



**Health**  
BLOCKS

***Live healthier. Live longer.***

## Our reason to be

Opportunity

**45% of the world's population wants to be healthier**

Trends

**We are collecting more health data than ever (1B+ health devices)**

Problem

- 1. Utility of data: Struggle for consumer to use data for health management**
- 2. Data exchangeability: Data is locked in silos → slowing down innovation**
- 3. User engagement of health devices: average use of wearable is 6 months**

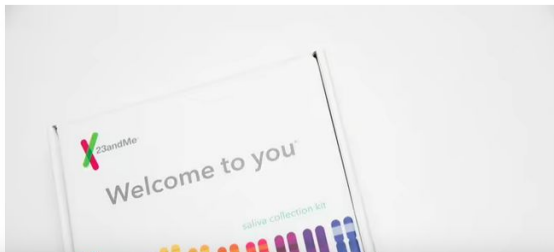
# Your body, Your data

**A new era: Users will own, control, and monetize their health data.**

## *Inquirer*

### **Test results: Glaxo pays 23andMe \$300M, will use 4 million customers' genetic data**

Glaxo will use the genetic data to "improve target selection" for "precision" medicines; learn more about genetic "pathways and mechanisms" for disease; and "support identification of patient subgroups that are more likely to respond to targeted treatments."

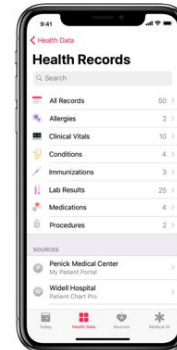


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## *New York Times*

### ***When Apps Get Your Medical Data, Your Privacy May Go With It***

Give this article



## *Daily Mail*

### **YOUR mental health data is being sold on the internet by telehealth and therapy app companies for as little as SIX CENTS, Duke review finds**

- One company was selling a 'Consumers with Clinical Depression in the US' list
- Another firm charged \$0.20 per health record with a minimum spend of \$2,000
- Users might not even know their data was being collected or sold, review said

By CAITLIN TILLEY, HEALTH REPORTER FOR DAILYMAIL.COM  
UPDATED: 17:53 BST, 13 February 2023

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# HealthBlocks: The trusted health ecosystem

## Users: Go on a personal health journey



Healthy lifestyle:  
Gamification and  
reward mechanisms



Health management:  
Personalized & data-driven  
health services



Decentralized storage:  
Ownership and control of  
data with the user



Private data exchange:  
Analysis & computation on  
private data

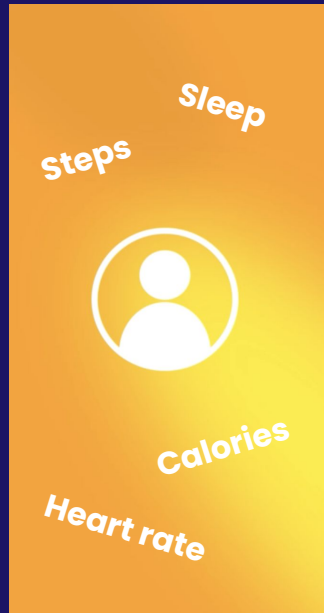


User owns = User earns

## Industry: The data infrastructure of the future

# Step 1: Create a data profile

*Your health data tells a story*



## Health Profile

- Connect your health devices (smartphone, wearable, smart scale, sleep tracker, blood pressure monitor, etc.)
- Automatically stream data to your Health Profile
- Get complete control and autonomy over your data

**HealthBlocks USP-1: Decentralized data storage**  
***Data controlled and owned by users***

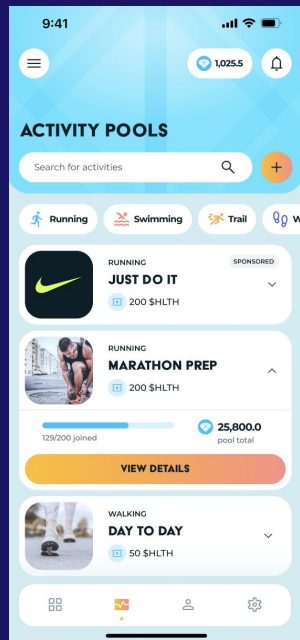




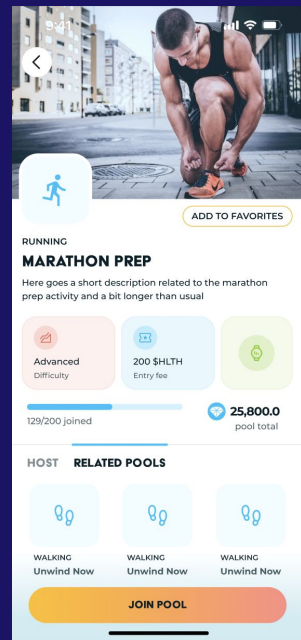
# Step 2: Build up healthy habits

Making a healthy lifestyle fun, engaging and rewarding

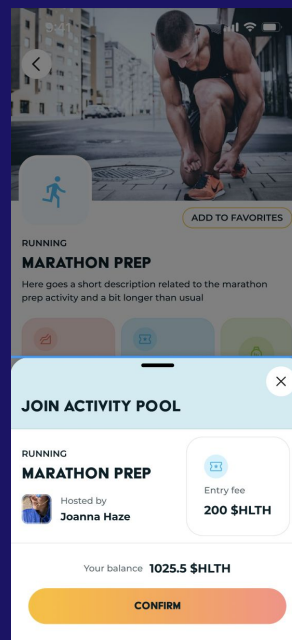
## Introducing Activity Pools



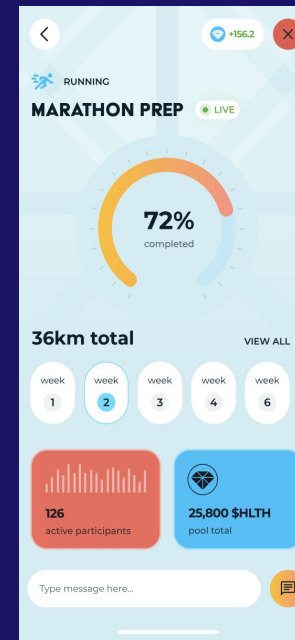
A data-driven health challenge



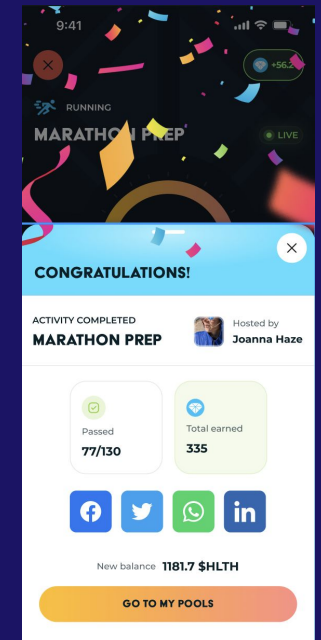
Choose your Activity Pool



Join pool by paying entry fee



Track your progress



Complete the challenge and earn

# Who can set up an Activity Pool?

## Users

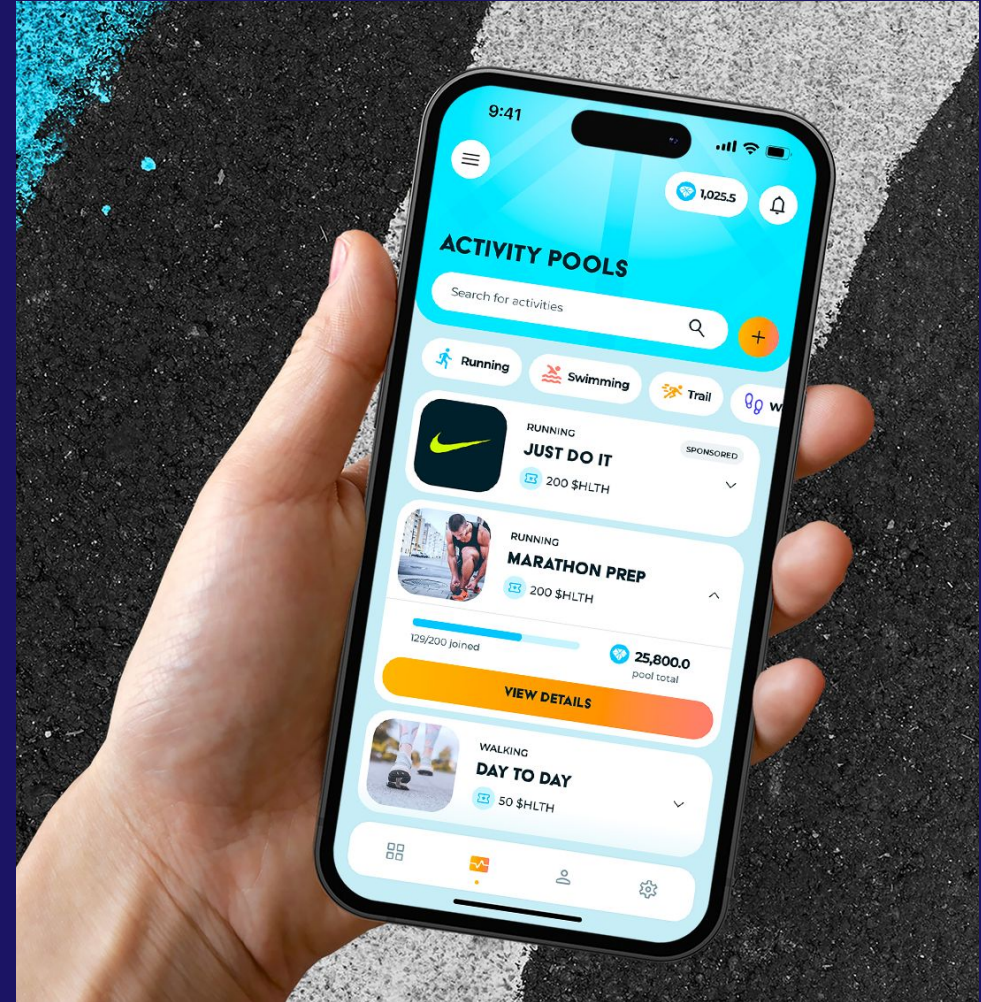
Work on healthy habits together with friends.

## Health influencers

A way to engage and monetize followers by hosting Activity Pools.

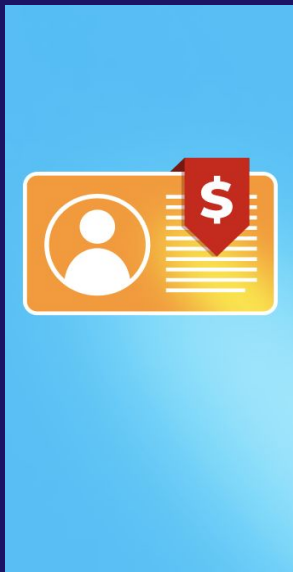
## Companies

Launch health campaigns that activates towards a healthy lifestyle and get the opportunity to put rewards (tokens, NFTs, discounts) straight into the pocket of potential customers.



## Step 3: Analyse & exchange data

*Own and control the value of your data set*



### Introducing Data Pools:

- Data partners can set up a data pool and get access to the health data that is stored by users
- Users can contribute data to data pools and earn
- Extra incentive for users to build up a valuable Health Profile

### HealthBlocks USP-2: Decentralized data computation

***Data analysis is done by private computation, no data is leaving the storage and is still controlled by user***





# Who are potential data partners?

## Health tech companies

Train AI/ML models on data from Health Profiles  
*Already first Letter of Intent*

## Research/Life Sciences

The data can be used for research both done by academia and pharma  
*Already first Letter of Intent*

## Market research

Companies that want to get insights into our user base can set up data pools to learn more

*wefitter*

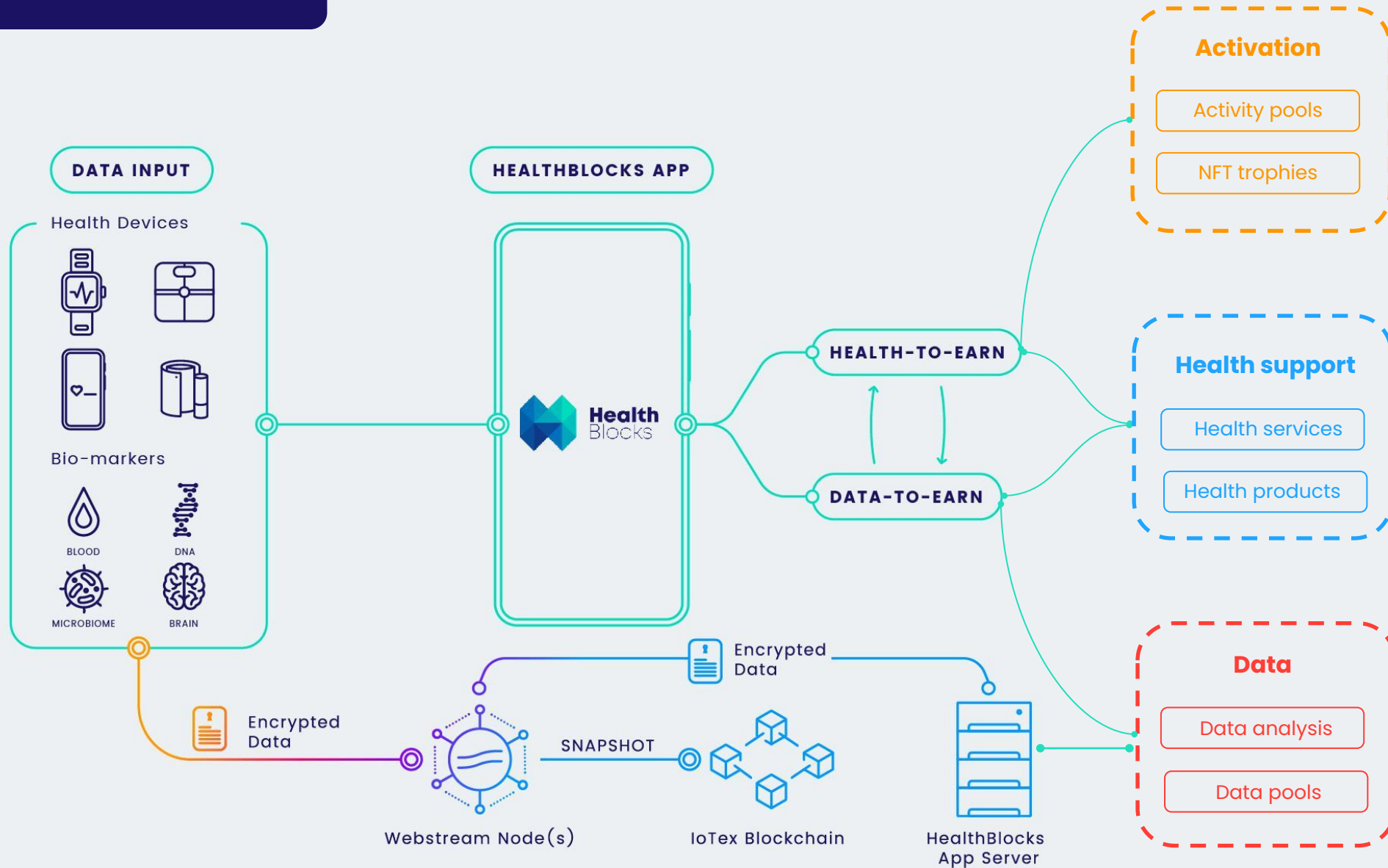
**TNO** innovation  
for life

 **DEEP  
LONGEVITY**  
Live Beyond Limits!

 **NUS**  
National University  
of Singapore

**Deloitte.**

# How it works



# HealthBlocks beta

**Launched: July 2022**

**Active users: 12K+**

## Engagement:

Avg Daily Active Users past 30 days: **13%**

Avg Monthly Active Users past 30 days: **85%**

DAU/MAU = **15% \***

\* Which is in the good to excellent range according to Sequoia Capital

**Health goals completed: 250k+**

## Demographics

Downloaded in **80+** countries

Top 3 regions: Asia, Europe, USA



## Featured in

Forbes



Coinspeaker



# Do you want to get involved?



**Health**  
Blocks

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