

S T A R T U P
+ H E A L T H

10 HEALTH MOONSHOTS

How A Global Army Of Health Transformers Is
Accomplishing One Impossible Dream

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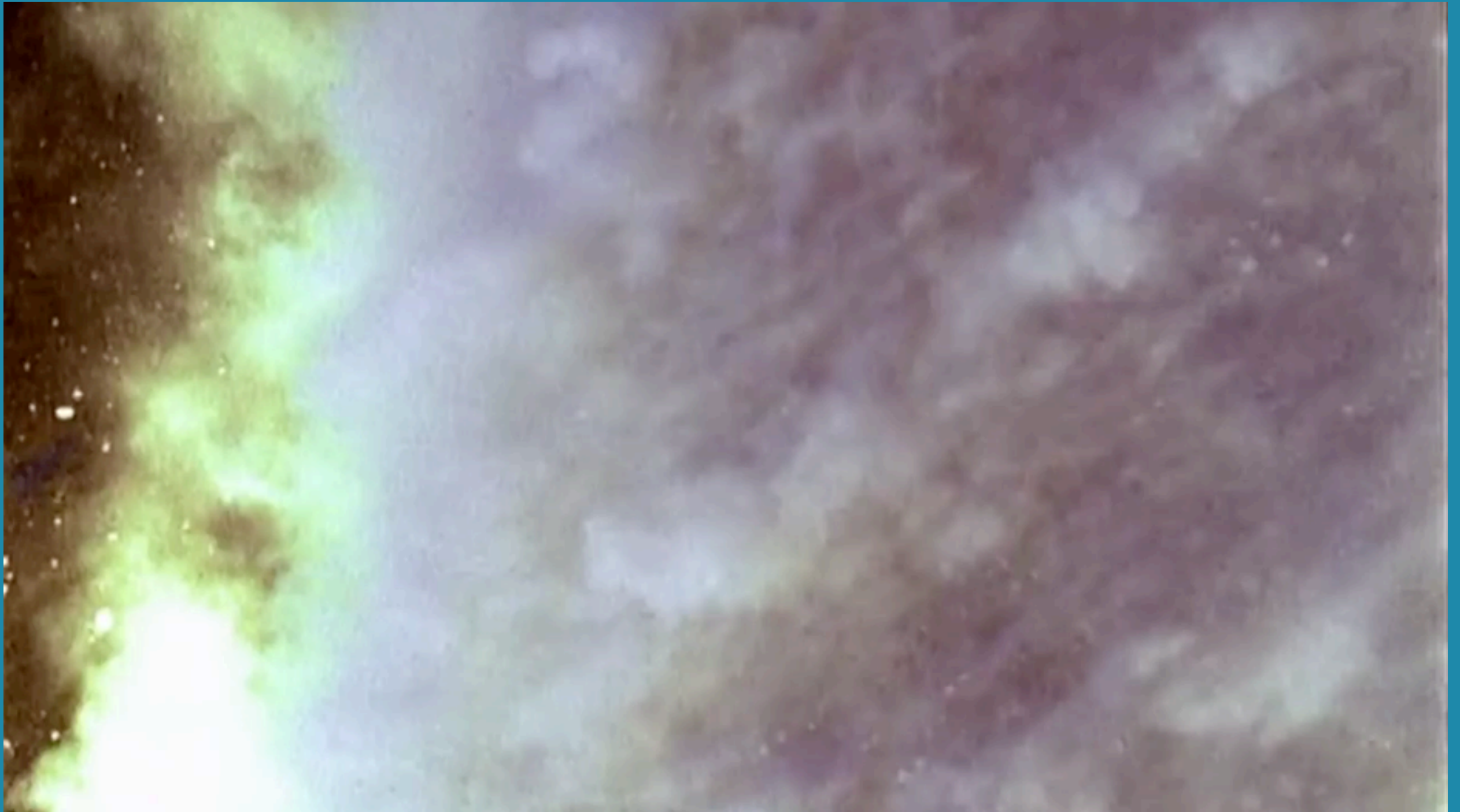
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ORGANIZING, SUPPORTING & INVESTING IN A GLOBAL ARMY OF HEALTH TRANSFORMERS™

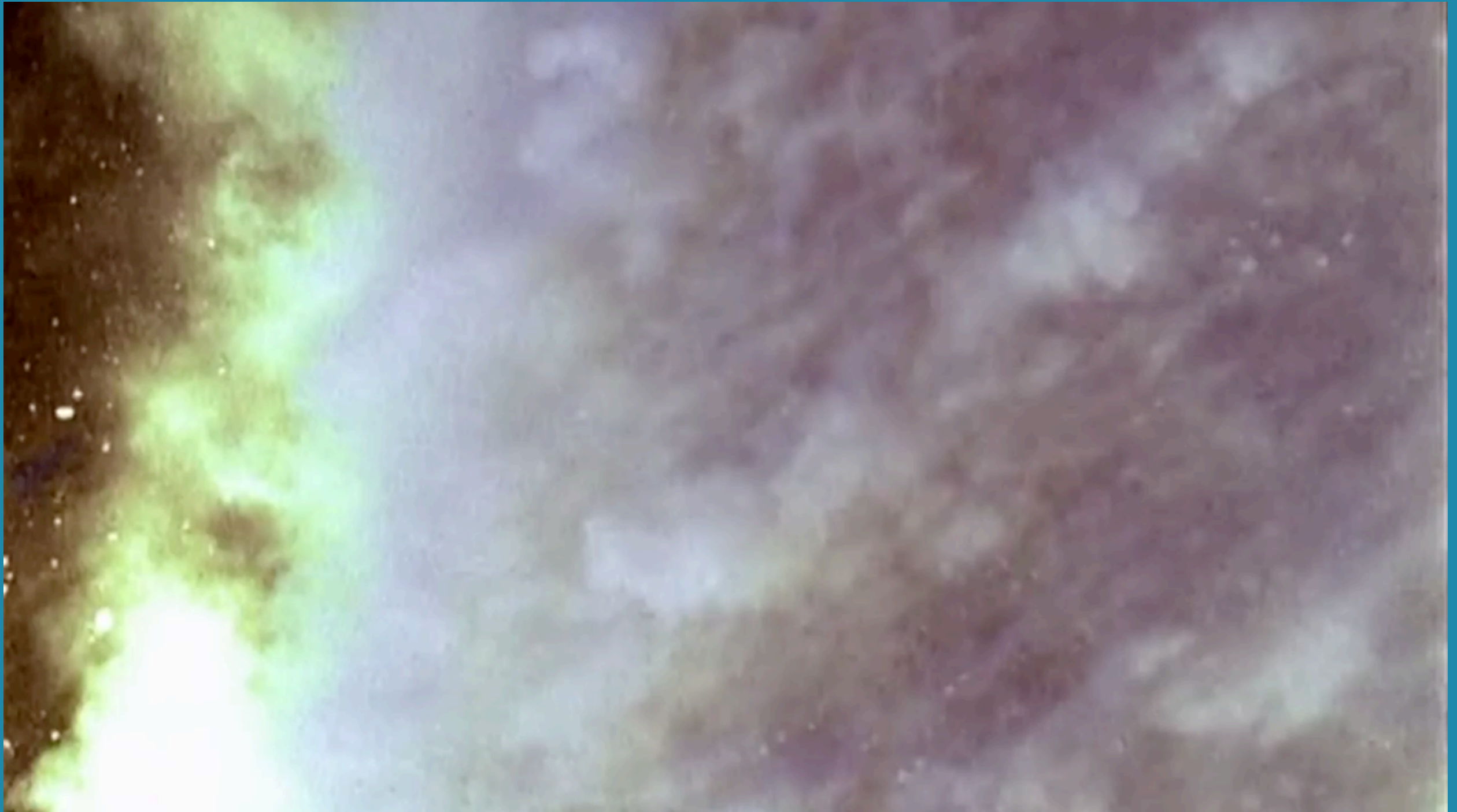
**TO IMPROVE THE
HEALTH & WELLBEING
OF EVERYONE IN THE WORLD**

“In order to achieve the next great leap, we need to dream big, keep innovation open and transparent, collaborate more, and embrace the moonshot mindset.”

WHAT IS MOONSHOT THINKING?



WHAT IS MOONSHOT THINKING?





Roger Bannister, first to run mile in under 4 minutes, dies

AP Associated Press 24 minutes ago



FILE- In this photo taken Monday, April 28, 2014, Roger Bannister, who as a young man was the first person to break the 4-minute barrier for the mile run in 1954, poses during an interview with The Associated Press at his home in Oxford, England. A statement released on behalf of Bannister's family said Sir Roger Bannister died peacefully in Oxford on March 3 2018, aged 88. (AP Photo/Letteris Pitarakis, FILE)

LONDON (AP) — Roger Bannister, the first runner to break the 4-minute barrier in the

LIVING IN A UNIQUE MOMENT IN TIME

LIVING IN A UNIQUE MOMENT IN TIME

CHANGE
**Business
Models**



LIVING IN A UNIQUE MOMENT IN TIME

CHANGE
**Business
Models**



URGENCY
**Chronic Disease,
Aging & Cost**

LIVING IN A UNIQUE MOMENT IN TIME

CHANGE
**Business
Models**



URGENCY
**Chronic Disease,
Aging & Cost**

HEALTH TRANSFORMERS
**Golden Age of
Entrepreneurship**

LIVING IN A UNIQUE MOMENT IN TIME

CHANGE
**Business
Models**

EXPONENTIAL TECHNOLOGY
**Digital Health
& Medicine**



URGENCY
**Chronic Disease,
Aging & Cost**

HEALTH TRANSFORMERS
**Golden Age of
Entrepreneurship**

LIVING IN A UNIQUE MOMENT IN TIME

ACCELERATION
Globalization

CHANGE
**Business
Models**

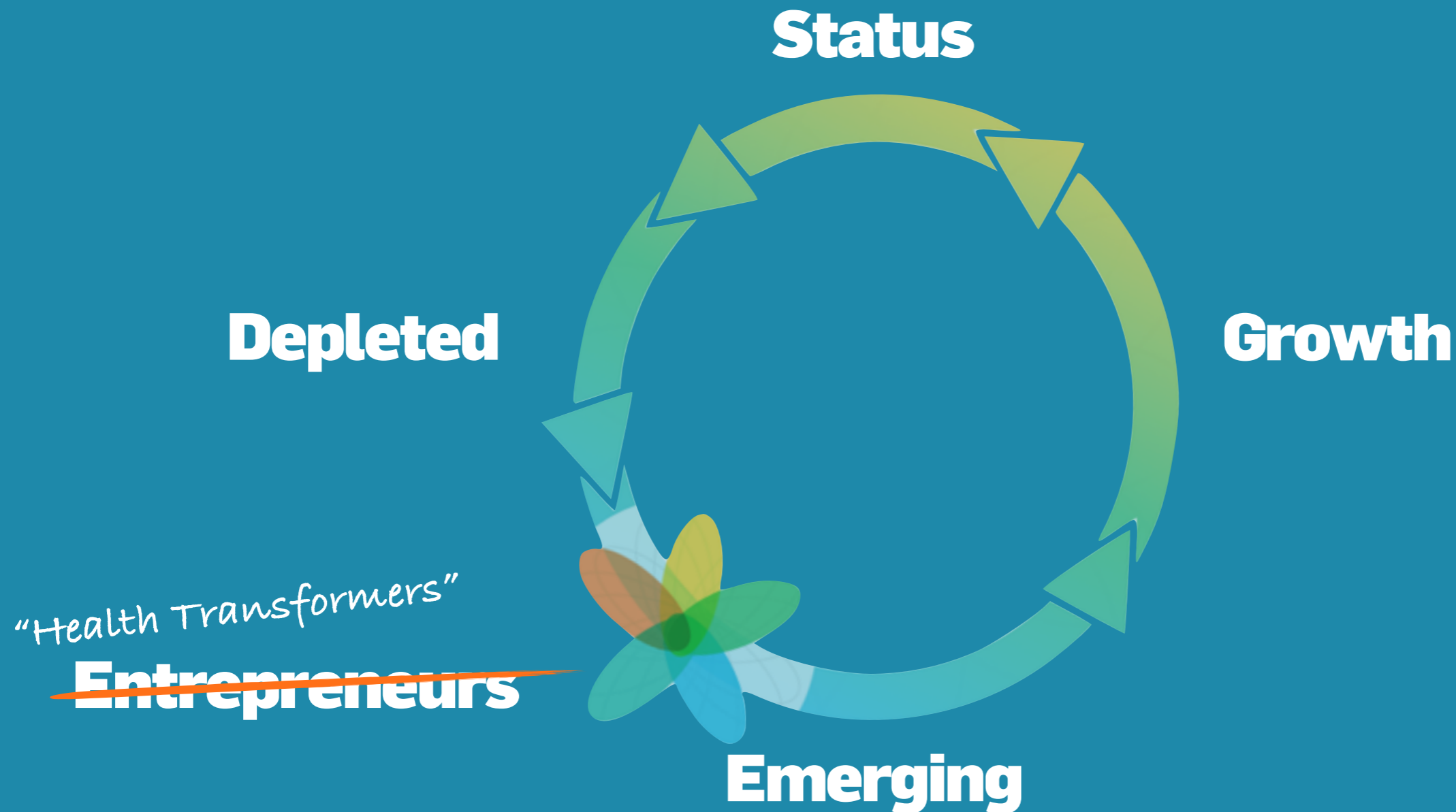
EXPONENTIAL TECHNOLOGY
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URGENCY
**Chronic Disease,
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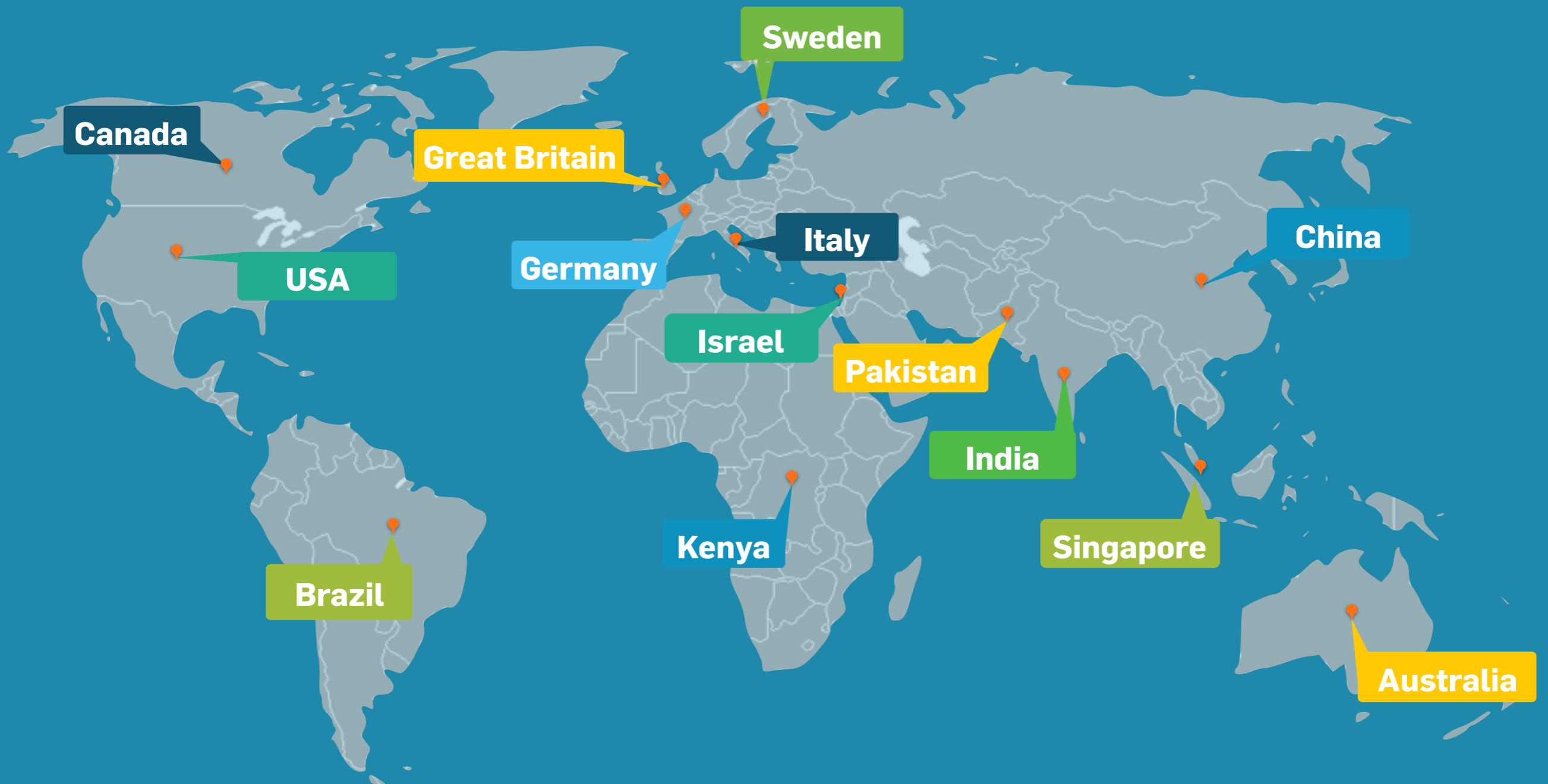
HEALTH TRANSFORMERS
**Golden Age of
Entrepreneurship**

THE CREATIVE DESTRUCTION OF HEALTHCARE

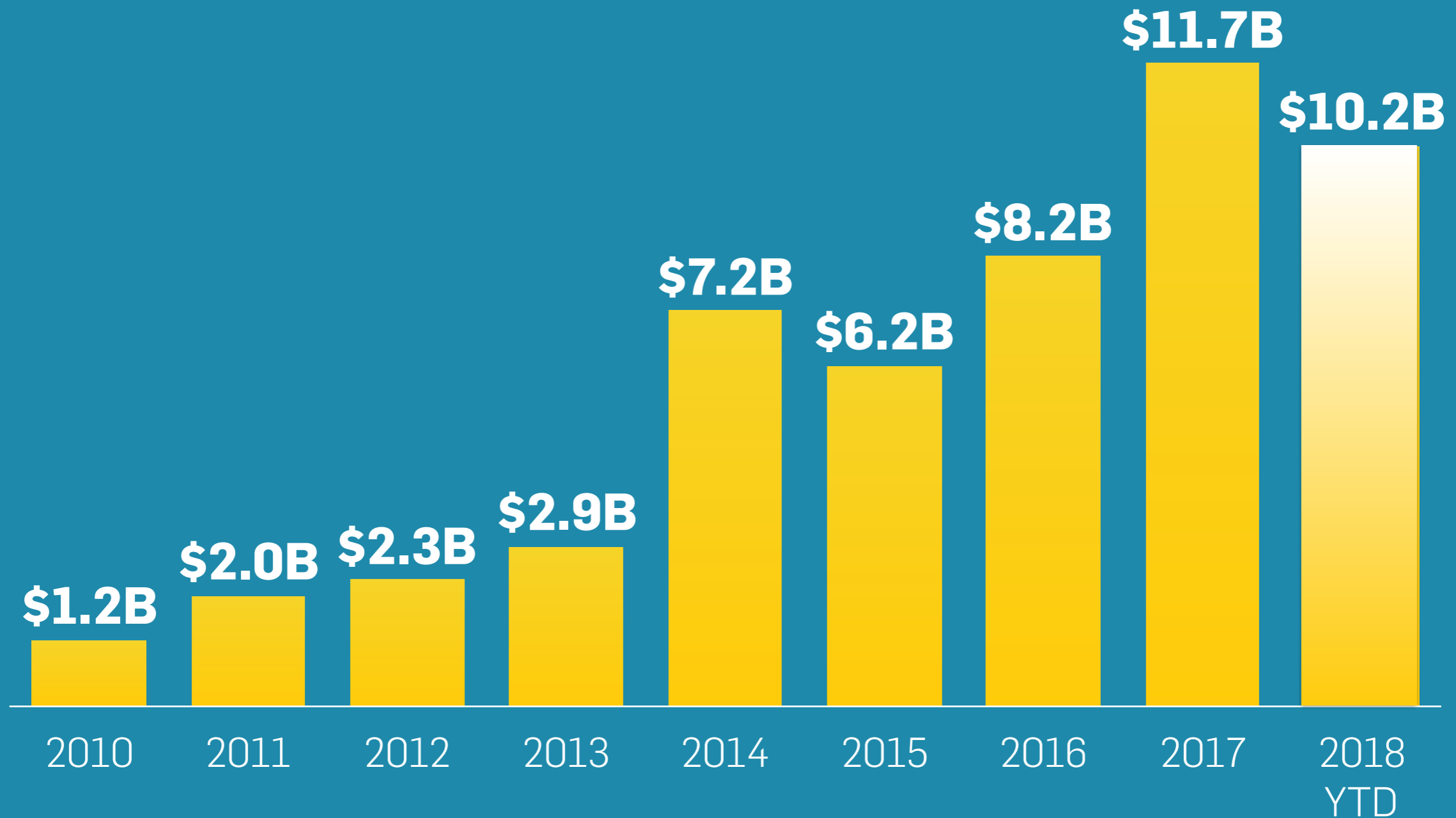


"Creative Destruction" popularized by Joseph Schumpeter in *Capitalism, Socialism and Democracy*. Richard Foster and Sarah Kaplan applied the concept directly to healthcare *Creative Destruction*. Dan Sullivan and The Strategic Coach simplified the concept further in his *Creative Destruction Series*. Eric Topol, MD, published a book *The Creative Destruction of Medicine*.

DIGITAL HEALTH INNOVATION IS EVERYWHERE



\$50B+ INVESTED IN DIGITAL HEALTH SINCE 2010



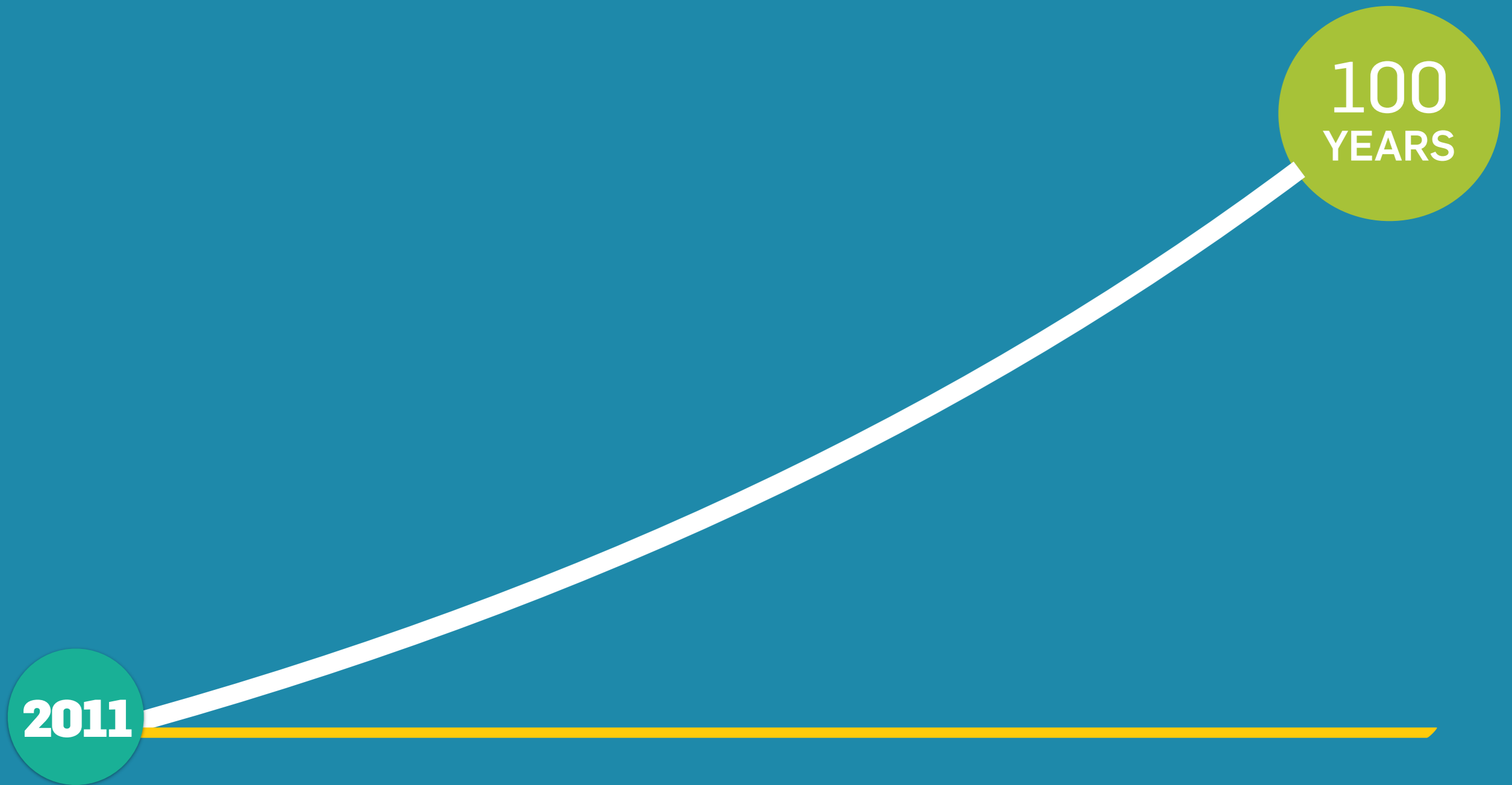
ACHIEVING 100 YEARS OF PROGRESS IN 25

ACHIEVING 100 YEARS OF PROGRESS IN 25

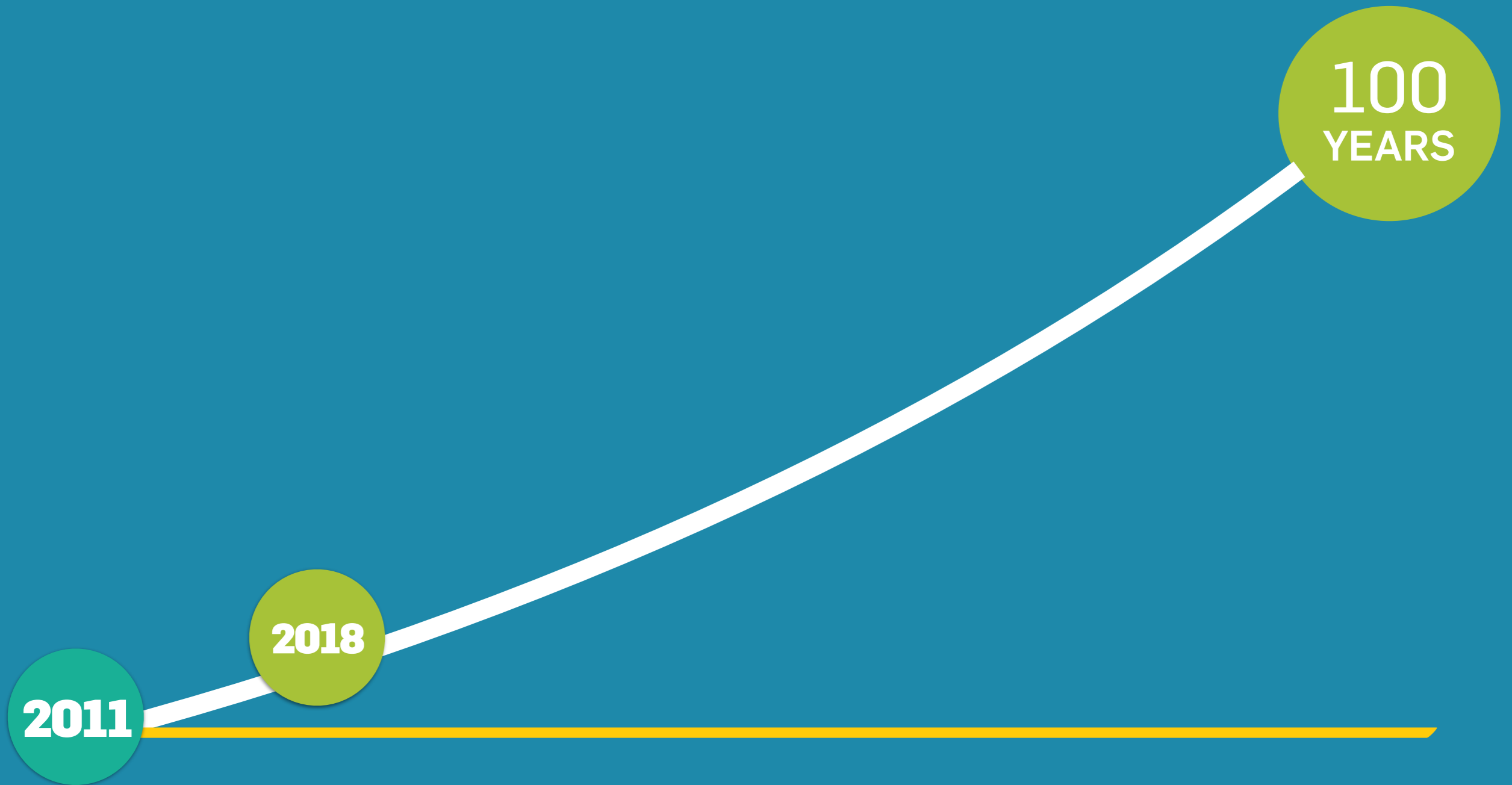
2011



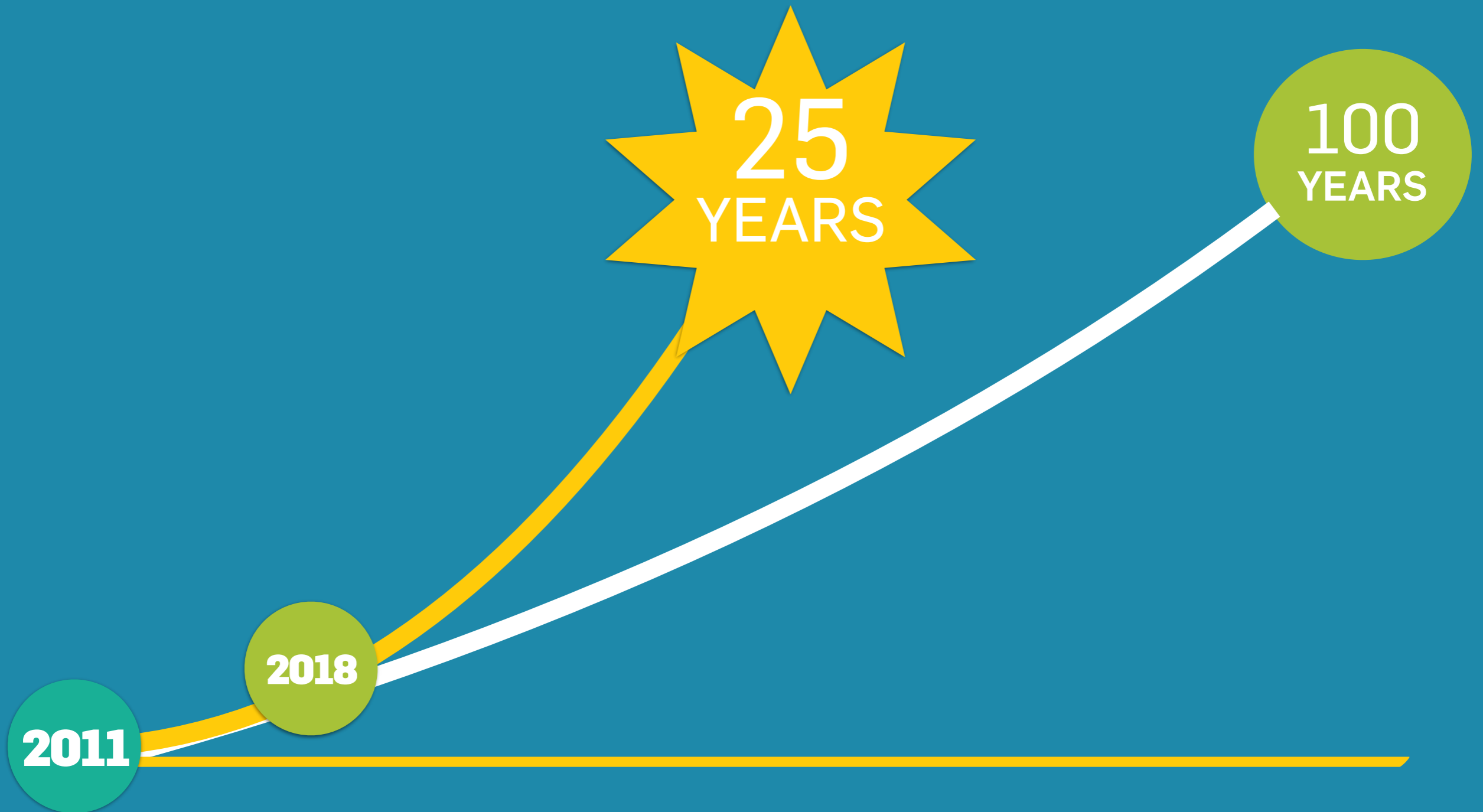
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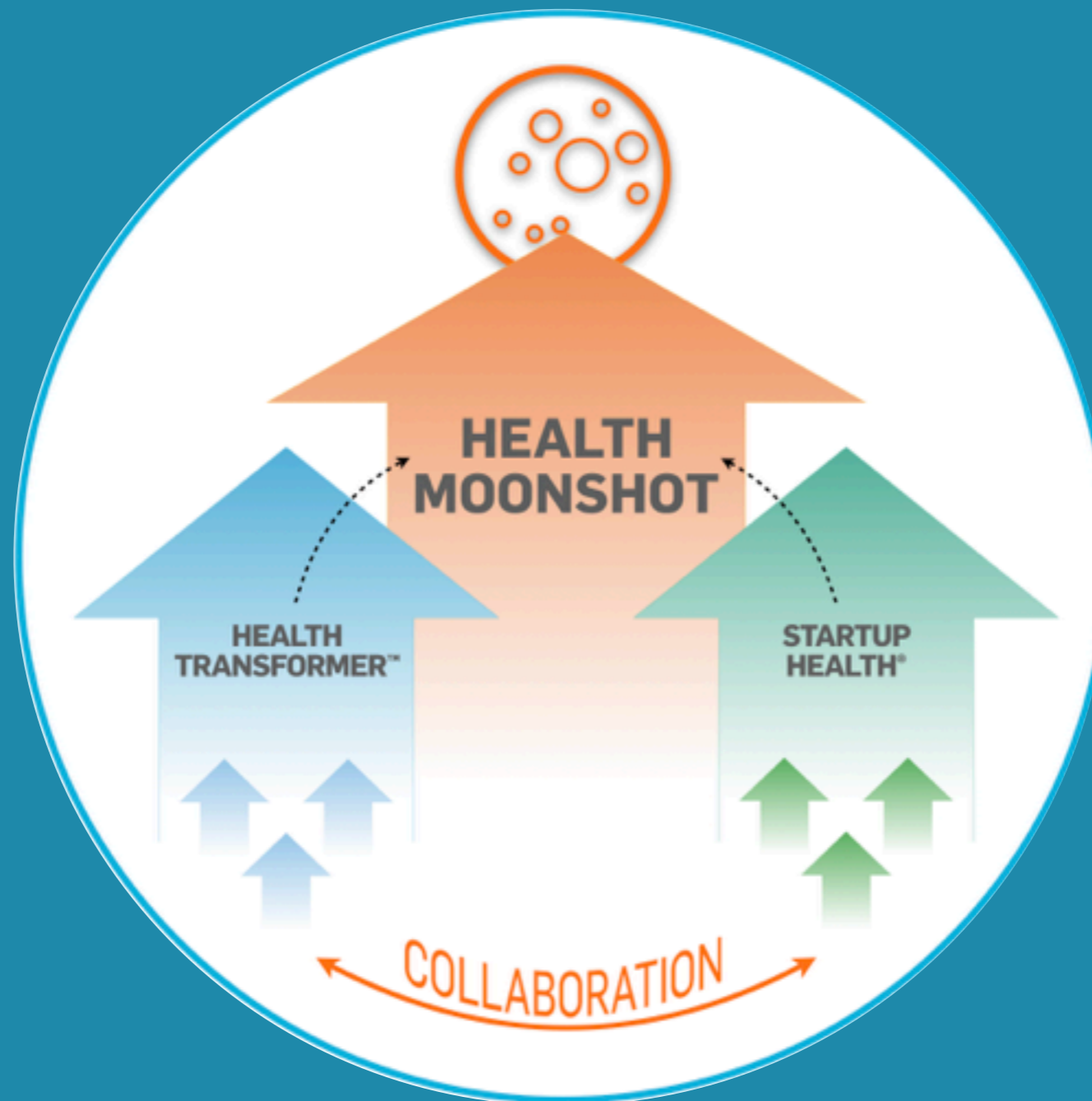
OUR 25 YEAR MISSION

OUR 25 YEAR MISSION

To collaborate with entrepreneurs to improve the health and wellbeing of everyone in the world

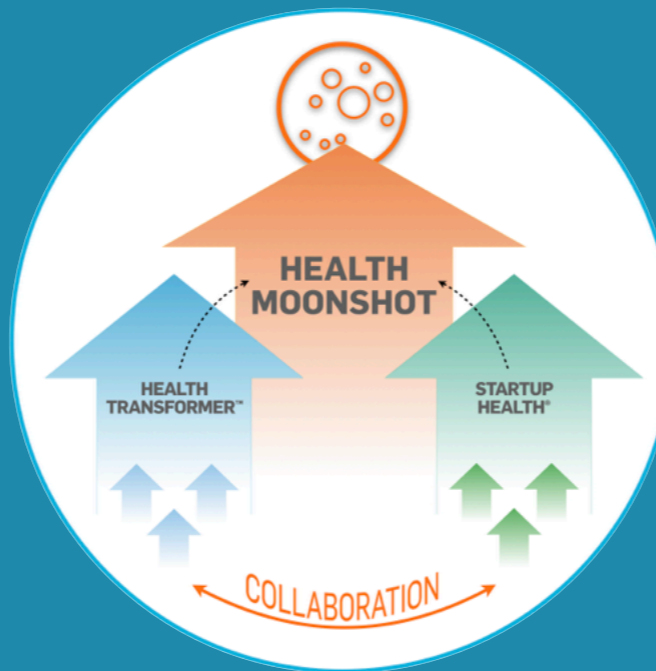
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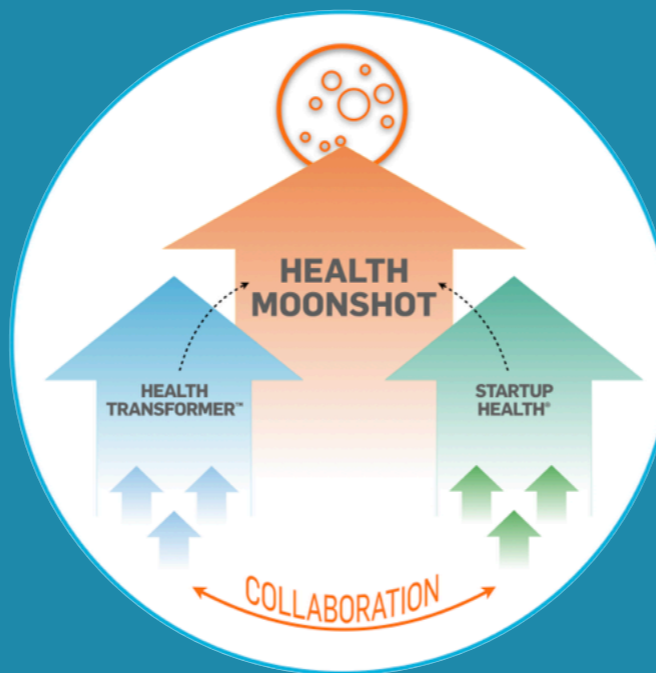
THE MAGIC OF THE NETWORK EFFECT

THE MAGIC OF THE NETWORK EFFECT



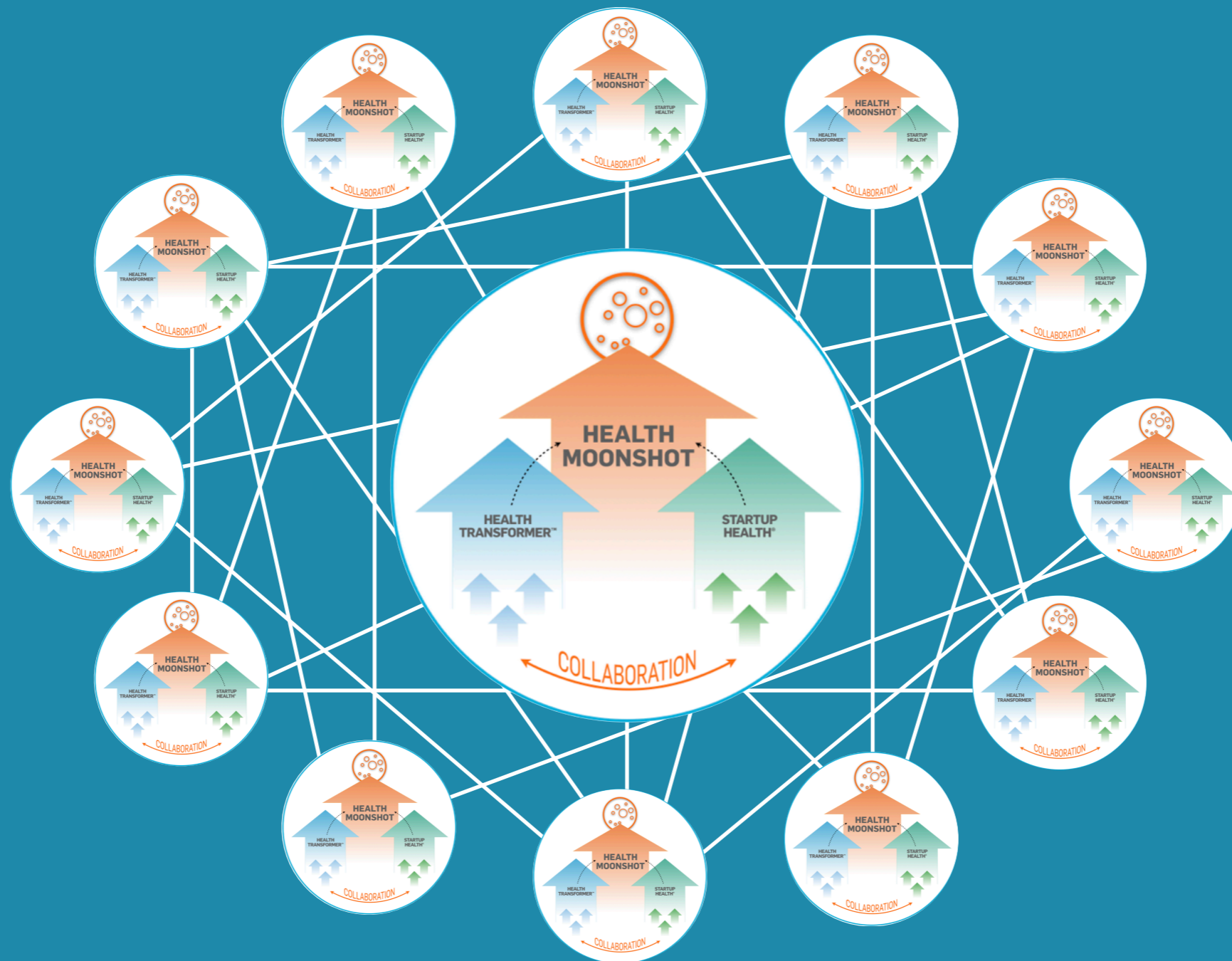
THE MAGIC OF THE NETWORK EFFECT

Bring together coachable entrepreneurs from around the world who have the mindset to achieve Health Moonshots



THE MAGIC OF THE NETWORK EFFECT

Bring together coachable entrepreneurs from around the world who have the mindset to achieve Health Moonshots



The Quest to Achieve 10 Health Moonshots

01

Access to Care Moonshot

Delivering quality care to everyone, regardless of location or income

02

Cure Disease Moonshot

Curing disease using data, technology and personalized medicine

03

Cancer Moonshot

Ending cancer as we know it

04

Women's Health Moonshot

Prioritizing women's health, including preventive care and new research

05

Children's Health Moonshot

Ensuring every child has access to quality care, particularly in underserved areas

06

Cost to Zero Moonshot

Radically reducing the cost of care by a factor of a million

07

Nutrition & Fitness Moonshot

Providing access to a healthy environment and supporting an active lifestyle

08

Brain Health Moonshot

Unlocking the mysteries of the brain to improve health, wellness and mental health

09

Mental Health & Happiness Moonshot

Connecting mind, body and spirit in the pursuit of happiness

10

Longevity Moonshot

Adding 50 healthy years to every human life

INVESTING IN A GLOBAL ARMY OF HEALTH TRANSFORMERS

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STARTUP HEALTH
ACADEMY

INVESTING IN A GLOBAL ARMY OF HEALTH TRANSFORMERS



STARTUP HEALTH
NETWORK



STARTUP HEALTH
ACADEMY

INVESTING IN A GLOBAL ARMY OF HEALTH TRANSFORMERS



STARTUP HEALTH
NETWORK



STARTUP HEALTH
VENTURES



STARTUP HEALTH
ACADEMY

250+ COMPANIES IN 21 COUNTRIES ON 6 CONTINENTS



STARTUP HEALTH PORTFOLIO BY PRIMARY MOONSHOT



**STARTUP HEALTH COMPANIES
HAVE RAISED**

\$950M

**TO ACHIEVE
HEALTH MOONSHOTS**

PORTFOLIO COMPANY M&A



INVESTORS WITH THE SAME BELIEFS AND VALUE SYSTEM

INVESTORS WITH THE SAME BELIEFS AND VALUE SYSTEM

PINGAN

NOVARTIS

Chiesi

GUIDEWELL

Aurora Health Care®

Otsuka

KAISER PERMANENTE®

MASIMO



Jerry Levin
Fmr. Chair & CEO,
Time Warner



Nick Turkal, MD
CEO & President,
Advocate Aurora Health



Mark Cuban
Owner,
Dallas Mavericks



Brad Feld
Managing Director
Foundry Group



Steve Case
Chairman,
Revolution



Esther Dyson
Executive Founder,
Way to Wallville



Wayne Kimmel
Managing Partner,
SeventySix Capital



Ira Brind
Partner,
Brind Investments



Roger Ehrenberg
Managing Partner,
IA Ventures



Jason Finger
Founder & Former CEO,
Seamless



Nan Gardetto
President
Everyday Good Foundation



Doug Galen
CEO,
RippleWorks



Linda Holliday
CEO,
CITIA



Jon Kaplan
Head of Global Sales,
Pinterest

A person is shown from the chest up, looking thoughtfully at the camera with their hand resting on their chin. The image is overlaid with a semi-transparent blue filter. The text is centered over the person's face and chest area.

IT'S NOT **WHAT** YOU THINK,
IT'S **HOW** YOU THINK

THE HEALTH TRANSFORMER™
MINDSET

THE HEALTH TRANSFORMER MINDSET™ SCORECARD

MINDSETS		1	2	3	4	5	6	7	8	9	10	11	12
1	Long-term Commitment	You are not "all in" yet and not fully ready to commit your life to transforming health.			You are working on other things until you have more certainty that you're on the right path to transforming health.			You are fully committed but don't have clear vision beyond the next 12-24 months on how you'll transform health.			You are "all in" and will do whatever it takes for as long as it takes, because it's your life's mission to transform health.		
2	Supportive Relationships	You don't feel like you can rely on others, would rather do everything yourself and have no long-term relationships on your team.			You "kind of" have a team and spend too much of your time convincing or reminding people around you of your vision.			You have a great team but still feel lonely and like no one quite understands why you always want and push for more.			You are continually surrounded by like-minded people who support, encourage and believe in you and your vision.		
3	Quarterly & Weekly Rhythm	You are heads down and don't feel the need to step back, celebrate wins or recalibrate to figure out "what's working/not working."			You constantly feel like you haven't accomplished "enough" so you try to catch up over weekends, with each week & month blending into the next.			You intuitively know what you need to do each week and quarter but Fridays arrive and quarters end without you achieving what you planned.			You recalibrate every 90 days, begin each week with a written plan and end each period celebrating the iterations and progress you made.		
4	Confidently Ambitious	You have an interesting idea but given everyone's skepticism you aren't 100% sure if it's a good idea.			You haven't sold yourself 100% on achieving your vision and people can see that you're feeling beat up by daily challenges.			You keep hearing reasons why your idea won't succeed, so you keep making your plans more "realistic" and less transformative.			You always convey confidence and an ambitious vision for transforming health, regardless of how many times you get knocked down.		
5	Self Aware	You talk more than you listen and aren't able to clearly articulate what your unique ability is.			You are working really hard, doing things that you hate doing and aren't really good at but "someone" has to do it.			You know what your "unique ability" is but are not really leveraging other people's unique abilities often enough to amplify your efforts.			You are coachable and self-aware of your unique abilities, and the unique abilities of others, so you continually improve your capabilities and results.		
6	Healthy Habits	You don't feel the need to take care of yourself because that's just the life of an entrepreneur.			You know you need to take better care of yourself but don't have the time, which negatively impacts your valuable relationships.			You make time for your family and yourself but occasionally slip into old habits when work gets too busy.			You take care of yourself, have a clear mind and healthy body, and regularly practice gratitude, both to yourself and with others.		
7	Value Creator	You are increasingly worried that other people are going to cheat you in business and life.			You know how to create value for yourself and others but are continually frustrated by lack of progress and current resources.			You find yourself continually relying on past accomplishments to justify your value creation potential.			You are continually making your future bigger than your past, attracting and developing new capabilities and resources.		
8	Batteries Included	You find yourself in frequent non-constructive arguments with your team and advisors, draining your energy and the energy of those around you.			You are often told you give energy to those around you, but constantly feel your interactions with others drains your energy.			You provide energy to those closest to you, but have not eliminated people from your life and business that drain your energy.			You are always providing energy to others and have no tolerance for those who drain energy so you fill your life with "batteries included" people.		
		UNCOMMITTED ENTREPRENEUR			FRUSTRATED ENTREPRENEUR			HEALTH ENTREPRENEUR			HEALTH TRANSFORMER™		

THE HEALTH TRANSFORMER MINDSET™ SCORECARD

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		FAILURE			FRUSTRATED			CONVENTIONAL			TRANSFORMATIONAL		

THE HEALTH TRANSFORMER MINDSET™

1) LONG-TERM COMMITMENT

1	2	3	4	5	6	7	8	9	10	11	12
You are not "all in" yet and not fully ready to make a long-term commitment.			You are working on other things until you have more certainty that you're on the right path.			You are fully committed but don't have clear vision beyond the next 12-24 months.			You are "all in" and will do whatever it takes for as long as it takes,		
FAILURE			FRUSTRATED			CONVENTIONAL			TRANSFORMATIONAL		

THE HEALTH TRANSFORMER MINDSET™

2) SUPPORTIVE RELATIONSHIPS

1	2	3	4	5	6	7	8	9	10	11	12
<p>You don't feel like you can rely on others, would rather do everything yourself and have no long-term relationships on your team.</p>			<p>You "kind of" have a team and spend too much of your time convincing or reminding people around you of your vision.</p>			<p>You have a great team but still feel lonely and like no one quite understands why you always want and push for more.</p>			<p>You are continually surrounded by like-minded people who support, encourage and believe in you and your vision.</p>		
<p>FAILURE</p>			<p>FRUSTRATED</p>			<p>CONVENTIONAL</p>			<p>TRANSFORMATIONAL</p>		

THE HEALTH TRANSFORMER MINDSET™

3) QUARTERLY & WEEKLY RHYTHM

1	2	3	4	5	6	7	8	9	10	11	12
<p>You are heads down and don't feel the need to step back, celebrate wins or recalibrate to figure out "what's working/not working."</p>			<p>You constantly feel like you haven't accomplished "enough" so you try to catch up over weekends, with each week & month blending into the next.</p>			<p>You intuitively know what you need to do each week and quarter but Fridays arrive and quarters end without you achieving what you planned.</p>			<p>You recalibrate every 90 days, begin each week with a written plan and end each period celebrating the iterations and progress you made.</p>		
<p>FAILURE</p>			<p>FRUSTRATED</p>			<p>CONVENTIONAL</p>			<p>TRANSFORMATIONAL</p>		

THE HEALTH TRANSFORMER MINDSET™

4) CONFIDENTLY AMBITIOUS

1	2	3	4	5	6	7	8	9	10	11	12
<p>You have an interesting idea but given everyone's skepticism you aren't 100% sure if it's a good idea.</p>			<p>You haven't sold yourself 100% on achieving your vision and people can see that you're feeling beat up by daily challenges.</p>			<p>You keep hearing reasons why your idea won't succeed, so you keep making your plans more "realistic" and less transformative.</p>			<p>You always convey confidence and an ambitious vision for transforming health, regardless of how many times you get knocked down.</p>		
<p>FAILURE</p>			<p>FRUSTRATED</p>			<p>CONVENTIONAL</p>			<p>TRANSFORMATIONAL</p>		

THE HEALTH TRANSFORMER MINDSET™

5) SELF AWARE

1	2	3	4	5	6	7	8	9	10	11	12
You talk more than you listen and aren't able to clearly articulate what your unique ability is.			You are working really hard, doing things that you hate doing and aren't really good at but "someone" has to do it.			You know what your "unique ability" is but are not really leveraging other people's unique abilities often enough to amplify your efforts.			You are coachable and self-aware of your unique abilities, and the unique abilities of others, so you continually improve your capabilities and results.		
FAILURE			FRUSTRATED			CONVENTIONAL			TRANSFORMATIONAL		

THE HEALTH TRANSFORMER MINDSET™

6) HEALTHY HABITS

1	2	3	4	5	6	7	8	9	10	11	12
You don't feel the need to take care of yourself because that's just the life of an entrepreneur.			You know you need to take better care of yourself but don't have the time, which negatively impacts your valuable relationships.			You make time for your family and yourself but occasionally slip into old habits when work gets too busy.			You take care of yourself, have a clear mind and healthy body, and regularly practice gratitude, both to yourself and with others.		
FAILURE			FRUSTRATED			CONVENTIONAL			TRANSFORMATIONAL		

THE HEALTH TRANSFORMER MINDSET™

7) VALUE CREATOR

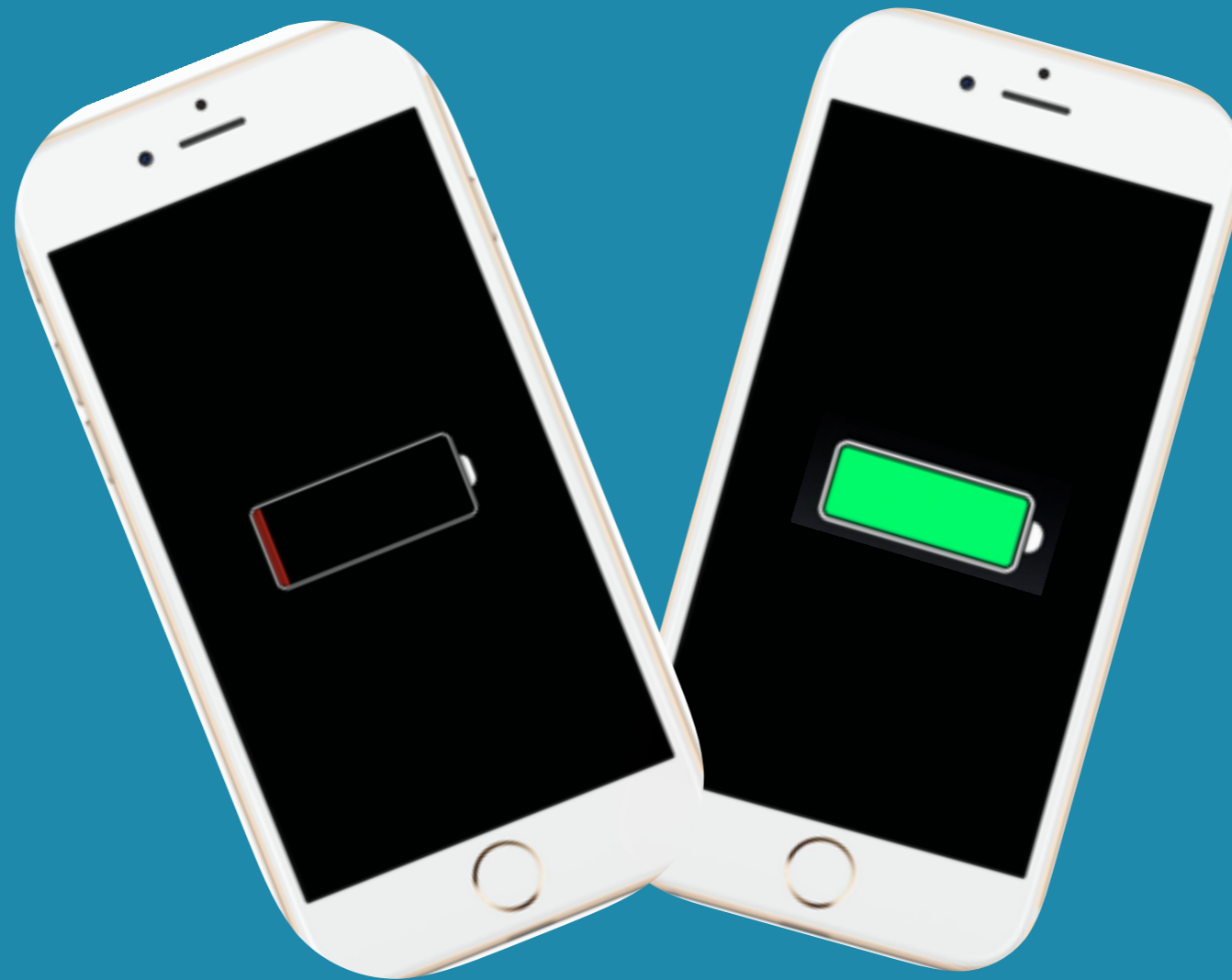
1	2	3	4	5	6	7	8	9	10	11	12
You are increasingly worried that other people are going to cheat you in business and life.			You know how to create value for yourself and others but are continually frustrated by lack of progress and current resources.			You find yourself continually relying on past accomplishments to justify your value creation potential.			You are continually making your future bigger than your past, attracting and developing new capabilities and resources.		
FAILURE			FRUSTRATED			CONVENTIONAL			TRANSFORMATIONAL		

THE HEALTH TRANSFORMER MINDSET™

8) BATTERIES INCLUDED

1	2	3	4	5	6	7	8	9	10	11	12
<p>You find yourself in frequent non-constructive arguments with your team and advisors, draining your energy and the energy of those around you.</p>			<p>You are often told you give energy to those around you, but constantly feel your interactions with others drains your energy.</p>			<p>You provide energy to those closest to you, but have not eliminated people from your life and business that drain your energy.</p>			<p>You are always providing energy to others and have no tolerance for those who drain energy so you fill your life with “batteries included” people.</p>		
<p>FAILURE</p>			<p>FRUSTRATED</p>			<p>CONVENTIONAL</p>			<p>TRANSFORMATIONAL</p>		

ARE YOU BATTERIES INCLUDED?



Join the Movement

TOGETHER WE WILL
IMPROVE THE HEALTH
AND WELLBEING
OF EVERYONE IN
THE WORLD

STARTUP
+ HEALTH



**JOIN THE MOVEMENT:
STARTUPHEALTH.COM**

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Associate Professor, Facial Plastics and
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Sr Dir of Health Policy & Innovation, SKCC

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@KreinMD



**KP is on a mission
to transform care
for underserved
populations.**

KP Yelapaala

Founder & CEO



**West is on a mission
to make conversation
the cornerstone of
population health.**

West Shell III

Co-Founder & CEO



**Aubrey is on a mission
to revolutionize
obesity treatment.**

Aubrey Jenkins

Co-Founder & CEO



 LifeDojo

**Chris is on a mission to
build healthy habits
among millions of
employees and
consumers.**

Chris Cutter

Founder & CEO



ValeraHealth 

**Tom is on a mission
to enable the
30 million Americans
with behavioral
health conditions to
live life to the fullest.**

Dr. Thomas Tsang

Co-Founder & CEO