | 🟢 | Low |
| | Redacted | \$0.05-0.1B | \$2M (\$50M) | 🟡 | 🟡 | 🟢 | 🟢 | 🟢 | Low |

Case Study: VC-Backed Company Growth Strategy

Situation

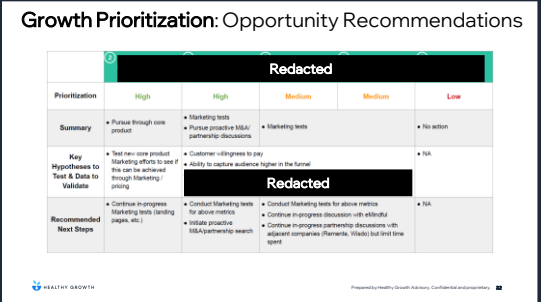
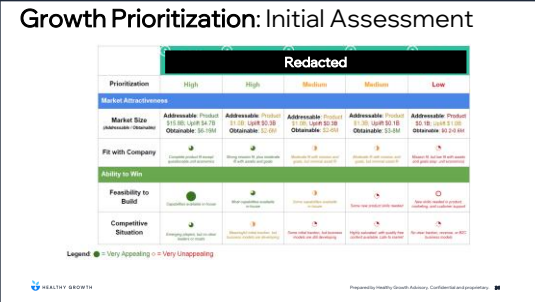
The leadership team at a VC-backed leader in mental health wanted to update its product growth strategy to best match the evolving needs of its customers and the broader market, while also creating a clear framework for making related strategic decisions as a leadership team. They wanted to answer the question “*What else should we build/buy to grow and expand our current offering and realize our vision?*” and then proactively invest into the most exciting opportunity. We identified 13 adjacent growth opportunities, and then prioritized and evaluated 10, to better understand their attractiveness, as well the ability to enter and win. This evaluation led to the selection of a specific growth opportunity, resulting in the strategic acquisition of a new business unit.

Project Samples



Outcomes

- 13 growth opportunities identified
- 10 growth opportunities evaluated
- 1 strategic acquisition of a new business unit

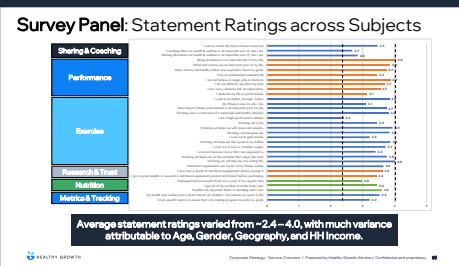
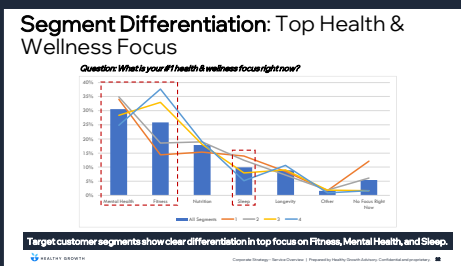
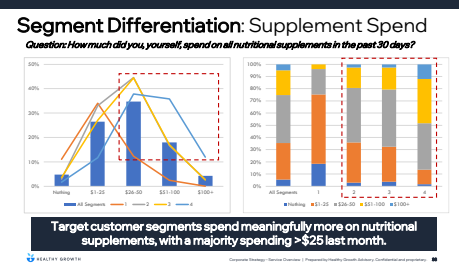
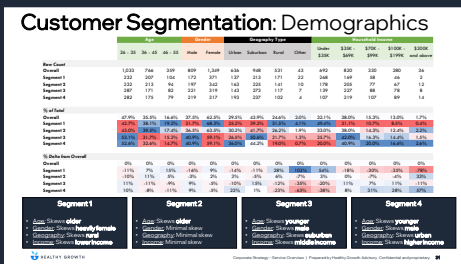


Case Study: VC-Backed Company Customer Segmentation

Situation

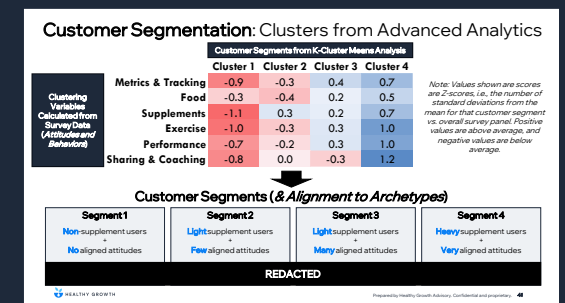
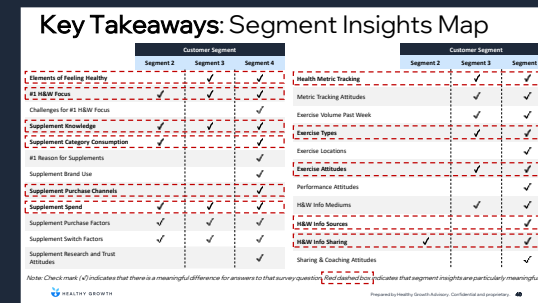
The leadership team at a VC-backed emerging leader in sports nutrition wanted to update its customer segmentation archetypes. They wanted to validate initial archetype hypotheses from their branding agency with objective data. We created an online customer segmentation survey (N=3.3K) and utilized advanced clustering analysis to identify 4 customer segments that mapped roughly to the 4 archetype hypotheses in their attitudes and behaviors. The survey revealed that each customer segment had specific demographic skews and meaningful differentiation in a variety of behaviors and attitudes, enabling differentiated marketing efforts to reach targeted customer segments.

Project Samples



Outcomes

- 4 customer segments validated
- 1 customer segment prioritized for marketing spend



Situation

Project Samples

Outcomes

- 22 sectors and 25 key companies evaluated
- 20 product strategy recommendations
- 3-year product roadmap

[Redacted]: Product Roadmap Recommendations

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 strategy consulting to 60+ investors and companies across Health & Wellness.



|| Charlesbank ||

