



The App that Rewards You Financially for Walking.

OPPORTUNITY



To curb rising per-employee health care costs, employers are increasing investments in wellness programs.

\$13K

AVG. 2016 HEALTH CARE COST
PER EMPLOYEE

\$2.7K

ANNUAL ADDITIONAL COSTS
PER OBESE EMPLOYEE

\$700

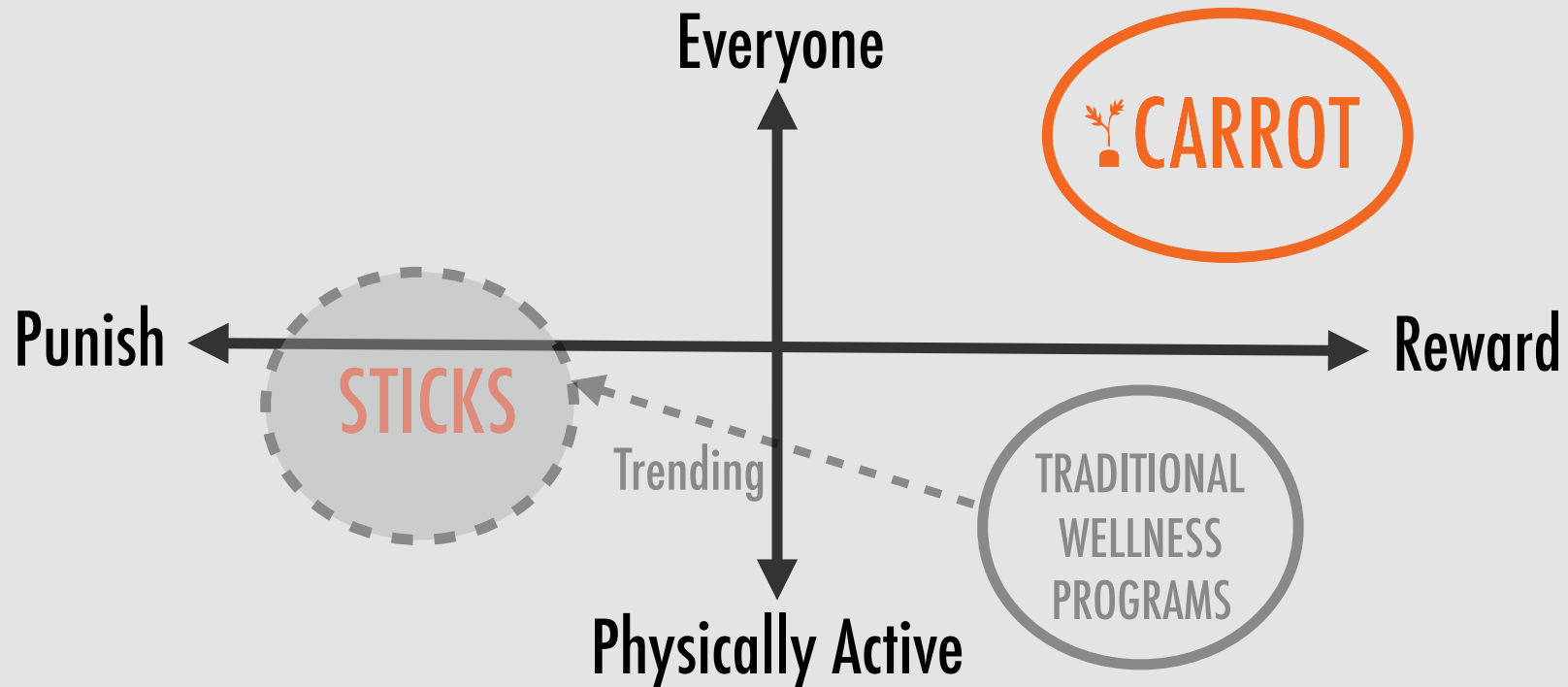
ANNUAL WELLNESS INCENTIVES
PER EMPLOYEE

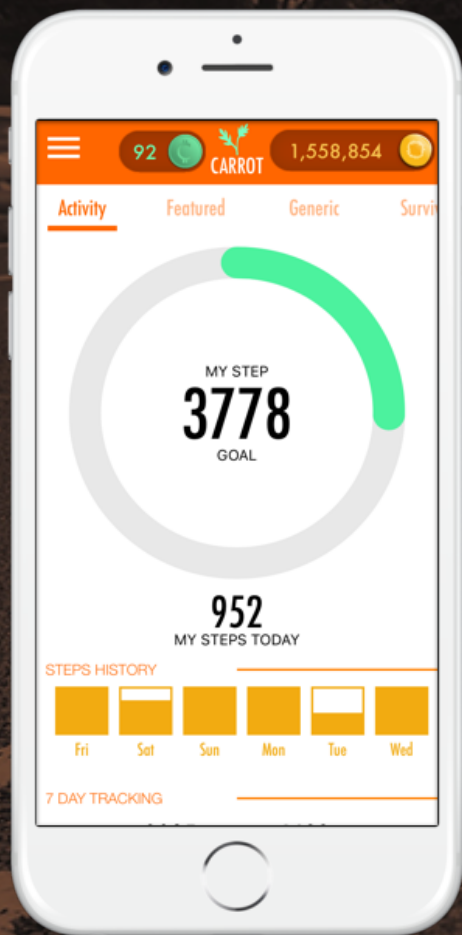


WELLNESS LANDSCAPE



Traditional one-size-fits-all wellness programs typically appeal only to the healthiest staff members, and they now often resort to penalizing employees – resulting still in poor engagement. What they need is a new approach that will motivate **EVERYONE**.





Solution: CARROT Health and Wellness

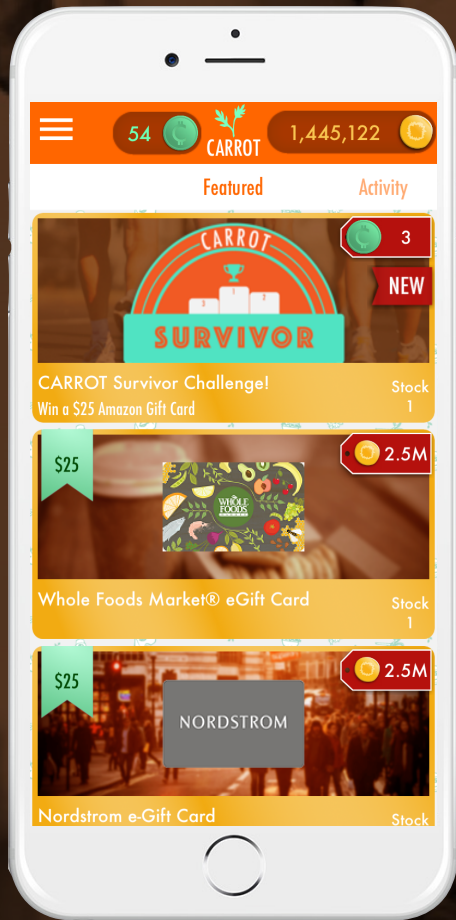
A mobile gaming company has successfully “gamified” corporate health and wellness – and it’s called CARROT!

CARROT’s **individualized goals** and **low-cost rewards** give users **instant gratification**, leading to enthusiastic adoption and maximizing participation by even the most sedentary employees.

There is **NO PROGRAM** in the marketplace quite like CARROT!

CARROT: DISRUPTING THE CORPORATE WELLNESS INDUSTRY





Why Participants Love CARROT

- Individualized goals allow EVERYONE to compete equally.
- Participants get to play games, compete in challenges, and purchase e-gift cards that are available right on the app.
- No web portals, no passwords & no paperwork.
- Personal info is secure and private.
- No need to purchase expensive trackers such as Fitbits.
- Bottom Line: It's FUN!

CARROT: DISRUPTING THE CORPORATE WELLNESS INDUSTRY





Why Employers Love CARROT

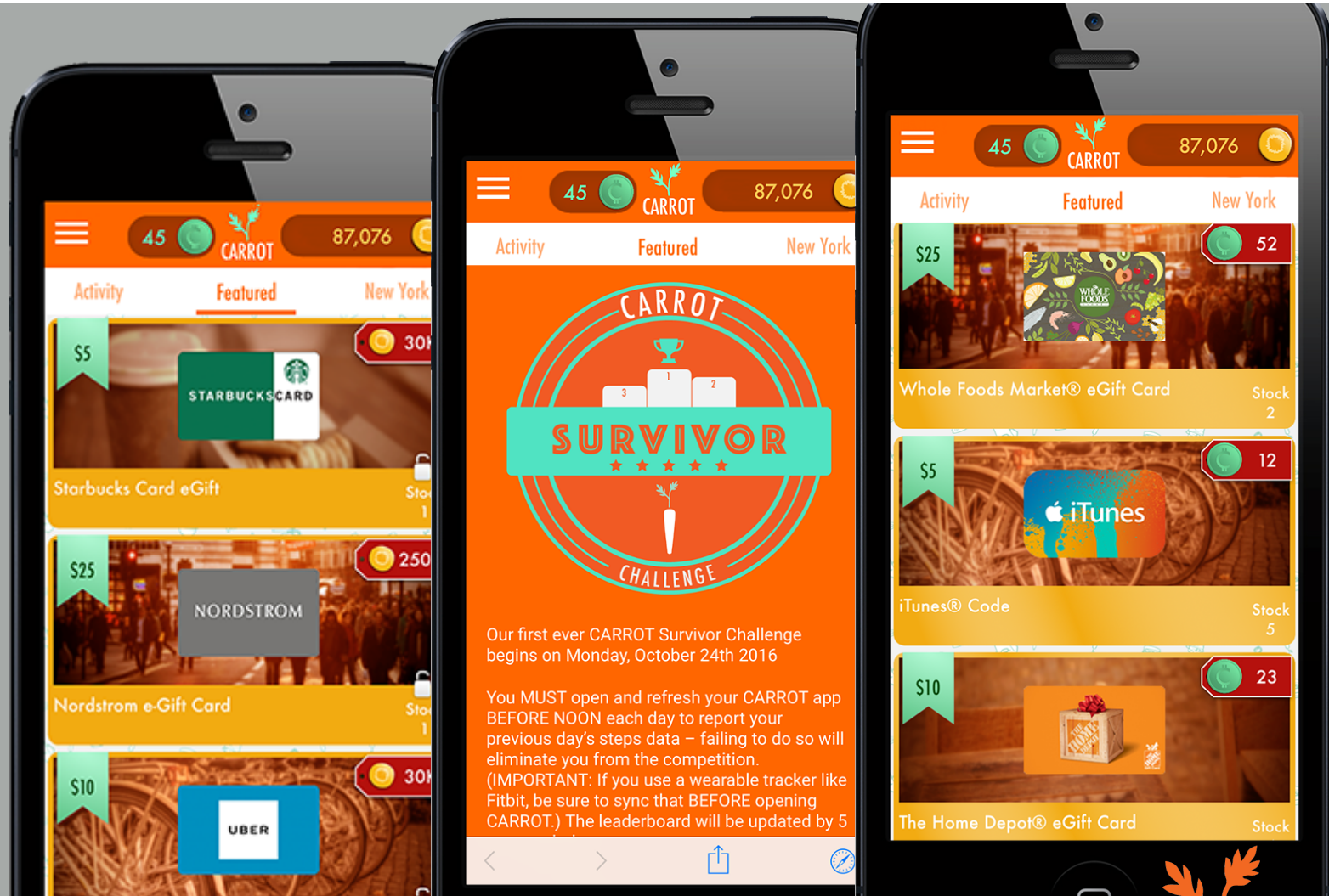
- Set-it-and-forget-it program: minimal HR requirements.
- “Leveling the playing field” motivates everyone.
- Delivers measurable results for less cost.
- “Gamified” approach maximizes engagement.
- Fully inclusive: Manual wheelchair users can compete equally.
- Mobile tool supports all company wellness initiatives.
- Unifying program for the entire organization.

CARROT: DISRUPTING THE CORPORATE WELLNESS INDUSTRY



Instant Gratification

Participants use the "CARROT Currencies" they've earned for walking & meeting individualized goals to compete in challenges, enter drawings, play games, and purchase rewards right on the app!



CARROT: DISRUPTING THE CORPORATE WELLNESS INDUSTRY





Mobile Engagement

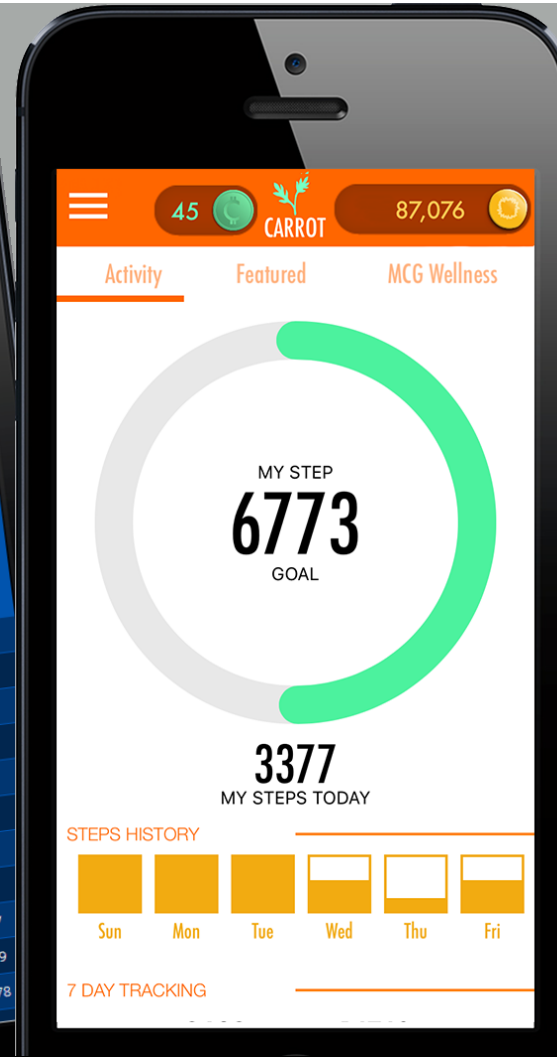
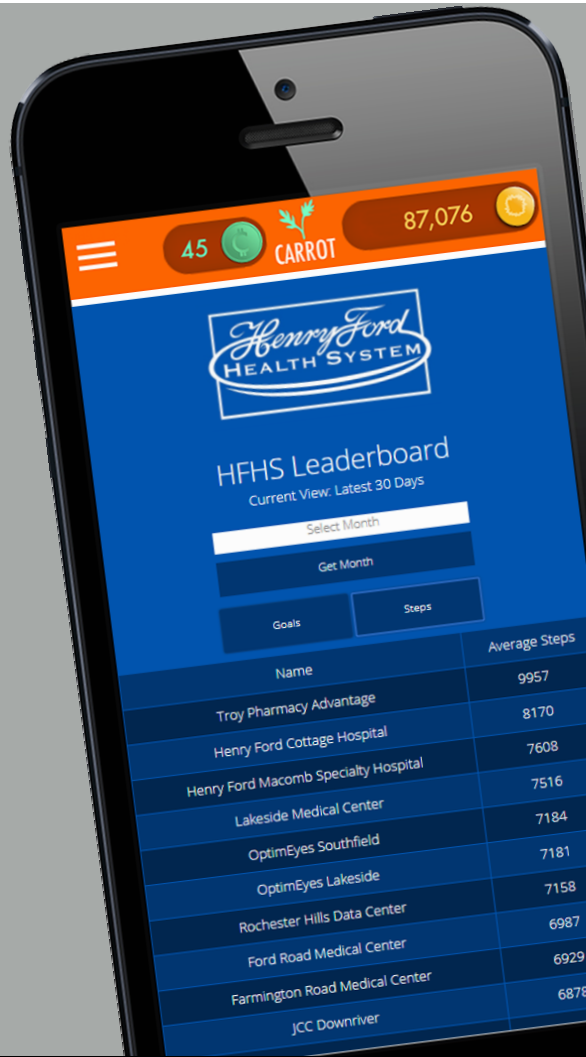
CARROT's "gamified" approach motivates even the most sedentary staff members to participate (5-out-of-6 participants begin with a goal of less than 4,500 steps!)

CARROT: DISRUPTING THE CORPORATE WELLNESS INDUSTRY



Keeping Participants on Track

Features such as staff leaderboards, the personalized activity center, and targeted lock screen notifications celebrate accomplishments and encourage continued progress.



CARROT: DISRUPTING THE CORPORATE WELLNESS INDUSTRY



VALUE PROPOSITION



CARROT typically delivers 6x greater participation than traditional wellness programs while requiring less than 1/6th the average annual incentives budget. And while it appeals to ALL users equally - from marathon runners and weekend warriors to manual wheelchair users - CARROT delivers an astounding daily engagement rate of 85%!

6X

PARTICIPATION

1 / 6

COST

85%

DAILY ENGAGEMENT



TESTIMONIALS



"When it comes to employee wellness, engagement is the name of the game, and CARROT's program is a truly innovative approach to engagement. "It is an impressive tool."

*-Bethany Thayer, Director-Center for Health Promotion and Disease Prevention
Henry Ford Health System*



"CARROT has motivated our staff to get moving! Most of our staff have increased their daily steps and are making an effort to get healthier. We've had several staff members already celebrate weight loss and lower blood pressure as a result of this initiative.... It's an easy to use app and it's proving worth the investment."

*-Ruthann Hande, Director of Education & Wellness Leader
United Auto Workers International*



"CARROT Wellness is great! We recently added the program to our employee wellness program and have had increased participation in all our health programs across the board! Easy to use and great customer service."

*-Elise Tuck, Human Resources Business Partner
PACE Southeast Michigan*



RECOGNITION



CARROT Named "Most Innovative Solution"

A group of more than 400 CEO's and HR professionals named CARROT the "Most Innovative Solution" to engage millennials in health care at the 2016 Crain's Detroit Business Health Care Leadership Summit.



PriorityHealth



More than 100 companies competed in the first-ever "Healthy@Work" competition sponsored by Priority Health and Crain's Detroit Business. In the end, CARROT took top honors.



TRACTION



Since its launch in January 2016, CARROT's patent-pending, "gamified" approach to health and wellness has attracted more than a dozen paying clients.

60K

PAID USERS

\$375K

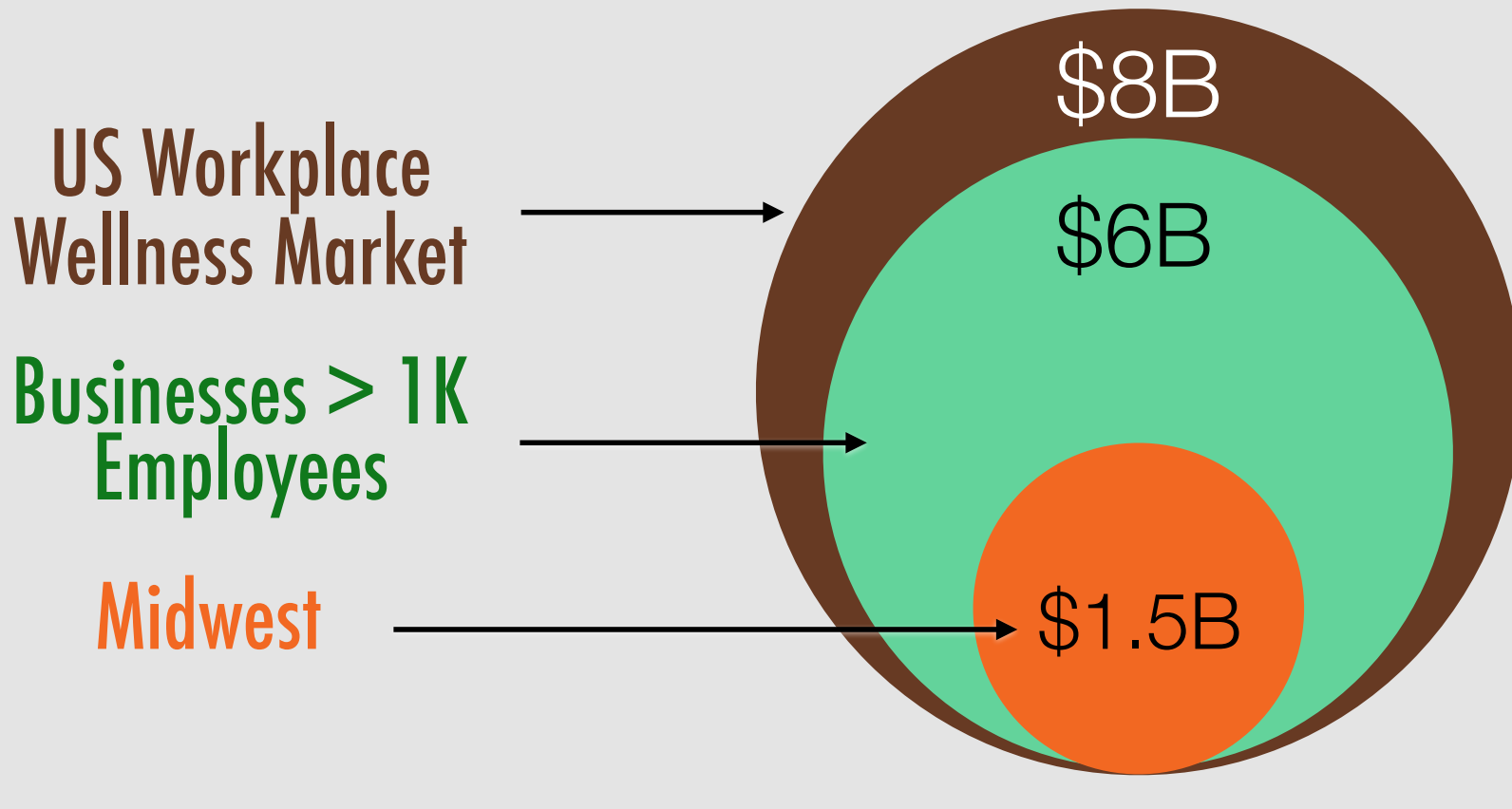
TOTAL REVENUE TO DATE



MARKET SIZE



There is an immense opportunity for CARROT to provide the industry's first truly mobile program to a large market starved for an effective solution.



CUSTOMER ACQUISITION



To complement its simple, low-cost pricing structure, CARROT has developed targeted marketing strategies to effectively reach health care decision makers.

CARROT PRICING

\$2.5K

SETUP FEE
(ONE TIME CHARGE)

\$10

SUBSCRIPTION FEE
(PER USER PER YEAR)

CARROT MARKETING

TO REACH COMPANIES WITH >1,000 EMPLOYEES

-  B2B Sales Force
-  Employee Benefits Conferences
-  National Wellness Organizations
-  Targeted Digital Marketing

TO REACH COMPANIES WITH <1,000 EMPLOYEES

-  "Self Serve" Instant Pilot
-  Targeted Digital Marketing



EXIT



CARROT will become a target for acquisition by major benefits management organizations, benefits brokers, health insurers, and fitness-related marketers.



TEAM



Our team's unique blend of experience, expertise and passion has CARROT well-positioned for success.



Michael J Antaran
Founder & CEO



Michael Murray
VP Marketing & Communications

ADVISORS



Faris Alami
Business Advisor
Goldman Sachs 10kSB



Patricia Greene
Professor of Entrepreneurship
Babson College



Richard Bliss
Professor of Finance
Babson College





Questions?

Please contact me at any time.

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