



A friend for  
every health journey

Ilya Kupersmidt  
CEO, Founder



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# Ilya Kupershmidt – Founder, CEO

## Genomics, Health & Tech



### Education

#### Genetics

UC San Diego (BA)

#### Large-Scale Population Genomics

Karolinska Institute (PhD candidate)

### Expertise

#### Genomics & Tech

Track record of successful companies

		Chronic Disease, Genomics, AI
	Acquired by	
	Acquired by	

# About Gali

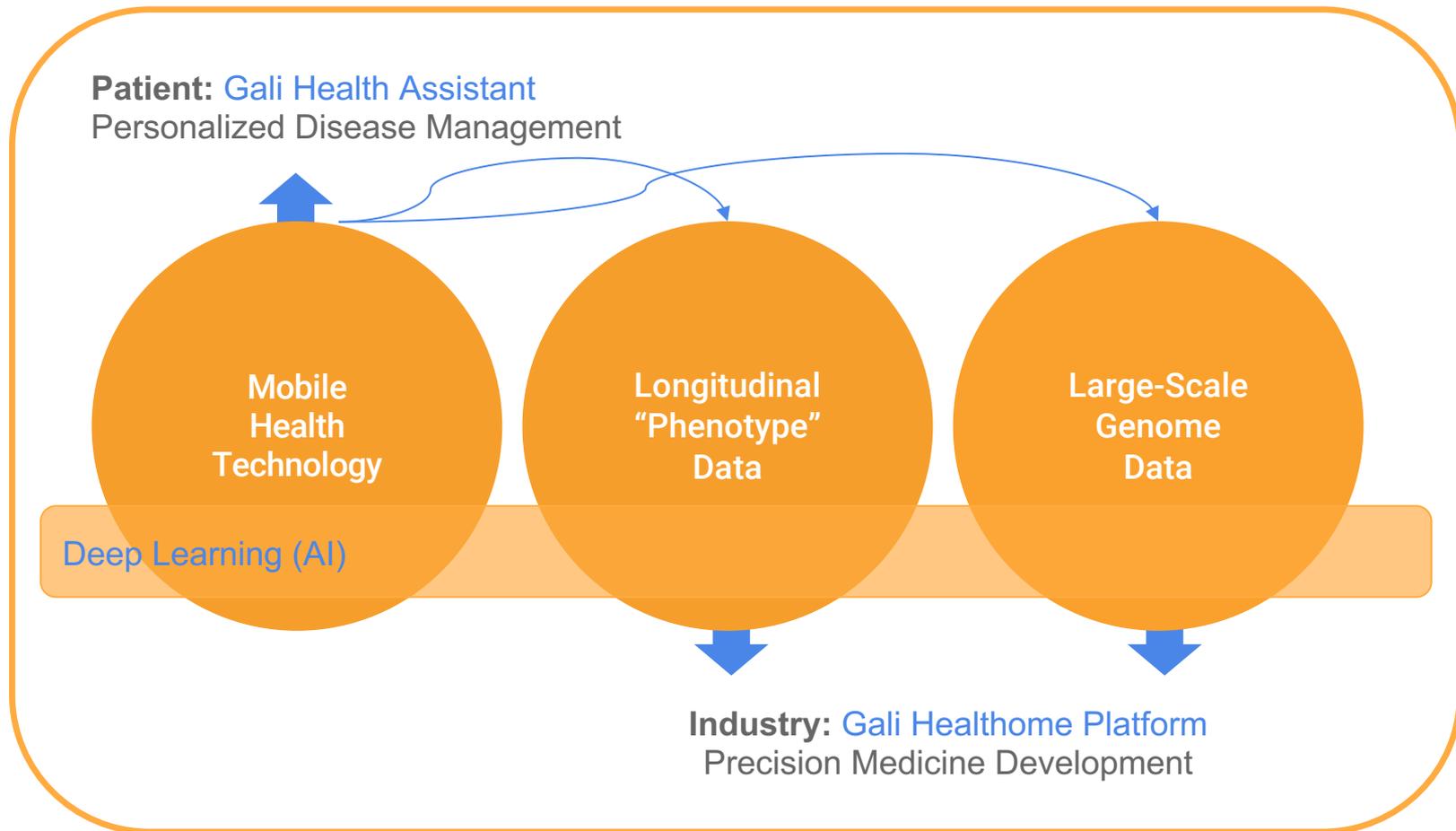


What if your AI-based personal health assistant learned all there is to know from the patient and medical communities? What if she continuously monitored your individual health and lifestyle? What if she then used her crowdsourced knowledge of your condition and of you personally to give you reliable, timely, personalized health advice the moment you need it?

Well, she will. Meet Gali

*At Gali Health, we are on a mission to make sure nobody ever feels isolated, lost or powerless in the face of existing or potential disease.*

# Disease Management & Precision Medicine



This figure, specifically referencing the Gali Healthome Platform, represents a future offering and is a mock-up. They do not represent guarantees of a future product or performance.

# Instant Access to Personalized Knowledge



**Personal Data Cloud**  
Health history  
Lifestyle and behavior monitoring  
Biometrics

## Health Content



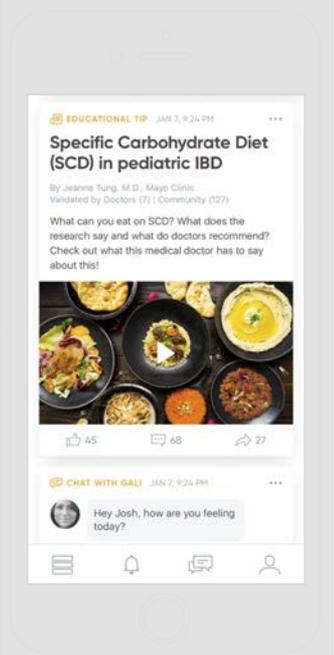
**Patient Insights**  
Shared insights,  
social networks



**Medical Insights**  
Care & treatment  
Insights, guidelines



**Gali Mind (AI)**  
Intelligent Health Agent



**Personalized Health Feed**

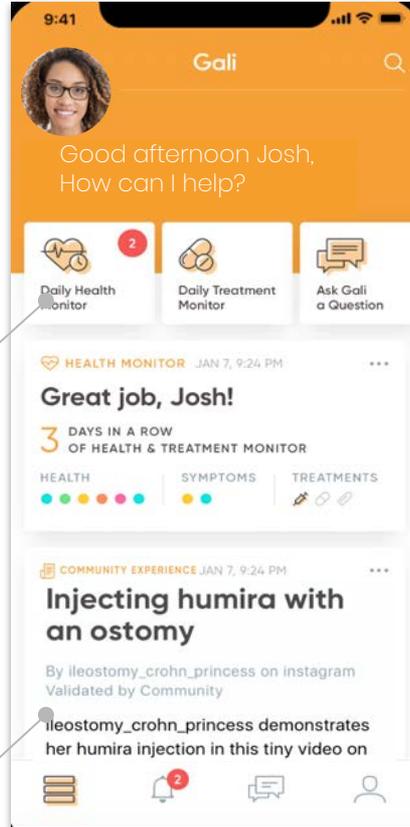


**Individual Genome,  
Microbiome**

This figure, specifically referencing the Individual Genome, Microbiome, represents a future offering and is a mock-up. They do not represent guarantees of a future product or performance.

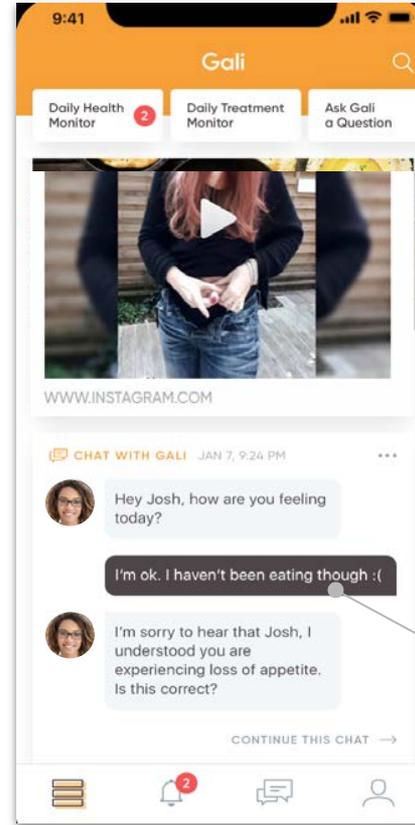
# Product

## Personalized Health Feed



Health monitoring  
Structured health data collection

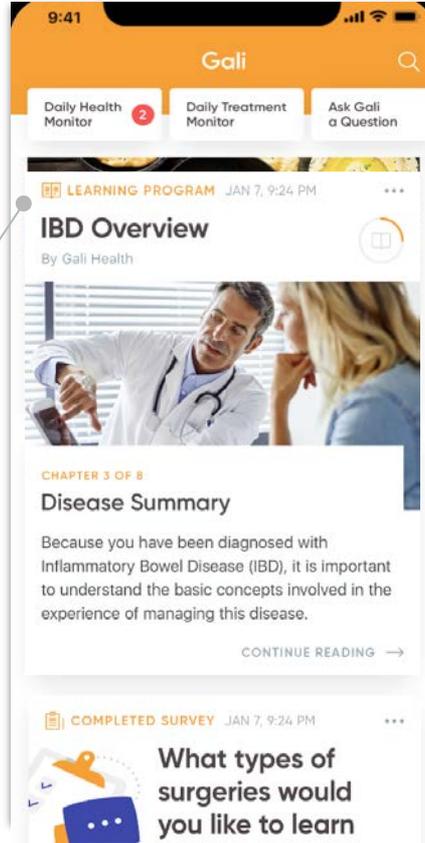
Personalized content  
Medical and patient insights



Gali chat (NLP, AI)  
Intelligent interaction

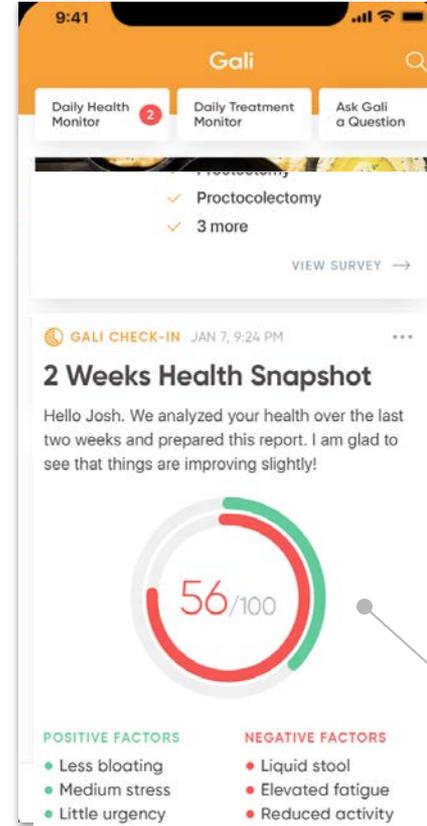
# Product

## Personalized Health Feed



### Learning programs

Educational content for a given condition



### Health analytics

Personalized analysis across health trends

# Gali

## Business Model



### Chronic Disease Focus

Gali's initial disease indication is IBD (Inflammatory Bowel Disease). Cost of IBD care in the US is \$30 billion annually. Gali will use IBD as a model to develop support for other major chronic conditions

#### Consumers - Freemium

**Gali Assistant** - free version offered to the global consumer community

#### Pharma - Partnerships

**Gali Healthome** platform (in development) - personalized diagnostics and therapeutics development & partnerships

#### Payors - Paid Version (Health Plans)

Gali customizable version with internal SOPs, provider support, and integration APIs (in development)

# Inflammatory Bowel Diseases

## Market Overview

### Costs of care (US Market)

- \$30 billion annually in the United States

### IBD umbrella

- Crohn's Disease
- Ulcerative Colitis
- Indeterminate Colitis

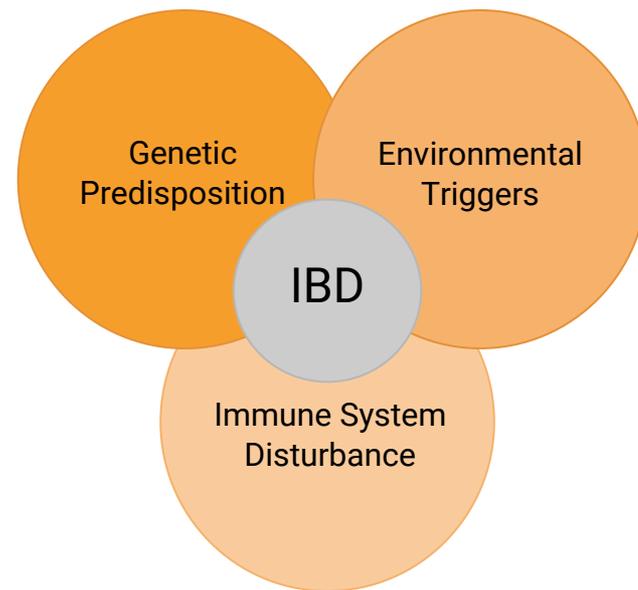
### Who is affected?

- 3.1 million Americans, worldwide rates increasing
- Average age at diagnosis 15-35 yo
- Broad demographics

### Symptoms

- Abdominal pain
- Diarrhea
- Increased urgency/frequency
- Weight Loss
- Blood in Stool

### What's the cause?



# Gali

## Launch Strategy



Q3 '18



### Gali Prototype

- Focus on Inflammatory Bowel Disease (IBD). Positive feedback from the initial group of IBD users
- Validated and refined product, personalization algorithms to guide phase 2 development
- 1K more IBD patients interviewed to understand content base we need

Q4 '18



### Product and recruitment

- Indexing content and automating personalized content delivery
- Recruiting patient advocates as the first wave of users

Q1 '19



### Gali *beta* launch

- Launched to preselected patient advocates & early users
- Goal is to further optimize and automate the platform

Q2 '19



### Gali wider release

- Broader launch to advocates and initial users

Q3 '19



### User base growth

- Broad outreach campaign. Partnerships with patient advocacy groups
- Sequencing genome and microbiome of select subsets of patients

Q4 '19



### 1K Milestone

- 1,000+ WAUs, 4,000 MAUs, active growth campaign

# Company

## Progress & Financials

### Company

#### Team

8 people + multiple contractors (genomics, health, tech, consumer)

#### IP/Patent

Personalization via health trajectories; Community data driven AI

#### Product

Prototype tested. Limited access program launched to the IBD community in March 2019

#### Collaborations



### Fundraising

#### Seed

Backing from top tech, health and genomics investors - Felicis Ventures, Bob Nelson (Arch Ventures), Mostafa Ronaghi (Illumina CTO), Civilization Ventures, Bold Capital, Plug&Play

# Gali

## Core Team



Ilya Kupershmidt  
**Founder & CEO**  
Illumina, NextBio, Agilent



Kayla Kraich  
**Director, Clinical Programs**  
UC Davis Medical Center,  
Crohn's & Colitis Foundation



David Goodman  
**Chief Medical Officer**  
Harvard Med School, MIT, Nellcor



Anna Arutiunova  
**Head of Communications**  
Aurora Prize, Foreign Policy, Google



Anatoly Volovik  
**Head of Product Management**  
Gett, SpeedDate, SFAA



Arielle Radin  
**Director, Clinical Research**  
UCLA, NYU, Columbia

# Gali Advisors



Andrew Rabinovich, PhD

**AI Technology**

Head AI Magic Leap, Google, UCSD

Andrew is a world expert in artificial intelligence, deep learning, and its real-world applications.



Dr. Sid Sinha, MD

**GI Medicine, Global Health**

Stanford, Harvard

Dr. Sinha is a practicing physician specializing in GI disorders and digital health technology.



Andrew DiMichele

**Technology, Digital Health**

CTO Atlas Health, Head of Product Onduo, Cofounder/CTO Omada Health, Columbia U.

Digital health entrepreneur and software hacker



Jenna Benn Shersher

**Patient Advocacy**

Founder Twist Out Cancer

Jenna is passionate about community building and patient advocacy and highly experienced in public relations.



Irina Strigo, PhD

**Medical Psychiatry**

UCSF, UCSD, Columbia

Irina uses psychophysical approaches to study pain management in various chronic conditions.



Thank You.

Ilya Kupersmidt  
CEO, Founder