

Spora Health Pitch Deck

Seed Plus Raise

**In America, being
Black is bad for
your health**

Racial Healthcare Disparities

A product of design

- Black children have a **500% higher death rate** from asthma compared to white children
- Black women are less likely to have breast cancer than white women, but **40% more likely** to die from the disease
- If Blacks and whites had the same mortality rate, **100K fewer Black folks** would die each year

Black Americans also experience the ‘**weathering effect**’, which means they get sicker at younger ages, have more severe illnesses, and are biologically aging more rapidly than whites **due to cumulative stress**



Omnichannel Primary Care Delivery

Mobile/Web Apps + Affiliated Bricks and Mortar Practices

- Virtual Care
- Health Plans
- Content
- Community

Spora Health provides a convenient app for all of our members to connect with their care team and each other. The app is designed to be the hub in which our members can be steered to the right service for them at the right moment.





The Spora Institute

Cultural Competence Training for Providers

- Self-directed online training modules for all of our providers
- Designed lessons to be immediately applicable to the daily work of providers and to facilitate improved patient outcomes

The Spora Institute is where Culture-Centered Care comes to life. The Spora Institute is designed to be delivered primarily online for self-directed adult learners.

Business Model

- Direct to Consumer
- We Sell to Employers

We offer affordable pricing for our insured and uninsured members. We are also offered as a benefit by employers.



\$1T

111M People of Color
Primary Care Market

\$386B
42M BLACK
AMERICAN
PRIMARY CARE
MARKET

Competition

STARTUPS

- * Kiira Health
- * ConsejoSano
- * Juno Medical

INCUMBENTS

- * One Medical
- * Amwell
- * Doctor On Demand

Over 15 years experience Building digital health products



Dan Miller
Founder, CEO

Lambda School,
SurveyMonkey,
Salesforce



Dr. Terrell Smith
Founding Physician

MD from University of
Virginia, MPH from
Cal Berkeley



Waco Holve
Data Scientist

Data Scientist for
Clearwater Analytics



Justin Bean
VP of Engineering

Serial founding
engineer



Maria Cortez
Clinical Operations

Formerly 1st employee
of Paloma Health

Membership Growth 1800% MoM

Spora Health



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