

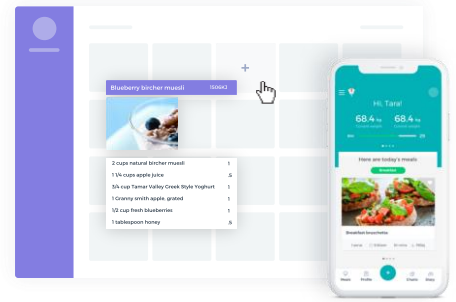


Health Delivered

Creating pathways to better nutrition

About Health Delivered

Health Delivered is a technology platform which creates personalised and clinically validated meal plans without the need to see a dietitian, providing an unprecedented, scalable platform for Enterprise Wellness Providers (EWPs). The dietary management platform is designed to tackle the growing rates of obesity, diabetes and other chronic health issues.



ANDHealth+ Impact

Upon commencing the ANDHealth+ Program, Health Delivered’s initial focus of the platform was to allow dietitians to generate meal plans. However, participation in the ANDHealth+ program, including coaching sessions on the company’s business plan and model, assisted Health Delivered to pivot to alternative business models. Through expert sector specific mentoring including personalised messaging workshops with Novartis, and third party market data specific to Health Delivered facilitated by ANDHealth+, Health Delivered have improved their business narrative, product market fit, and identified additional target markets.

The ANDHealth+ program performed a deep third-party review of the commercial environment and based on this information, provided the company with several recommendations to position itself as a clinical meal plan support tool for corporate wellness programs, later expanding to aged care and health insurance.

Clinical validation is a core value of ANDHealth and through the ANDHealth+ Program, Health Delivered engaged with CSIRO to conduct a clinical assessment of their algorithms, validating the alignment of the recipes and meal plans developed by the algorithm with the Australian Dietary Guidelines and global best practice. This allows the company to be informed by data and research, ensuring accountability throughout the development process, as well as supporting a unique market position.

Testimonial

ANDHealth’s focus, expertise and collaborative nature have been highly beneficial to Health Delivered and to the wider digital health sector in Australia. We are delighted to have been a cohort company of ANDHealth. It has been one of the biggest achievements of our company to date, and we are a very different business to when we first started. Personalised messaging and investor narrative coaching sessions from the ANDHealth+ advisory panel members solidified our value proposition and strengthened our unique offerings, resulting in clearly defined commercial messaging and new business plan and revenue opportunities.



Peter Saunders, CEO, Health Delivered

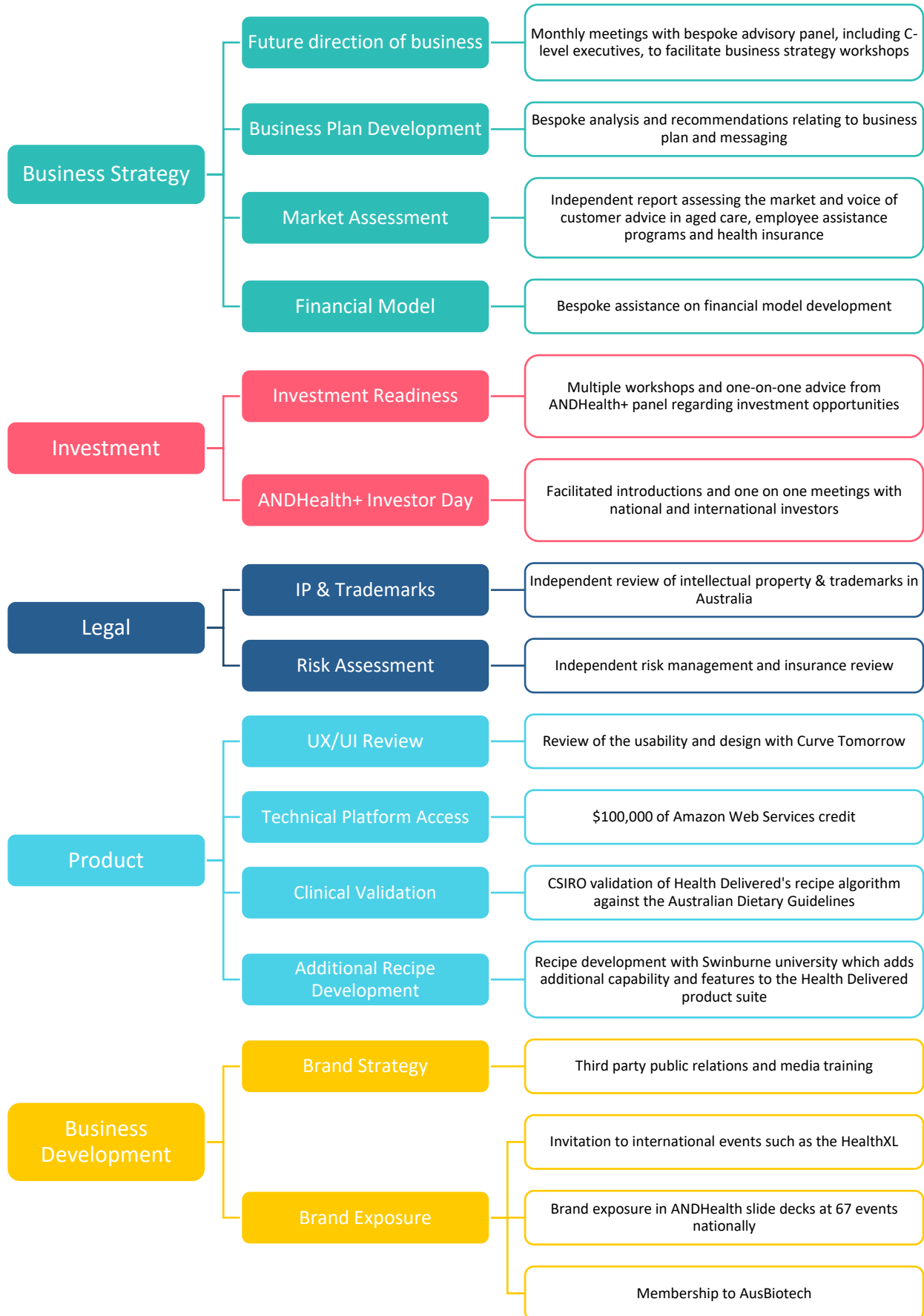
Health Delivered Milestones

Milestones	Before ANDHealth+ 2018 Program	After ANDHealth+ 2018 Program
Investment Readiness	● ○ ○ ○ ○	● ● ● ○ ○
Business Strategy	● ○ ○ ○ ○	● ● ● ○ ○
Technical Development	● ● ○ ○ ○	● ● ● ● ○
Brand Strategy & Exposure	● ● ○ ○ ○	● ● ● ● ○
Target Market Strategy	● ○ ○ ○ ○	● ● ● ○ ○
Legal Strategy	● ○ ○ ○ ○	● ● ○ ○ ○

*Note: Health Delivered has agreed to all sentiments outlined in this case



Challenges addressed during ANDHealth+



*Note: Health Delivered has agreed to all sentiments outlined in this case