



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

Client Stage	Strategic Assessment	Target Discovery	Target Sourcing	Voice of the Market
Initial Consideration	Guided overview of Health & Wellness sectors to gauge initial interest			
Strategy Creation	In-depth evaluation of Health & Wellness sectors to craft an initial strategy	Identify desired targets across Health & Wellness to create more screened, exciting deal opportunities	Validate interest, generate early dialogue, and surface novel opportunities through live contact and leveraged Health & Wellness network access	
Active Thesis	Structured adversarial review of your investment thesis and target logic to strengthen your narrative			Curated interviews with consumers, executives, and investors to uncover critical narrative truths, unmet needs, and hidden risks
Live Deal				

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

Acquisition Strategy: Goals, Priorities, & Guardrails

Key Acquisition Goals	Key Acquisition Priorities	Key Acquisition Guardrails
<ul style="list-style-type: none">• Accelerate Revenue & EBITDA Growth• Primarily via access to new customers and audiences• Secondary via cross-selling products into existing customer base (off-recipe)• Tertiary via faster speed to market• 2x Bolster Brand• 2x Margin Improvement (Secondary) <p>Note: Other important metrics for value creation include TAM, customer retention, and repeat purchase.</p>	<p>Guiding Principle: Need to be able to convert to value within 2 years</p> <p>Core Business</p> <p>Existing Adjacencies</p> <p>New Adjacencies</p> <p>Evolutionary Business Models (If they have priority due to value creation strategy)</p>	<ul style="list-style-type: none">• 1x EBITDA multiple• 2x EBITDA Payback (Ideally from day 1/2)• 2x Growing (currently or prior to COVID)• 4x Key decision makers in Reduced time zones• 5x Recurring or founder-owned potential exceptions for financial aspects (e.g. need to sell)• 6x Fit within our vision of health & wellbeing• 7x Leverages our behavior change core as feasible• 8x Engenders vertical diversification as feasible

Acquisition Strategy: Prioritization Criteria

Market Attractiveness	P&L / Financial Implications	Strategic Implications
<ul style="list-style-type: none">• Full potential within 2 years• Current market size• Market growth rate• Competitive intensity• Unexplored potential• Threat of new entrants / substitutes• Breadth of potential acquisition targets	<ul style="list-style-type: none">• Customer / user volumes• Pricing improvement• Gross / Contribution margin improvement• Cash flow improvement (WOC, CapEx, Taxes)	<ul style="list-style-type: none">• Business model innovation (current or next)• Synergies / integration with existing• Strategic strength for existing or adjacent businesses• Regulatory / compliance / certification• Funding / situation specific
Product Implications	Team	Deal Math
<ul style="list-style-type: none">• Customer / user engagement, outcomes, experience• Degree / cost / time of technology integration• Regulatory compliance• Operational feasibility• Incremental revenue / margin upside	<ul style="list-style-type: none">• Proven company (e.g. typical experience)• Cultural• Fit / specific roles• Incremental changes to culture• Geographic distribution	<ul style="list-style-type: none">• Valuation multiples• Purchase price• Synergies / integration costs• Targeted operating costs• Deal structure (e.g. ROL, RRI)• Exit strategy (e.g. IPO, MBO, Strategic Buyout)

Legend: ■ Updated Recommendations for Screening ■ Initial Recommendations for Screening

Outcomes

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

Adjacency Screening: Target Examples

New Certification Verticals	New Services/Programs	Consumer Health Influencers	B2C Health/Wellness Services	B2B Coaching / L&D
<p>Potential Target: Adim</p> <p>Acquisition KPIs: Adim</p>	<p>Potential Target: Adim</p> <p>Acquisition KPIs: Adim</p>	<p>Potential Target: Adim</p> <p>Acquisition KPIs: Adim</p>	<p>Potential Target: Adim</p> <p>Acquisition KPIs: Adim</p>	<p>Potential Target: Adim</p> <p>Acquisition KPIs: Adim</p>
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Events screened to date are part of larger entities, e.g. ACSM, NSCA, IDEA, Lifestyle Medicine University Foundation, etc.

Target Selection: Additional Screening Outcomes

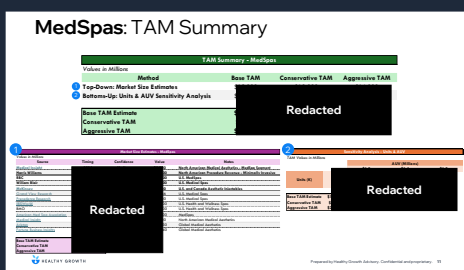
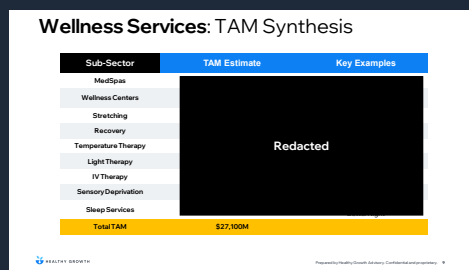
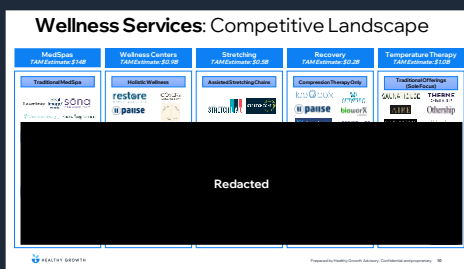
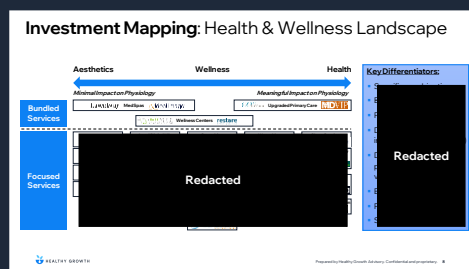
Additional Screening Principles Yielded Another 23 No's
<p>After additional screening, ~100 targets left for potential follow-up (on top of the 10 Yes's)</p>

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

Situation

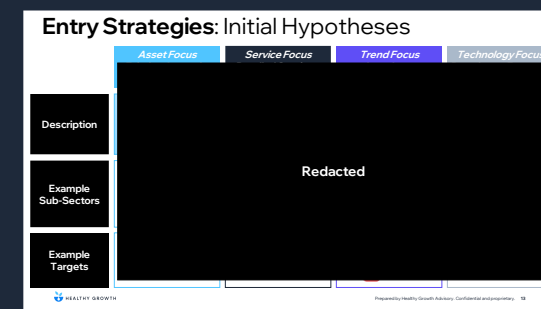
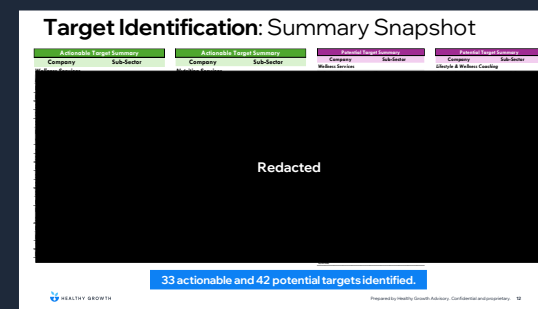
A middle market private equity firm was exploring entry into Wellness and Longevity. As a first step, the team wanted to conduct a market mapping exercise to provide foundational insights for their entry strategy. I evaluated the TAM, Competitive Landscape, Key Deals, and Key Trends for 4 sectors and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



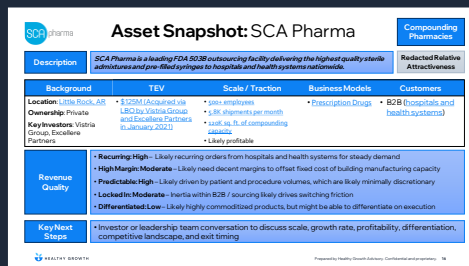
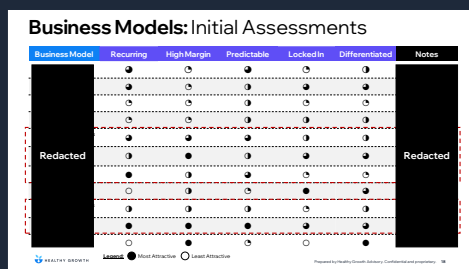
Outcomes

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

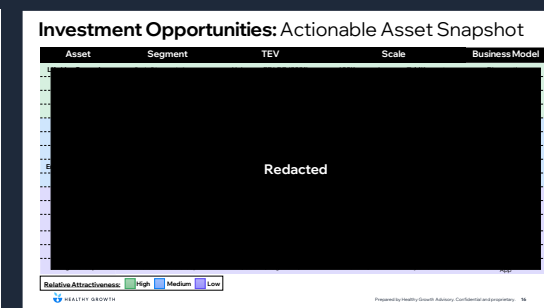


Situation

Project Samples



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

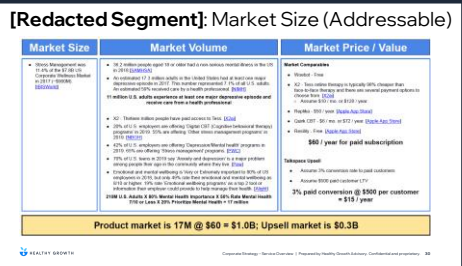
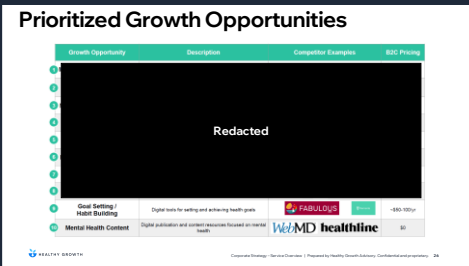
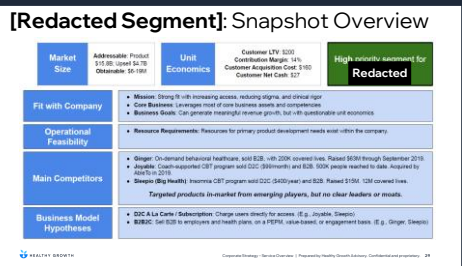
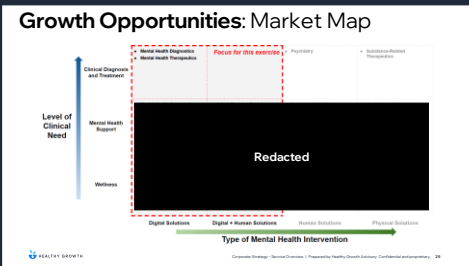


Case Study: VC-Backed Company Growth & Entry Strategy

Situation

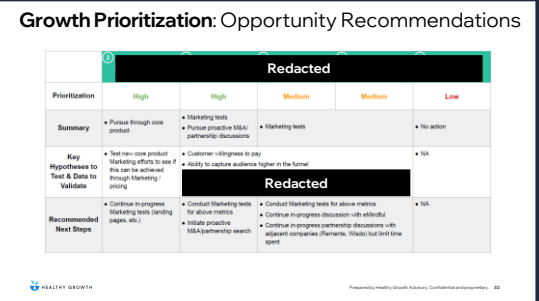
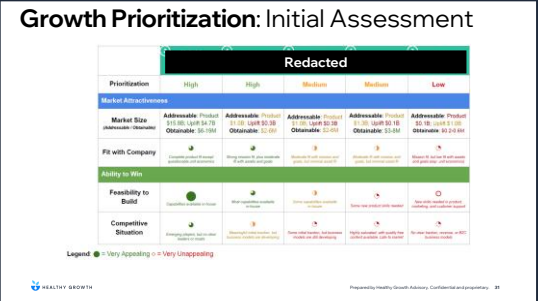
The leadership team at a VC-backed leader in mental health wanted to update its product growth strategy to best match the evolving needs of its customers and the broader market, while also creating a clear framework for making related strategic decisions as a leadership team. They wanted to answer the 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



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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