



Corporate Development

Service Overview

Corporate Development Offering

I help investors and CEOs across Health & Wellness find the right deals for their strategy, goals, and values.

I help my clients define their vision of success, identify & prioritize focus areas, identify & prioritize exciting targets, source desired targets, and perform strategic due diligence.

Client Success

Snapshot of Prior Clients

Investors



PE-Backed Companies



PrecisionNutrition



VC-Backed Companies



OSHI HEALTH®



Snapshot of Client Outcomes

- ▶ Sourced 30 acquisition targets for a PE-backed health education leader, resulting in 9 data rooms and 1 accepted LOI
- ▶ Identified & screened 20 sectors across Wellness and Longevity for a middle market PE firm to create entry strategies and discover 30 actionable targets
- ▶ Screened 14 sectors across Personalized Medicine for a middle-market PE firm to discover 15 actionable targets
- ▶ Sourced 35 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

Health & Wellness Focus

Core Focus Areas – Proactive Human Health

Nutrition

Sleep

Exercise

Relationships

Mental Health

Preventive Care

Out of Focus

- Traditional Healthcare
- Beauty
- Life Sciences
- Real Estate
- Professional Sports
- Sexual Health
- Substance Use Disorders
- Financial Wellness
- Life Coaching
- Animal Health

Note: Types of companies within these core focus areas includes services, products, technology, content, and marketplaces.

How We Can Work Together

	Teach-In Session	Entry Strategy	Landscaping	Sourcing
Description	Guided overview of Health & Wellness sectors to gauge initial interest	In-depth evaluation of Health & Wellness sectors to craft an initial strategy and identify actionable targets	Identify all relevant focus areas and potential targets across Health & Wellness	Source desired targets across Health & Wellness to create more screened, exciting deal opportunities
Who It Is For	Investors and Companies considering novel sectors across Health & Wellness	Investors and Companies exploring opportunities across Health & Wellness	Investors and Companies with active deal theses across Health & Wellness	Investors and Companies with active deal theses across Health & Wellness
Key Deliverables	<ul style="list-style-type: none"> • Sector Overviews 	<ul style="list-style-type: none"> • Sector Evaluations • Entry Strategy Options • Target Identification 	<ul style="list-style-type: none"> • Target Identification 	<ul style="list-style-type: none"> • Target Sourcing • Proprietary Deals
Timing	~2-4 Weeks	~1-2 Months	~2-4 Weeks	~1-12 Months

Why Partner With Me

My Key Differentiation

- Human Connection & Empathy
- Unique Cocktail of Top-Tier Expertise
- Expansive Health & Wellness Network
- Proprietary Health & Wellness Data
- Superb Data Sufficiency
- Personal Use and Passion



Your Improved Outcomes

- Ensure a Clear Vision of Success Based on Your Goals and Values
- Focused on the Right Deals for You
- Rigor, Quality, and Speed of Execution
- Proprietary Health & Wellness Deal Opportunities
- Screening of Deal Opportunities for Willingness and Ability to Transact

Situation

Project Samples

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



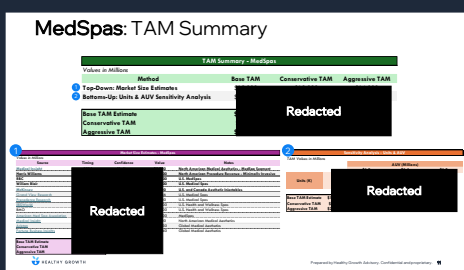
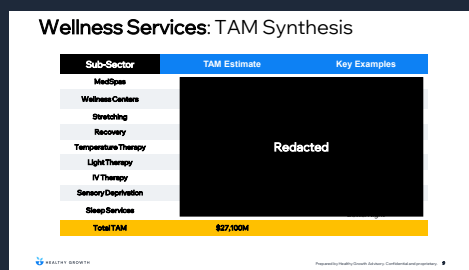
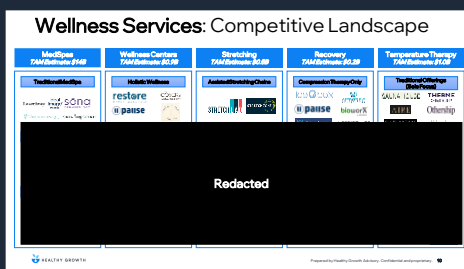
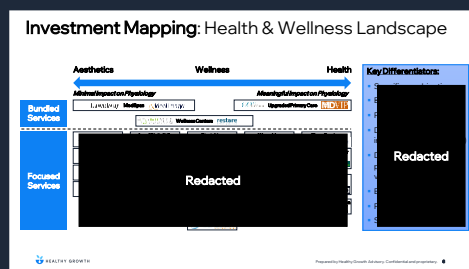
HEALTHY GROWTH

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

Situation

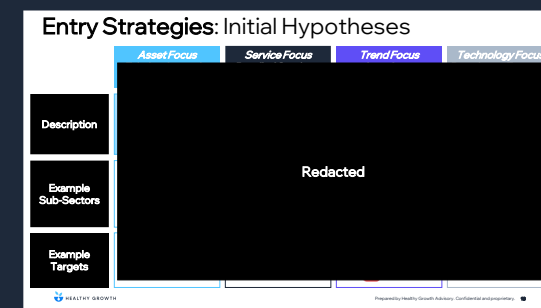
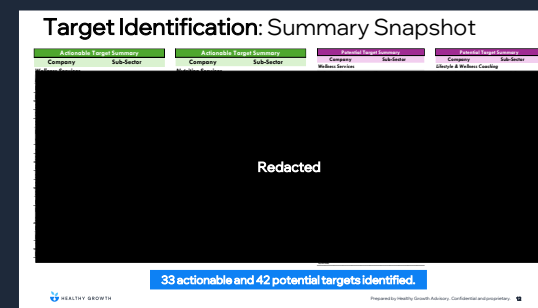
A middle market private equity firm was exploring entry into Wellness and Longevity. As a first step, the team wanted to conduct a market mapping exercise to provide foundational insights for their entry strategy. I evaluated the TAM, Competitive Landscape, Key Deals, and Key Trends for 4 sectors and 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

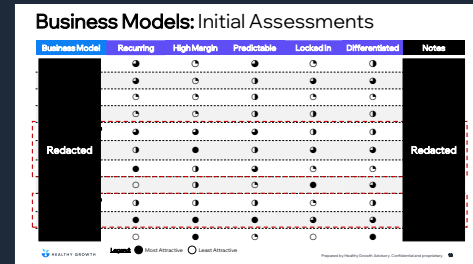
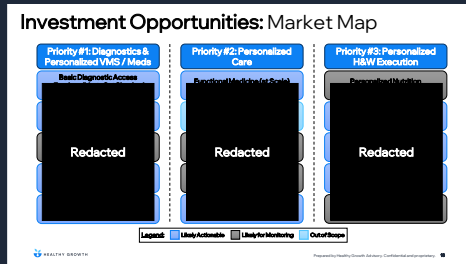


Case Study: Middle Market Private Equity Investment Pipeline Improvement

Situation

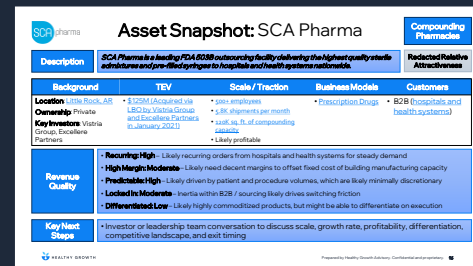
A middle market private equity firm had an existing investment thesis in Personalized Medicine. To enhance and expand their related investment pipeline, the team wanted to: (1) Confirm all use cases, verticals, and related products & services; (2) Identify the most attractive actionable assets of scale based on the firm's investment criteria; and (3) Evaluate the related business models and revenue quality of each actionable asset. As a result of our initial phase of work, I screened 14 sectors and identified 15 actionable targets for their investment thesis.

Project Samples



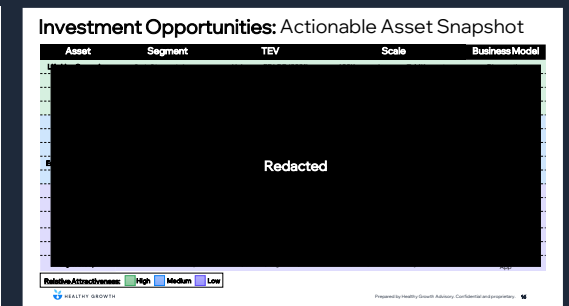
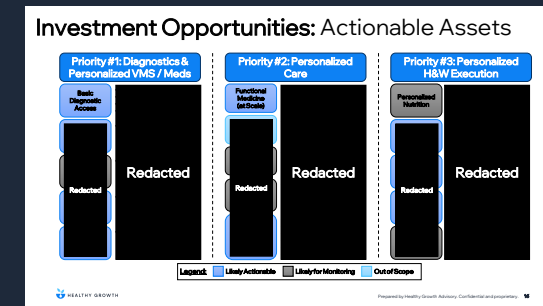
Initial Identified Assets: Basic Diagnostic Access

Company / Brand	TEV	Scale / Traction	Business Model(s)	Initial Status
BodyHealth	• \$1.5B (Marketplace) • \$1.5B (Marketplace) • \$1.5B (Marketplace) • \$1.5B (Marketplace) • \$1.5B (Marketplace) • \$1.5B (Marketplace) • \$1.5B (Marketplace) • \$1.5B (Marketplace) • \$1.5B (Marketplace) • \$1.5B (Marketplace)	• 100+ hospitals • 100+ hospitals • 100+ hospitals • 100+ hospitals • 100+ hospitals • 100+ hospitals • 100+ hospitals • 100+ hospitals • 100+ hospitals • 100+ hospitals	• Diagnostic (H&W) • Diagnostic (H&W) • Diagnostic (H&W) • Diagnostic (H&W) • Diagnostic (H&W) • Diagnostic (H&W) • Diagnostic (H&W) • Diagnostic (H&W) • Diagnostic (H&W) • Diagnostic (H&W)	Monitor
Let'sGetChecked	• \$1.5B (Marketplace) • \$1.5B (Marketplace) • \$1.5B (Marketplace) • \$1.5B (Marketplace) • \$1.5B (Marketplace) • \$1.5B (Marketplace) • \$1.5B (Marketplace) • \$1.5B (Marketplace) • \$1.5B (Marketplace) • \$1.5B (Marketplace)	• 100+ hospitals • 100+ hospitals • 100+ hospitals • 100+ hospitals • 100+ hospitals • 100+ hospitals • 100+ hospitals • 100+ hospitals • 100+ hospitals • 100+ hospitals	• Diagnostic (H&W) • Diagnostic (H&W) • Diagnostic (H&W) • Diagnostic (H&W) • Diagnostic (H&W) • Diagnostic (H&W) • Diagnostic (H&W) • Diagnostic (H&W) • Diagnostic (H&W) • Diagnostic (H&W)	Monitor
23andMe	• \$1.5B (Marketplace) • \$1.5B (Marketplace) • \$1.5B (Marketplace) • \$1.5B (Marketplace) • \$1.5B (Marketplace) • \$1.5B (Marketplace) • \$1.5B (Marketplace) • \$1.5B (Marketplace) • \$1.5B (Marketplace) • \$1.5B (Marketplace)	• 100+ hospitals • 100+ hospitals • 100+ hospitals • 100+ hospitals • 100+ hospitals • 100+ hospitals • 100+ hospitals • 100+ hospitals • 100+ hospitals • 100+ hospitals	• Diagnostic (H&W) • Diagnostic (H&W) • Diagnostic (H&W) • Diagnostic (H&W) • Diagnostic (H&W) • Diagnostic (H&W) • Diagnostic (H&W) • Diagnostic (H&W) • Diagnostic (H&W) • Diagnostic (H&W)	Monitor
OneHealth	• \$1.5B (Marketplace) • \$1.5B (Marketplace) • \$1.5B (Marketplace) • \$1.5B (Marketplace) • \$1.5B (Marketplace) • \$1.5B (Marketplace) • \$1.5B (Marketplace) • \$1.5B (Marketplace) • \$1.5B (Marketplace) • \$1.5B (Marketplace)	• 100+ hospitals • 100+ hospitals • 100+ hospitals • 100+ hospitals • 100+ hospitals • 100+ hospitals • 100+ hospitals • 100+ hospitals • 100+ hospitals • 100+ hospitals	• Diagnostic (H&W) • Diagnostic (H&W) • Diagnostic (H&W) • Diagnostic (H&W) • Diagnostic (H&W) • Diagnostic (H&W) • Diagnostic (H&W) • Diagnostic (H&W) • Diagnostic (H&W) • Diagnostic (H&W)	Monitor



Outcomes

- 14 sectors and 100+ companies screened
- 15 actionable targets identified with specific next steps for sourcing



Situation

Prioritized Growth Opportunities



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

	High	High	Medium	Medium	Low
Prioritization					
Market Appropriateness					
Market Size	Addressable Potential \$11.0B, \$14.0B Opportunities 10-150K	Addressable Potential \$11.0B, \$14.0B Opportunities 10-150K	Addressable Potential \$11.0B, \$14.0B Opportunities 10-150K	Addressable Potential \$11.0B, \$14.0B Opportunities 10-150K	Addressable Potential \$11.0B, \$14.0B Opportunities 10-150K
Fit with Company	Company's core competencies align with the market's needs	Company's core competencies align with the market's needs	Company's core competencies align with the market's needs	Company's core competencies align with the market's needs	Company's core competencies align with the market's needs
Ability to Win					
Feasibility to Build	Significant barriers to entry	Significant barriers to entry	Significant barriers to entry	Significant barriers to entry	Significant barriers to entry
Competitive Situation	Significant barriers to entry	Significant barriers to entry	Significant barriers to entry	Significant barriers to entry	Significant barriers to entry

Legend: ● = Very Appealing = Very Unappealing

	Redacted				
Prioritization	High	High	Medium	Medium	Low
Summary	<ul style="list-style-type: none"> Pursue through core product 	<ul style="list-style-type: none"> Marketing tests Pursue proactive MSA/ partnership discussions 	<ul style="list-style-type: none"> Marketing tests 		<ul style="list-style-type: none"> No action
Key Hypothesis to Test & Data to Validate	<ul style="list-style-type: none"> Test new core product Marketing efforts to see if this can be achieved through Marketing pricing 	<ul style="list-style-type: none"> Customer willingness to pay Ability to capture audience higher in the funnel 	Redacted		<ul style="list-style-type: none"> N/A
Recommended Next Steps	<ul style="list-style-type: none"> Continue in progress Marketing tests (landing pages, etc.) 	<ul style="list-style-type: none"> Conduct Marketing tests for above metrics Initiate proactive MSA/partnership search 	<ul style="list-style-type: none"> Conduct Marketing tests for above metrics Continue in-progress discussion with ethicalAI Continue in-progress partnership discussions with adjacent companies (Perimate, Vitadot but limit time spent) 		<ul style="list-style-type: none"> N/A

About Me

Teddy Daiell

Founder and Managing Partner

 Connect

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Leveraging a unique combination of 13 years of expertise from top-tier private equity, strategy consulting, and Health & Wellness, Teddy has provided corporate development and strategy consulting to over 60 investors and companies across Health & Wellness, including nutrition, exercise, mental health, sleep, and more.



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