



Contact: Tara Cousineau
Location: Boston, MA
Email: tara@bodimojo.com
Tel: 617-333-0441
Website: www.bodimojo.com



U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES
National Institutes of Health



Larta
 Institute

**National Institutes of Health Commercialization Assistance Program
 (NIH-CAP)**

BodiMojo leverages web & mobile technology to make health fun and accessible to teens.

Company Profile

Industry Sector: Online Health Media

BodiMojo.com is an incentive-based teen health destination that integrates:

- Web & Mobile Health **technology**
- With Social Networking **behavior**
- And an e-Commerce **engine**

To motivate, retain and monetize the activities of young people in a safe & healthy environment.

US Target Market(s): 33 million adolescents (13-18)

"92 % of teens say Health is important or very important"

YET

"75% are unhappy with their bodies, & obesity/weight problems are on the rise."

Key Value Drivers

Technology*: BodiMojo is an integrated platform just for teens consisting of health content, management tools, a customizable My Page, social networking, and point system designed to drive e-commerce and a deeper engagement with teens to promote behavior change. The platform allows for inter-operability with other technology-based vendors, services, and health and mobile device manufacturers.

Competitive Advantage: BodiMojo combines health management with teen preferences. It is based on *proprietary health assessment process* and *proprietary algorithms for health outcomes & rewards*.

Plan & Strategy: BodiMojo will grow through viral marketing and strategic partners. BodiMojo is planning in-market pilots with Kajeet Mobile Phones & a health content partner.

Partner Discussions: HealthLine, MDInfo.com, Kajeet, Eli Lilly, J&J, P&G
 Potential Partners: Girls Scouts, National PTA, others.

*Technology funded by the NIH/NIDDK and being commercialized under the NIH-CAP.

Management

Leadership:

Tara McKee Cousineau, PhD, CEO & Co-Founder has over a decade of experience in using technology in healthcare. She has been a senior research scientist procuring \$4M in NIH SBIR funds. She is a clinical psychologist and holds an appointment at Harvard Medical School.

Steve Cousineau, CMO & Co-Founder has 20+ years of marketing experience and has been on the ground floor of multiple startups and has helped develop brand platforms for small and large companies on a regional and global scale.

John Rossi, IT Director is a senior level computer engineer and manager with 15 years experience in online and mobile applications

Advisory Board:

Daniel Neal, CEO, Kajeet Phones is a recognized expert in mobile phone services, technology and youth markets.

Sandra McIntosh, President of LittleEye and an expert in online safety for kids.

Jackie Price, President, Ignition Marketing, is an expert in emerging technologies for leading companies in the film, video game, social network, content industries.

Mikael Engbreton, President, Next Health Ventures, is a veteran electronic publisher of medical and consumer health information spanning 3 decades with global publishers (Mosby, McGraw-Hill, StayWell)

Product Pipeline

2009	2010	2QTR	3QTR	4QTR
Web Launch (Beta in Schools) ☐ Teen Health Content ☐ Health Assessments ☐ Personal Health Dashboard ☐ Health Tools + Games ☐ Incentive System ☐ Physical Activity Tracking Platform	Web Enhanced			
	Disease/Condition Specific Tools			
	Enhanced calendar & tracking			
	Activity tracker integration			
	E-commerce			
	Points System Enhancement			
	e-gifts			
	Commerce Integration			
	Viral Apps			
	Mood Cloud & Health Dashboard Apps			
	Health Games & Avatars			
	MOBILE Web			
	Simple Mobile Web			
	Smart Phone Test			