

Livofy

(Previously Keto India)

Patient engagement platform for Chronic Care management that complements the standard of care.



Our Story

2017 DIAGNOSIS

My mother was diagnosed with Grade 4 Brain Cancer (GBM). She received the Standard of Care from Fortis Hospitals.

Median Survival Rate: 14.6 Months

Median Progression free survival: 6-8 month

OBSERVATION:

The study shows large SOL measuring approx. 45 (TR) x 39 (AP) x 47 (CC) mm in right parieto-frontal region with significant surrounding vasogenic edema extending into right capsulo-ganglionic region also. Compression of right ventricle noted with approx. 8-9 mm midline shift towards left due to mass effect. Mild mass effect also noted on midbrain towards right. The above described SOL has both cystic and solid component on pre contrast images and does not show areas of restricted diffusion or darkening on gradient images. On post-contrast images the above described SOL appears smooth and thin walled on medial aspect and shows irregular nodular enhancement on lateral aspect. The mass is mildly abutting dura on lateral aspect.

OPINION:

Follow-up MR scan findings, in this post-op & post-RT case of GBM, in comparison with prior MRI dated 26.08.2019, are consistent with post-treatment changes. No significant elevated perfusion or choline elevation on MR spectroscopy is seen.

Please correlate clinically.

Dr Sriram Rajan, MD, DMRE, DNB
DMC No.: 20623

2022 SCAN

Our Approach was a Cocktail of:-

- Nutrition
 - Clinically backed drug
 - Supplementation (Naturopathic)
- which complemented the Standard of Care

The Problem: Unaddressed Magnitudes

Diabetes

80 Million patients **struggle with dietary advice & adjustments** post diagnosis

PCOS

1 in 10 women have PCOS who experience irregular period cycles, facial hair, acne, inability to conceive

Thyroid

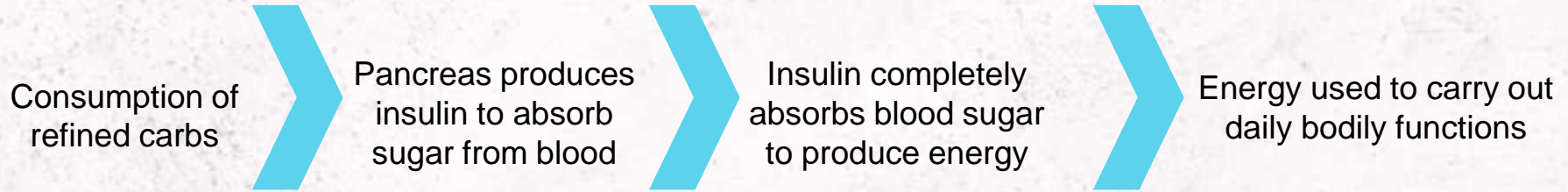
42 Million patients with thyroid disorders have **no health & wellbeing providers**

Obesity

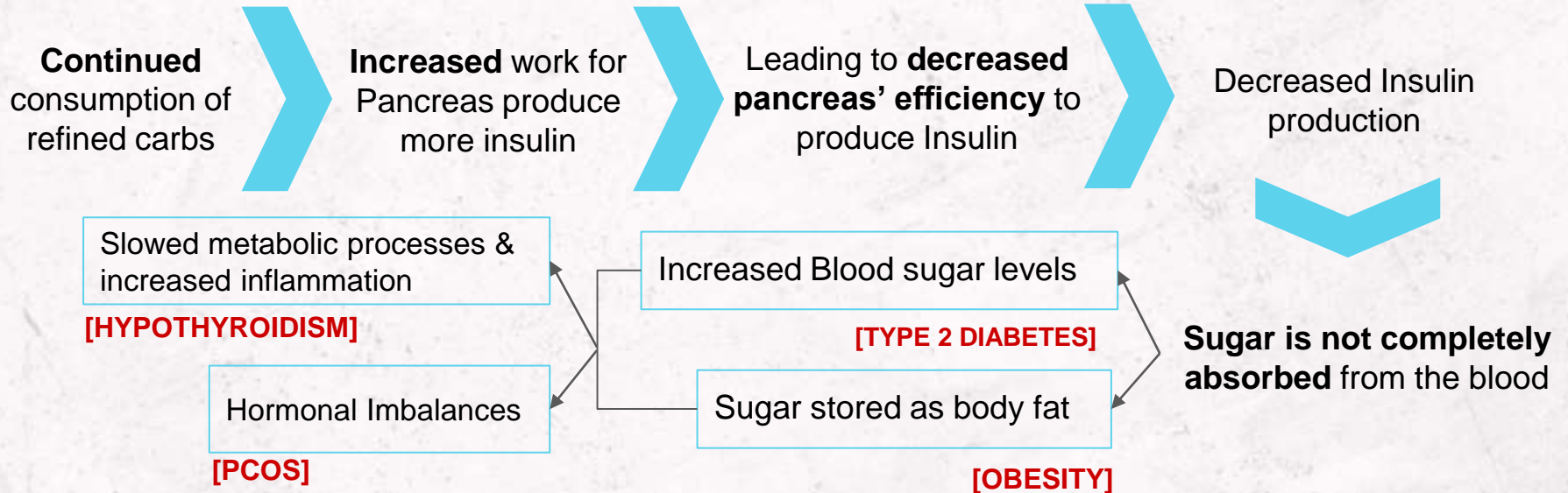
135 Million people (~ 30% of all men and women) are **overweight**.

In almost all cases, obesity is coupled with one or more of above chronic ailments.

SCENARIO 1:



SCENARIO 2:



Our Team



Ex-Innovacer,
TravelTriangle, Samsung
NSIT, Stanford Seed
ISSA Certified Nutritionist

SAHIL PRUTHI
(Tech, Biz Ops & Strategy)

SALES

NUTRITION

PRODUCT & MARKETING

BUSINESS

HR

FINANCE



PARAMVIR
(Senior BDM)
Ex-CollegePass



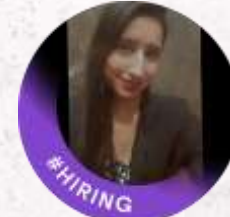
EENA
(Nutritionist)



ACHINT
(Product Manager & Founding
Team member)
Ex-Innovacer, PlaySimple
Games



VISHAL
(BDM), Ex-Better



JAYSHREE
(HR Generalist)
Ex-REA India,
Housing



LAXMAN
(Associate Accountant)



KAJAL
(BDM)



RUDRAA
(Business Analyst) Ex-Uday

Who We Are?



ANUJ DHARIWAL
Advisor- Healthcare & Strategy
Ex- Bain & Co,
Bayer Consumer Health
BTech/ MTech- IITD



DR. NAVEEN NISHCHAL
Advisor- Healthcare & Strategy
Founder: Meddo-Doxper
| Cygnus Hospital |
Voice of Healthcare



SHRENIK AJMERA
Advisor- Strategy
Ex- Health Impetus,
Founder, RxPONT India



DR. VISHAL GANDHI
Advisor- Healthcare & Strategy
Founder: BIORx
Venture Advisors
Chief Ideator - Indian
Healthcare Angels



PRABHATH GUPTA
Advisor- Tech, Product & Growth
Co-Founder- Nected.ai &
TravelTriangle



KAPEL MALHOTRA
Advisor-Partnerships
Founder, Total
Solutions



TARUN AGGARWAL
Advisor- Healthcare & Strategy
Mentor, VOH
Global Business Head-
HCLTech



GAURAV GUPTA
Advisor- Tech
Lead- Generative AI , Adobe
Expertise in Generative AI



RAHUL ROSHA
Advisor- Healthcare
MD, Novique
Health, Ex- BeatO

Investors

Funding Raised (June'22): **550k USD (INR 4.5 Cr)**



**IVY Growth
Associates**

**IVY Growth
Partners**



**Amit
Singhal**
Fluid VC



**Amity
Technology
Incubator**



**Dr. Siddharth
Chachad**

Global Clinical Head at
Dr.Reddy's



**Rosin
Jewels**



**Mr. Mayyank
Jain**

The Livofy Impact



Worked with **10,000+**
Clients worldwide



Selected among the top 65
startups in the **Stanford Seed
Programme**



Highest fundraise offer
on Season 1 of
Tank India



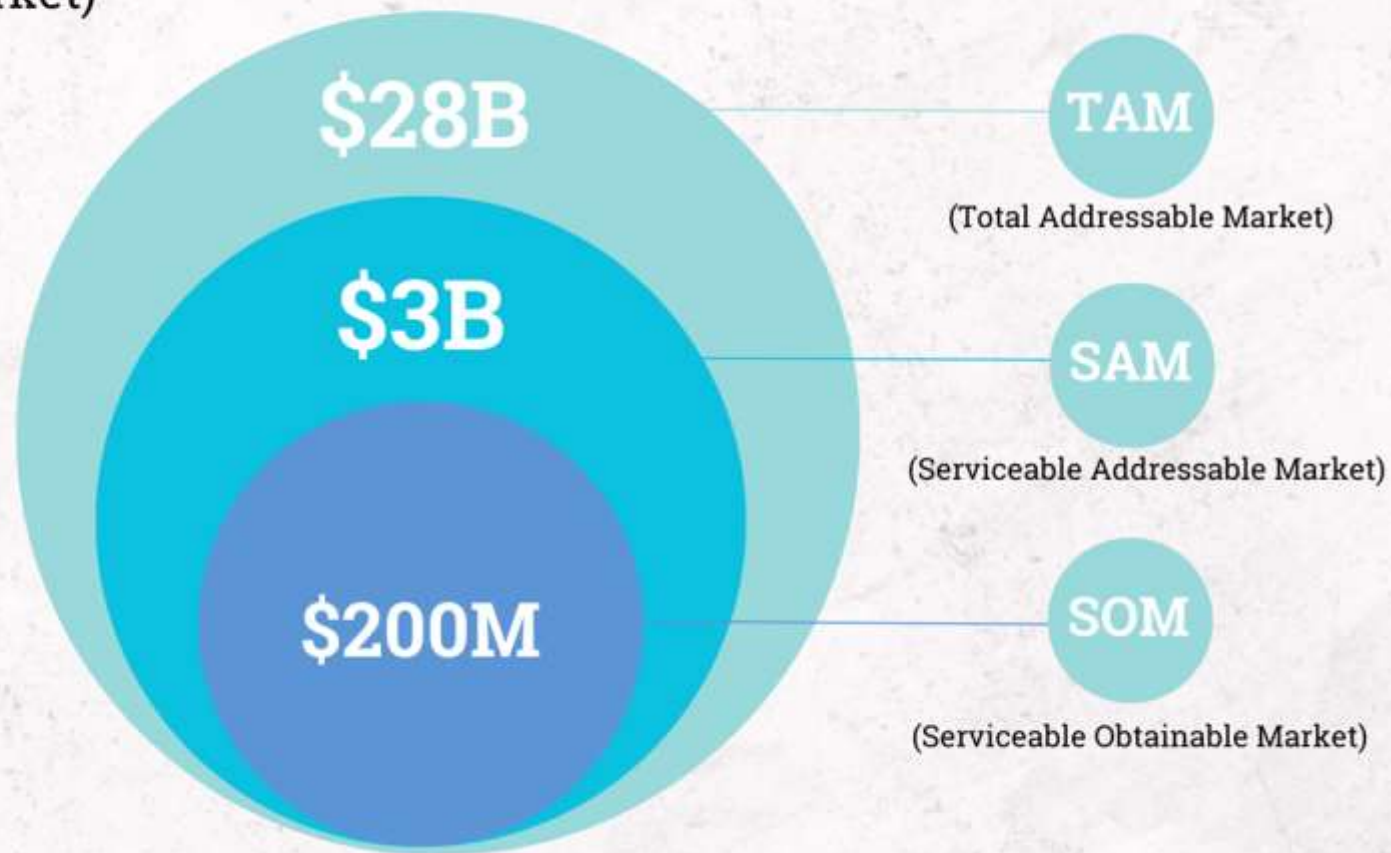
Raised **550k USD** from
Leading investors

Featured On:

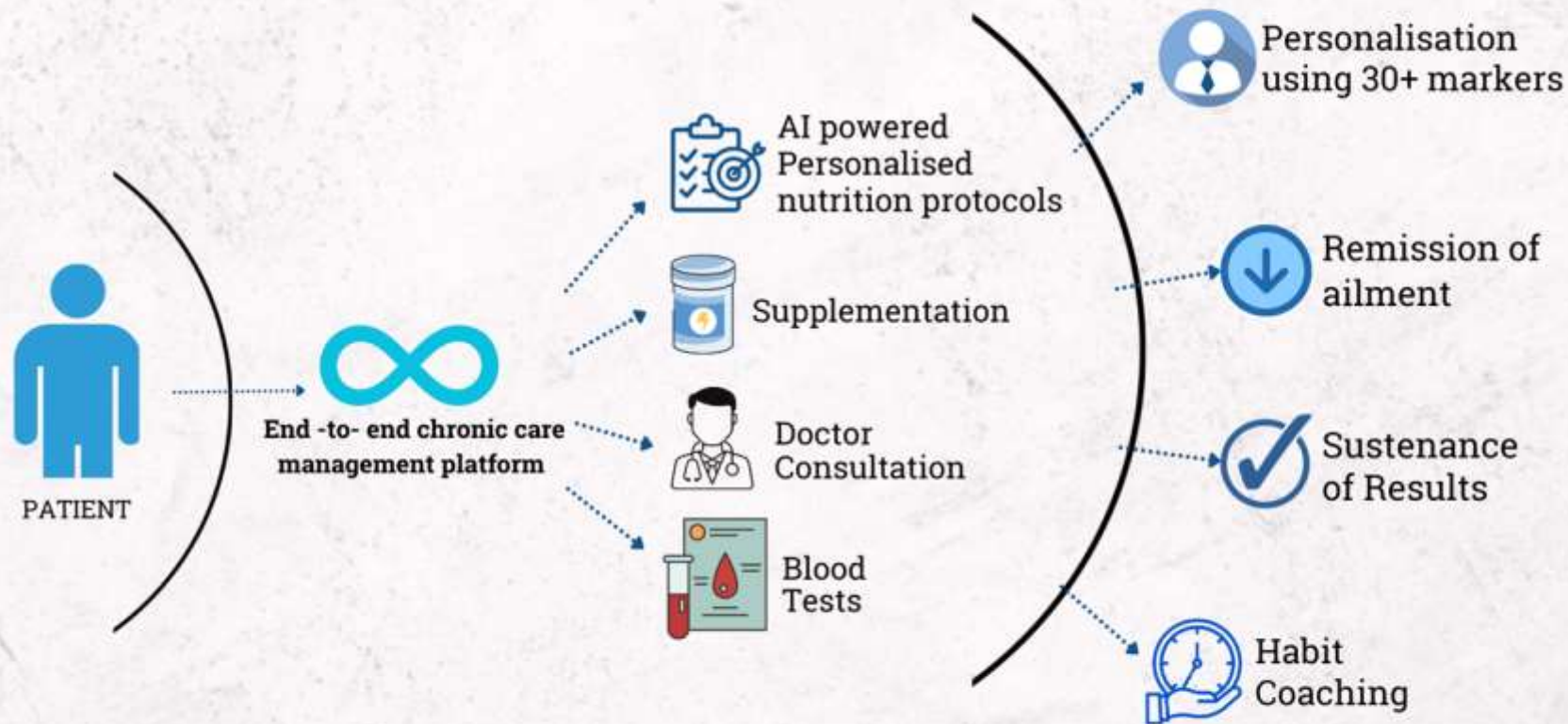


TAM, SAM, SOM

(For the Indian Market)



Our USPs



Our Care Protocols (for D2C customers)

3

months

AI- Powered
Personalised
Care Protocol

6

months

AI- Powered
Personalised
Care Protocol

12

months

AI- Powered
Personalised
Care Protocol

1. Nutritionist Portal

Type of Diet: 1 Day Low GI Diet

Maintenance Calories in a Day: 2571

Calories After Deficit in a Day: 1887

Breakfast

AI Recipe	Quantity	Measure	Energy	Protein	Carbs	Fats
Eggless Vegetable Omelette			-	-	-	-
NA			-	-	-	-
NA			-	-	-	-

AI Recipe	Quantity	Measure	Energy	Protein	Carbs	Fats
Eggless Vegetable Omelette	1		301.2	11.16	32.92	13.2
Blueberry Soya Smoothie	1		435.7	22.37	5.85	35.78
NA	1		-	-	-	-

Lunch

AI Recipe	Quantity	Measure	Energy	Protein	Carbs	Fats
Sandwich			-	-	-	-
NA			-	-	-	-
NA			-	-	-	-

AI Recipe	Quantity	Measure	Energy	Protein	Carbs	Fats
Sandwich	1		167.08	9.21	79.81	5.7
Mixed Dal Chana	1		384.95	17.07	55.31	12.21
NA	1		-	-	-	-

Dinner

AI Recipe	Quantity	Measure	Energy	Protein	Carbs	Fats
Oven Baked Chicken			-	-	-	-
NA			-	-	-	-
NA			-	-	-	-

AI Recipe	Quantity	Measure	Energy	Protein	Carbs	Fats
Oven Baked Chicken	1		413.54	18.53	-	32.71
NA	1		-	-	-	-
NA	1		-	-	-	-

←

RUPESH RANJAN
+91 9880454000

The weight loss progress is okay but I definitely feel a lot lighter than i used to before. I don't know the reason but i'm really happy with my initial results

06/11/2023 00:09:45 pm

Yes for sure, you would feel like that

06/11/2023 00:11:14 pm

I made sure you had such a diet which would reduce your bloating and make you feel a lot lighter

06/11/2023 00:12:14 pm

I'm glad of your progress

06/11/2023 00:12:57 pm

It would be great if you could keep going like this. You would achieve your Target Weight in bsrely anytime

06/11/2023 00:13:04 pm

Ohh yes, i will definitely do that. Your diet is extremely easy to follow so i don't think i'll face any issues

06/11/2023 00:13:41 pm

Yes, and even if you do face any issues, i'll surely help you walk through it

Type a message...

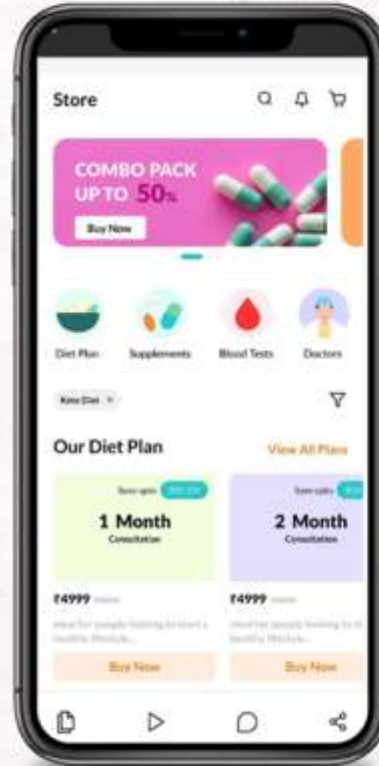
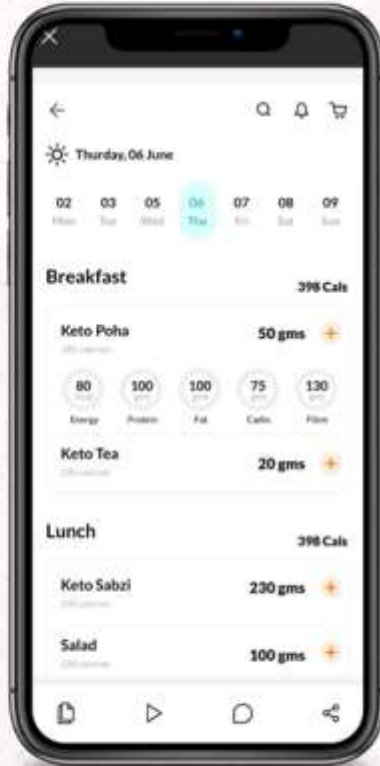
SEND

CHAT

SETTINGS

AI generates the personalised care plan, providing scalability of operations, increased efficiency and less manual effort.

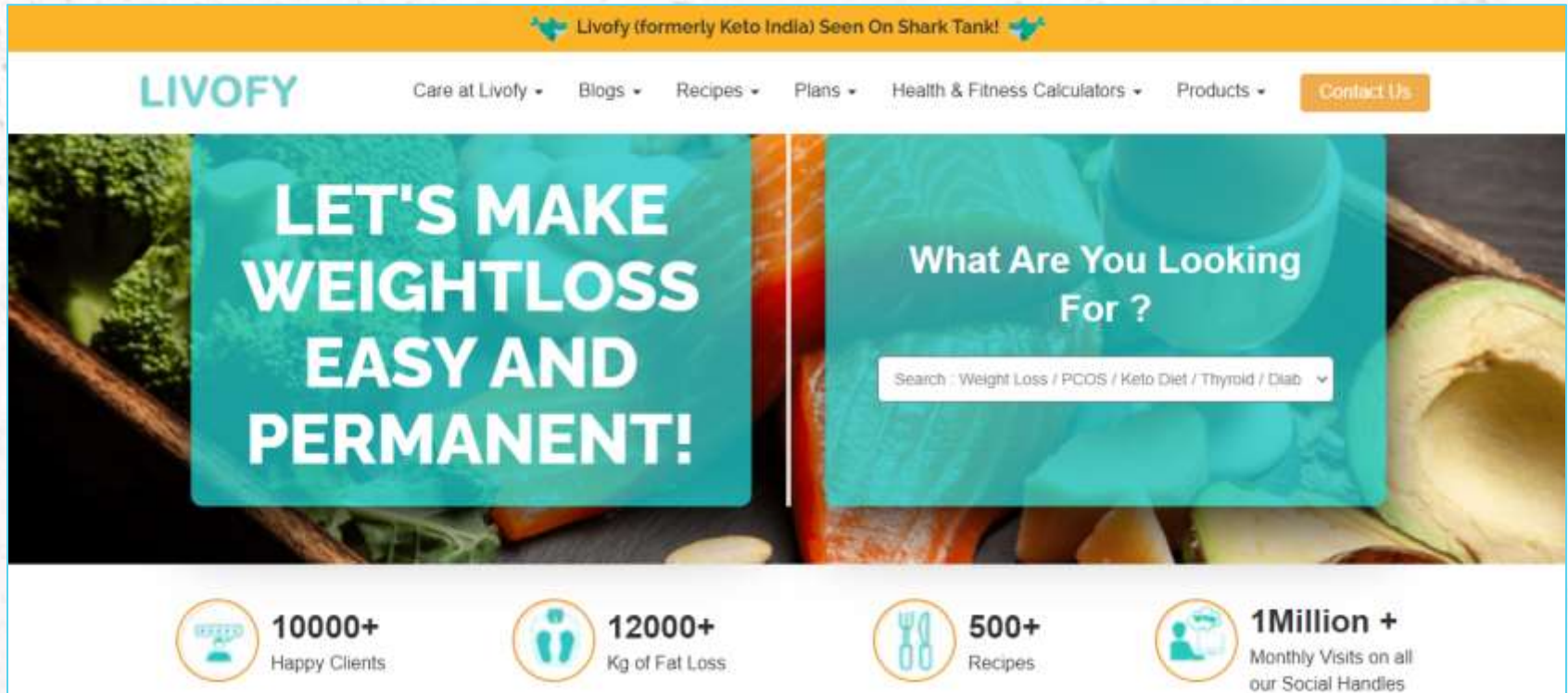
2. Android/ iOS App



The Livofy app has features like:

- Food Logger
- BMI calculator
- Chat support
- Personalised diet plan
- Health Risk calculators
- Blogs, Recipes, Success stories
- Exercise Routine
- Schedule a call

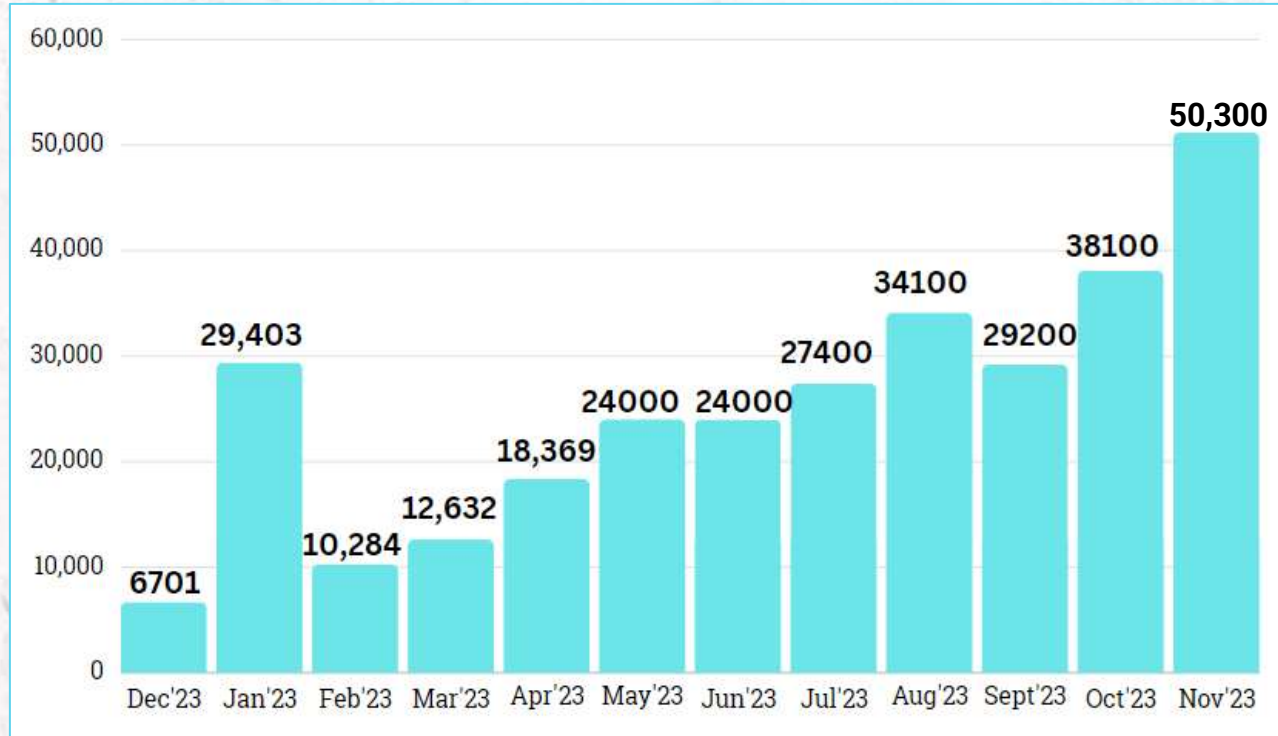
3. Website



The website helps with smooth lead generation flow and organic traffic.

Organic Traffic

Grew from 6,000 monthly organic traffic after rebranding to 50,000 monthly organic traffic in the last 9 months



TARGETS:

2025: 1 Million monthly traffic
2027: 4 Million monthly traffic

The Livofy Impact

7,500+



PATIENTS

**Approx
0.6M USD+**



WORTH OF REVENUE

**100%
YoY Growth**



IN TERMS OF REVENUE &
TRACTION

13% **Obesity**
Average weight loss amongst clients

1.1 **Diabetes**
Reduction of HbA1C levels of Diabetics

3.5 **Thyroid**
Drop in TSH Levels.

85% **PCOS**
Of patients were able to regularise their menstrual cycles & manage PCOS effects

***We've seen 70% adherence to our care protocols**

Value Proposition (for B2B customers)



1. CORPORATES

Help increase productivity and decrease absenteeism at workplaces.

(WTC Onboarded as strategic advisor)

2. PHARMA COMPANIES

Help increase adherence to DOT among patients.

(Advanced discussions with MSD & USV India)

3. INSURANCE COMPANIES

Help reduce the number of claim requests.

(Contract signed with Aditya Birla for a pilot project)

4. DOCTORS/ HOSPITALS

Ensure better management of patients.

*- Onboarded Vlshal (BioRX) & Voice of Healthcare as strategic investors
- Advanced discussions with Madhav Baug to start pilot*

Product Offering

1. PERSONALISATION

Leveraging AI to personalise & modify the nutritional protocol to provide scalability, accuracy and time efficiency.

2. COMMUNICATION

Leveraging AI to communicate with the customer when the nutritionist is not available to ensure quick resolution of queries.

3. COHORT BUILDING & ANALYSIS

Building customer cohorts to:

- Understand overall cohort level data
- Send customised reminders to specific cohorts.

4. RISK STRATIFICATION & ALERTS

Stratify customers based on severity of ailment and ensure better prioritisation in terms of resolving High, Medium & Low risk queries.



Let's Connect!

Sahil Pruthi

Founder, Livofy

sahil@livofy.com

Appendix

Habit Coaches



Rahul Rosha

Founder, Novique Health
Ex-BeatO

Samuel Salzer

Behavioral designer



Patty Vannoy

Habit Coach at Habit
Coach Professionals



*Our Habit coaches will help us provide habit coaching services to our customers to build sustainable habits

Agencies



Shivam Gupta

CMO, Intellemo

Nitin Dhawan

Co-Founder,
Super Minions



Govind Vaid

Data and Tech,
Ex-Visa & Ketto



*We have onboarded some of the best agencies in India to help us with marketing and tech.

STANFORD SEED PROGRAMME

We were among the top 65 startups that were selected out of the 1000+ that applied to the programme.



STANFORD
BUSINESS

GRADUATE
SCHOOL OF

Stanford Seed

Congratulations, You've
Been Accepted External Inbox ☆

S Stanford Seed
to me ▾

[View this email online](#)



Stanford | Seed

Dear Sahil,

Congratulations! We are
delighted to offer you admission
to the Seed Transformation
Program Class of 2023. This
highly competitive, immersive



WTC x LIVOFY



WORLD TRADE CENTER®
PUNE

WTC Pune is a member of the WTCA headquartered in New York and offers businesses phenomenal opportunities to prosper



Livofy is a healthtech company that helps people manage their chronic care diseases like Type 2 Diabetes, PCOS, Thyroid, Obesity, Hypertension & Fatty Liver through integrative and personalized care protocols.

Doctors Onboard



Dr. Ayush Chandra
(Diabetologist)
Experience: 12 Years



Dr. Beena Kumar
(General Physician)
Experience: 28 Years



Dr. Gaurav Thukran
(General Physician)
Experience: 9 Years



Dr. Manisha Arora
(Gynaecologist)
Experience: 20+ Years



Dr. Mudit Sabharwal
(Diabetologist)
Experience: 16 Years



Dr. Monika Choudhary
(Gynaecologist)
Experience: 13 Years



Dr. Navita Kumari
(Gynaecologist)
Experience: 22 Years

Loved at Shark Tank India

Livofy (Previously Keto India), loved at Shark Tank India by the founders of Lenskart, Boat, Emcure, BharatPe and Ranvijay Singh
(Funding Offer: INR 1.6 Cr)



Media Coverage/Talks

