

ROOK

INVESTOR DECK



2025

PROBLEM



"Having to integrate wearables one by one, maintaining those integrations, and processing the information to actually be able to make sense of it is a huge pain."

WITHINGS	GARMIN	POLAR	8 EIGHT SLEEP	TRAINING PEAKS
wahoo FITNESS	PELOTON	fitbit	SUUNTO	OURA
ZWIFT	Google Fit	FreeStyle Libre	Apple	SAMSUNG Health
W	TEMPO	fatsecret	iFIT	concept 2

+80 more

SOLUTION

ROOK enables health, insurance & wellness companies to access and make sense of their users' wearable data.

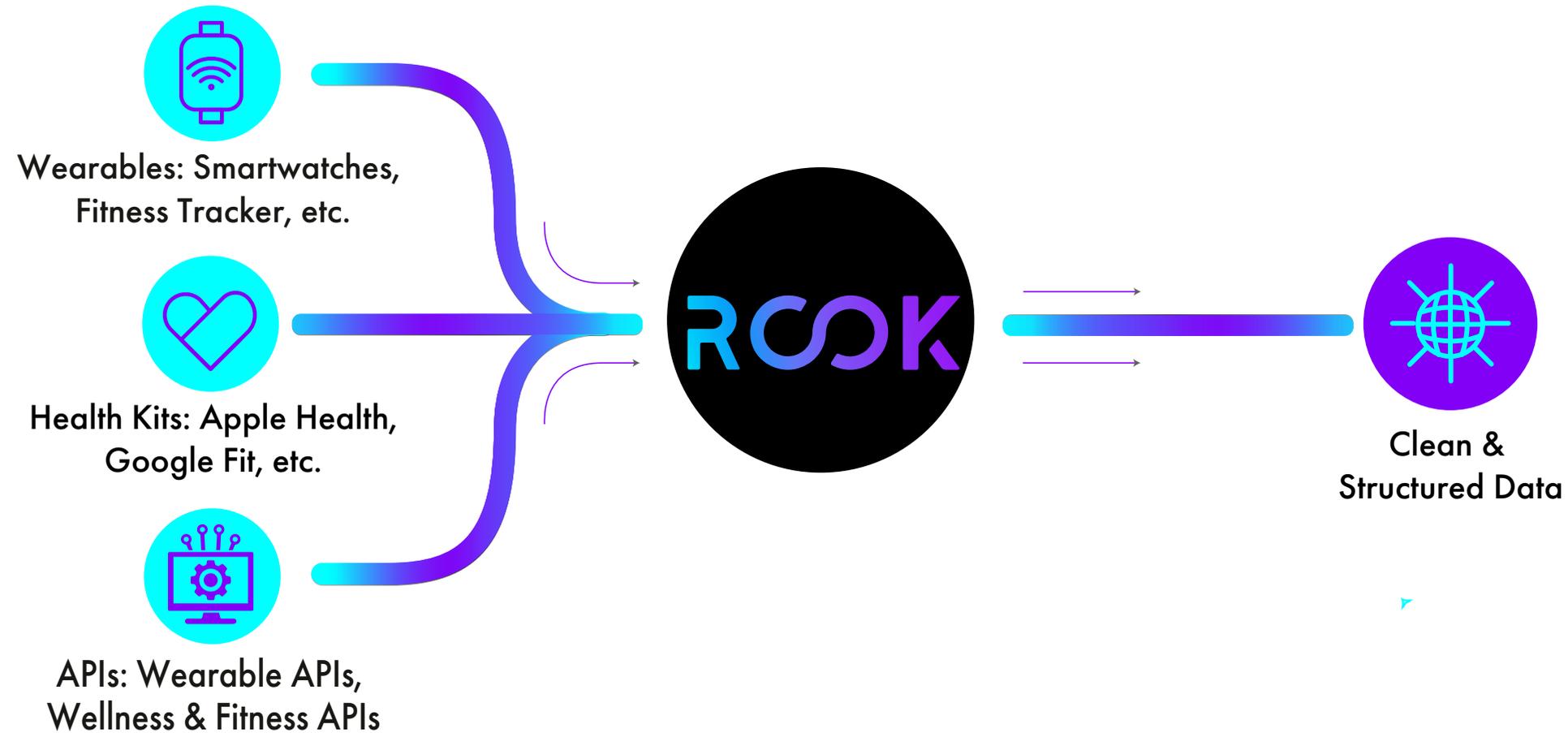
via simple API/SDK integration into their apps (B2B Business Model)



Building the Stripe/Plaid for Wearable Health Data

B2B - BUSINESS MODEL: HEALTH-DATA-AS-A-SERVICE

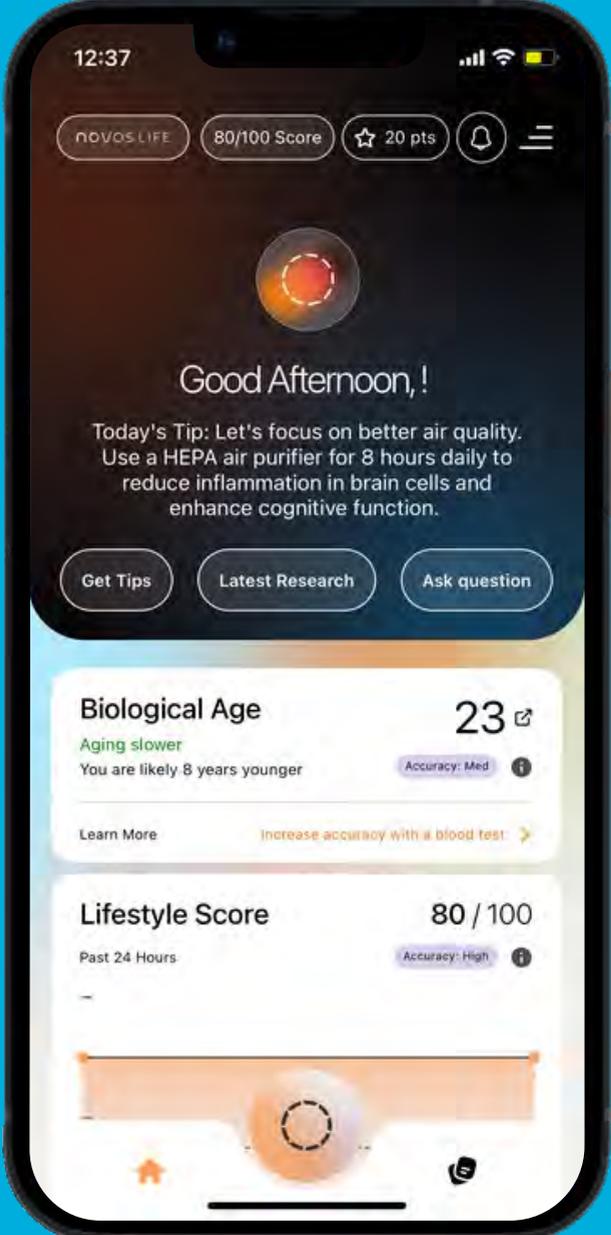
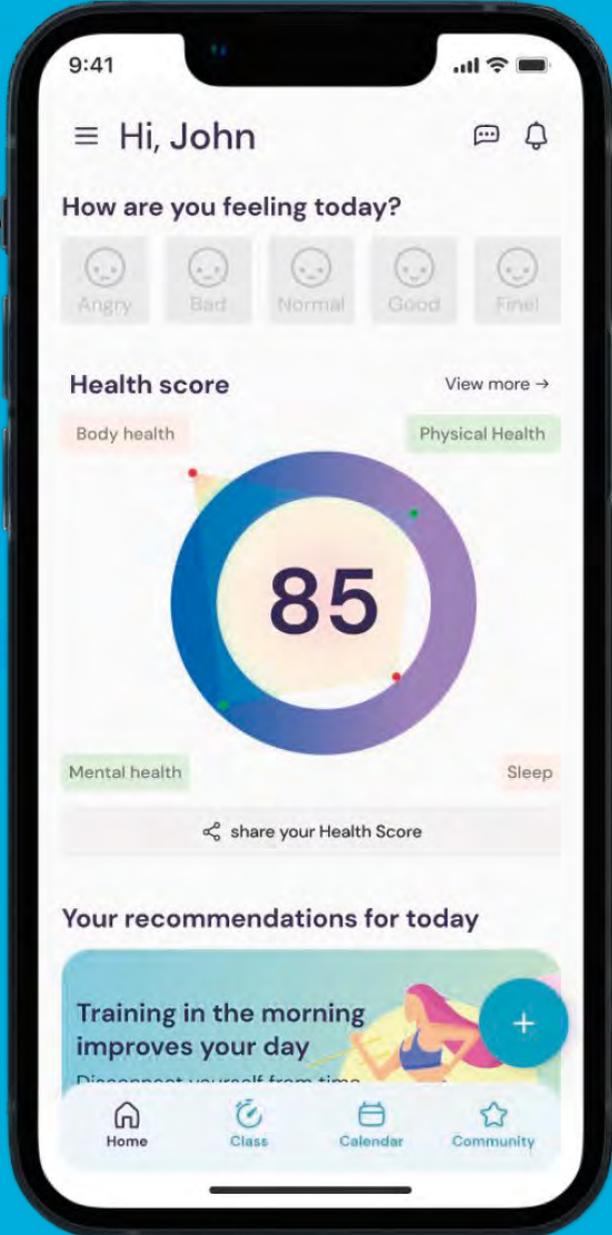
Provided via API and charged per Active User



TARGET MARKET

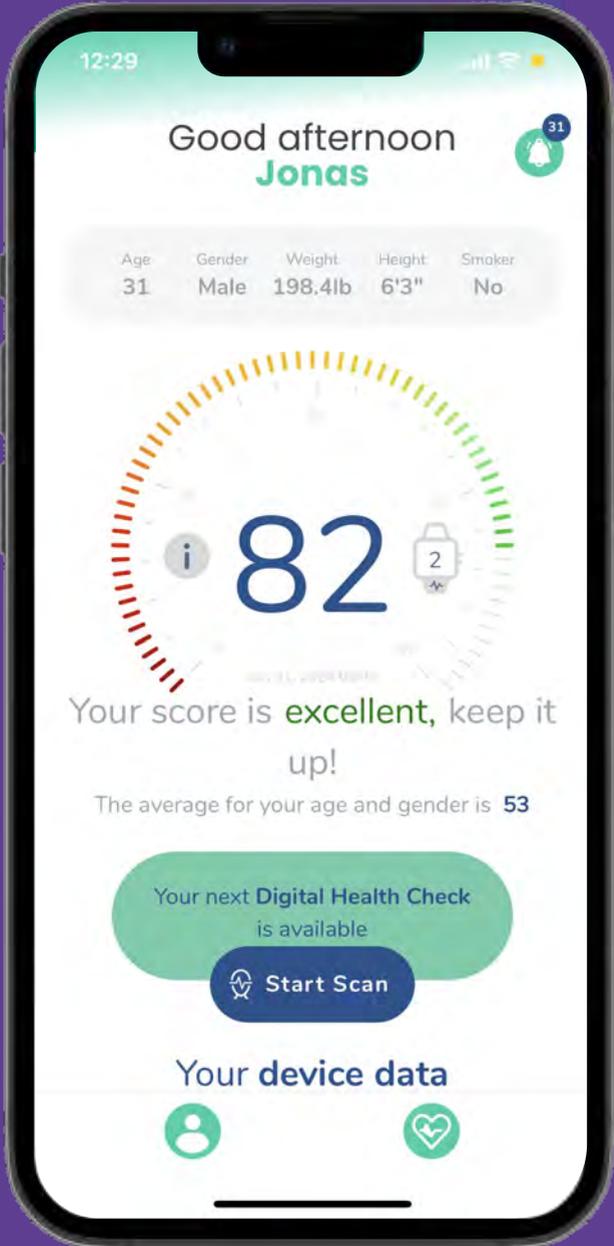
Vertical	Size	Niches	Reference Accounts	Go-to-market channels:	ROOK Use case	Timeline
Fitness & Wellness	\$1.5B USD	<ul style="list-style-type: none"> Club Management Software Fitness Apps, Wellness Apps 	   	<ul style="list-style-type: none"> Channel Partnerships: Product Dev. Agencies ( SWEATWORKS,  amalgama) Inbound Mkt () Event & Networking ( HFA,  fittech) 	<ul style="list-style-type: none"> Holistic health approach Longevity focus Upsell and/or retention via personalization 	<ul style="list-style-type: none"> Short term focus
Insurtech	\$4B USD	<ul style="list-style-type: none"> Insurance Tech Providers Health Insurance Life Insurance 	    	<ul style="list-style-type: none"> Event & Networking ( GLOBAL INSURTECH SUMMIT /  InsurTech SUMMIT 2023) PR (Paid/Organic) Automated outbound (Linkedin/Email) Channel Partnerships and Ambassador Work:  	<ul style="list-style-type: none"> Data is a key driver to risk evaluation and prevention Duplicity handling and reliability of data Depth of processing and support of target metrics 	<ul style="list-style-type: none"> Mid-term focus
Digital Health	\$3.5B USD	<ul style="list-style-type: none"> Chronic Disease Management Telehealth Remote Patient Monitoring 	  	<ul style="list-style-type: none"> Channel Partnerships: (Health-tech) Product Dev. Agencies and Data Interoperability Player ( Lightmatter /  InterSystems) PR (paid/organic):  HTN /  MEDTECH PULSE Automated outbound (Linkedin/Email) 	<ul style="list-style-type: none"> Data is a key driver to personalized care Reliable delivery and structure Rigorous security and compliance standards Rapid extraction, processing, and delivery 	<ul style="list-style-type: none"> Long-term focus

EXPERIENCES CREATED WITH OUR TECHNOLOGY



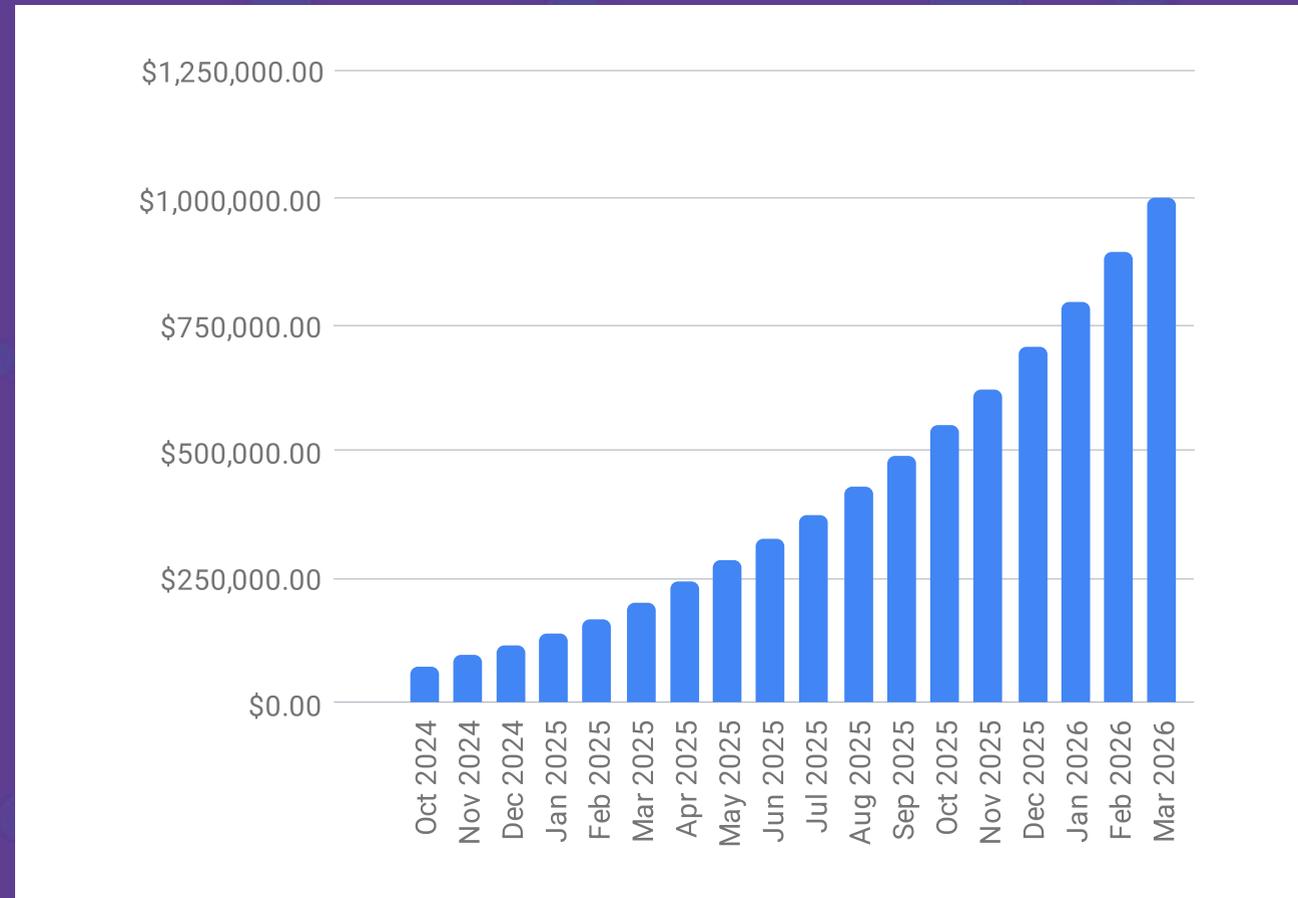
novos

EXPERIENCES CREATED WITH OUR TECHNOLOGY

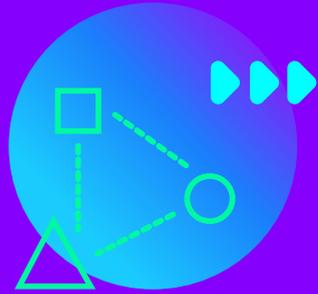


TRACTION

\$300K+ in live ARR, with \$1M+ contracted. Averaging 2–3 new clients/month — 9 closed in March — momentum’s real, and it’s building fast.

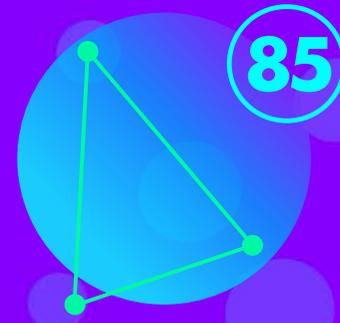


WHATS SETS US APART



Depth-of integration

ROOK has established a high level of integration with each data source provider, resulting in accurate and comparable data across users. We employ advanced processing techniques, including harmonization, cleaning and normalization, to delve deeper into data analysis. This ensures the data is refined and standardized, enabling more precise insights and reliable comparisons between users.



Health Score

The ROOK Health Score introduces a unified metric to evaluate user health, irrespective of the data source. This simplifies health tracking and offers a single reference point for assessing user well-being, enabling a holistic view of individual health. It delivers a user-friendly score, ranging from 0 to 100, which reflects your users' current health status.



FHIR-compliant

ROOK facilitates the provision of FHIR-compliant (Fast Healthcare Interoperability Resources) wearable data by seamlessly integrating with IRIS from InterSystems. This integration empowers you to effortlessly exchange data within the broader healthcare ecosystem.

TEAM WITH EXPERIENCE IN HEALTHCARE, FITNESS, AND SOFTWARE

techstars Portfolio company ***caelestinus**  **STADIA VENTURES**  **endeavor** DREAM BIGGER. SCALE UP. PAY IT FORWARD.

- **Based in Miami and strong tech-team in LatAm**
- **C-Corp Delaware**



Marco A. Benítez
CEO / Founder

  **NOVARTIS**



Daniel Martínez
CTO / Founder


CENETEC



José Iván Esquivel
PM / Founder


alandra medical



Jonas Dücker
COO / CMO

 **virtuagym**  **FITCO**



FUNDING

We have raised \$2 million USD

- Successfully launched product with strong early engagement — high NPS and retention
- Executed our first go-to-market strategy with outstanding results: \$1M+ in ARR signed and \$300K+ already live

Investors that joined our mission:

- NuFund
- CrossOcean Ventures
- Plain Sight Capital
- Techstars

Backed by InterSystems: Investment, Partnership & Incubation



THE ASK



We are raising \$1.5M

- Out of which we've already raised \$1M, and are now targeting the remaining \$500K.



Use of funds

- Accelerate client activation by building a Customer Success department and launching a product-led onboarding motion.
- Expand cybersecurity standards and obtain key data privacy certifications to fully convert already-signed enterprise clients.
- Prepare the company and team structure for a successful Series A raise and execution.



Goal:

- Reach break-even at the end of the year at \$1M in ARR
- 100+ clients beginning of 2026
- 1m+ active end-users beginning of 2026
- Prepare for Series A in 2026

WHY INVEST IN ROOK NOW?

- **Strong Market Demand:**

- We are rapidly signing new clients. This momentum positions us well to achieve our first \$1 million in ARR.
- We consistently add 2-3 new clients each month.
- We just signed a Fortune 50 company.

- **Rapid Growth & User Adoption:**

- We're experiencing dynamic growth since the launch of our first clients - with more than 200k active end-users today.

- **Strategic Investment Opportunity:**

- Our current funding round offers excellent terms during a crucial scaling phase, backed by significant partnerships like InterSystems, the tech provider behind major EHR systems like Epic, Cerner, Meditech, and more.

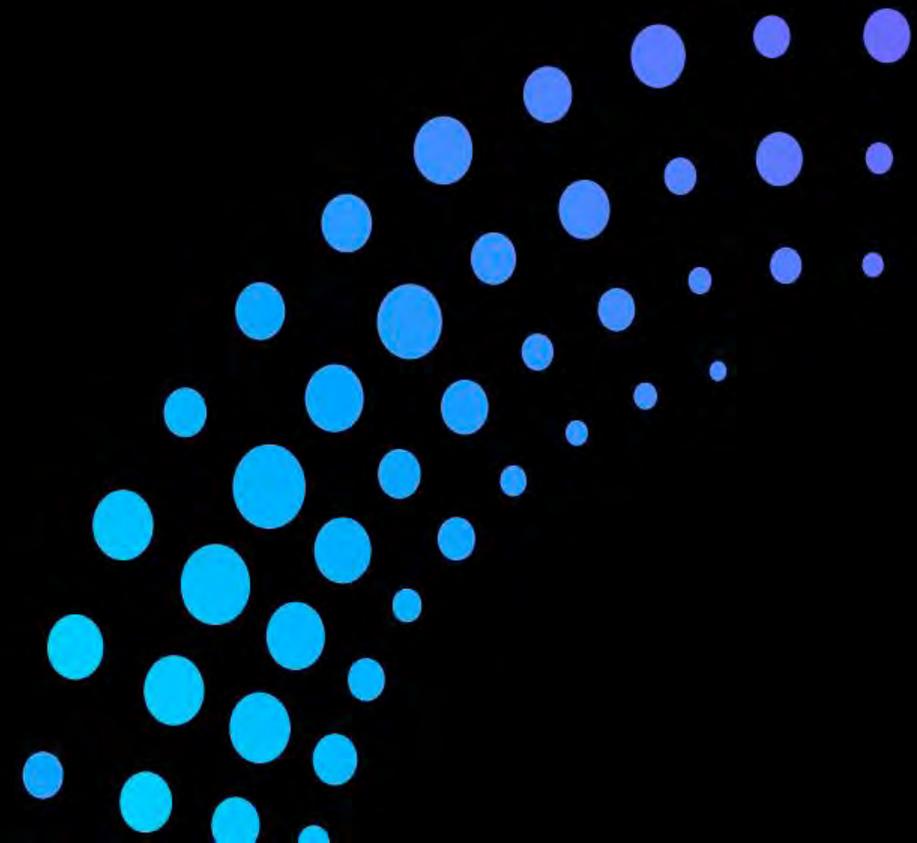
**Invest in ROOK now - join us at an exciting early stage,
poised for rapid progression and substantial returns.**

Let's make this world
a healthier place together

You can contact us at:
Marco Benitez - CEO of ROOK
marco@tryrook.io
+1 (786) 252-6819
www.tryrook.io
Meeting Link

ROOK

APPENDIX



ROOK'S COMPETITIVE EDGE

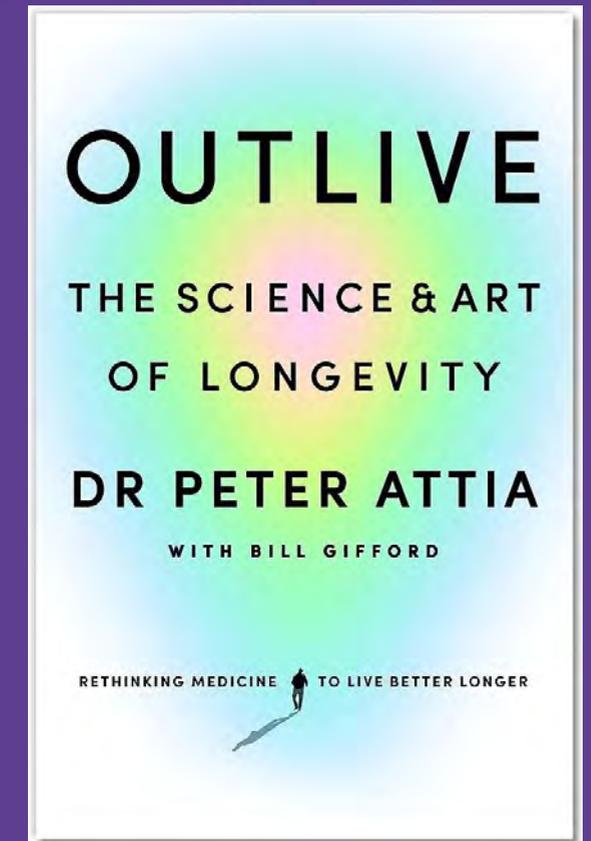
-  Focus on data needs of enterprise health organization
-  Virtuosity “doing the common, uncommonly well”
-  Health insights for the digital health
-  Integration types targeting Digital Health
-  Health score validated by industry professionals
-  Portal that considers the unique needs of this audience
-  Brand positioning and content targeting this market specifically
-  Competitive Pricing that helps our clients grow

WE ARE ALIGNING OUR PRODUCT WITH THE FUTURE OF HEALTHCARE, MEDICINE 3.0

“We need a fundamental shift in our approach to healthcare from reactive to preventive. Medicine 3.0 is predicated on evidence informed as opposed to evidence based guidelines. It is predicated on absurdly early preventative measures for chronic conditions (not acute conditions), which are now the dominant source of morbidity and mortality. Medicine 3.0 has to be highly personalized. We’re not yet in medicine 3.0, but we’re in that transition.”

-Dr. Peter Attia

ROOK has the opportunity to provide the data and insights to companies who inform, guide, and direct the population to positive health outcomes. By aligning our brand with this movement we connect not only at a business level, but also at an emotional one.



DIGITAL HEALTH > INSURANCE TECH > CORPORATE WELLNESS

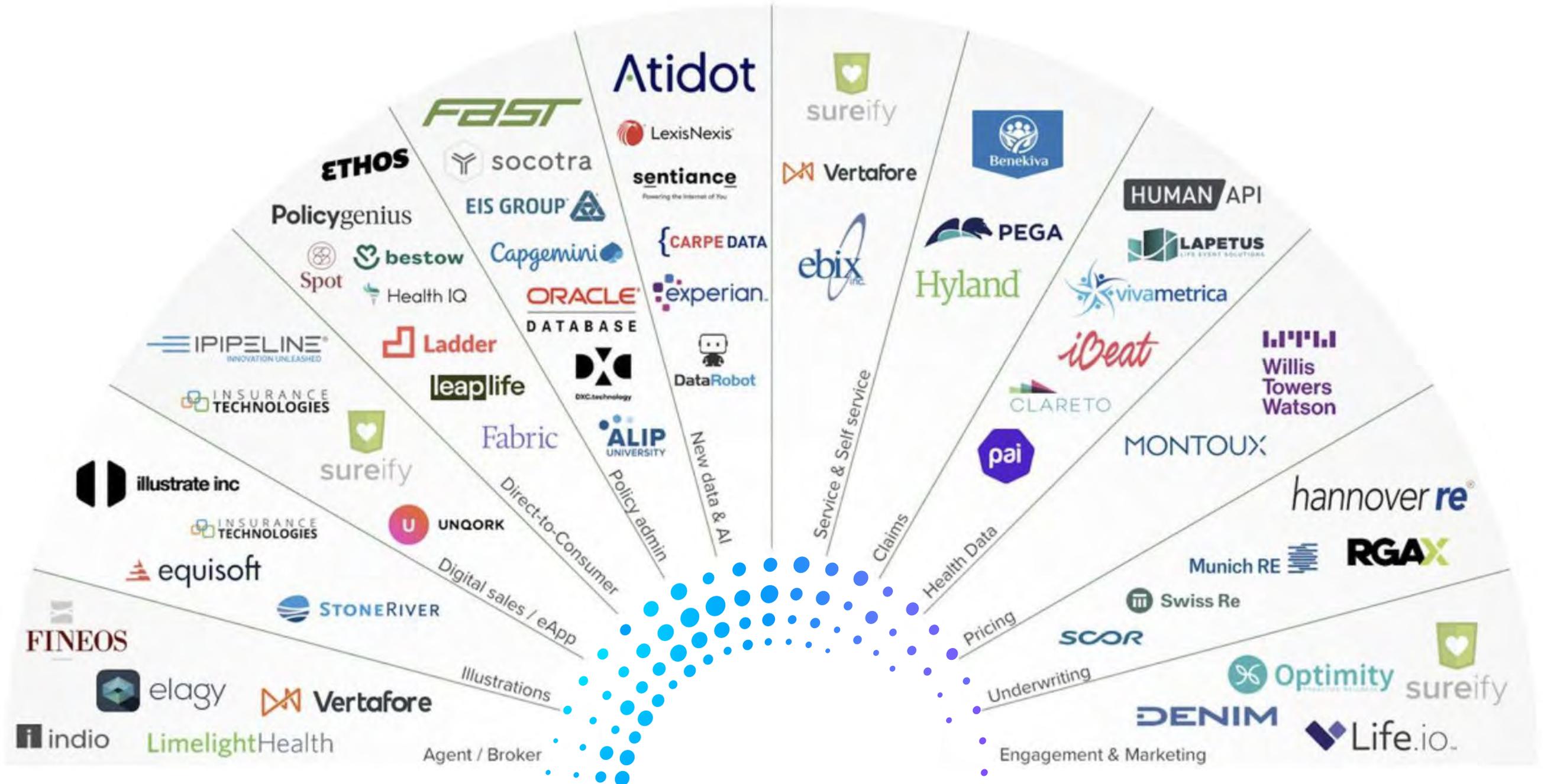
1. Traction with the digital health sector
 - a. Ready to leverage wearable data and it directly increase impact
 - b. \$77B Annual market growing at 17.10% CAGR
2. Insurance companies will naturally follow
 - a. Reduce cost of healthcare with shift towards prevention
 - b. \$4.3T Annual market growing at 5.4%
3. We can use our learnings to then support Corporate Wellness
 - a. Employers incentivized to improve employee health
 - b. \$225B lost in annual productivity due to health related absenteeism



DIGITAL HEALTH AND OUR ROADMAP

-  Continuous Glucose Monitoring and Nutrition
-  DNA testing and Lab Testing
-  Longevity focused fitness recommendations
-  Nutritional strategy and insights
-  Sleep insights
-  Refined Health Scoring
-  Language, Structure, and Tools that specifically support Digital Health

LIFE INSURANCE ECOSYSTEM



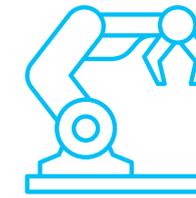
INSURTECH INNOVATION MAP EXPLAINS EMERGING TECHNOLOGIES



1 Artificial Intelligence

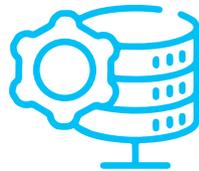
Our experience in AI allows insurance companies to enjoy various benefits like increased productivity, better customer experiences, decrease in frauds and others.

2



Robotic Process Automation

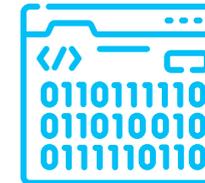
Robotic Process Automation acts as a tool set to accelerate the way businesses function, leaving tedious, repetitive, iterative tasks for bots and building opportunities for efficiently leveraging the workforce.



3 Data Science

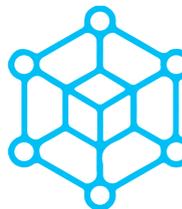
Data Science helps you to analyse real-time data and process information to create a better and faster ecosystem. Using Data Science we offer to build you data dashboards, scraping algorithms and automation scripts.

4



Low Code

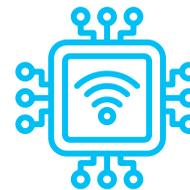
Low-code development platforms have taken over the market pretty quickly and the insurance sector is also one of the markets that are adapting to these new platforms, as it has various benefits and can see massive growth in its usages over the coming years.



5 Blockchain

Integrating blockchain not only reduces the administrative burden and costs, but also improves security, and allows sharing information easily. Since the data stored on the blockchain is secure and cannot be altered, it can also help in reducing insurance fraud.

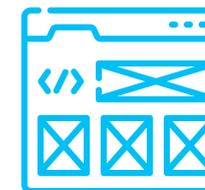
6



Internet of Things

Our IoT solutions allows data to be collected and exchanged continuously across networks, thereby speeding up and optimising the process of claims, minimising data duplications and largely eliminating customer frustrations.

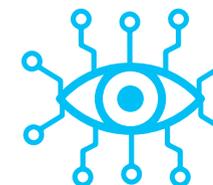
7



Personalization And Data

Insurance companies use the data collected from devices and smart-phones to identify the needs and wants of their customers and create policies tailored to their needs. Using data to target customers allows for a better customer experience and also helps in accurate risk assessments.

9



Predictive Analysis

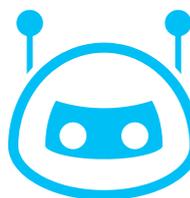
Various insurance companies are using predictive analytics for finding out the risk status, frauds, outlier claims and future trends, which helps them in avoiding any mishaps and losses.

5

8

Chatbots

The bots will not only be able to explain the policies, and processes, but also be able to answer queries that customers have, without any human interventions saving a lot of time and cost to the insurance companies. It also allows seamless interaction with the customers and 24x7 support.



POWERFUL CONNECTION UNLOCKS VALUE

Digital insurance platform

Connected people, health and wellness

WEARABLE FITNESS MONITORING DEVICES

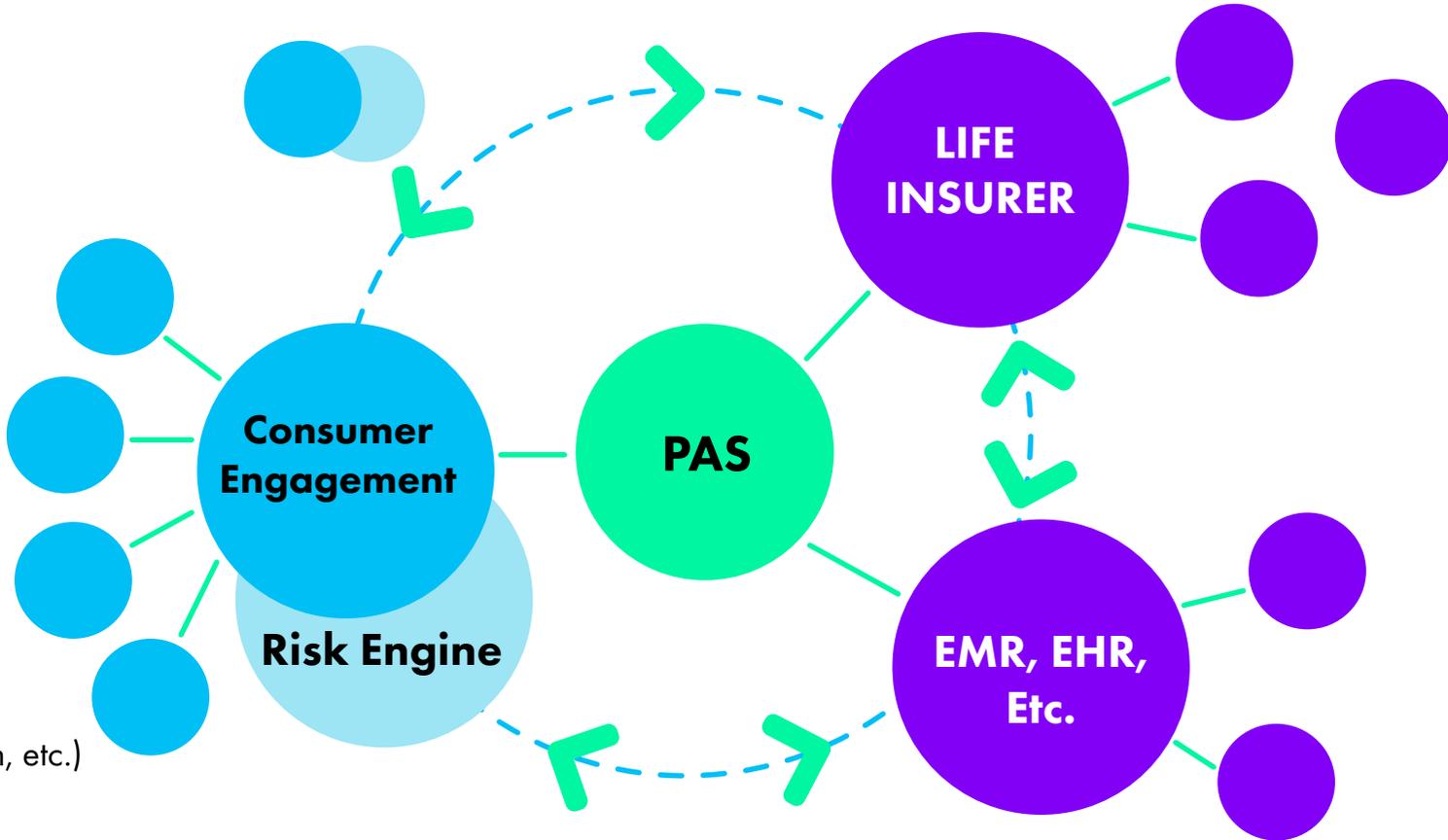
LOYALTY PROGRAM

Points awarded for healthy behavior

CASHBACK
(on premiums)

MENTAL HEALTH
(e.g. stress reduction)

WELLNESS PROGRAMS
(e.g. smoking cessation, nutrition, etc.)



PERSONALIZED PRODUCTS, RATING

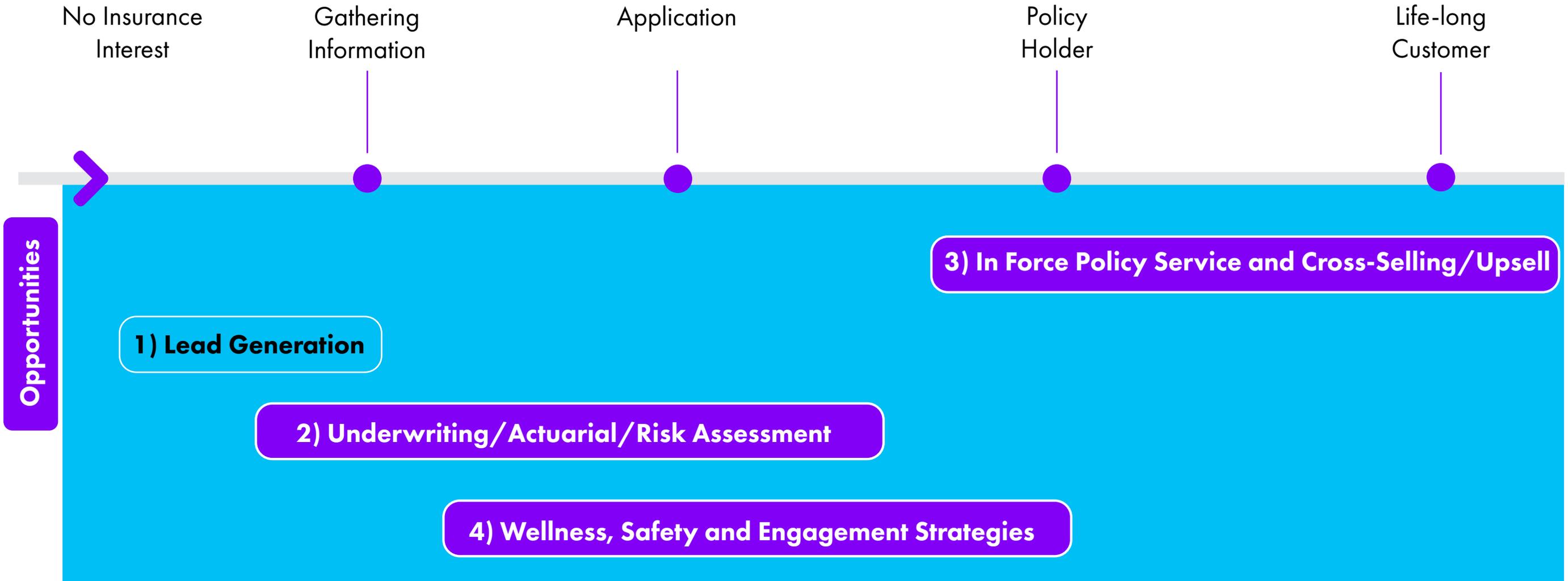
NEW UW DECISIONING

PAY AS YOU LIVE
Premium based on healthy activities and changes over time

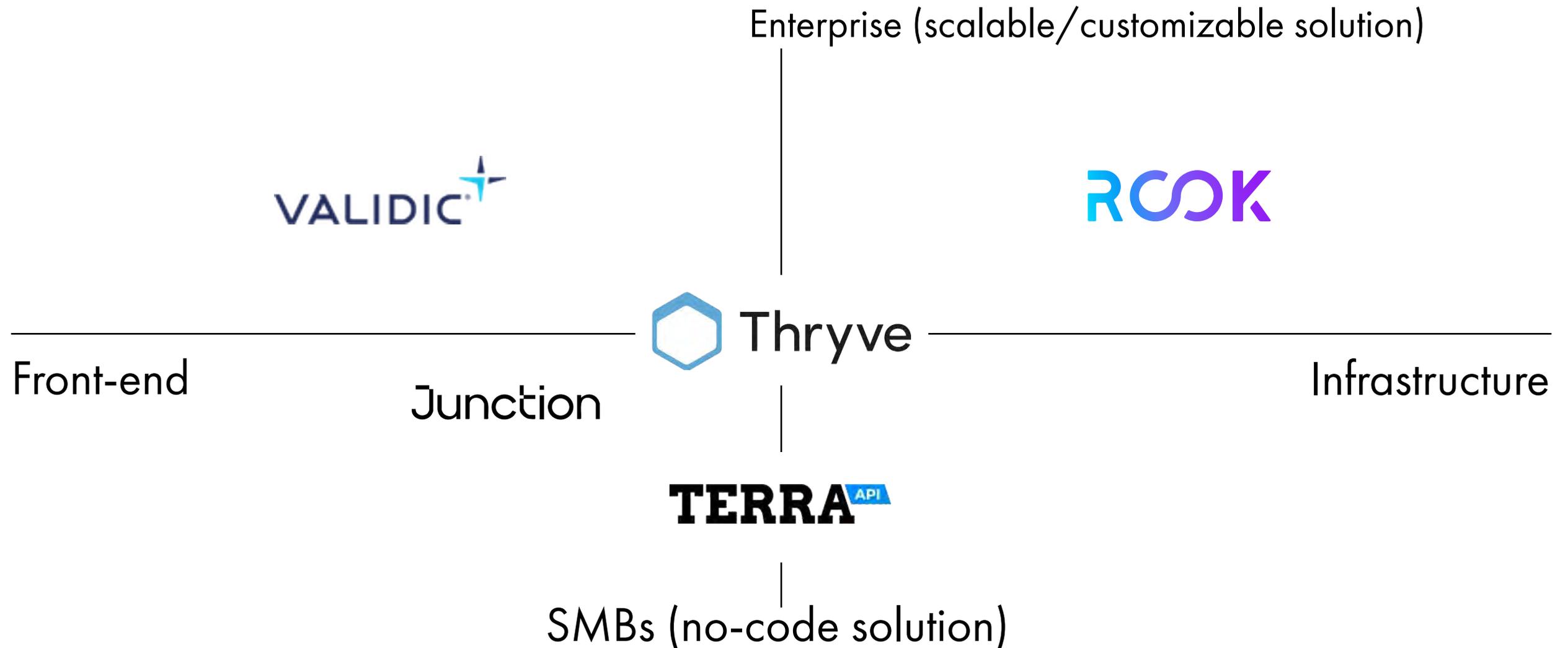
TRADITIONAL UNDERWRITING DATA
e.g. ExamOne, MIB

HEALTHCARE PROVIDERS DATA
e.g. Hospital, Medicine HIV test, nutrition advice

INSURANCE PROSPECT VALUE CHAIN



COMPETITIVE LANDSCAPE



Building the "Plaid/Stripe for Wearable Health Data". Find [here](#) more info on the competitive landscape.

COMPETITIVE LANDSCAPE

	Data					Data Collection		Special Features			
	Data Collection	Standardization & Harmonization	Processed Data	Data Cleaning	AI-Ready Data	Auto-Sync	Real-Time	Insights	Predictions	FHIR-Compliance	Health Score
ROCK	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
VALIDIC+		✓				✓		✓			
Thryve		✓									
TERRA^{API}		✓				✓				✓	
Junction	✓					✓					
SPIKE		✓				✓		✓			
Sahha		✓				✓			✓		✓

Building the “Plaid/Stripe for Wearable Health Data”. Find [here](#) more info on the competitive landscape.

ROOK APPLICATION TO THE INSURANCE VALUE CHAIN: PROBLEMS AND SOLUTIONS

Limited growth and innovation for evolving customer segments

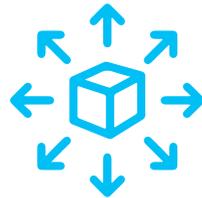


PRODUCT

Enable calculation of risk for life & disability insurance

Faster, more comprehensive access to clinical data

Needs of consumers are evolving while adoption of tech by incumbent insurers is slower



SALES & DISTRIBUTION

Enabling insurtech-based/innovative models for sales and distribution with fast API-based clinical data

Outdated, slow and expensive. Needs to evolve with new data sources and models



UNDERWRITING

New opportunities for risk models

The gold standard of clinical data for risk assessment

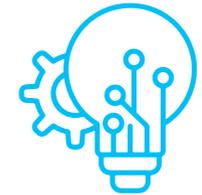
Limited technology adoption. Opportunities for rapid uptake of online solutions



CLAIMS & OPERATIONS

Valuable data for adjudication of claims

Limited technology adoption. Opportunities for rapid uptake of online solutions



INNOVATION

Enable incumbent insurers and service providers to offer enhanced, integrated technology and interoperability

STRENGTHENING OUR EXPERTISE IN HEALTH AND INSURTECH



Dr. Christy Lane



Co-Founder Stanford Wearable Health Lab

Stanford University

Jan. 2014 - present • 10 years 5 months



Vivametrica

10 years 4 months



Director of Insurance Solutions

Health Gorilla • Contract Part-time

Nov. 2022 - present • 1 year 7 months



Marissa Buckley



Co-Founder

RevUp

Jun 2023 - present • 1 year



Security First Insurance

12 years 10 months