

Our letters of intent allow us to forecast revenues of € 20million with an EBITDA of €6.5 million (32%) in five years. In Brazil and The Netherlands, large health prevention programs and fitness and wellness providers (900,000 lives combined) signed letters of intent to use Sinque.

Sinque is a proven and stress-free way to measure weight. It combines A.I. with medical and behavioral science to achieve sustainable weight loss results. It is offered on a multisided platform. On the one hand, Sinque improves fitness/wellness providers' weight loss results and increases client retention. On the other hand, Sinque reduces costs and improves results of health promotion programs by offering our network of fitness and wellness providers to their population and measures results with real-time reports, therefore impacting public health numbers.

Founders & Team

Renato Romani MD MBA, CEO & Founder, serial entrepreneur, two exits, 20+ years experience in the healthcare industry, MD, sports medicine & medical informatics, MBA from Carlson MN.

Saskia Korink MSc MBA, Board of Advisers, 25+ years of business/consulting experience. Previously principal at BCG, vice president at Cargill, COO of UK biotech company. MS in Physics, MBA from Columbia, NY.

More than 20 people, including 2 PhDs, 3 MBAs, 2 MD, in four different countries, believe in our purpose and our future. Many years of experience that combined makes our team unique.

About our market (bottom-up)

We invited fitness & wellness providers to sell our tool to their clients and to promote their services to health prevention programs. We signed LOIs with large health prevention programs. They have access to our providers' network and to our aggregate reports.

NL, BR & US - TAM € 9billion, 130 million End-user (overweight or obese employees), 70,000 fitness and wellness centers, 720,000 personal trainers, dietitians and wellness coaches, 262,000 businesses with more than 150 employees. SAM € 2billion and SOM € 300 million.

Why now?

Companies are looking for broader and more flexible programs to offer to their employees. Example: Gympass (Sao Paulo, BR) a "fitness discovery platform connecting the world's network of fitness facilities to companies and its employees". Raised \$300 million in 2019 in NY, USA (series D).

Revenue Model

1. Monthly subscription fee from health promotion, fitness and wellness programs to maintain their group of users, content, and access to aggregate reports
2. Lease of our commercial weight monitor Scally €130/month
3. Sales of home monitors € 69,00

User economics

Long term value (two years): End-users (€69), individual provider (€900), fitness/wellness center (€2,800), health promotion programs (€5,600).

Consumer acquisition costs: End-users (€5), individual provider (€30), fitness/wellness center (€220), health promotion programs (€300).

Our expansion

2020 - New features of our algorithm for pregnancy/after pregnancy and kids.

2021 - New Bluetooth devices: numberless blood pressure monitor (focus on diabetes and heart risk factor), and Bluetooth thermometer (ovulation, kids fever, infection alerts).

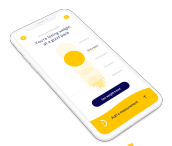
Financial Projections (not considering new products or markets)

In year 3, our revenues will represent 2% of SOM, not considering that obesity still increasing. Sinque has focused on scalability. We are expecting an 80% growth in years 4 and 5 when we reach € 20 million of annual revenues.



Our weight monitors

Do not show numbers and allow people to measure weight anytime, even wearing clothes. They automatically connect and send data to Sinque APP at home or at large traffic areas



Sinque mobile app

Eliminates the frustration with the natural weight fluctuation. Instead of numbers, users track their weight range two weeks in the future and receive personalized content from providers. Our A.I. learns people's diet and exercise habits by analyzing the user's natural weight fluctuation to forecast



	Year 1 2020	Year 2 2021	Year 3 2022
Paid subscribers			
companies	25	241	467
providers	385	2,133	4,202
Home monitors (units sold)	4,032	26,180	51,573
Revenues* * € 000s	439	3,177	6,036
Cost of Goods*	(149)	(1,033)	(1,704)
Gross Profit*	289	2,144	4,332
Expenses*	(643)	(1,568)	(2,479)
EBITDA	(354)	576	1,853
Headcount	14	35	45
Cash (end of period)*	(335)	1,505	2,769

Our Achievements

Patent pending (PCT)

Minimum Viable Product (My Easy Weight App)

12 Pilots in Brazil, USA and The Netherlands

3,000 unique users during the pilot phase

Rockstart Accelerator program in The Netherlands

Investments in services from strategic partners

- Hike One (brand and interactive design)
- PilotFish (Flat box commercial monitor - Scally)
- Efutures (software development)

€ 130,000.00 in cash from Angel Investors

Sinque APP (Apple and Android stores)

3 LOIs in Brazil (900.000 employees)

Scally production

Ready to scale up

Capitalization Table

		Seed round		
	Founders Ordinary Shares	Ordinary shares	Total Shares	Shareholding %
Investors				
Angels	Rockstart	800	800	8.0%
	ASPR	500	500	5.0%
	Efuture	300	300	3.0%
Founders				
	Korani BV (Founder #1)	7,636	7,636	76.4%
	Martins Tech (Founder	200	200	2.0%
Employee Stock Option Plan (ESOP)				
	Available (Unallocated) Option Shares	564	564	5.6%
Total		8,400	10,000	100.0%

Fundraising Target € 350.000,00

Type of issuance: Convertible loan agreement with EW2Health B.V.

Minimal investment: €5,000.00

Conversion Cap: € 5,000,000.00

Conversion Floor: € 1,000,000.00

Conversion discount: 20%

Use of funds: Working capital

	Seed Round	Round A	Round B
Dates	Q1 2020	Q1 2022	Q1 2024
Company Pre-investment value*	€1,190,000	€10,000,000	€30,000,000
Investments			
Equity	€95,000	€1,500,000	€3,000,000
Converted Equity		€350,000	€0
After investments			
Total shares	10,000	12,667	13,933
Share price	€119	€1,000	€2,368
Company value	€1,190,000	€12,666,667	€32,999,211
Convertible Note Valorization			
Value	€350,000	€1,166,667	€3,552,538

The terms of this agreement are describe in our Convertible Loan Agreement. Please contact us for more information.

Scally is our Weight Monitor for large traffic areas. It is an IoT device, designed in The Netherlands, made in Brazil, using flat box concept reducing our costs and improving our scalability.



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Fundraising Milestones

2019 - € 130,000.00 (done!)

2020 - € 350,000.00 (start)

2022 - € 1,5 million

2024 - € 3 million (expansion)

Contact

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EW2Health B.V., based in Leiden, The Netherlands, stands for Easy Way to Health, is the parent company of Sinque.
www.easywaytohealth.com