



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	• Sector Overviews	• Sector Evaluations • Entry Strategy Options • Target Identification	• Target Identification	• Target Sourcing • Proprietary Deals
Timing	~2-4 Weeks	~1-2 Months	~2-4 Weeks	~1-12 Months

Why Partner With Me

My Key Differentiation

- Unique Cocktail of Top-Tier Expertise
- Expansive Health & Wellness Network
- Proprietary Health & Wellness Data
- Human Connection & Empathy
- Epistemic Humility
- Rigorous 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
- Quality and Speed of Execution
- Proprietary Deal Opportunities
- Screening of Deal Opportunities for Willingness and Ability to Transact

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

Acquiring Strategy: Goals, Priorities, & Guardrails

Key Acquisition Goals	Key Acquisition Priorities	Key Acquisition Guardrails
1. Accelerate Revenue & EBITDA Growth 2. Primarily, via access to new customers and audiences 3. Secondary via cross-selling products into existing customer base of <i>Acquire</i> 4. Tertiary, via faster speed to market 5. 2018: Brand 6. 3-Margin Improvement (Secondary)	<i>Getting People Here to be able to convert to value within 3 years</i> Core Business Existing Adjacencies New Adjacencies Evolutions Business Models <i>(A long-term priority, due to value acceleration)</i>	1. 10% TAM Revenue 2. 20% EBITDA Profitability (ideally from Year 1-3) 3. 40% revenue from <i>currently profitable</i> COVID 4. 40% revenue from <i>new</i> customers or new markets 5. 10% bootstraped or founder-owned potential (should be able to be sold to a strategic buyer for 8x by year 3, with no value add, if a willing buyer) 6. 70% revenue our behavioral change core as a new business 7. 80% revenue unit-level (dis)advantages are feasible

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Adjectivity Screening: Target Examples

The collage displays various target examples for adjectivity screening, organized into five columns:

- New Certification/Portfolio:** Includes examples like "New Certification/Portfolio" and "New Certification/Portfolio" with logos for "New Certification/Portfolio" and "New Certification/Portfolio".
- New Common Granting Institution:** Includes examples like "New Common Granting Institution" and "New Common Granting Institution" with logos for "New Common Granting Institution" and "New Common Granting Institution".
- Common NEM Influencers:** Includes examples like "Common NEM Influencers" and "Common NEM Influencers" with logos for "Common NEM Influencers" and "Common NEM Influencers".
- Niche/Highly Specific Business:** Includes examples like "Niche/Highly Specific Business" and "Niche/Highly Specific Business" with logos for "Niche/Highly Specific Business" and "Niche/Highly Specific Business".
- Niche Coaching/LMO:** Includes examples like "Niche Coaching/LMO" and "Niche Coaching/LMO" with logos for "Niche Coaching/LMO" and "Niche Coaching/LMO".

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Outcomes

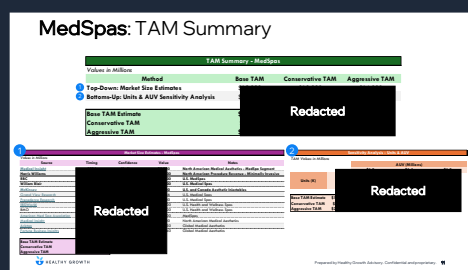
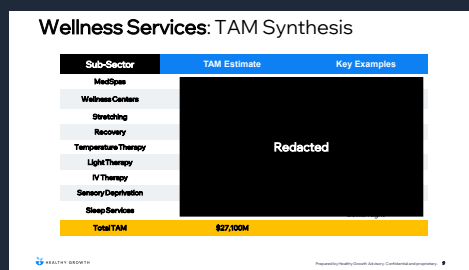
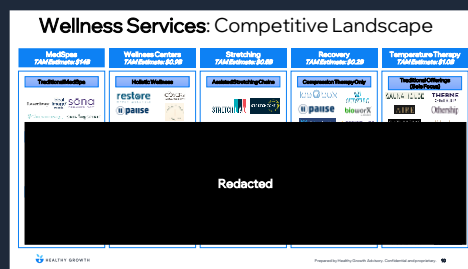
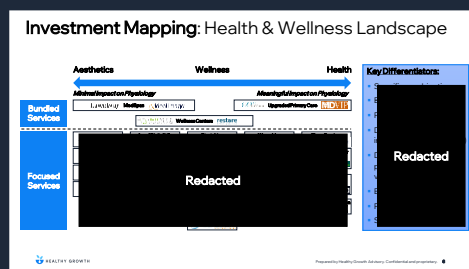
- 30+ adjacent sectors identified
- 300+ potential targets screened
- 30+ actionable targets met with CEO
- 9 data rooms created
- 1 accepted LOI

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

Situation

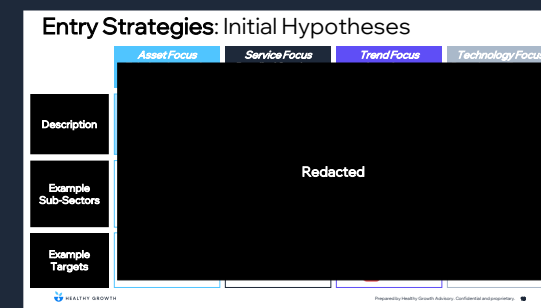
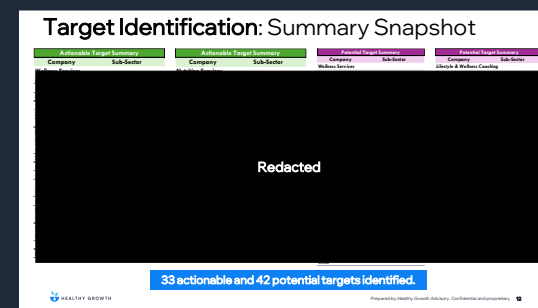
A middle market private equity firm was exploring entry into Wellness and Longevity. As a first step, the team wanted to conduct a market mapping exercise to provide foundational insights for their entry strategy. I evaluated the TAM, Competitive Landscape, Key Deals, and Key Trends for 4 sectors and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



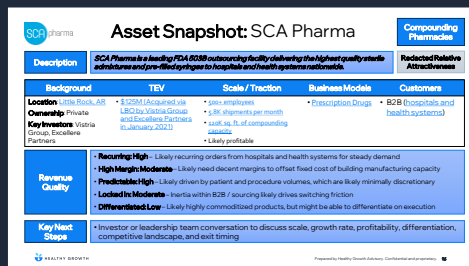
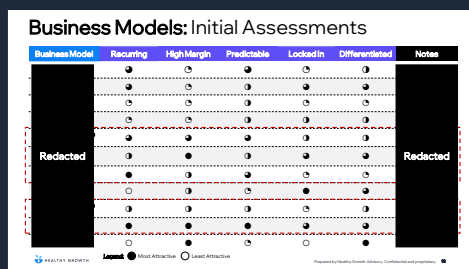
Outcomes

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

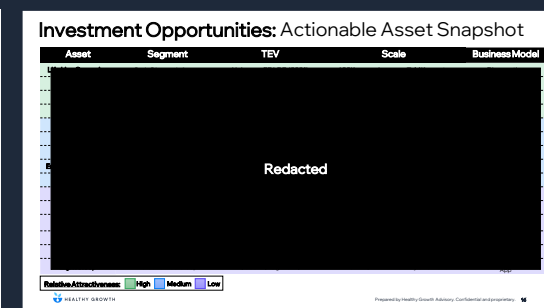


Situation

Project Samples



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



Situation

Prioritized Growth Opportunities

Growth Prioritization: Initial Assessment

[Redacted Segment]: Market Size (Addressable)

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

Growth Prioritization: Opportunity Recommendations

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.

