

STRESS AWAY

Create a healthier society by connecting natural health practitioners to consumers. Help the process of exchanging services, sharing information and educating on the benefits of integrative health care.

Problem

1. POOR EMPLOYEE HEALTH

costs the U.S. economy **\$576 billion**



2. CHRONIC ILLNESS

due to stress, lack of exercise, poor sleep and bad eating habits creates High-risk employees (5+ health risks) who, on average, incur an extra \$3,321 in medical costs

3. LACK OF TIME, STRESS and LACK OF MOTIVATION



are the main reason why employees are unable to change their unhealthy habits

Sources:

1 <http://don411.com/wp-content/uploads/2015/03/OD4621-Corporate-Wellness-Services-Industry-Report.pdf>

2 <http://www.forbes.com/sites/brucejapsen/2012/09/12/u-s-workforce-illness-costs-576b-annually-from-sick-days-to-workers-compensation/#54a8df467256>



WHY DO BUSY PROFESSIONALS NEED STRESSAWAY?

- 71%** Consider workplace a big source of stress
- 51%** Believe that job stress decreases productivity
- 79%** Accepted stress as a part of their work lives

SYMPTOMS OF STRESS



1. Constant Headache
or body aches



2. Lack of sleep
or wakefulness



3. Irregular appetite
(loss of appetite or stressful binge)

CASE STUDY: MINDFULNESS SESSIONS IN SMALL GROUPS

**MBSR case studies
In small groups**

31%

*Stress Away
implementation*



**Yoga balances
Metabolic system**

17%

Basal Metabolic Rate

Studies show that in a MBSR (Mindfulness - Based Stress Reduction) group, 88% of the participants improved their stress scores while 90% demonstrated increases in self-compassion.

Yoga helps turn insomnia to fresh energy After only **14 Days** of practice

**How Much Yoga
Does one Need?** Scientists suggest, 150 minutes
of physical activity per week



3 days
(every Week)



50 days
(every week)

Source: Statistic Brain Research Institute, American Institute of Stress, NY

STRESSAWAY BENEFITS THE EMPLOYEES



Help with
chronic conditions,
lower stress



Increase
productivity



Increase
creativity



Feel happier and
more balanced

STRESSAWAY BENEFITS THE EMPLOYERS



Company culture
& morale



Lower health costs



Increase
motivation



Lower
absenteeism rate

See Appendix B and C

Solution

STRESS AWAY

Easy to use, convenient, efficient



1. Access employees (Intake Survey)



2. Implement Wellness Classes



3. Create lasting health habit

Mindfulness based techniques specifically designed for busy professionals with chronic stress conditions. Certified instructors, personally vetted to ensure highest quality of service (See Appendix A)



Stress Away
Call us at 630-915-8537

Our Therapist

Corporate

Menu

Login

Tania, Reiki Master



Danielle Montezinos



Alexis Miller-Golub



Matías Mahia



Starla



Wendy Obstler



B2B Market



**50% of Americans
have at least one
chronic health
condition**



**\$81 billion
employee costs**

Unhealthy employees **cost \$81 billion** in lost profit per year



**88% of companies
have wellness programs**

88% of companies with 5,000 employees or more have some sort of wellness program

Source: <http://www.forbes.com/sites/brucejapsen/2012/09/12/u-s-workforce-illness-costs-576b-annually-from-sick-days-to-workers-compensation/#54a8df467256>

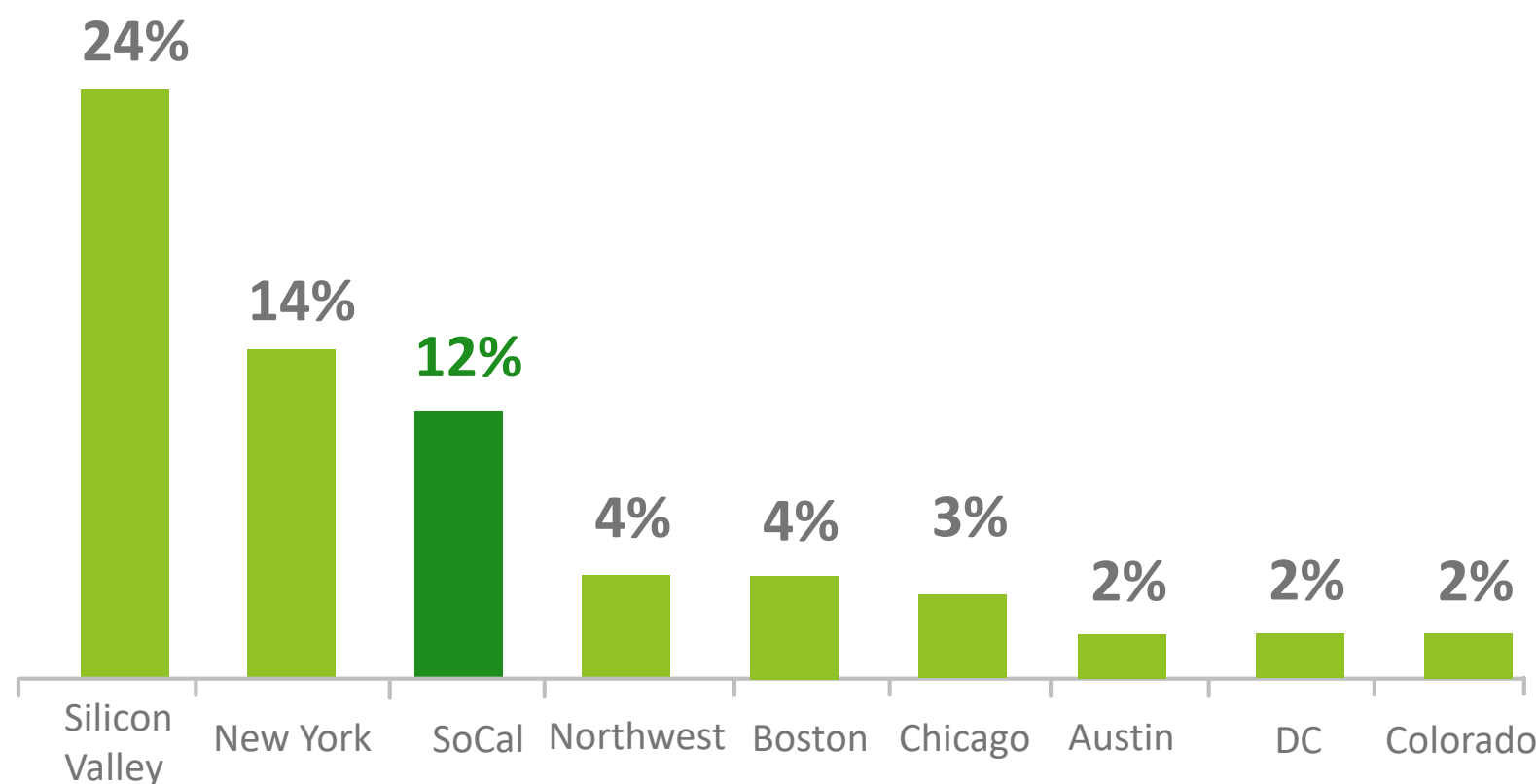
Source: http://www.cdc.gov/center_for_disease_and_prevention.gov

Target Market: 6.7 Million US Tech Employees in 2016

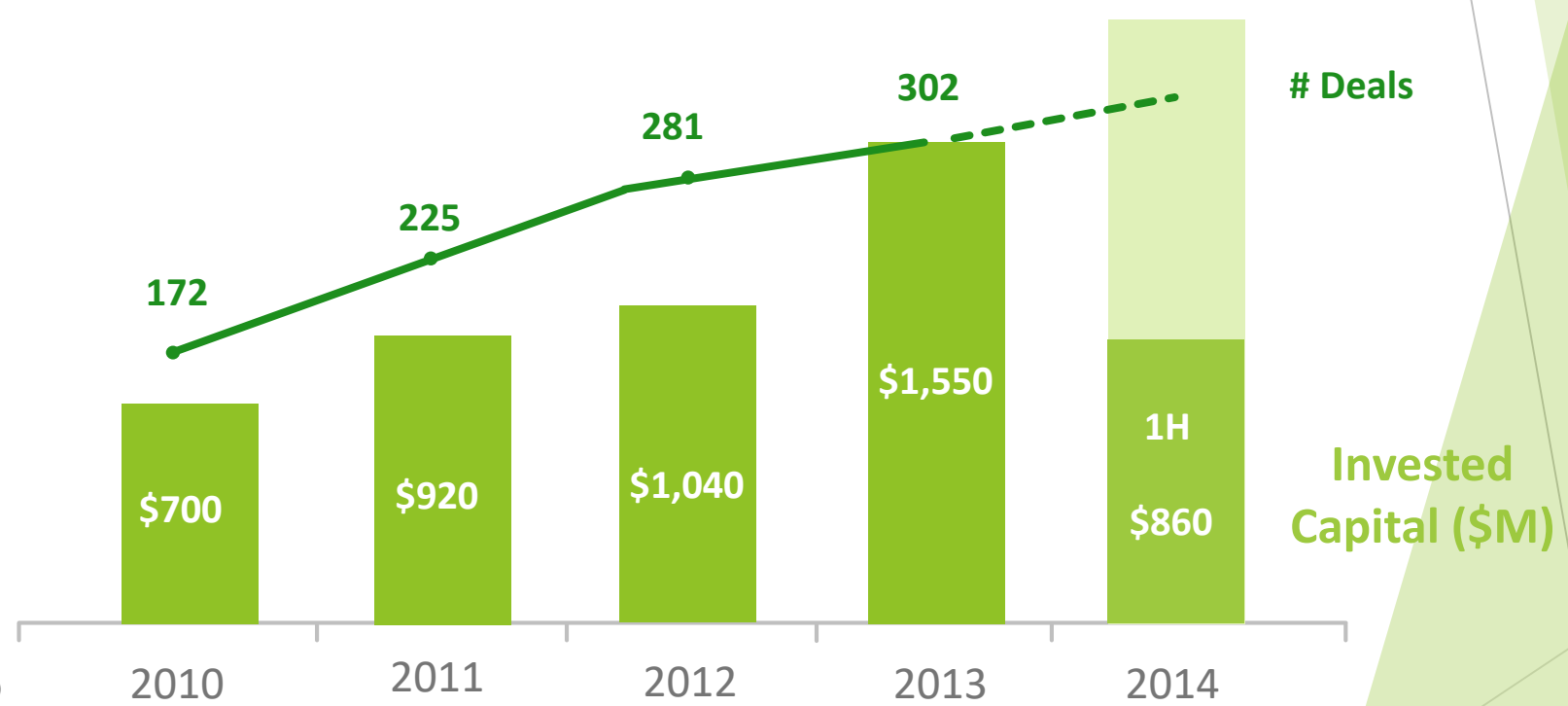
LA is the #3 largest tech ecosystem, 250 raised \$1M+

- Employee Retention
- Emotional Intelligence, Resilience & Focus
- Tech employees are the main asset
- Decrease health costs/improve productivity

Share of US Early-Stage Startups (%)
AngelList startups by region



Capital flowing to LA: **\$1.5B+** invested in LA in 2013, a **30% CAGR** since 2010



LA has grown 4x faster than US Average

B2C Market

- The Global Alternative Healthcare sector is estimated to reach \$115 Billion by 2015
- \$27 Billion were spent on Yoga products in 2013 in the US. This represents 87% increase over the last 5 years.

131 MM
Americans
used
alternative
medicine in
2013

15 MM
Americans
currently
practice yoga

3 MM
Americans
practice
yoga on the
West Coast

Our Target Audience on the West Coast that earns \$75K+ annually is estimated at 1.2MM

Source National US census data
<https://nccih.nih.gov/sites/nccam.nih.gov/files/news/camstats/2002/report.pdf>

Business Model

Corporate model(B2B): 500 companies x \$10,000(\$2,500 * 4 months) booking
= \$5 MM Revenue

Individual Market (B2C): 1.2MM Market Share (People on west side practicing yoga)
x \$12 Fee (15% of \$79/booking) = \$14.4 MM Revenue

MARKET ROLLOUT

Criteria:

- 1. Funded 1M+
- 2. Open to Innovation
- 3. No in house health program yet

Taskus – Pilot starting November 15th
Tech Style – in process
The Woo – in process



2,000 US tech companies
With **+ 100 employees**



**National
Expansion**

STEP 3

STEP 2



280 LA tech companies
With **500+ employees**

STEP 1

Early Adapter Program

- 3 Startups, 2 months twice a week Stress Away classes
- Strategic partnership with Built in LA, advertising group classes and inviting HR wellness executives to promote

COMPANY ASK



Advertise
(*website, services, bios*) to
motivate employee
participation



Customer Intake form



Minimum of 2 months and
feedback required after
program

Stress Away Ask *Stress Away*



2 to 3 teachers
at each class.



One yoga and
one reiki person at least.



Class description and
details (See Appendix C)

Competition



Competitive Advantage

UNIQUE PRODUCT	EASY TO USE
PERSONALIZED, UNIQUE, ONLINE SERVICE. WE ARE THE FIRST COMPANY THAT USES REIKI TECHNIQUES, ESSENTIAL OILS AND QI GONG IN A CORPORATE SETTINGS	CONVENIENT & FAST
AVAILABLE ANYTIME	SPECIFICALLY DESIGNED FOR THE CORPORATE MARKET, SERVICING BUSY AND STRESSED PROFESSIONALS

Appendix A

Service Providers qualifications and vetting process

Recruitment Process:

We advertise the service to local job markets and reach out to the yoga community (Craigslist, yoga studios, reiki organizations and meet ups)

1. The providers apply via resume and only qualified are directed to the website under therapist login button. They fill out an online profile: questions include their education and certifications, number of years of experience, modalities they practice, liability insurance and passion for the health and wellness industry
2. After they have been identified as qualified, we arrange an in person interview. We personally test their energy, presence and skills. This is the most important part of the vetting process.
3. Once they qualify, the therapist is given a login for the website and they create a profile. We have their W2 and other personal information
4. We go through a brief training on the basic Stress Away technique (starting with essential oil, followed by Qi Gong gently exercises and followed by reiki and guided meditation)

Qualifications:

Minimum of 200 hr yoga alliance certification program, desired 500 (does not expire)

Minimum: Reiki level 1 certification by a qualified reiki master, 1 year of experience. Desired: Level 2 and above (does not expire)

Desired: Nutrition certification from Institute of Integrative Nutrition or other health coaching nationally recognized school (does not expire)

- ✓ A Registered **Yoga** Teacher (RYT®) is a credential earned by **yoga** teachers whose training and teaching experience meet **Yoga Alliance** Registry Standards

Appendix B

Mindfulness at Google and Aetna

- ✓ **Employee Retention: 42 % of workers have left a job** due to a stressful environment, and another 35% have considered changing jobs due to stress, according to a 2014 Monster.com survey of 6,700 people.
- ✓ **Emotional Intelligence, Resilience and Focus:** in a place like Google, Chade-Meng Tan has said, having a high intelligence quotient isn't a differentiating factor, but having a high emotional intelligence is, according to Fastcompany's article "3 reasons why everyone at Google is meditating"
- ✓ **Innovation:** Google and other technology companies in Silicon Valley are receptive to mindfulness because they believe in being at the vanguard of change and innovation, according to The Guardian's article Google's head of mindfulness: 'goodness is good for business'
- ✓ **Tech employees are the main asset of** companies such as Google and Microsoft; companies are looking to offer different perks to their employees as way to hire and retain talent
- ✓ **Decrease health costs/improve productivity:** Aetna determined that workers in its most stress-prone positions were racking up medical bills that exceeded those of other employees by an average of \$2,000 a year. Last year, Aetna reduced its health care costs by 7 percent, a savings the CEO pegs in part to limiting stress through yoga and meditation

Link: http://www.huffingtonpost.com/2013/06/06/company-wellness-programs-aetna-ceo_n_3398670.html

Link: http://www.huffingtonpost.com/2013/07/11/mindfulness-capitalism_n_3572952.html

Link: <https://www.theguardian.com/sustainable-business/google-meditation-mindfulness-technology>

Link: <https://www.fastcompany.com/3013333/unplug/3-reasons-everyone-at-google-is-meditating>

Link: <http://www.monster.com/about/a/Dangerously-Stressful-Work-Environments-Force-Workers-to-Seek-New-Emp4162014-D3126696>

Appendix C

Corporate Wellness Programs Impact

1) Employee engagement: According to a recent Gallup survey, it is directly related to the company's profitability as it affects customer ratings, profitability, productivity, turnover (for high-turnover and low-turnover organizations), safety incidents, shrinkage (theft), absenteeism, patient safety incidents, quality (defects)

Link: <http://www.gallup.com/businessjournal/163130/employee-engagement-drives-growth.aspx>

2) Employee Happiness: Studies show a link between employee happiness and employee productivity. One of the main metrics Google uses for their wellness programs is employee happiness.

Link: <http://greatist.com/happiness/healthy-companies-google>

Link: <https://www.fastcompany.com/3048751/the-future-of-work/happy-employees-are-12-more-productive-at-work>

3) Long term ROI and VOI: Decrease in medical costs for high risk and chronically ill employees, immediate return ROI and long term return in creating healthy company culture VOI (Value of investment). A program that preempts 25 unnecessary emergency department visits can easily save \$50,000, while preventing four inpatient stays can save at least \$100,000. Savings like these are not unrealistic for a 2,000-employee company

Link: <https://hbr.org/2016/04/meet-the-wellness-programs-that-save-companies-money>

Link: http://www.rand.org/content/dam/rand/pubs/research_briefs/RB9700/RB9744/RAND_RB9744.pdf

Appendix D:

Sample Stress Away Class Description

- 1. Start with essential oils (Lavender and Lemon) , explain benefits of oils on the nervous system and how it calms your brain and improves focus
- 2. Follow by slow Qi Gong movements to activate Chi energy, open body and relax the mind
- 3. Follow by couple of yoga flows to activate energy further
- 4. Finish with yoga stretching poses for stress parts of the body, shoulders, lower back and thighs
- 5. Pressure points, essential oils, sitting meditation
- 6. Reiki hands on people that are comfortable with light touch (optional could be done for people that are specifically experiencing chronic pain conditions in a massage chair)