

A Big Vision for Health



- 10 THINGS WE BELIEVE IN -

- THE NUDJED MISSION -

“We dream of a world
where everybody knows
the next step to being
happier & healthier”





Health is not simple

The internet is overwhelming us with “perfect” health advice.

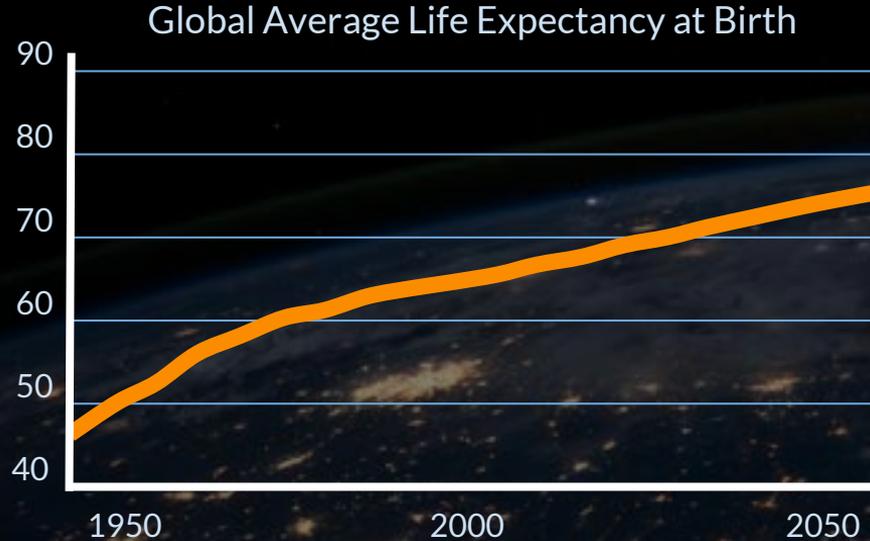
Jogging, HITs, paleo diets, sleep cycles, carb-loading, low-carbing, split-lifting, downward facing dog...

Just like Google, we believe the key metric for content, is relevance.

Nudjed identifies and indexes the most relevant advice for each and every one of your users, in a Solutions Marketplace.



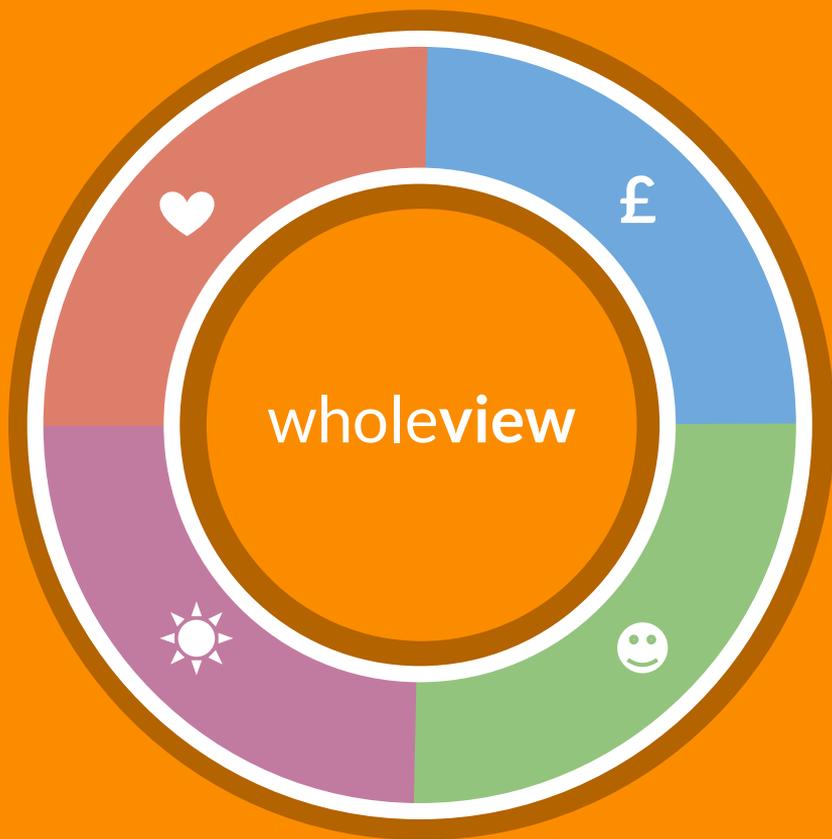
Prevention is the new frontier



By 2050 the world population will hit 9.7 bn people. Over half of them will be overweight and 20% of the population will be 60+. Current medical services cannot afford this change.

We must empower populations to make better choices for themselves.

Nudged is combining behaviour change methodology with technology to power population level health prevention programmes.



Health is *always* holistic

When your bank balance is low, your stress levels rise¹. Sleeping well can affect your bodyshape².

Your physical, emotional, social and financial wellbeing are all connected.

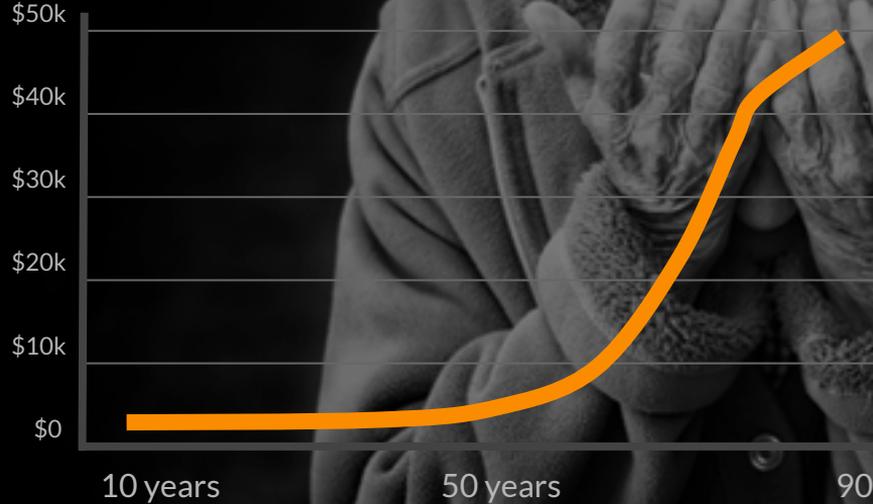
Nudged has built a model for this called WholeView. WholeView deals with health broadly, so you can think deeply about what solutions you develop.

1 - www.ncbi.nlm.nih.gov/pubmed/27064287

2 - www.fyiliving.com/wp-content/uploads/2010/09/teensleepsnack.pdf

Tough usually means valuable

US Per Capita Healthcare Costs by Age



The poor, the old, the uneducated, the unengaged. For many of our partners, the most valuable groups to reach are the ones on the edges of percentiles.

We care about reaching valuable demographics, not just easy ones. Building for SMS, email and Internet Explorer 8.

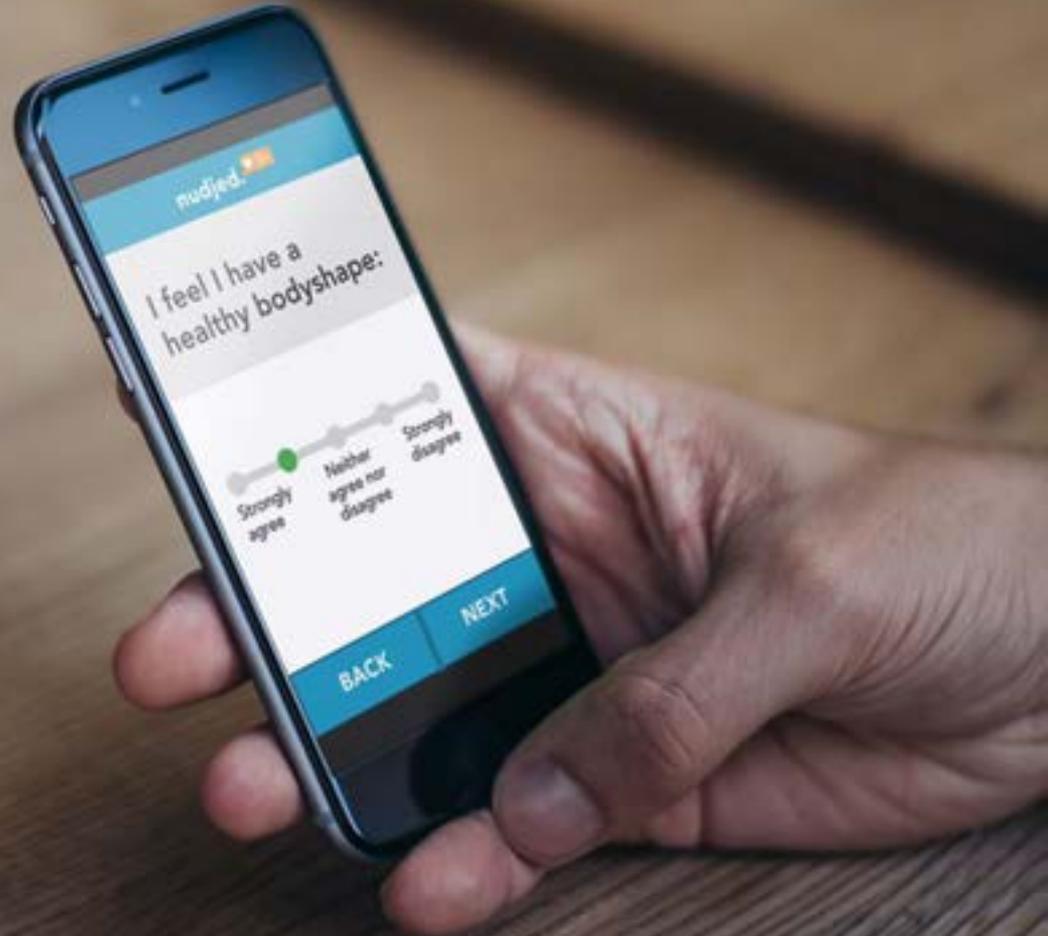
Our Tailored Action system is designed to integrate with a range of messaging tools. From Nokia 3310's to WhatsApp.

It's hard to love a health test...

Complex language, inaccurate measurements, embarrassment... why do a health test when you don't have to?

What we need, is a way to gather valid data, but designed to engage users.

That's why Nudjed asks how you *feel* about your health. It's low cognitive load and highly valid¹. Gathering more useful data, in less time, with high completion rates.



1 - journal.frontiersin.org/article/10.3389/fpubh.2013.00015/full

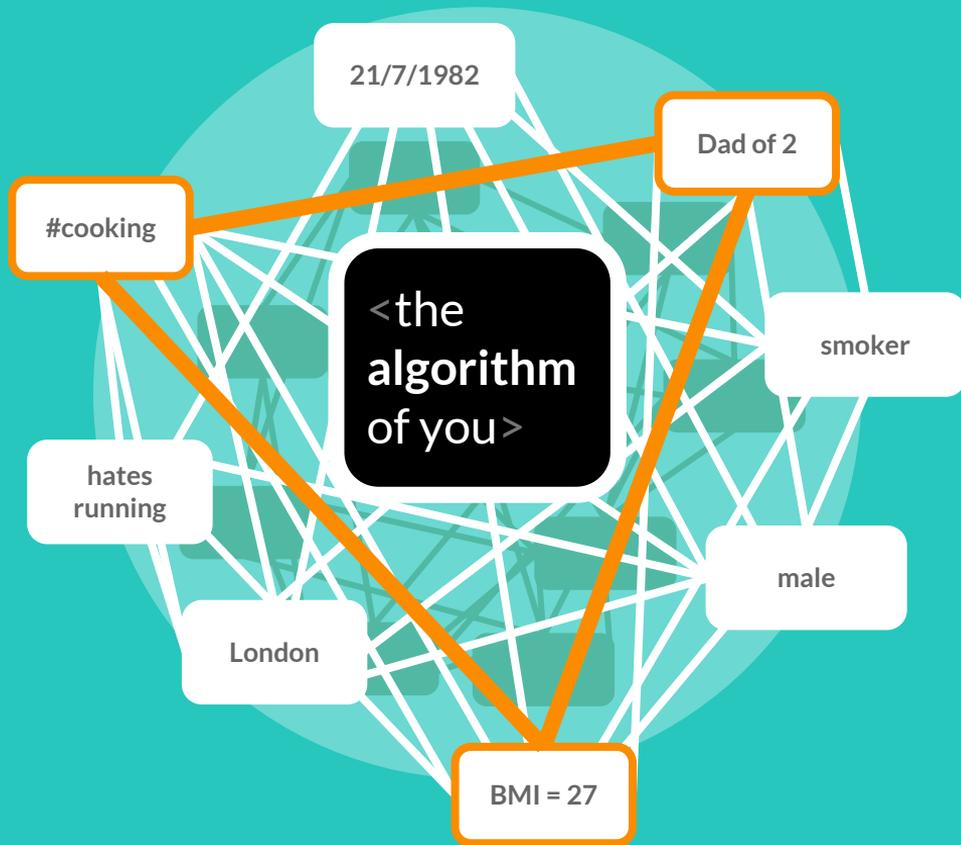


What do you *want to do?*

You love coffee and sleep. You want to get better sleep, more than you need to drink coffee. So you're open to advice about cutting caffeine.

The key is uncovering areas that users *want to change*. Not telling them what they *need to do*.

We profile up to 2 million variations of health priority. Helping you identify the next step to health and happiness.



Data is useless

What does your BMI tell us about how you want to engage with nutrition? But what if you'd really enjoy learning to cook better for your children.

Data is only useful if it connects the dots to actionable insights.

The Nudged Algorithm Of You searches for patterns in WholeView data. Highlighting the actions that matter, so you can engage better.

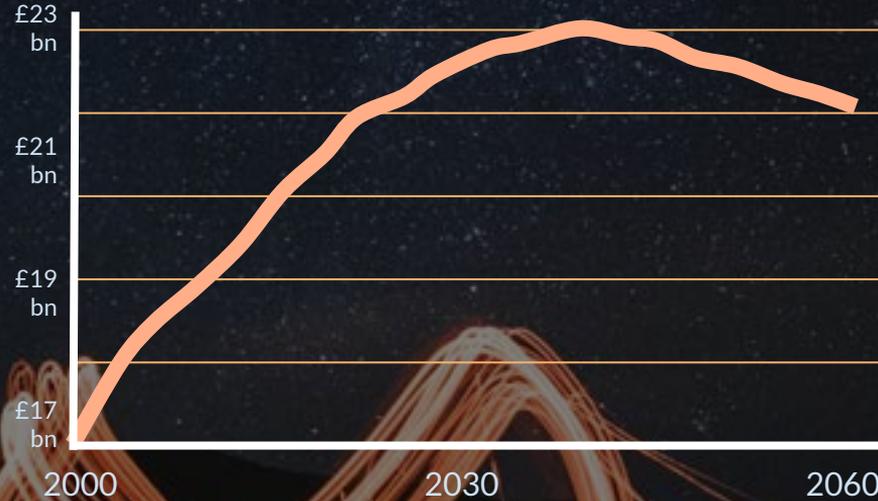
Let's not pretend we can "own this space"

Health, wellbeing and behaviour change are HUGE topics. We can't solve all of these challenges without your help. We believe you can't solve them without ours.

Partnership, integration and shared learning are at the heart of our operation.

Government's, national health services, universities, enterprises, health experts, technology companies... How about we work together and make something amazing?

UK Annual Cost of Obesity Related Disease



A photograph of a space station in orbit above Earth. The station's structure, including a large gold-colored thermal blanket, is visible on the left. The Earth's surface below shows a mix of blue oceans, white clouds, and brownish landmasses. The horizon of the planet is visible at the top of the frame.

- OUR CHALLENGE TO YOU -

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- REACH OUT -

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