

ELEMENT3™

H E A L T H

FACT SHEET

COMPANY: Element3 Health
LOCATION: Denver, CO
EMPLOYEES: 30
FOUNDED: September 17, 2018; GroupWorks founded June 2012

About Us

Element3 Health addresses the proven combination of physical, mental, and social activity to improve the health and wellness among 50-plus adults through an activity-based model. The company's GroupWorks club engagement platform is the nation's most comprehensive group activity management solution for this population, and the foundation for thousands of clubs across the country ranging from tennis to sewing. Leveraging the GroupWorks platform, Element3 Health works to build a support system for the encouragement of physical, mental and social activity among mature adults by developing solutions and conducting advocacy work with health plans, health systems, and policymakers.

About GroupWorks

By providing everything activity clubs need to keep their members engaged, GroupWorks has attracted a vast variety of clubs and is being used by thousands of activity clubs across the U.S. This platform provides features to enhance, track and report member participation, engagement, and overall activity levels, delivering significant health benefits and reducing healthcare costs.

GroupWorks helps to get adults socially engaged and consistently active. Our activity club engagement platform is specifically designed to serve passionate enthusiasts who share a passion for social-recreational activities ranging from sewing to RV'ing to cycling.

The platform provides member engagement features such as:

- streamlined member communication tools
- photo and experience sharing
- tightly curated content
- virtual and physical event scheduling
- participation tracking, polling, and much more.

GroupWorks also includes the ability to search for clubs -- serving as a kind of “Google” for clubs. The GroupWorks club management functionality includes security, payments, member management, event management, and reporting. This platform assesses, measures, and tracks social engagement and activity levels, providing an important mechanism for monitoring social engagement of 50+ adults.

The Team

With more than 30 years of experience in healthcare, innovation and business development, the Element3 Health team is poised to change the landscape of healthy aging.

David Norris – Chairman and CEO

David is a CEO, board member, investor, advisor, and six-time entrepreneur. As a serial entrepreneur, David has founded and built companies in a number of different industries and has extensive fundraising experience, having raised over \$300 million from venture capital, private equity, angel and debt sources. David was the co-founder and CEO of MD Insider, a big-data technology healthcare company that used huge volumes of data to score physicians based on actual performance. Dubbed the “anti-Yelp,” MD Insider raised over \$22 million to build the most sophisticated and successful solution in the industry.

Jason Cole – Chief Technology Officer

Jason is a seasoned technology leader with 20+ years of building great technology teams and managing the development of products and services. He worked in the Boston startup scene for 12 years before moving to Denver to join the exciting technology community there. Jason’s experience includes being the CTO at Silvernest, a unique roommate matching service for the 50+ group of baby boomers and empty nesters.

Mayrav Saar - VP of Strategic Program Management

With a background in healthcare reporting and hospital public relations, Mayrav helps to drive the mission of Element3 Health into all of the company’s strategic projects, products and programs. Mayrav oversees and executes market research, internal corporate messaging and product development with an eye toward reducing the costs of Element3 Health’s partners and increasing engagement for the company’s brand sponsors.

Sandra Zoratti – Chief Marketing Officer

As a proven global marketing executive, Sandra published a best-selling book, “Precision Marketing” and was the recipient of the Marketer of the Year award from Business Marketing Association Colorado. She is a technology marketer, the co-founder of The Marketer Network and the former President of the Business Marketing Association. Sandra’s experience includes being the CMO for Dispersive Technology,

the VP of Global Marketing for Ricoh, and the VP of Global Marketing Solutions for Ricoh/IBM.

Spencer Morgan - Founder and Chief Community Officer

Spencer founded the company and its signature product, GroupWorks, after 10 years as a professional journalist writing features for *The New York Observer*, *New York Times*, *New York Magazine*, *Atlantic Magazine*, and *Bloomberg Businessweek*.

Morgan's life was heavily impacted by his grandparents. He was inspired to build a company that facilitates, incentivizes and rewards adult group activity after his experience writing an article about the Senior Games (formerly the Senior Olympics) and the passing of his grandfather, Harry Morgan. Morgan has a Master's degree in journalism from the Annenberg School, USC.

Paulo Machado – Head of Business Development

Paulo Machado brings 30 years of experience in healthcare, biopharma and financial services to his current role of Head of Business Development at Element3 Health. Paulo has built and led successful startup, marketing, sales, national account management, market research/insights, business development and operations teams. Paulo has designed, developed & scaled customer-centric solutions for a wide array of products, brands and programs always delivering on the promise of a customer centered, differentiated value proposition that delights.

Larry Leisure – Board Member

Larry Leisure is a co-founder & Managing Director of the private equity firm, Chicago Pacific Founders and serves as Chairman for the Washington, D.C. based strategy & advisory firm ADVI. He has over 25 years of experience in the managed care arena as an entrepreneur, venture capitalist, management consultant and health plan executive. He has held senior positions at nationally respected institutions including Kleiner Perkins Caufield & Byers, UnitedHealth Group, Kaiser Permanente, Accenture, Price Waterhouse and Towers Watson.

Shelby Bryan – Advisor, Investor

Shelby is a senior executive and with over 30 years of experience in business. His broad experience has ranged from Morgan Stanley in the early 70's, to President of Millicom from 1981-1994 and grew it to a market value of over \$8 billion. He co-founded Vodafone, one of the largest companies in Europe. In the mid-90's, he took over as CEO of ICG Communications and grew it from \$78 million to over \$800 million in revenue. He has a Law degree from the University of Texas and is a prolific investor.

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