



*The health
operating system
for living better,
longer.*

*Complete ownership of your health record.
Interoperable with your care team. Built for the
always-on nature of modern health optimization.*

HELD is a bet that healthcare is going *consumer-driven.*

Giving people complete ownership of their health record, across every source, unlocks accessible, individualized, preventive care — and makes any person the most informed voice in the room on their own health. Literacy = Longevity.

OWNERSHIP & CONTROL

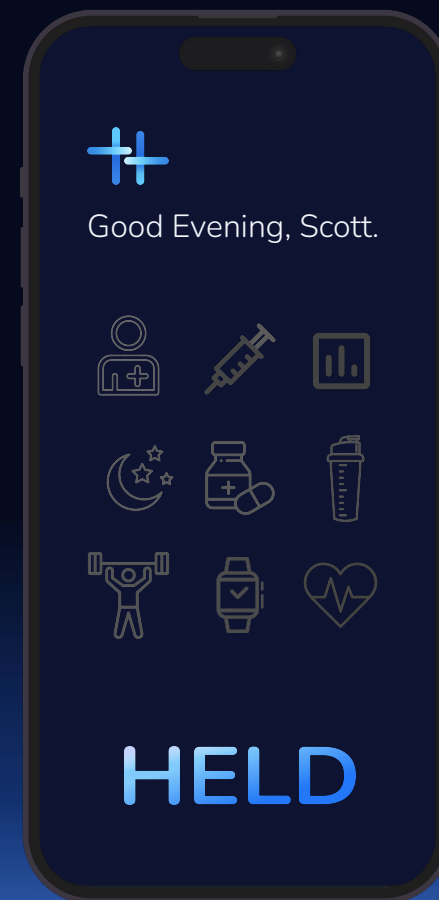
The record belongs to the person
— not the system.

COMPLETE INTEROPERABILITY

Records, labs, medications, wearables
— one system, portable anywhere.

HUMANS IN THE LOOP

AI that navigates. Your care
team that decides and acts.



More health data than ever. *The loop is broken.*

Healthcare and wellness data live in different worlds — and most of what people learn about themselves never reaches the care team who can act on it.

NO COMPLETE RECORD

350,000+

digital health apps on the market — none built to hold one person's complete picture.

NO WAY TO KNOW WHAT'S WORKING

1 in 3

sleep-tracker users report anxiety caused by their own scores. Population norms are not a plan, and none of the signals connect.

NO PATH TO THE CARE TEAM

97% → 6%

of physicians would review patient wearable data — but only 6% can get it into their workflow.

Sources: IQVIA Institute, Digital Health Trends · Goel et al., SLEEP 2026 national survey on sleep tracking & orthosomnia · AMA Center for Digital Health & AI + Medscape, International Physician Survey on Consumer Wearables, July 2026.

One health operating system. *Owned by the individual, integrated with their care team.*

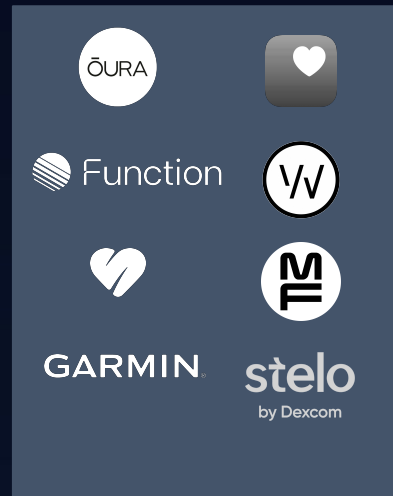
MEDICAL RECORDS & LABS

The foundation.



WEARABLES

The live signal.



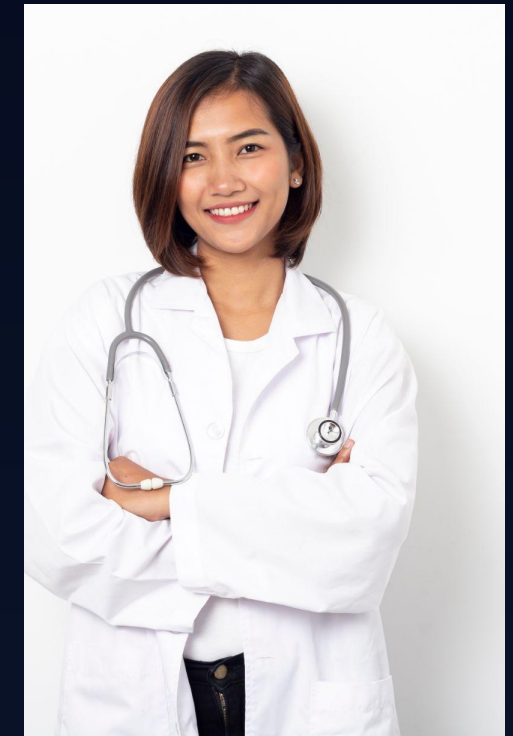
YOUR GOALS & PROTOCOLS

The guide.



YOUR CARE TEAM

The action.



People are managing increasingly sophisticated protocols — GLP-1s, hormone replacement, peptides, supplements, nutrition, training — but the data needed to understand what's working lives everywhere. HELD brings it together.

Both sides are live. One loop: *manage, measure, adjust.*

THE INDIVIDUAL APP

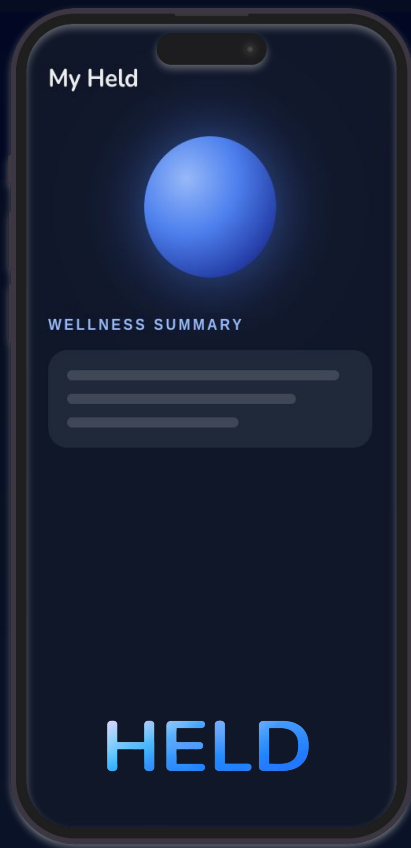
One Owned System of Record

Your protocols and goals, tracked against your own data

Daily check-ins and coaching to stay on plan

Records, labs, meds & wearables in one secure system

You control who sees what



THE CARE TEAM PORTAL

One Shared Command Center

Providers see adherence and results between visits — and adjust the protocol.

Longevity physicians run their practice on it.



HELD brings individuals' data and care team *inside the loop*, because consumers aren't comfortable with *AI-only care*.

PORTABLE, ON THE USER'S SIDE

Nobody has made wearable data interoperable with clinical care. HELD does it on the user's side of the system.

- Shares into any health system — not only the major EHRs
- One click, or through the HELD care-team portal
- The user controls who sees the record, and takes it anywhere

Every interoperability effort before HELD was built for hospitals. This one is built for the person.

Comfort with a provider's AI tool falls as the stakes rise:

51%

"to identify care options"

40%

"to help decide whether to seek care"

33%

"to offer a preliminary diagnosis"

Only 25% would act on an AI health suggestion without reviewing it first.

That is how HELD is built: AI coaches you toward the plan. Your clinicians set and adjust it.

Source: Forrester, Consumer Pulse Survey, February 2026 (n=538 US online adults).

The race isn't to understand people's health. *It's to do something about it.*

Feature gaps close. *Incentive gaps don't.*

Oura and WHOOP sell hardware. Function sells lab panels. Apple sells devices. Some add an AI coach and call it a health OS — built to deepen its own signal, not to manage your whole plan.

So they interpret, then hand you off: protocol changes and real clinicians sit outside the product, through partnerships. HELD puts action inside the loop — your own care team, your protocols, and room to add to both as your needs change.

CAN IT FOLLOW YOUR WHOLE HEALTH?	OURA	WHOOP	Apple	Function	HELD
7 WELLNESS DRIVERS					
Sleep	●	●	○	—	●
Fitness & movement	○	●	●	—	●
Diet	—	○	○	—	●
Protocols - Meds & supplements	—	—	○	○	●
Relationships	—	—	—	—	●
Work	—	—	—	—	●
Environment	○	—	○	○	●
THE HEALTH RECORD					
Labs & biomarkers	—	○	○	●	●
Vitals & body statistics	○	○	●	—	●
Medical history	—	—	○	—	●
THE ACTION LAYER					
Your providers in the loop	—	—	○	○	●
Evolves as your needs change	—	—	—	—	●
● core focus ○ partial — not served					

Sources: Oura S-1 filing; Bloomberg reporting on Apple "Mulberry" health coaching, 2026; Fitt Insider, State of Health & Wellness 2026; Function Health & WHOOP Advanced Labs product releases; Attig & Franke, Computers in Human Behavior; Journal of Hospitality & Tourism Management, 2025.

Already the CEO of their own health. *No operating system.*

9M

– ICP

longevity-engaged urban professionals
actively optimize their health

- They manage wearables, quarterly labs, GLP-1s, peptides, nutrition and training programs.
- They spend heavily, self-pay — with no way to see what's working.
- The more they invest, the more fragmented their picture gets.

\$7B /yr

– TAM

across 120M+ US Consumers

US market opportunity across health-conscious consumers

CATEGORY GROWTH · CAGR

28.3%

DTC telehealth

16.5%

Precision medicine

19.7%

Health wearables

10.5%

DTC lab testing

Sources: Global Wellness Institute 2026 · Fortune Business Insights 2026 · McKinsey 2025 Wellness Report · BioSpace 2025 · Meticulous Research 2025 · Towards Healthcare 2025/2026.



Distribution is how we win. *We are building it from both sides.*



PROVIDER SIDE

B2B2C through clinics

Longevity and preventive-care clinics bring engaged patients in cohorts. The physician's endorsement is the trust signal consumers say they want.



USAGE SIDE

Super users first

Wellness providers, personal trainers who train our ICP, and people who have run peptide protocols for a decade and finally need a system.



ADVOCATES

Organic reach

Super users and partner clinicians share content organically. HELD Source and the referral pathway turn that into the next clinic and the next cohort.

01

Clinics onboard cohorts



02

Users own & permission the record



03

The care team co-manages — the record deepens



04

Source & advocates bring the next clinic

Credibility on the provider side and credibility on the usage side — the wellness and healthcare ecosystems married in the real world, exactly as they are in the product.

Our target partners: *Precision medicine* is fueling the self-pay, preventative care market.

+16.5%

annual growth · precision medicine, through 2034

WHO THEY ARE

- Longevity & precision-medicine physicians
- Functional & integrative medicine
- Hormone, peptide & regenerative clinicians
- Coaches, nutritionists & performance specialists

HOW THEY OPERATE

- Self-pay · membership · protocol-driven
- \$10K–\$250K+ / year high-touch clinics
- Quarterly labs & biomarker re-testing
- Continuous coaching between visits

WHY THEY NEED HELD

- Care model is continuous, not episodic
- No legacy EHR — EMRs are built for billing, not protocols
- Protocols live on PDFs; adherence lives nowhere
- Membership economics reward acting between visits



“[The vision] — a physician can review any patient at any time, anywhere — because the wearable data arrived before the visit did.”

DR. ANDREW JAGIM, MAYO CLINIC HEALTH SYSTEM

This is our channel: No legacy EHR.
Membership economics. Continuous care.

Top U.S. markets: NYC · LA · SF Bay · Miami · Austin · Dallas · Scottsdale · Boston · DC · Sources: Towards Healthcare, 2025; The New York Times, DealBook, Aug 2026.

The consumer pays. *Clinics are our GTM partners.*

CONSUMERS PAY FOR OWNERSHIP

\$4.99 / mo

Core

\$14.99 / mo

Premium Pro — care-team collaboration, clinical AI & coaching, protocol tracking

\$199 one-time

White-glove onboarding

CLINICS DISTRIBUTE

\$0 / patient / month

Care-team portal is free for partner clinics. Provider-led activation lowers CAC; co-management raises retention. *Future model includes referral fees.*

THE RECORD COMPOUNDS BOTH

01

Partner practices onboard cohorts

02

Patients own & permission the record

03

Co-management deepens & retains

04

HELD Source & the referral pathway connect the ecosystem

2027 • Employer plans \$199/user • HELD Source referral + per-booking fees • Affiliate program



Beta is LIVE. *Public Launch is Nov 2026.*

A two-pronged Beta GTM. Clinician-validated credibility on one side, a direct-to-consumer waitlist on the other — converging on the same product.

4

Clinical provider partners

2 Live · 2 additional live by end of Sep

150

Beta patients via providers

30–50 each per clinician

Q4

Wellness partners activating

Gyms, wellness spas, studios, super-users





Dr. Westley Spiro

Founder, Catalyst Precision Health · NYC

LIVE





Dan Miller

Founder, Eternum Longevity · Salt Lake City, UT

LIVE

Two channels, one feedback loop. D2C waitlist of longevity-engaged users. Provider partners committed to bring patients, build case studies, testimonials, and in-app gated content.



HELD INVESTOR DECK · PRE-SEED · CONFIDENTIAL · SEPTEMBER 2026

12

\$500K - \$1M pre-seed SAFE takes HELD from live beta to public launch — and to Seed-ready metrics by Q2 2027.

\$5M post-money cap · 20% discount · First close October 30

DONE

Private beta live

- Provider partners live in NYC and Salt Lake City
- ~200 active users, provider-connected and direct
- Consumer app and care-team portal shipped

Q4 2026

Public launch · November 1

- Expand provider partners in both markets
- Activate wellness partners and super users
- Advocate content program live

H1 2027

Seed-ready metrics

- 5K paying customers within 6 months of launch
- ~\$0.5M annualized revenue
- Provider-led acquisition proven

Team: CEO / founder · CTO / co-founder · product engineer · Light-it engineering partners · advisors · provider partners.

at \$500K - 8-10 mos of runway

Reaches Seed-ready metrics by Q2 2027 with the current team.

at \$1M - 12 mos of runway

Adds scaled partner outreach and paid social for a faster go-to-market, with cushion to close the Seed.

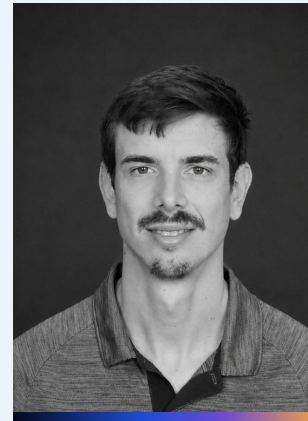
Consumer go-to-market *meets technical expertise & clinical credibility.*



Emmett Schaller

FOUNDER & CEO

- 15+ years building consumer products inside regulated industries — FinTech to healthcare
- 5+ years in healthcare innovation and commercialization
- The go-to-market operator this distribution plan requires



David Dechent

CO-FOUNDER & CTO

- 10+ years building high-scale data systems (AWS, MicroStrategy)
- Designs secure, HIPAA-grade architectures for unified data
- The interoperability layer is an engineering problem first — he has built it before

ADVISORS WITH CLINICAL CREDIBILITY

Dr. Westley Spiro, MD

Co-Founder & Lead Doctor, Catalyst Health · Preventive medicine, A4M

Bryan Moy, Ph.D., MPH

Senior Product Lead, Oura · ex-Google Health, Meta

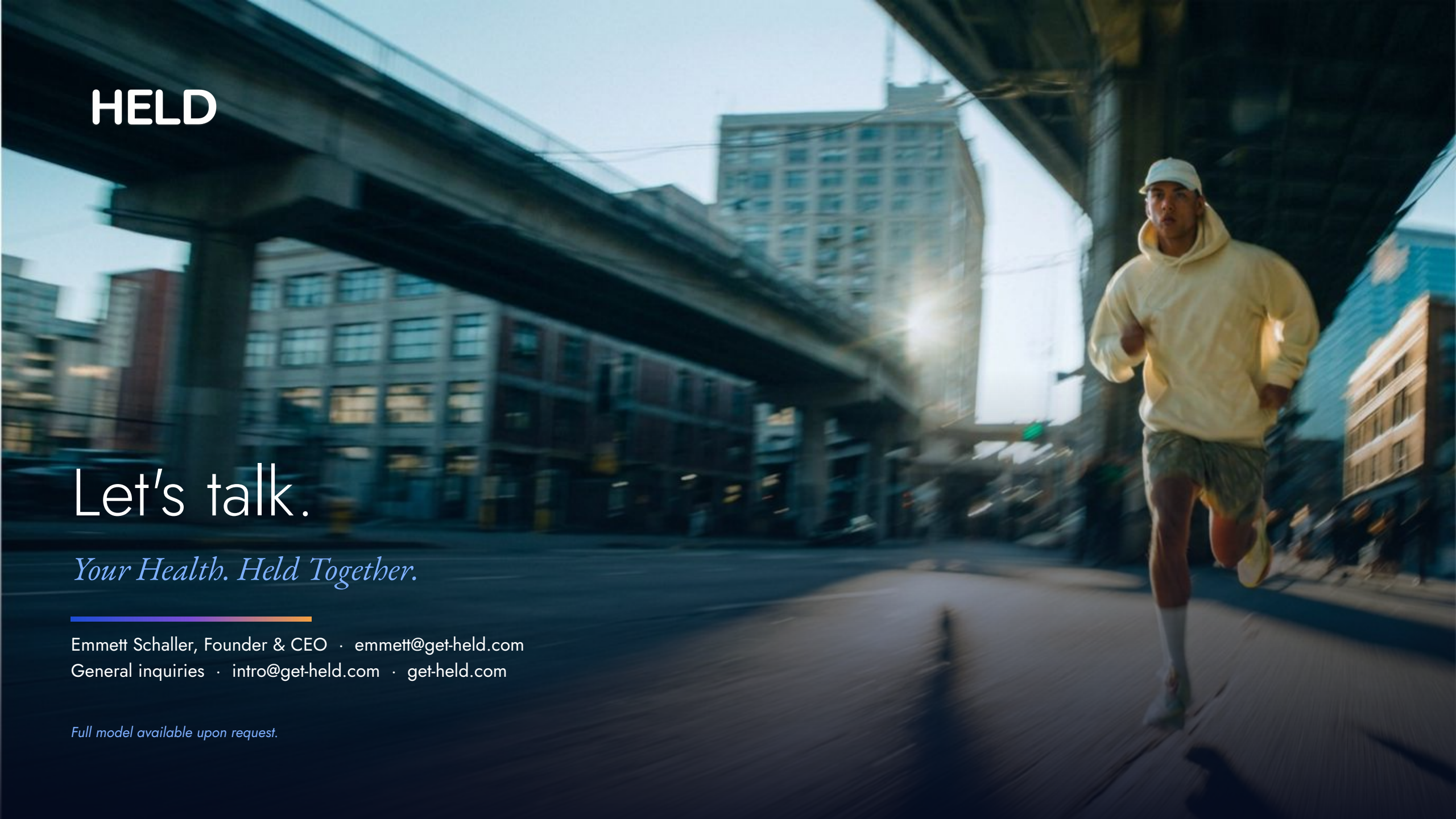
Erin Lubliner-Walters, M.A., BCBA

Behavioral health advisor · public health policy

EXPERIENCE ACROSS THE TEAM AND ADVISORY BOARD

Booz | Allen | Hamilton



A man in a yellow hoodie and white cap is running on a city street. The background shows a bridge and city buildings, with a bright light source creating a lens flare effect.

HELD

Let's talk.

Your Health. Held Together.

Emmett Schaller, Founder & CEO · emmett@get-held.com

General inquiries · intro@get-held.com · get-held.com

Full model available upon request.