

muve>

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Overview

Problem

- **Rising obesity rates and resulting negative impact on health.**

Solution

- **Increase individual's movement!**
- **Create awareness of the importance of Non-Exercise Activity Thermogenesis (N.E.A.T.) as a primary factor in achieving healthy sustainable weight loss.**

Background

- Muve, Inc., in cooperation with **Mayo Clinic**, has developed the Gruve Solution, a **weight management** system that collects **real-time** calorie burn data, using a proprietary, personalized device and provides **continuous feedback** which encourages **N.E.A.T.** activity.
- Gruve Online provides information and tools which educate, motivate and support participants.
- “Muvologists” provide individual support and motivation ensuring positive results
- Worksite consultation to create an active work environment that facilitates NEAT and promotes a healthy work culture.

Strategies

- “B to B to C” roll out strategy.
- Focus on BEHAVIOR CHANGE.
- Cultivate culture of movement within both the workplace and home.
- Development of a real-time, personal, pro-active feedback system: The Gruve Solution.



Critical Milestones

- **Acceptance in corporate marketplace.**
- **Education: reaching the masses.**
- **Engaging family members in behavior change.**
- **Acceptance and support from medical community.**
- **Data on results and ROI.**

Action Items

- 1. Engage Mayo Clinic physicians in Gruve program roll out.**
- 2. Continue to roll out corporate programs, with family program options.**
- 3. Develop applications of Gruve to:**
 - **Childhood Obesity/School Systems**
 - **Disease Specific Prevention & Treatment (Diabetes, Hypertension, Cardiac, Hyper-lipidemia).**