



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 Health & Wellness, including nutrition, exercise, mental health, sleep, and more. Since 2017, I have partnered with over 60 of the most innovative and successful investors and companies across Health & Wellness, from PE to Angels and public companies to startups.

My 13 years of experience in top-tier private equity, corporate strategy, and Health & Wellness have produced deep relationships with investors, executives, operators, and advisors 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 humanity, and communicative candor.

## My Clients



## My Background

### Teddy Daiell

Founder and Managing Partner

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.



# Corporate Development

Find the right deals for your 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.

## My clients' Corporate Development goals include:

- Clarify their strategic vision, ensuring everyone is aligned on what success looks like
- Discover novel opportunities, creating more exciting chances to realize their goals
- 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
- Identified & screened 20 sectors across Wellness and Longevity for a middle market PE firm to create entry strategies and discover 30 actionable targets
- Discovered 15 actionable targets in Personalized Medicine for a middle-market PE firm
- Sourced 35 investment opportunities across Health & Wellness for an Angel investor, deploying \$14M of capital

# Corporate Strategy

Pick the right strategy for your vision, goals, and values. I help my clients define their vision of success, understand the market landscape, develop conscientious strategic plans, and evaluate exciting opportunities.

## My clients want answers to important strategic questions:

### Growth Strategy

Where in our existing portfolio should we proactively invest vs. pull back? What else should we actively pursue? Do we build, buy, or partner?

### Product Strategy

Which markets should we sell to? How should we prioritize our product roadmap & related strategic assets? Where can we build competitive moats?

### Go-to-Market Strategy

What business model should we use? What price should we charge? How do we overtake our competitors? Which partners create meaningful leverage?

“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:

- ▶ Partnered with the CEO at a PE-backed healthy eating leader to identify and prioritize innovative go-to-market strategies, resulting in 4 new business model experiments
- ▶ Identified and prioritized portfolio expansion opportunities for the 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 – Proactive Human Health

Nutrition

Sleep

Exercise

Relationships

Mental Health

Preventive Care

## Out of Focus

Traditional Healthcare

Sexual Health

Beauty

Substance Use Disorders

Life Sciences

Financial Wellness

Real Estate

Life Coaching

Professional Sports

Animal Health

“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, extraordinary work that creates amazing outcomes for you. When the decisions are hard, the circumstances are daunting, and it is challenging to feel conviction, I want to be there for you.



## Intellectual Rigor, Humility, and Transparency

There is no single “right” answer. My rigorous perspective, candid advice, and impartial guidance are only truly effective if they align 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

In service of empowering Health & Wellness, I want to build lasting relationships with everyone I encounter across the ecosystem by caring about both the business and human impacts of our work together.

“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**