



Corporate Strategy

Service Overview

Corporate Strategy Offering

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

I help my clients define their vision of success, understand the market landscape, develop conscientious strategic plans, and create exciting opportunities.

Client Success

Snapshot of Prior Clients

Investors



Charlesbank



PE-Backed Companies



PrecisionNutrition

MDVIP



VC-Backed Companies



OSHI HEALTH

talkspace

zoe

Snapshot of Client Outcomes

- ▶ 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

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 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
Empowered Education

"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

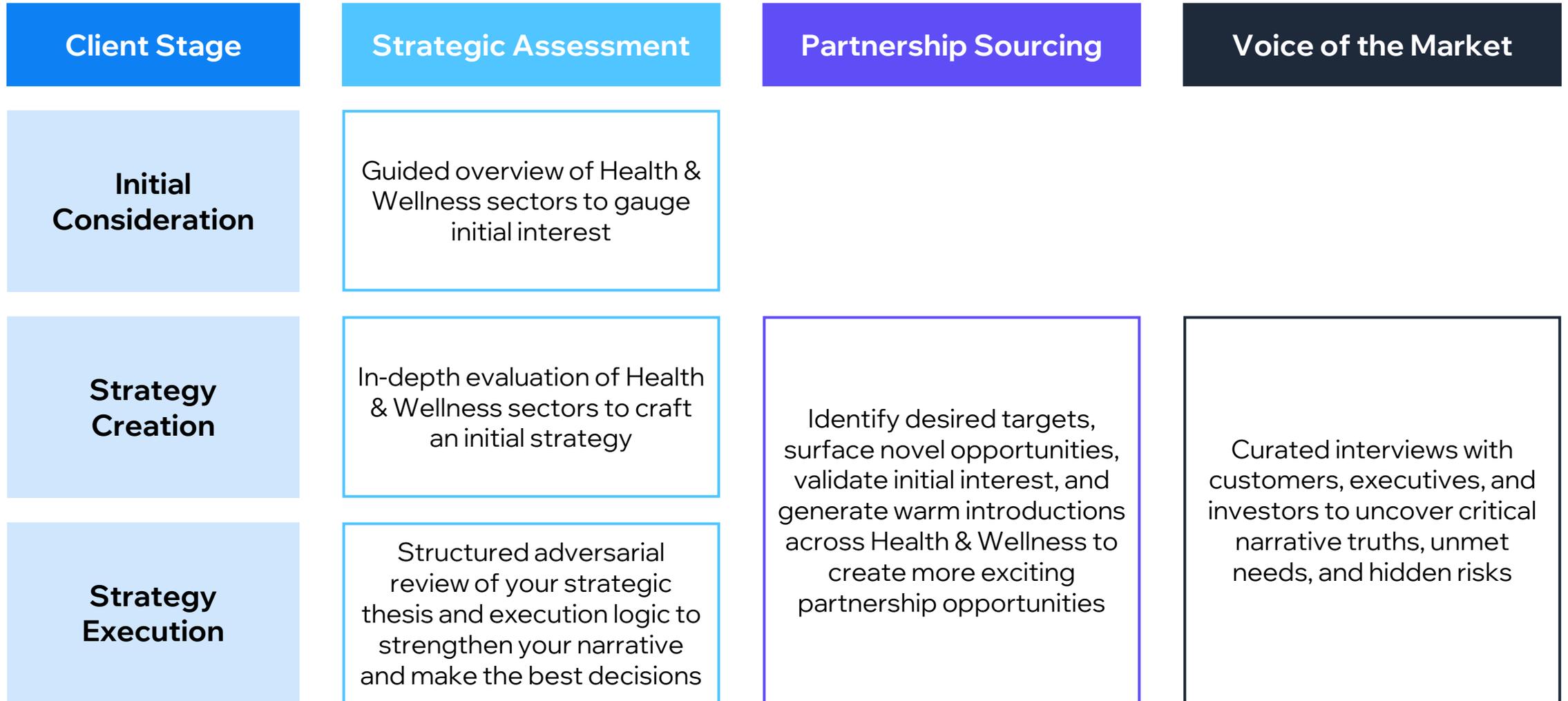
Preventive Care

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



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
- Epistemological Alignment for Your Key Decision-Making
- Quality and Speed of Execution
- Novel Growth Opportunities
- Pre-Screening of Growth Opportunities for Attractiveness and Ability to Win

Case Study: VC-Backed Company Growth 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



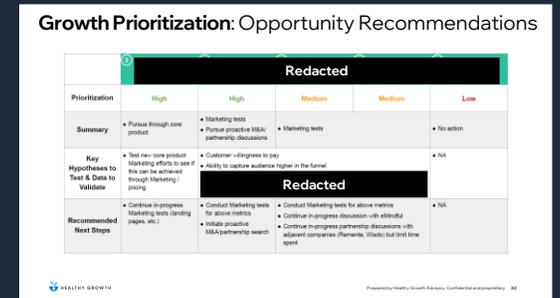
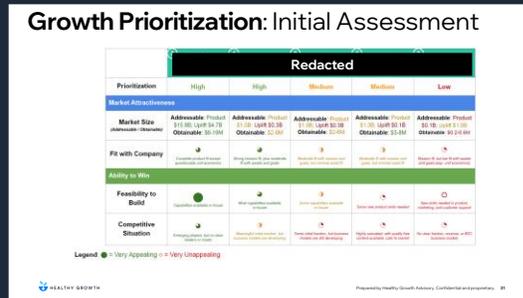
[Redacted Segment]: Snapshot Overview

Market Size	Addressable Product: \$12.8B; Launch by Q3 2024; Customer Net Cash: \$1.7	Unit Economics	Customer LTV: \$200; Contribution Margin: 14%; Customer Acquisition Cost: \$100; Customer Net Cash: \$1.7	High revenue accounting for Redacted
Fit with Company	<ul style="list-style-type: none"> • Mission: Strong fit with necessary access, reducing stigma, and clinical rigor • Core Business: Leverages most of core business assets and competencies • Business Synergy: Can generate meaningful revenue growth, but with questionable unit economics 			
Operational Feasibility	<ul style="list-style-type: none"> • Resource Requirements: Resources for primary product development needs not within the company 			
Main Competitors	<ul style="list-style-type: none"> • Ginger: Outward behavioral healthcare, added B2B, with 200K+ covered lives, raised \$60M through September 2019. • Care Business: Leverages most of core business assets and competencies • Business Synergy: Can generate meaningful revenue growth, but with questionable unit economics 			
Business Model Hypotheses	<ul style="list-style-type: none"> • B2C: All-in-one subscription; Cheaper than direct-to-consumer (e.g., Jovian, Shopsy) • B2B2C: Sell B2C to employers and health plans, via PDPM, case-based, or engagement-based (e.g., Ginger, Shopsy) 			



[Redacted Segment]: Market Size (Addressable)

Market Size	Market Volume	Market Price / Value
<ul style="list-style-type: none"> • 2024: \$12.8B; Launch by Q3 2024; Customer Net Cash: \$1.7 	<ul style="list-style-type: none"> • 2024: \$12.8B; Launch by Q3 2024; Customer Net Cash: \$1.7 	<ul style="list-style-type: none"> • 2024: \$12.8B; Launch by Q3 2024; Customer Net Cash: \$1.7
<p>Product market is 17M @ \$60 = \$1.0B; Upsell market is \$0.3B</p>		



Case Study: VC-Backed Company Customer Segmentation

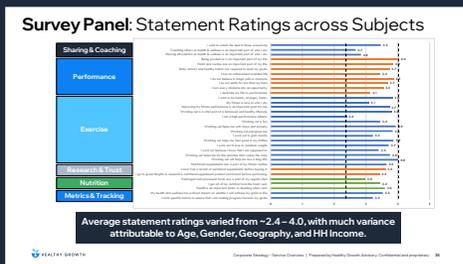
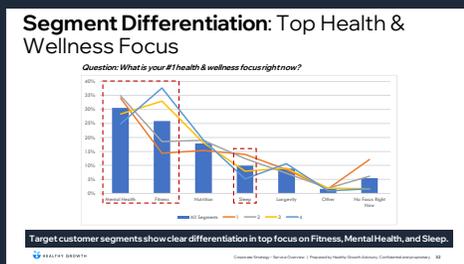
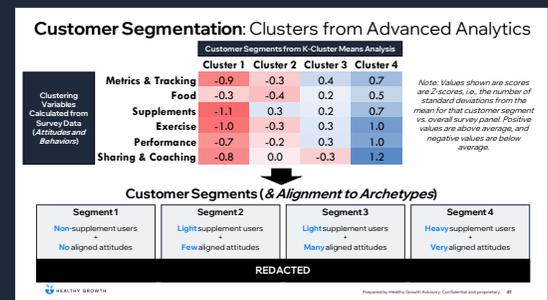
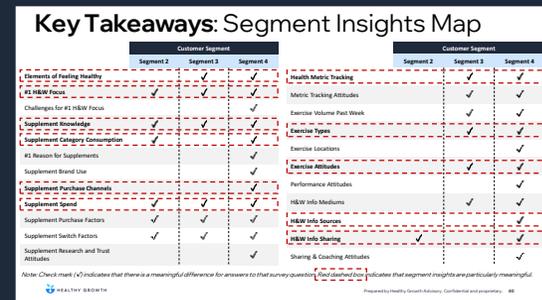
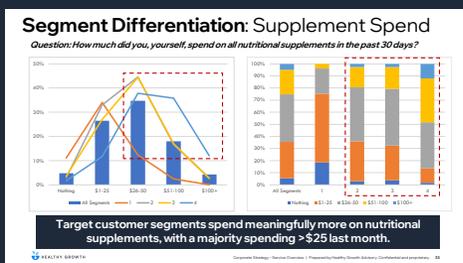
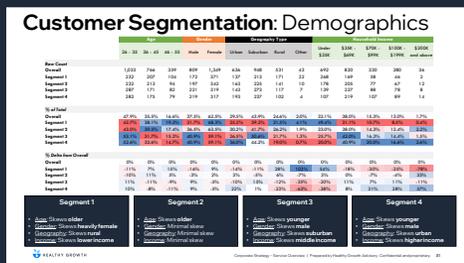
Situation

The leadership team at a VC-backed emerging leader in sports nutrition wanted to update its customer segmentation archetypes. They wanted to validate initial archetype hypotheses from their branding agency with objective data. We created an online customer segmentation survey (N=3.3K) and utilized advanced clustering analysis to identify 4 customer segments that mapped roughly to the 4 archetype hypotheses in their attitudes and behaviors. The survey revealed that each customer segment had specific demographic skews and meaningful differentiation in a variety of behaviors and attitudes, enabling differentiated marketing efforts to reach targeted customer segments.

Project Samples

Outcomes

- 4 customer segments validated
- 1 customer segment prioritized for marketing spend



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.

