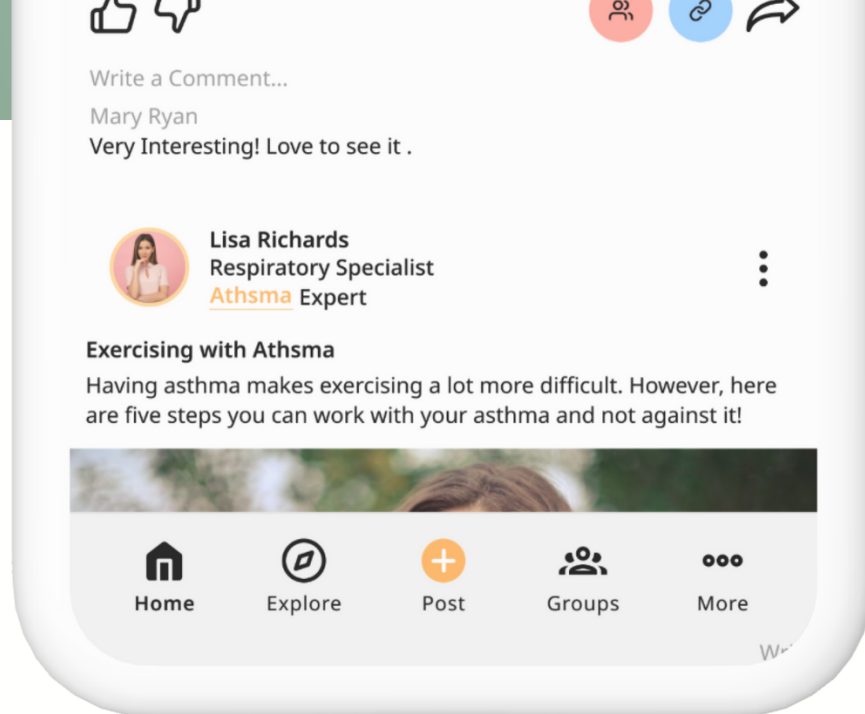


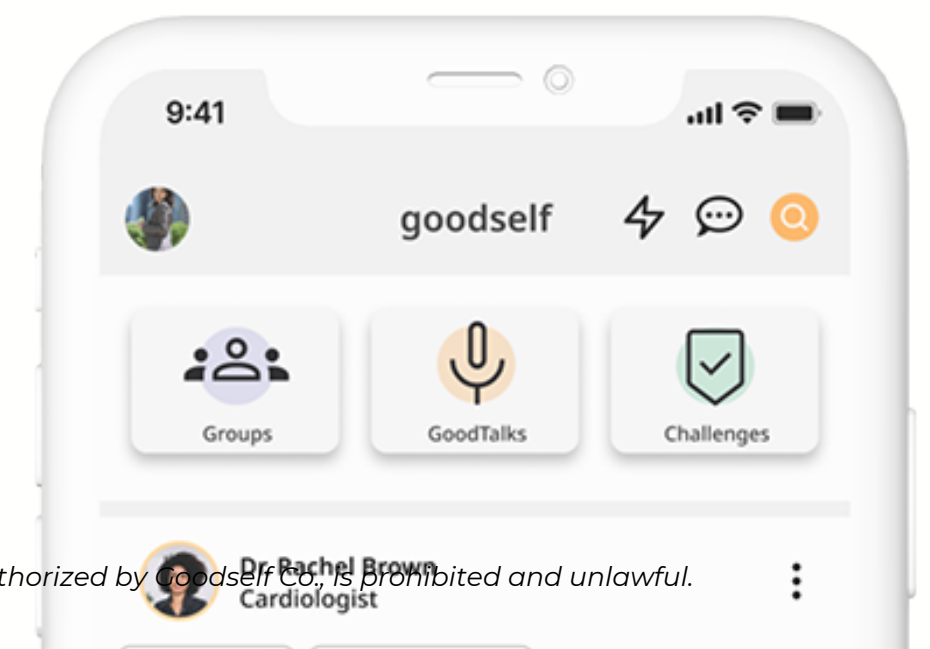
# goodself

Social media reimagined for obesity, weight  
management and related conditions.



# What is Goodself?

Goodself is the healthy social media platform focused on obesity, weight management and related conditions with an ecosystem of vetted Experts and health-focused communities. Goodself was designed with the goal of increasing health engagement, compliance, and education to ultimately improve health outcomes. Goodself is available as a free app on the App Store, Google Play and desktop.



# **We're reshaping the narrative around weight through a holistic approach towards education and community.**



## **Destigmatizing weight health conversations**

Our platform provides a safe and supportive environment to explore health topics and share openly with your community.



## **Democratizing access to information**

Help your community take control of their health with access to content from vetted health professionals across a diverse expertise.



## **Revolutionizing learning through social media**

We're leveraging the interactivity of social media to increase accountability with groups and expert-user conversations.

# Community and credible insights - **all in one space**



Focused Content



Expert-led GoodTalks



Support Groups



Group Challenges



Expert-led Courses

## across a variety of relevant topics...

HYPERTENSION

NUTRITION

CHOLESTEROL

TYPE 2 DIABETES

HORMONES

GOUT

OBESITY MEDICINE

BARIATRIC SURGERY

GALL BLADDER

FATTY LIVER

STROKE

MENTAL HEALTH

FERTILITY

EXERCISE SCIENCE

GUT HEALTH

SLEEP APNEA

ARTHRITIS

**AND MORE...**

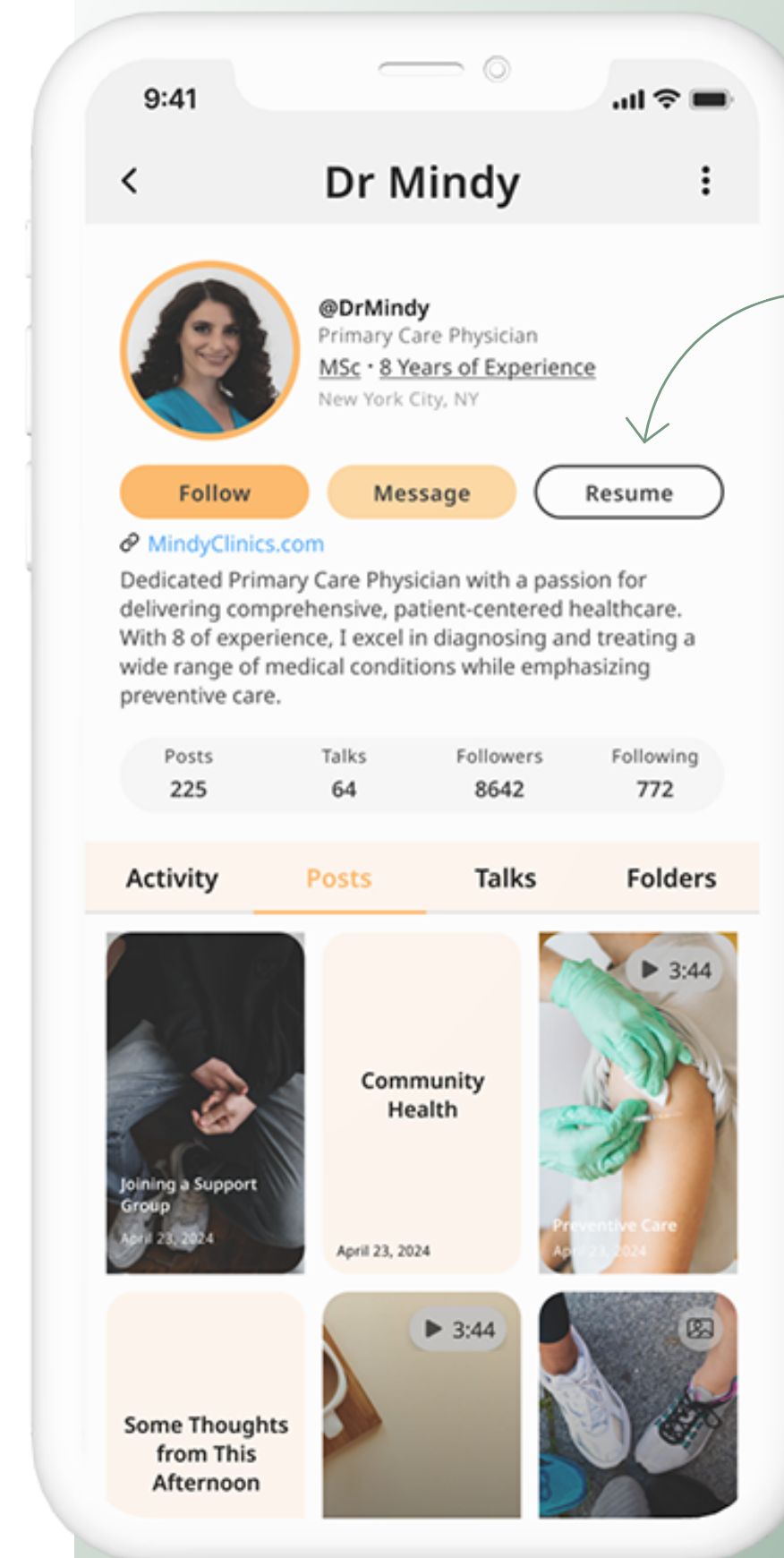


# Goodself Experts

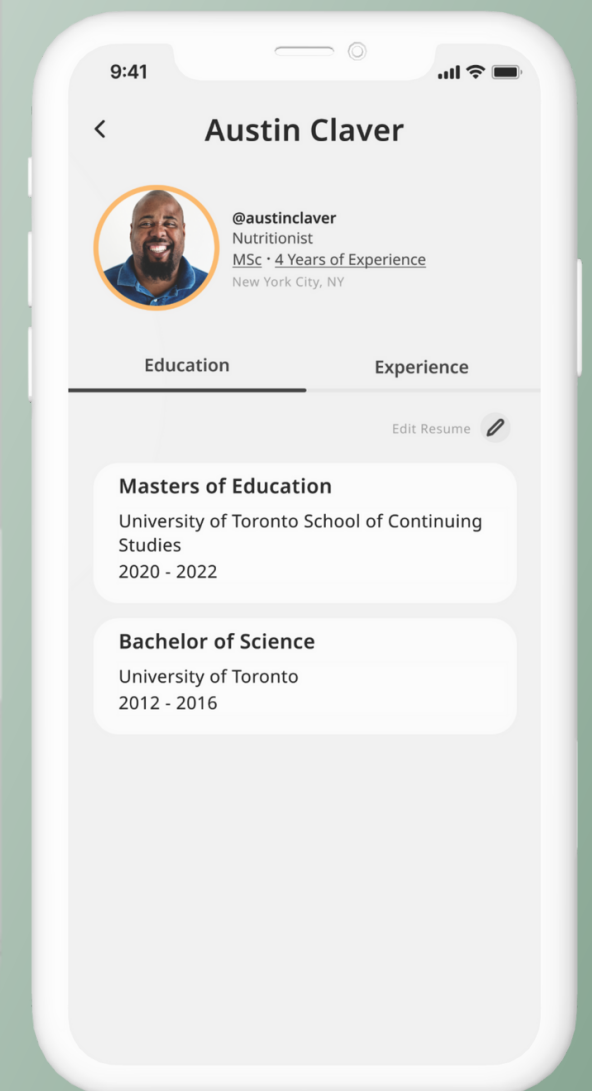
Goodself Experts are vetted and highlighted throughout the platform.

They are the only ones allowed to host GoodTalks.

You can identify them by their orange halo, along with their designated title listed.



Click here to see an Expert's education and expertise!

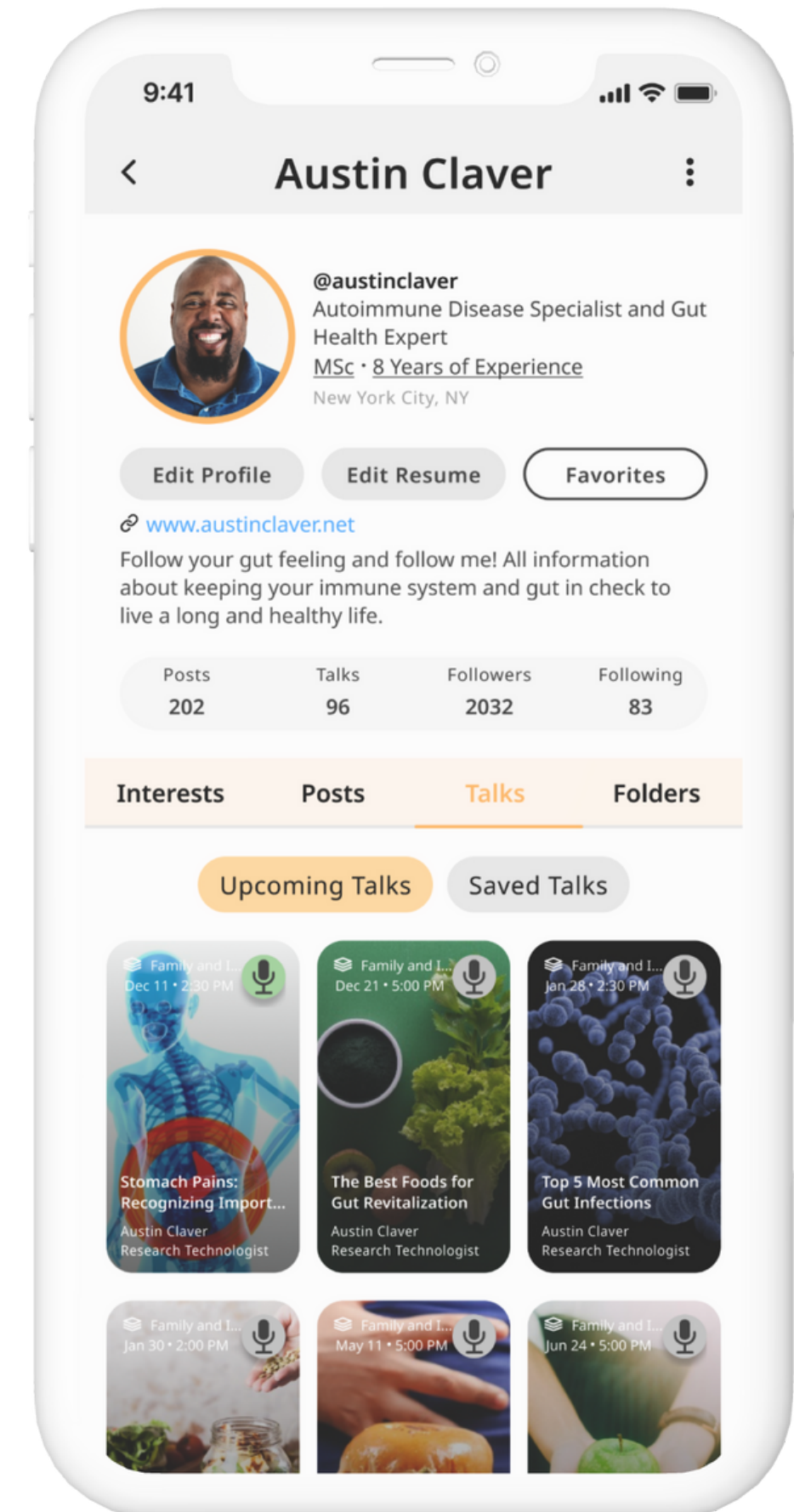


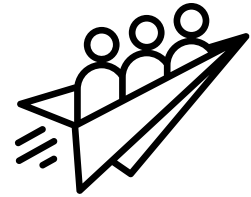
# GoodTalks

**GoodTalks** are **interactive, live audio-only talks, run only by Experts**, that create a space for Experts and Users to engage in **meaningful conversation**.

GoodTalks can take the form of **info sessions, Q&As, panels, and more**.

Users get notified when talks are set up and before the talks start.



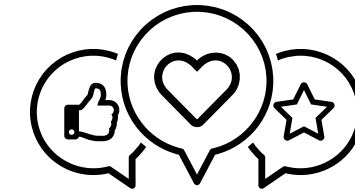
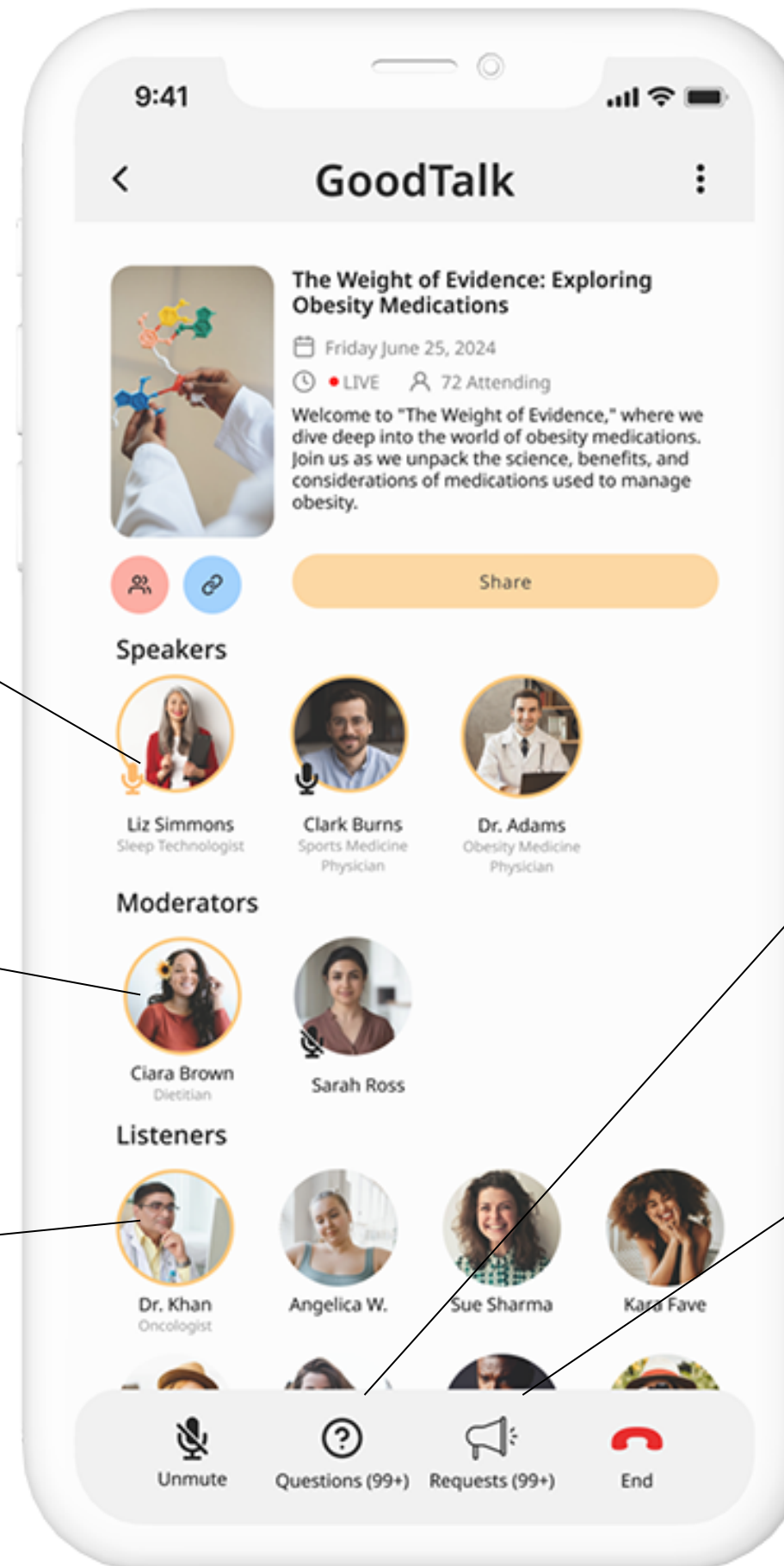


## GoodTalk roles

**Speakers** share insights, initiate discussions, address questions & select users to join them on stage

**Moderators** manage technical aspects and can help facilitate questions

**Listeners** engage, and can become moderators or speakers

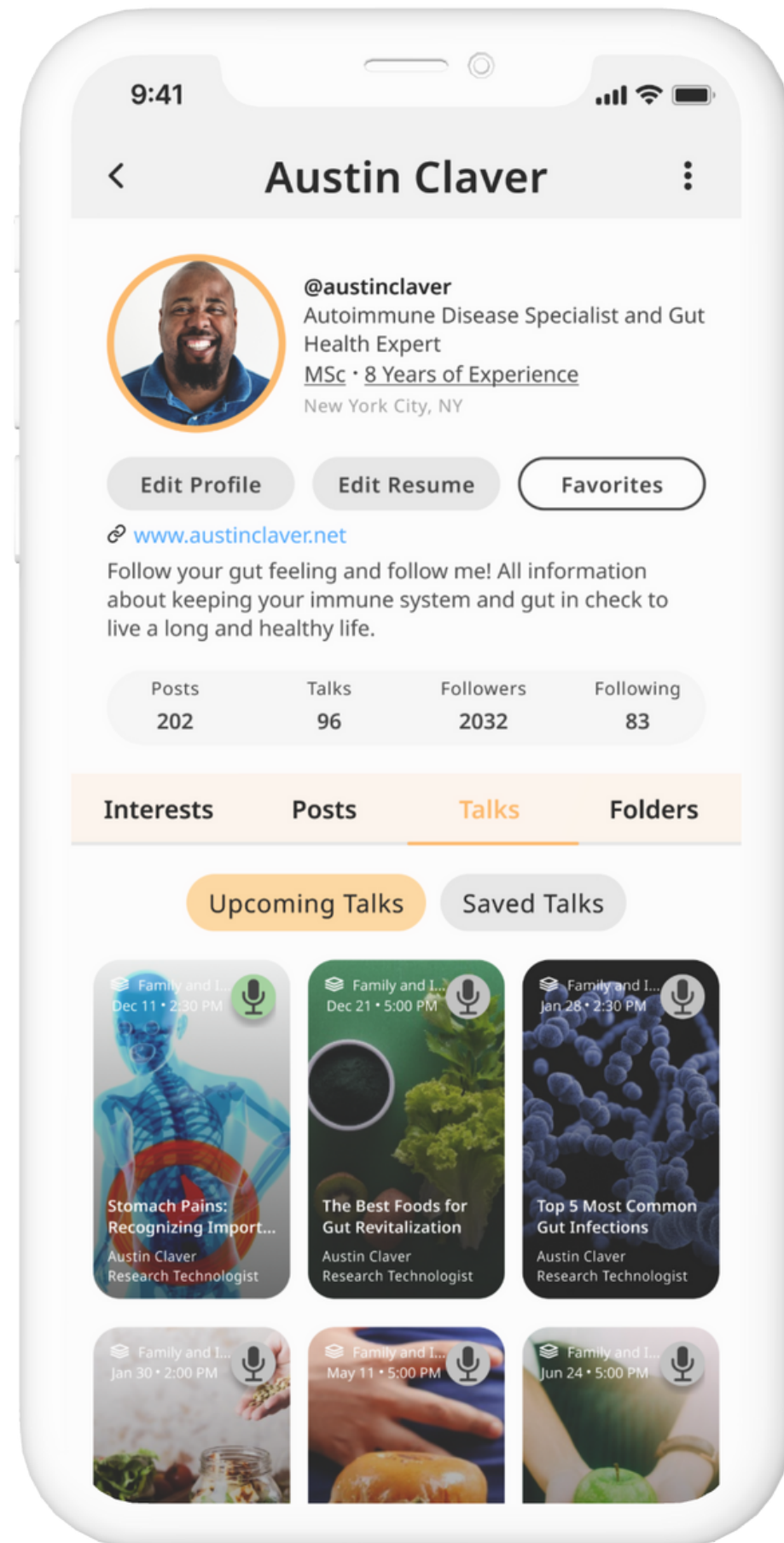


## Listener tools

**"Ask Question"** written questions submitted to the Speaker

**"Participate"** to digitally raise your hand and ask to be brought into the conversation





All **GoodTalks** are **saved** and **can be found** within an Expert's profile. Audio recordings can be repurposed for future content.



# Support Groups

Bring your community to an **all-in-one** space.

## Home Feed

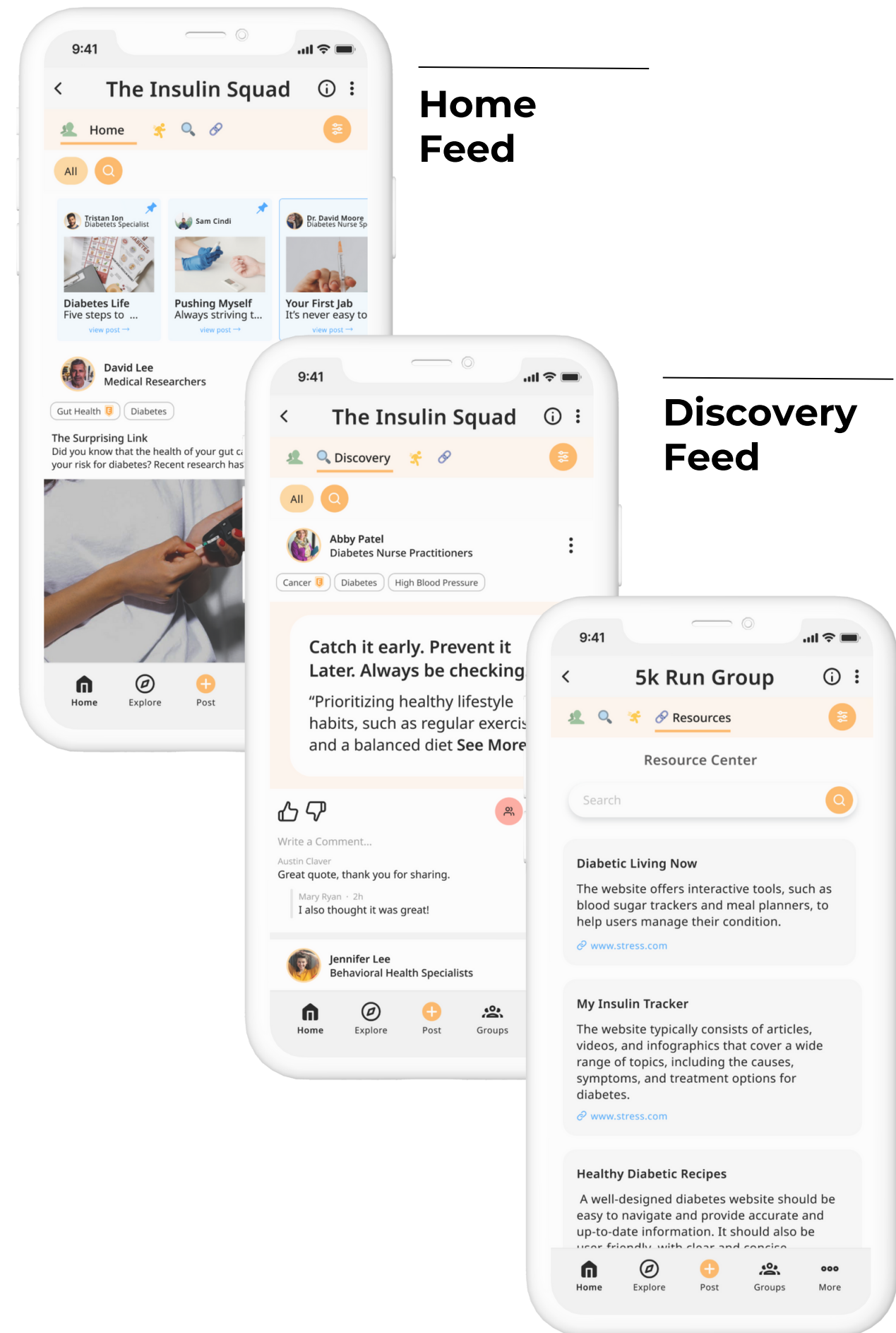
The Main Feed offers a space for sharing and discovering by both Experts & Users. You can share new or repurposed content, start conversations, etc.

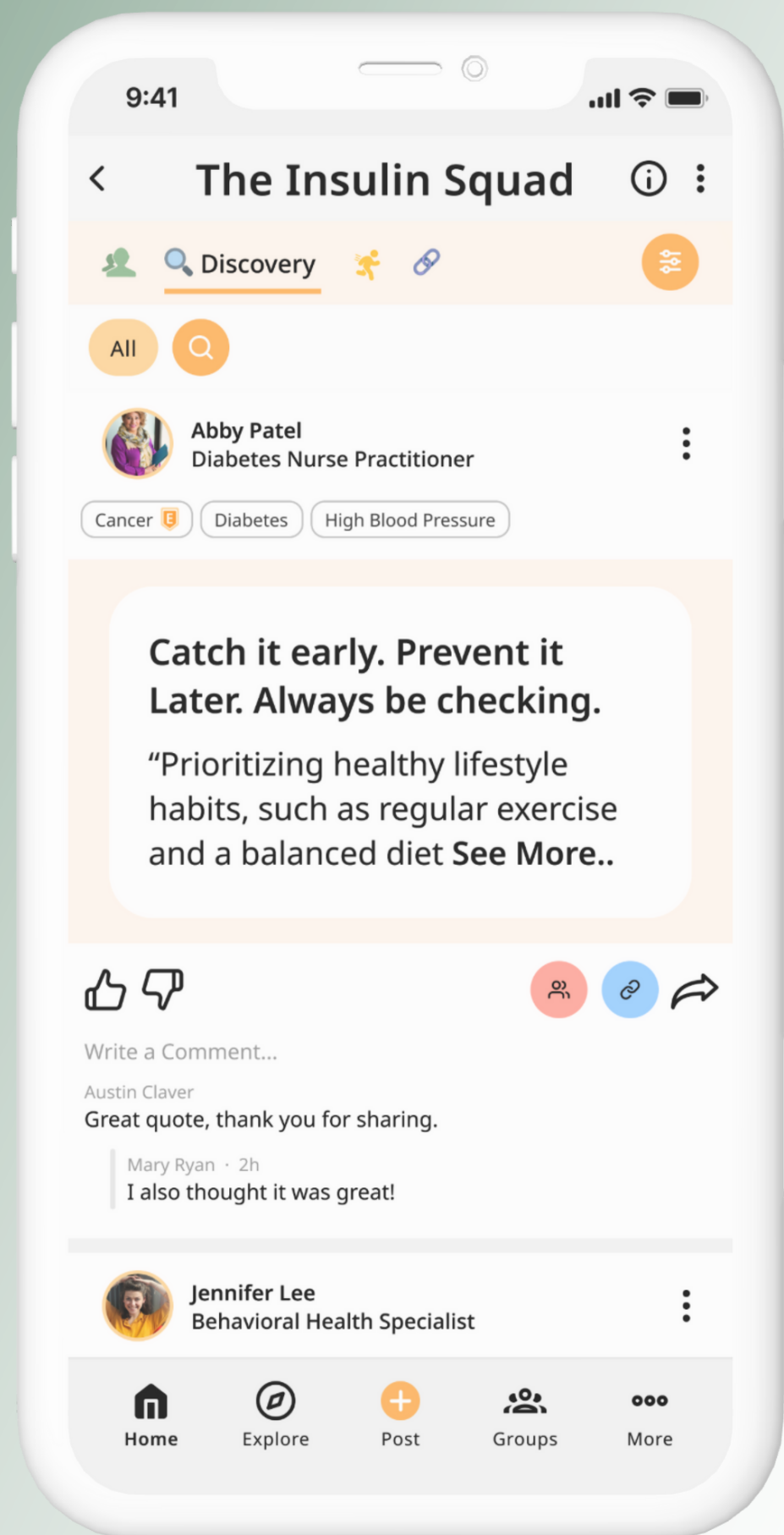
## Discover Feed

The Discover Feed is tailored by the Admin and curated through selection of Experts, hashtags, or categories, creating a personalized feed for your group.

## Resource Center

The Resource Center serves as a portal to guide your group to external resources and offerings.





# Group Roles

**Admins** hold full control over member management, post approval, and group settings.

**Moderators** help moderate the group, comment on discussions, and cultivate user engagement.

**Users** actively participate in discussions, post content, and participate in challenges.

**\*\*Users can stay **anonymous** to other users within groups until they choose to engage by posting content.**

## Join Group

Show on your profile you are part of this Group



*You can hide your membership of this group at any time*

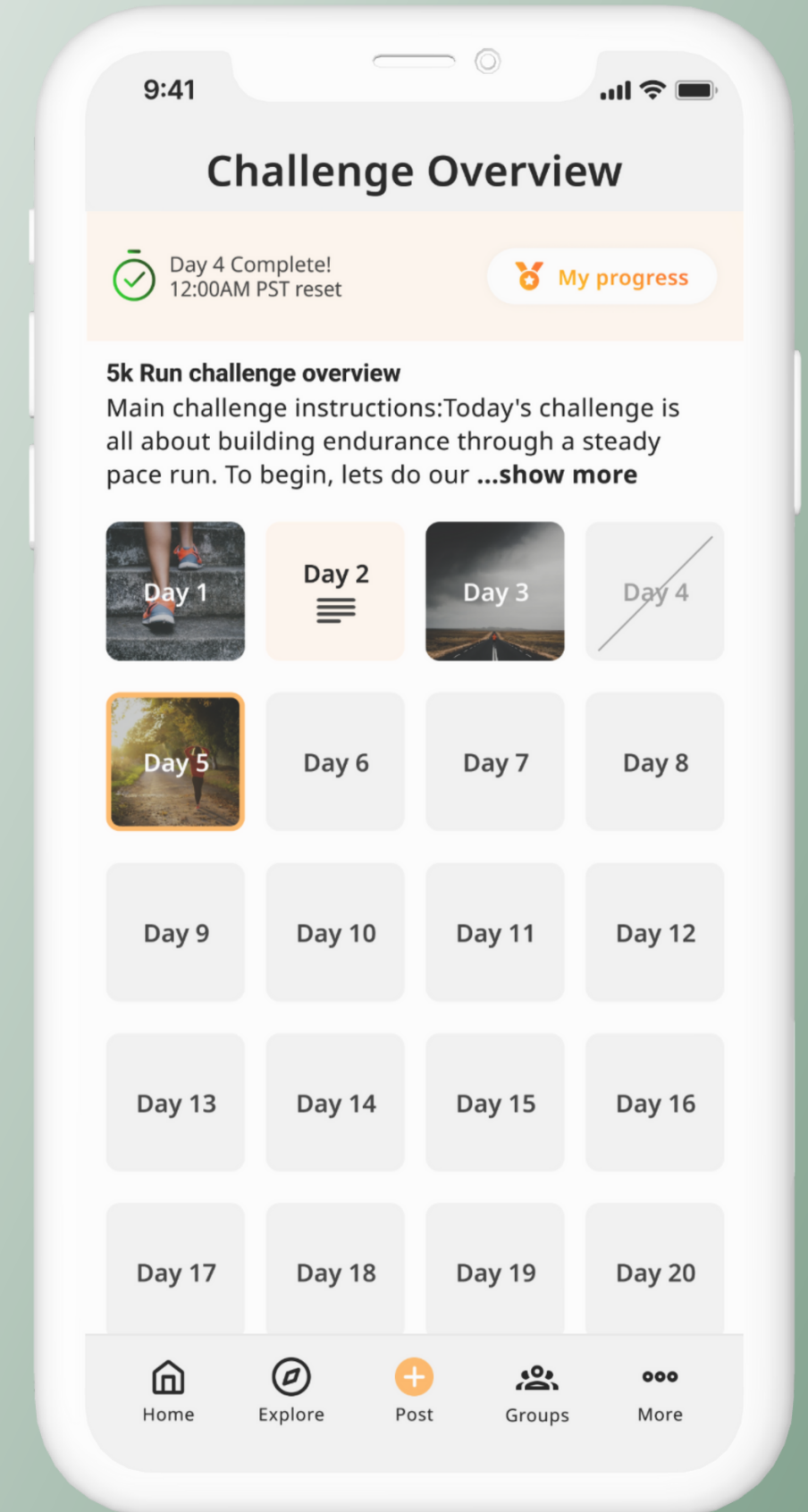
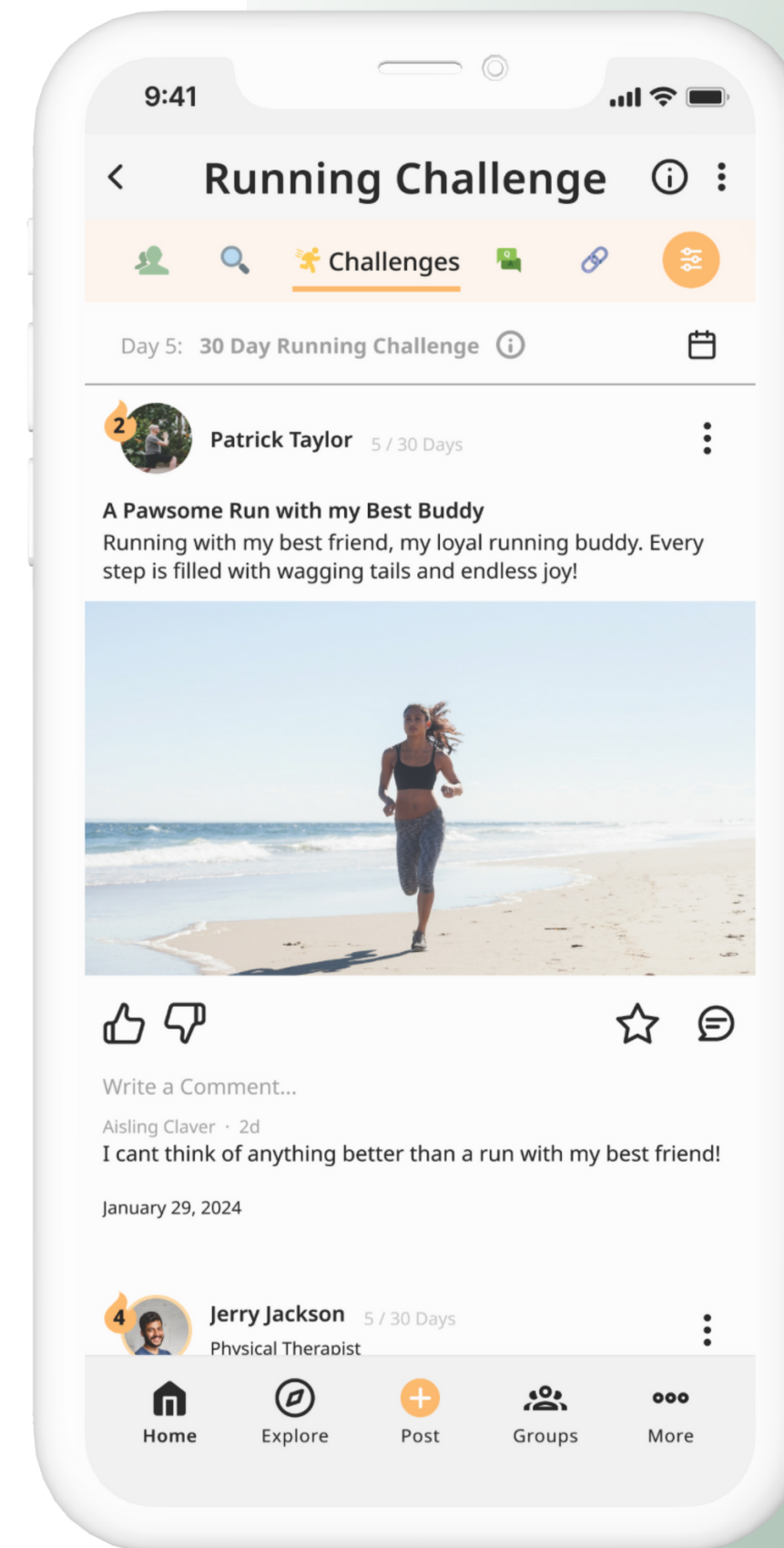


Join

# Challenges

**Challenges** provide a gamified interactive way for you to further **connect** with your community, incentivize their **progress through streaks** & track compliance.

Provide daily prompts to participants to encourage user participation and support sustainable healthy habits.

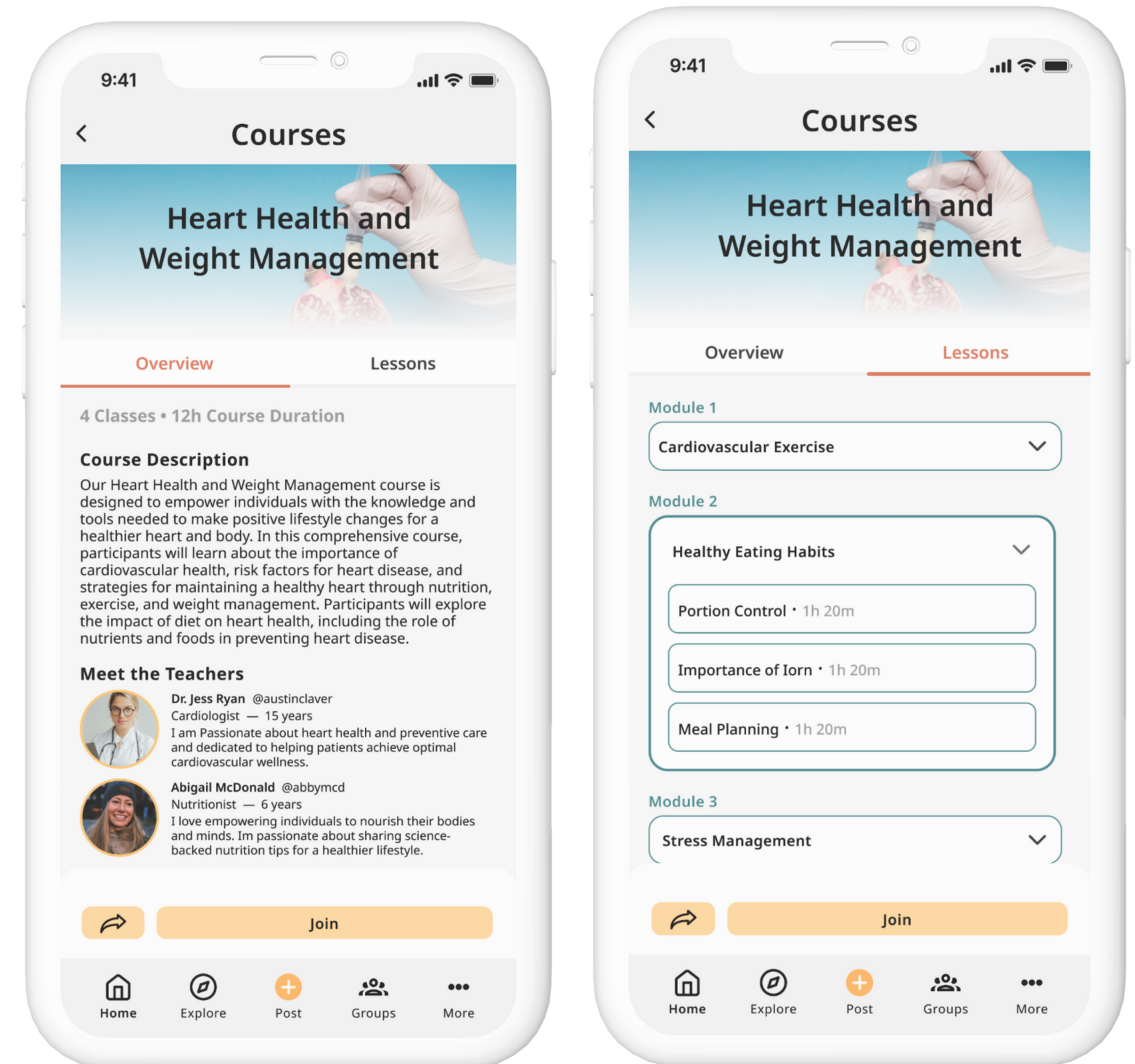




# Expert-led Courses

**On-demand Expert-led** courses to deepen user **understanding** of principles around weight health and provide you with a space for patient care and **pre/post-care education**.

Access long-form **video/audio** content and supplementary resources (PDFs, photos, etc.) through a modular approach.



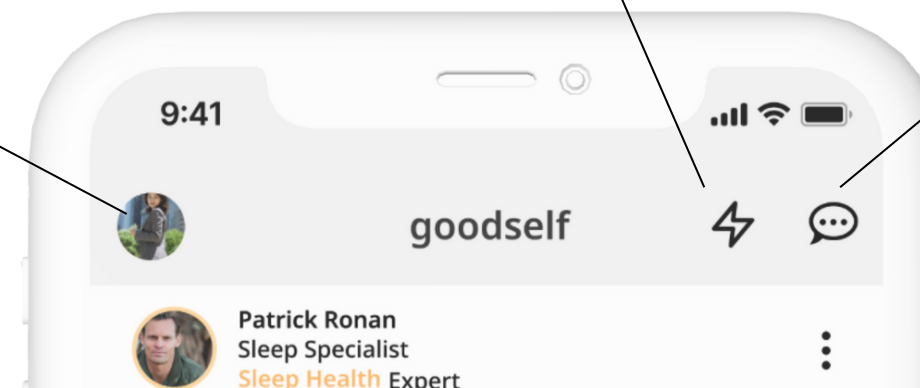


# General Functions

Here's your **profile**. Let the community know who you are, what you do and your area of expertise

See **recent notifications** about new followers/requests, likes, comments, talks scheduled, etc.

**Direct message** with other Users and/or Experts or start group chats



# How can your profile be discovered?



Discover new people and content across various health topics through the **Explore page**



Find new content and Experts based on your personal interests through the **main feed**



Experts are featured in **external marketing** (social media, ads, newsletter etc.) as well as highlighted throughout the feed & app

# Goodself Benefits

## Experts

- Leverage their knowledge and experience to grow their following with a community of focused, health-conscious users and Experts
- Drive users to external offerings and businesses
- The platform facilitates networking opportunities with other Experts, brands and organizations

## Clinics

- Provide access to educational content created by their vetted healthcare practitioners, thereby saving clinic time
- Clinics can utilize the platform for pre and post-care guidance + education + community for their patients, through Expert-led talks, Groups, Content, etc.

## Brands

- Build engaged community beyond product use, gain insights, etc.
- Build a presence in their specific areas and connect with Experts/Users on the platform
- Support sustainable and long term relationships with a focused community

# Ready for next steps?

Email: [vchopra@goodself.com](mailto:vchopra@goodself.com)

Book a call: [www.calendly.com/goodself/learn](http://www.calendly.com/goodself/learn)

Check out the site: [www.goodself.com](http://www.goodself.com)

Download the app: [www.goodself.com/app](http://www.goodself.com/app)