HEALTHY GROWTH

Practice Overview

Health & Wellness Deals and Strategy

Healthy Growth Advisory is a strategic partner to investors and companies pursuing investment, acquisition, and growth opportunities across Health & Wellness.

Client Success

Snapshot of Prior Clients	
Investors	PARTNERS GROUP, Charlesbank, bv
PE-Backed Companies	Precision Nutrition, MDVIP, True Food Kitchen
VC-Backed Companies	Oshi Health, talkspace, zoe

Snapshot of Client Outcomes

- Sourced 30 acquisition targets for a PE-backed health education leader, resulting in 2 accepted LOIs
- Sourced 35 investment opportunities for a Health & Wellness Angel investor, deploying $14M of capital
- Sourced 28 potential acquirers for a VC-backed sleep telehealth company, resulting in 2 accepted LOIs
- Evaluated 20 Health & Wellness sectors for a middle market PE firm to create entry strategies and discover actionable targets
- Identified and prioritized product portfolio opportunities for a VC-backed mental health leader, resulting in the strategic acquisition of a new business unit

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		Out of Focus
Nutrition	Sleep	• Traditional Healthcare • Beauty • Life Sciences • Real Estate • Professional Sports • Sexual Health • Substance Use Disorders • Financial Wellness • Life Coaching • Animal Health
Exercise	Relationships	
Mental Health	Whole Person Health	

How We Can Work Together

Your Status	Thesis Development	Deal Sourcing	Growth Strategy
	Create the right investment / acquisition thesis for your strategy, goals, and values. Define your vision of success, understand the market landscape, and evaluate & prioritize your focus areas.	*Find the right deals for your thesis. Identify, prioritize, and source exciting targets.*	*Create the right growth strategy for your vision, goals, and values. Define your vision of success, understand the market landscape, prioritize exciting opportunities, and develop conscientious strategic plans.*
Initial Consideration	Guided overview of Health & Wellness sectors to gauge initial interest	Guided overview of Health & Wellness sectors to gauge initial interest	Guided overview of Health & Wellness sectors to gauge initial interest
Creating Thesis / Strategy	In-depth evaluation of Health & Wellness sectors to craft an initial thesis	Identify desired targets, surface novel opportunities, validate initial interest, and generate warm introductions across Health & Wellness to create more exciting deal opportunities	In-depth evaluation of Health & Wellness sectors to craft an initial growth strategy
Existing Thesis / Strategy	Upgrade your existing thesis and evaluate deal opportunities to make the best decisions and strengthen your narrative		Upgrade your existing strategy and evaluate growth opportunities to make the best decisions and strengthen your narrative

About Me

Teddy Daiell

Founder and Managing Partner

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Leveraging a unique combination of 13 years of expertise from top-tier private equity, strategy consulting, and Health & Wellness, Teddy is a strategic partner to investors and companies pursuing investment, acquisition, and growth opportunities across Health & Wellness, including nutrition, exercise, mental health, sleep, and whole person health.

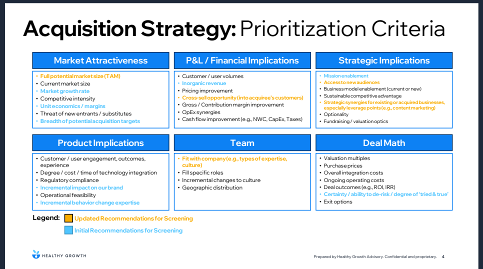
BAIN & COMPANY | Charlesbank | Wharton UNIVERSITY of PENNSYLVANIA

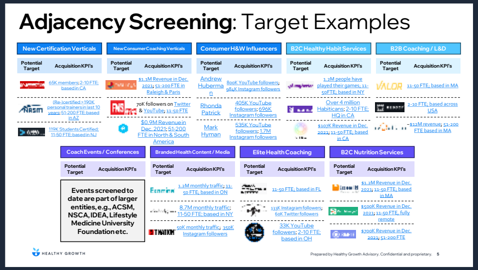
Case Study: Middle Market Private Equity
Portfolio Company M&A

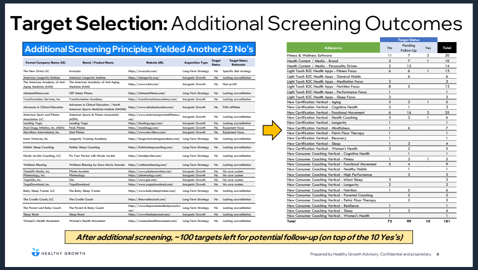
Situation

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 2 accepted LOIs.

Project Samples







Outcomes

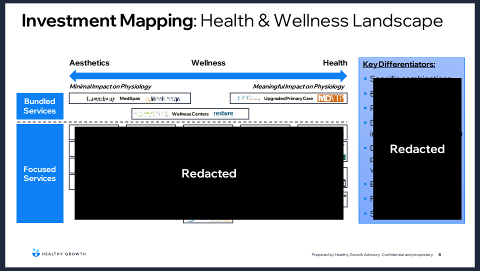
- 30+ adjacent sectors identified
- 300+ potential targets screened
- 30+ actionable targets met with CEO
- 9 data rooms created
- 2 accepted LOIs

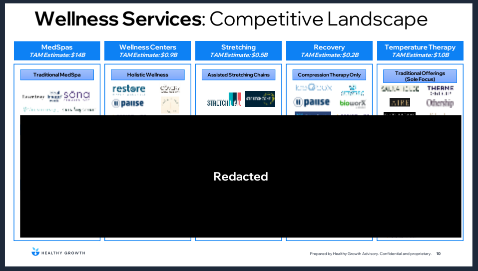
Case Study: Middle Market Private Equity
Thesis Development

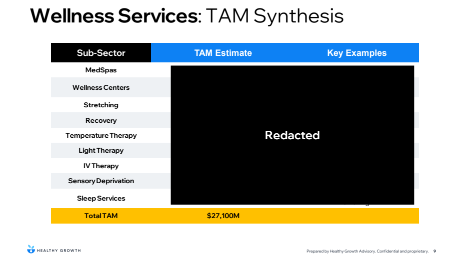
Situation

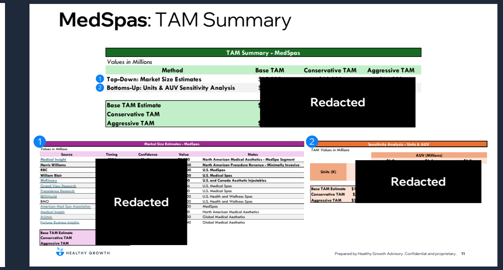
A middle market private equity firm was exploring entry into Wellness and Longevity. As a first step, the team wanted to conduct a market mapping exercise to provide foundational insights for their entry strategy. I evaluated the TAM, Competitive Landscape, Key Deals, and Key Trends for 4 sectors and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



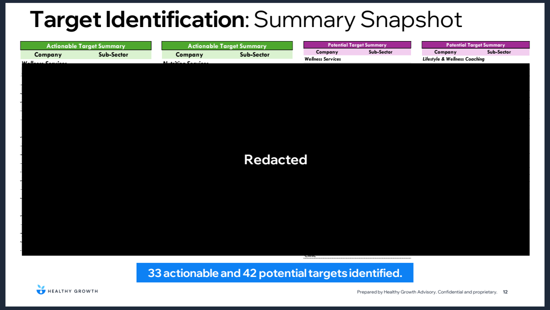


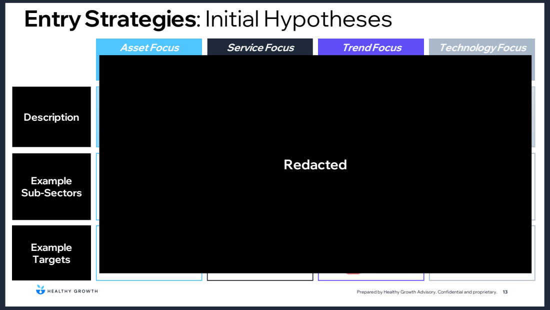




Outcomes

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



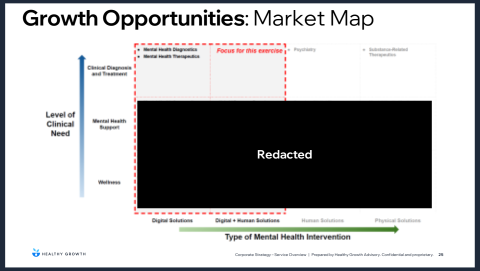


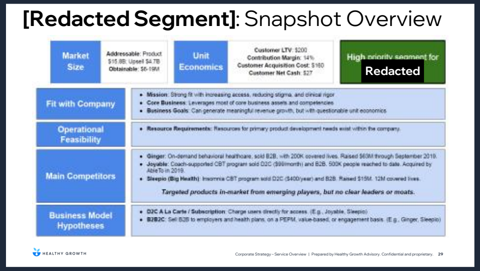
Case Study: VC-Backed Company
Growth Strategy

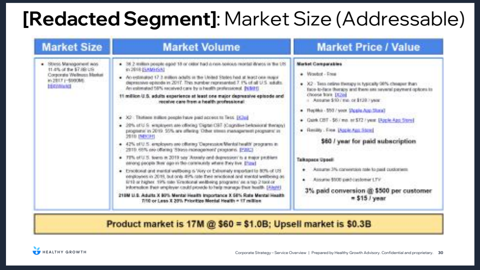
Situation

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

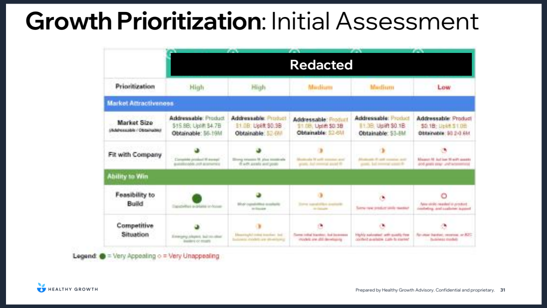


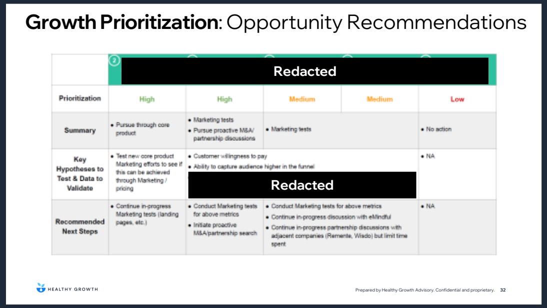




Outcomes

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



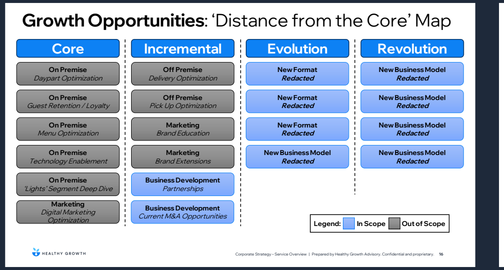


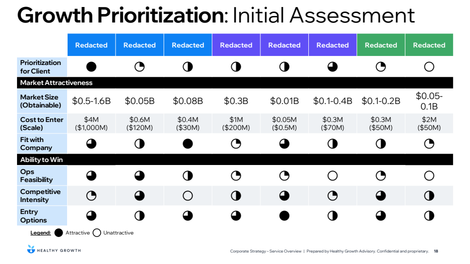
Case Study: PE-Backed Company
Growth Strategy

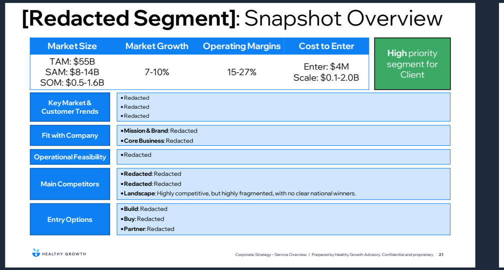
Situation

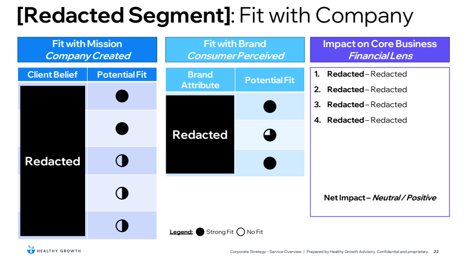
The CEO at a PE-backed middle market leader in healthy eating wanted to update her growth and distribution strategy to best match the evolving needs of her customers and the broader market. She wanted to answer the question *“How do we grow in the right way?”*, share our initial answers with the board, and then invest in the most exciting opportunities. We evaluated 8 ‘evolutionary’ and ‘revolutionary’ growth opportunities, representing ~$2B of incremental revenue, to better understand their attractiveness, as well the ability to enter and win. This evaluation resulted in a clear prioritization of and experimentation with 4 specific growth opportunities.

Project Samples



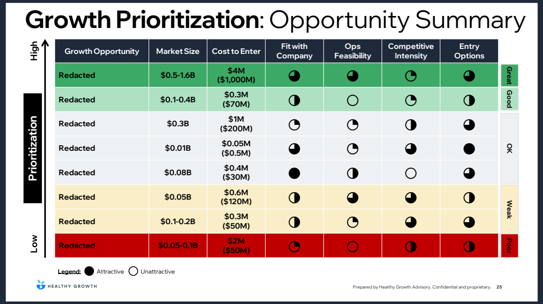


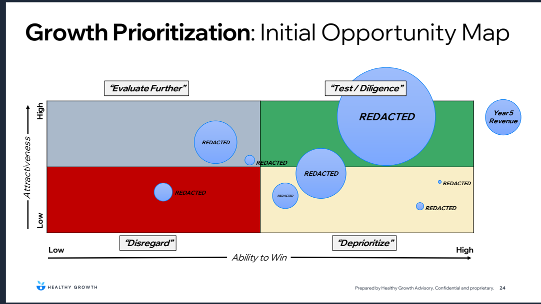




Outcomes

- 8 growth opportunities identified and evaluated
- 4 growth opportunities selected for investment



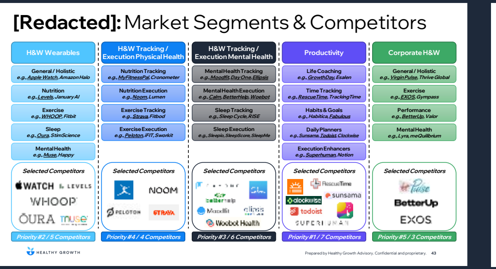


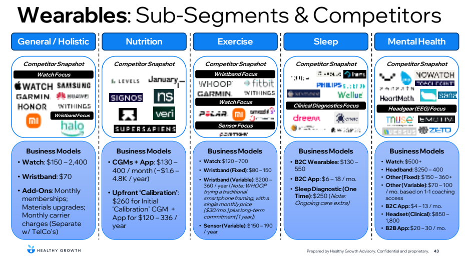
Case Study: Venture Creation Studio
Product Strategy

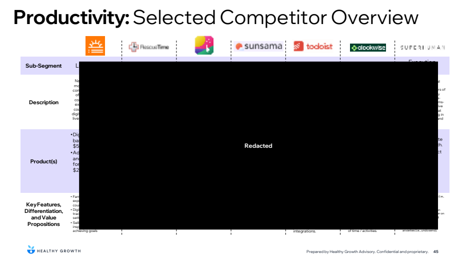
Situation

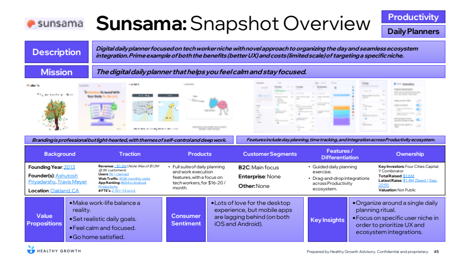
A venture creation studio had a vision for creating a lifestyle behavior optimization tool, but did not yet have a product strategy. I evaluated 5 major market segments, including 22 sub-sectors and 25 key companies, to validate key hypotheses; shape the value propositions, product features, business model, and go-to-market strategy; and enable partnership conversations and opportunistic M&A. As a result of our initial phase of work, I identified 20 actionable product strategy recommendations and created a 3-year product roadmap to provide an entry point into lifestyle behavior optimization.

Project Samples



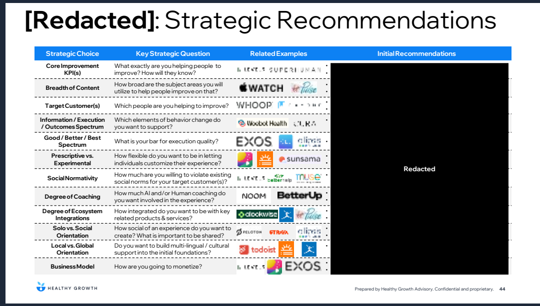


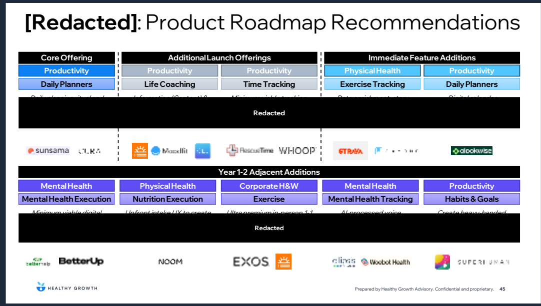




Outcomes

- 22 sectors and 25 key companies evaluated
- 20 product strategy recommendations
- 3-year product roadmap



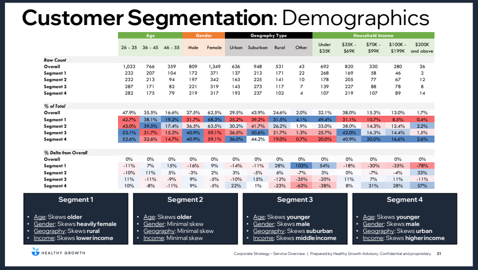


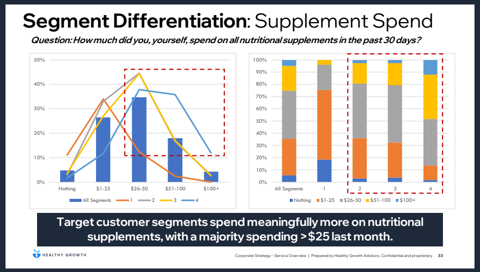
Case Study: VC-Backed Company
Customer Strategy

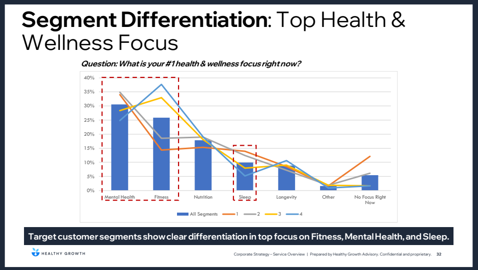
Situation

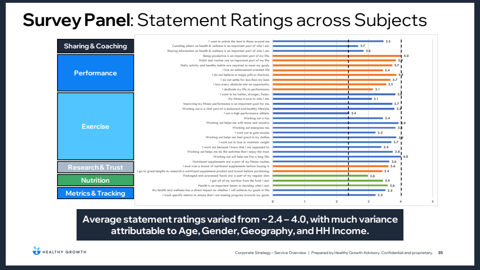
The leadership team at a VC-backed emerging leader in sports nutrition wanted to update its customer segmentation archetypes. They wanted to validate initial archetype hypotheses from their branding agency with objective data. We created an online customer segmentation survey (N=3.3K) and utilized advanced 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