



HEALTHY GROWTH

# Corporate Development and Strategy across Health & Wellness

Practice Overview

# Premier Partner in Health & Wellness

Healthy Growth Advisory provides corporate development and strategy consulting to investors and companies across the Health & Wellness industry. Since 2017, I have partnered with some of the most innovative and successful investors and companies across Health & Wellness. My 13 years of experience in corporate strategy, private equity, and Health & Wellness have produced deep relationships with executives, operators, investors, and service providers across the Health & Wellness ecosystem. When you choose Healthy Growth Advisory, you are working with an advisor who prioritizes intellectual rigor, collaborative engagement, epistemological humility, conscientious integrity, and thoughtful humanity.

## My Clients



## My Background

### Teddy Daiell

Founder and Managing Partner

Leveraging over 13 years of experience and expertise in corporate strategy, private equity, and Health & Wellness, Teddy provides corporate development and strategy consulting to investors and companies across Health & Wellness.



# Corporate Development

Identify and connect with the right acquisition and investment targets for your strategy, goals, and values. I help my clients define their vision of success, conceive & prioritize their focus areas, identify exciting targets, source desired opportunities, and perform commercial due diligence.

## My clients' Corporate Development goals include:

- Discover novel opportunities, creating more exciting chances to realize their goals
- Improve decision-making, cultivating a tailored, analytical, and rigorous approach
- Reduce time investment, freeing them up for other opportunities & priorities
- Modulate sourcing velocity, allowing them to dial the pace up or down

"In short, Teddy is awesome. Working with individuals as talented as he has been rare both personally and professionally over the past 20 years. Teddy has a unique mix of intellectual and emotional intelligence that I've not experienced before. His approach is built on a foundation of humility, expertise, and transparency. 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. I look forward to our continued relationship beyond our current work together."

**Tim Jones**, Chief Executive Officer

## Examples of Corporate Development engagements include:

- Sourced 30 acquisition targets for a PE-backed health education leader, resulting in 9 data rooms & 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
- Identified 15 actionable targets in Personalized Medicine for a middle-market PE firm
- Sourced 35 early-stage investment opportunities across Health & Wellness for an Angel investor, deploying \$14M of capital

# Corporate Strategy

Achieve clarity and conviction for your key strategic decisions. I help my clients define their vision of success, develop conscientious strategic plans, and evaluate exciting opportunities.

## My clients want answers to important strategic questions:

### Growth Strategy

Where in our current portfolio should we proactively invest? What else should we actively pursue? What should we stop doing? Do we build, buy, or partner?

### Product Strategy

Which markets should we sell to? Who are our key customer segments? How should we prioritize our product roadmap & related strategic assets?

### Go-to-Market Strategy

What business models should we use? What are the best ways to reach our target customers? What prices should we charge? How do we overtake our competitors?

“Teddy has proven to be an invaluable partner. 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

## Examples of Corporate Strategy engagements include:

- ▶ 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

# Health & Wellness Focus

Core Focus Areas		
Verticals	Company Types	Offerings*
Nutrition	Services	Diagnostics
Exercise	Products	Digital Apps
Mental Health	Technology	Therapeutics
Sleep	Content	Coaching
Relationships	Marketplaces	Wearables
General / Holistic		Equipment

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

Out of Focus		
Traditional Healthcare	Beauty	Life Sciences
Real Estate	Professional Sports	Sexual Health
Substance Use Disorders	Financial Wellness	Life Coaching

“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

# Partnering with Healthy Growth Advisory



## Good Work, Done Well, for the Right Reasons

I am here to do meaningful, excellent, values-aligned work that creates tangible positive outcomes for you and your key stakeholders. When the decisions are hard, the circumstances are daunting, and it is challenging to feel certain and convey conviction, I want to be there for you. This is core to being of service and a life well lived.



## Intellectual Rigor, Humility, and Transparency

There is no single “right” answer. My external perspective, candid advice, and dispassionate guidance is only truly effective and correct if it aligns with your goals and values. In addition to the standard of excellence and rigor I apply to my research-driven and thoughtful analysis, I also apply a standard of epistemic humility and transparency, along with a spirit of collaboration, to ensure our work and its outcomes are fully aligned with your goals and values.



## Work with People You Respect, Admire, Trust, and Enjoy

I am a strong proponent of Charlie Munger’s guidance to only work with people you respect, admire, trust, and enjoy. One of my clients said it well: “Life is too short to work with jerks.”



## Cultivate Reciprocal, Long-Term Relationships

Empowering Health & Wellness is my life’s work. In service of that mission, I aspire to build decades-long, win-win relationships with everyone I encounter across the ecosystem by genuinely caring about the human and business impacts of my interactions. This applies equally to clients, potential targets, and anyone else I interact with.

“Teddy has been a pleasure to work with. He inherited a complex project and worked diligently to understand the context and make sure his deliverable was spot on. I firmly believe that life is too short to work with jerks, and Teddy was a great guy.”

**Bruce Shalett, Executive Chairman**