10 HEALTH MOONSHOTS
How A Global Army Of Health Transformers Is Accomplishing One Impossible Dream

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Associate Professor, Facial Plastics and Reconstructive Surgery, TJUH
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ORGANIZING, SUPPORTING & INVESTING IN A GLOBAL ARMY OF HEALTH TRANSFORMERS™
TO IMPROVE THE HEALTH & WELLBEING OF EVERYONE IN THE WORLD
“In order to achieve the next great leap, we need to dream big, keep innovation open and transparent, collaborate more, and embrace the moonshot mindset.”
WHAT IS MOONSHOT THINKING?
WHAT IS MOONSHOT THINKING?
Roger Bannister, first to run mile in under 4 minutes, dies

Associated Press 24 minutes ago

FILE - In this photo taken Monday, April 28, 2014, Roger Bannister, who as a young man was the first person to break the 4-minute barrier for the mile run in 1954, poses during an interview with The Associated Press at his home in Oxford, England. A statement released on behalf of Bannister's family said Sir Roger Bannister died peacefully in Oxford on March 3, 2018, aged 88. (AP Photo/Lefteris Pitarakis, FILE)

LONDON (AP) — Roger Bannister, the first runner to break the 4-minute barrier in the
LIVING IN A UNIQUE MOMENT IN TIME
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CHANGE
Business Models

URGENCY
Chronic Disease, Aging & Cost
LIVING IN A UNIQUE MOMENT IN TIME

CHANGE

Business Models

URGENCY

Chronic Disease, Aging & Cost

HEALTH TRANSFORMERS

Golden Age of Entrepreneurship

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Digital Health & Medicine

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ACCELERATION
Globalization

CHANGE
Business Models

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Digital Health & Medicine

HEALTH TRANSFORMERS
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THE CREATIVE DESTRUCTION OF HEALTHCARE

DIGITAL HEALTH INNOVATION IS EVERYWHERE

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$50B+ INVESTED IN DIGITAL HEALTH SINCE 2010

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ACHIEVING 100 YEARS OF PROGRESS IN 25
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100 YEARS
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OUR 25 YEAR MISSION
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To collaborate with entrepreneurs to improve the health and wellbeing of everyone in the world
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THE MAGIC OF THE NETWORK EFFECT
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Bring together coachable entrepreneurs from around the world who have the mindset to achieve Health Moonshots
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Bring together coachable entrepreneurs from around the world who have the mindset to achieve Health Moonshots.
The Quest to Achieve 10 Health Moonshots

01 Access to Care Moonshot
Delivering quality care to everyone, regardless of location or income

02 Cure Disease Moonshot
Curing disease using data, technology and personalized medicine

03 Cancer Moonshot
Ending cancer as we know it

04 Women’s Health Moonshot
Prioritizing women’s health, including preventive care and new research

05 Children’s Health Moonshot
Ensuring every child has access to quality care, particularly in underserved areas

06 Cost to Zero Moonshot
Radically reducing the cost of care by a factor of a million

07 Nutrition & Fitness Moonshot
Providing access to a healthy environment and supporting an active lifestyle

08 Brain Health Moonshot
Unlocking the mysteries of the brain to improve health, wellness and mental health

09 Mental Health & Happiness Moonshot
Connecting mind, body and spirit in the pursuit of happiness

10 Longevity Moonshot
Adding 50 healthy years to every human life
INVESTING IN A GLOBAL ARMY OF HEALTH TRANSFORMERS
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STARTUP HEALTH NETWORK

STARTUP HEALTH ACADEMY
INVESTING IN A GLOBAL ARMY OF HEALTH TRANSFORMERS

STARTUP HEALTH NETWORK

STARTUP HEALTH VENTURES

STARTUP HEALTH ACADEMY
250+ COMPANIES IN 21 COUNTRIES ON 6 CONTINENTS
WORLD’S LARGEST DIGITAL HEALTH PORTFOLIO
STARTUP HEALTH PORTFOLIO
BY PRIMARY MOONSHOT
STARTUP HEALTH COMPANIES HAVE RAISED

$950M

TO ACHIEVE HEALTH MOONSHOTS
INVESTORS WITH THE SAME BELIEFS AND VALUE SYSTEM
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Jerry Levin  
Fmr. Chair & CEO, Time Warner

Nick Turkal, MD  
CEO & President, Advocate Aurora Health

Mark Cuban  
Owner, Dallas Mavericks

Brad Feld  
Managing Director, Foundry Group

Steve Case  
Chairman, Revolution

Esther Dyson  
Executive Founder, Way to Wallville

Wayne Kimmel  
Managing Partner, SeventySix Capital

Ira Brind  
Partner, Brind Investments

Roger Ehrenberg  
Managing Partner, IA Ventures

Jason Finger  
Founder & Former CEO, Seamless

Nan Gardetto  
President, Everyday Good Foundation

Doug Galen  
CEO, RippleWorks

Linda Holliday  
CEO, CITIA

Jon Kaplan  
Head of Global Sales, Pinterest

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IT’S NOT **WHAT** YOU THINK, IT’S **HOW** YOU THINK
THE HEALTH TRANSFORMER™
MINDSET
# THE HEALTH TRANSFORMER MINDSET™ SCORECARD

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<td><strong>6. Healthy Habits</strong></td>
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<td>You don’t feel the need to take care of yourself because that’s just the life of an entrepreneur.</td>
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<td>You know you need to take better care of yourself but don’t have the time, which negatively impacts your valuable relationships.</td>
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<td>You make time for your family and yourself but occasionally slip into old habits when work gets too busy.</td>
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<td>You take care of yourself, have a clear mind and healthy body, and regularly practice gratitude, both to yourself and with others.</td>
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<td><strong>7. Value Creator</strong></td>
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<td>You are increasingly worried that other people are going to cheat you in business and life.</td>
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<td>You know how to create value for yourself and others but are continually frustrated by lack of progress and current resources.</td>
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<td>You find yourself continually relying on past accomplishments to justify your value creation potential.</td>
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<td>You are continually making your future bigger than your past, attracting and developing new capabilities and resources.</td>
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<td>You find yourself in frequent non-constructive arguments with your team and advisors, draining your energy and the energy of those around you.</td>
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<td>You are often told you give energy to those around you, but constantly feel your interactions with others drains your energy.</td>
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<td>You provide energy to those closest to you, but have not eliminated people from your life and business that drain your energy.</td>
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<td>You are always providing energy to others and have no tolerance for those who drain energy so you fill your life with “batteries included” people.</td>
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**UNCOMMITTED ENTREPRENEUR**

**FRUSTRATED ENTREPRENEUR**

**HEALTH ENTREPRENEUR**

**HEALTH TRANSFORMER™**
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### 1) LONG-TERM COMMITMENT

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<td>You are not &quot;all in&quot; yet and not fully ready to make a long-term commitment.</td>
<td>You are working on other things until you have more certainty that you're on the right path.</td>
<td>You are fully committed but don't have clear vision beyond the next 12-24 months.</td>
<td>You are &quot;all in&quot; and will do whatever it takes for as long as it takes,</td>
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### 2) SUPPORTIVE RELATIONSHIPS

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<td><strong>FAILURE</strong></td>
<td>You don't feel like you can rely on others, would rather do everything yourself and have no long-term relationships on your team.</td>
<td>You &quot;kind of&quot; have a team and spend too much of your time convincing or reminding people around you of your vision.</td>
<td>You have a great team but still feel lonely and like no one quite understands why you always want and push for more.</td>
<td>You are continually surrounded by like-minded people who support, encourage and believe in you and your vision.</td>
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THE HEALTH TRANSFORMER MINDSET™
### THE HEALTH TRANSFORMER MINDSET™

#### 3) QUARTERLY & WEEKLY RHYTHM

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<td>You are heads down and don’t feel the need to step back, celebrate wins or recalibrate to figure out &quot;what’s working/not working.&quot;</td>
<td>You constantly feel like you haven’t accomplished &quot;enough&quot; so you try to catch up over weekends, with each week &amp; month blending into the next.</td>
<td>You intuitively know what you need to do each week and quarter but Fridays arrive and quarters end without you achieving what you planned.</td>
<td>You recalibrate every 90 days, begin each week with a written plan and end each period celebrating the iterations and progress you made.</td>
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### 4) CONFIDENTLY AMBITIOUS

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|   | You have an interesting idea but given everyone's skepticism you aren't 100% sure if it's a good idea. | You haven't sold yourself 100% on achieving your vision and people can see that you're feeling beat up by daily challenges. | You keep hearing reasons why your idea won't succeed, so you keep making your plans more "realistic" and less transformative. | You always convey confidence and an ambitious vision for transforming health, regardless of how many times you get knocked down. |

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## 5) SELF AWARE

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<td><strong>You talk more than you listen and aren't able to clearly articulate what your unique ability is.</strong></td>
<td><strong>You are working really hard, doing things that you hate doing and aren't really good at but &quot;someone&quot; has to do it.</strong></td>
<td><strong>You know what your &quot;unique ability&quot; is but are not really leveraging other people's unique abilities often enough to amplify your efforts.</strong></td>
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**FAILURE** | **FRUSTRATED** | **CONVENTIONAL** | **TRANSFORMATIONAL**
## 6) HEALTHY HABITS

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## THE HEALTH TRANSFORMER MINDSET™

### 7) VALUE CREATOR

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**FAILURE**

**FRUSTRATED**

**CONVENTIONAL**

**TRANSFORMATIONAL**
ARE YOU BATTERIES INCLUDED?
TOGETHER WE WILL IMPROVE THE HEALTH AND WELLBEING OF EVERYONE IN THE WORLD
JOIN THE MOVEMENT:
STARTUPHEALTH.COM

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CEO & Cofounder, StartUp Health
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HOWARD KREIN, MD, PHD
Chief Medical Officer, StartUp Health
Associate Professor, Facial Plastics and Reconstructive Surgery, TJUH
Sr Dir of Health Policy & Innovation, SKCC
howard@startuphealth.com
@KreinMD
KP is on a mission to transform care for underserved populations.

KP Yelpaala
Founder & CEO
West is on a mission to make conversation the cornerstone of population health.

West Shell III
Co-Founder & CEO
Aubrey Jenkins
Co-Founder & CEO

Aubrey is on a mission to revolutionize obesity treatment.

inHealth medical services
Chris is on a mission to build healthy habits among millions of employees and consumers.

Chris Cutter
Founder & CEO
Tom is on a mission to enable the 30 million Americans with behavioral health conditions to live life to the fullest.

Dr. Thomas Tsang
Co-Founder & CEO