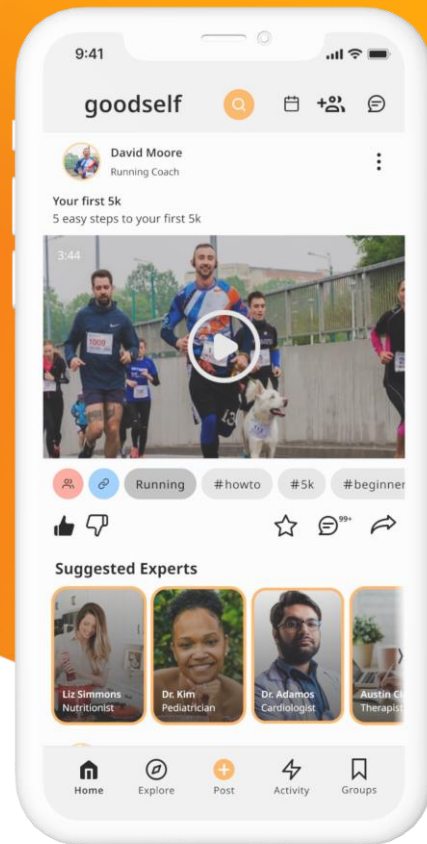


# Goodself

Be better, together

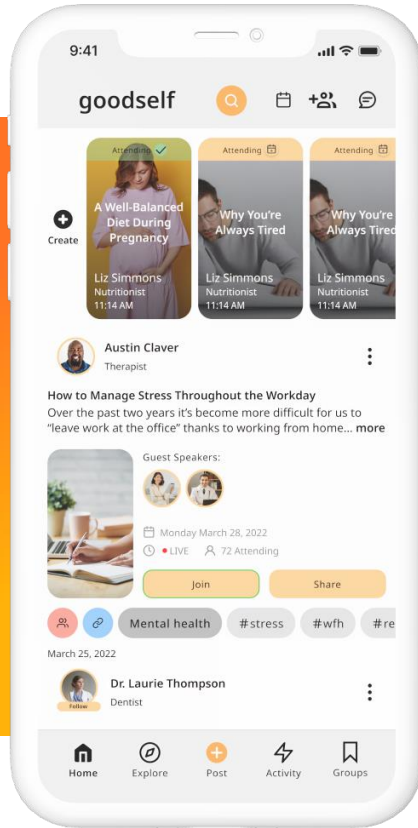




# What we're solving

As people navigate their health journeys, they seek guidance through social media. At Goodself, we recognized a need for a reset in the way health and wellness information is communicated, accessed & distributed on these platforms, and the way communities are formed surrounding these topics.

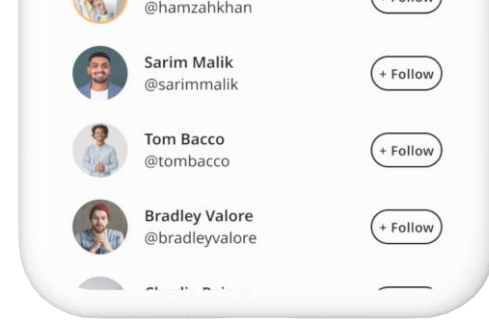
We knew that now, more than ever, **a new space was needed to address this.**



# Introducing Goodself

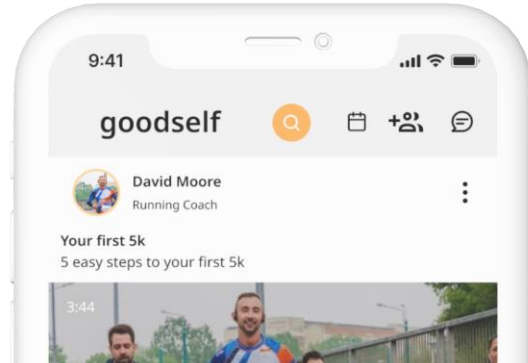
Goodself is the first-of-its-kind community focused social media platform exclusively focused on **Health**, **Wellness** and **Lifestyle** content.

The free app hosts live, interactive audio chats led **ONLY** by Vetted Experts, while both Experts and Users engage in the community by posting content, running support groups and taking part in challenges.



*"The internet has become the source, but there is such a plethora of information available ... that an online community can bring people together, to provide users with a quick way to navigate and find a resolution to a problem ... communities give everyone who participates a voice, and a support system."*

Steve Richmond & Forbes Technology Council (Aug, 2020), *The Importance Of Online Communities*, Forbes



# Why join Goodself?



## Vetted Experts

All Experts on board are vetted based on their expertise/experience, so you can be confident about the information you're seeing.



## Supportive Community

We're committed to building a strong, supportive community, and work together to create the healthy social media.



## Health-focused

The audience on other platforms aren't necessarily all looking for health information, nor is it a focus for them – here, you know it is.

# Who's joining the community

## **Users**

Join talks, challenges, and communities around areas of interest & post about your experiences

## **Experts**

Improve patient and community care by bringing on those who can benefit from your guidance, other patients' experiences & talks

## **Patient Advocates**

Form groups around health topics that affect you and foster a community that helps people find support & answers

## **Gyms, Clinics & Hospitals**

Further engage and support your community in a health-focused space

## **Brands, Associations & Partners**

Engage in meaningful conversation and build a stronger connection with your target audience

## **Academic Institutions**

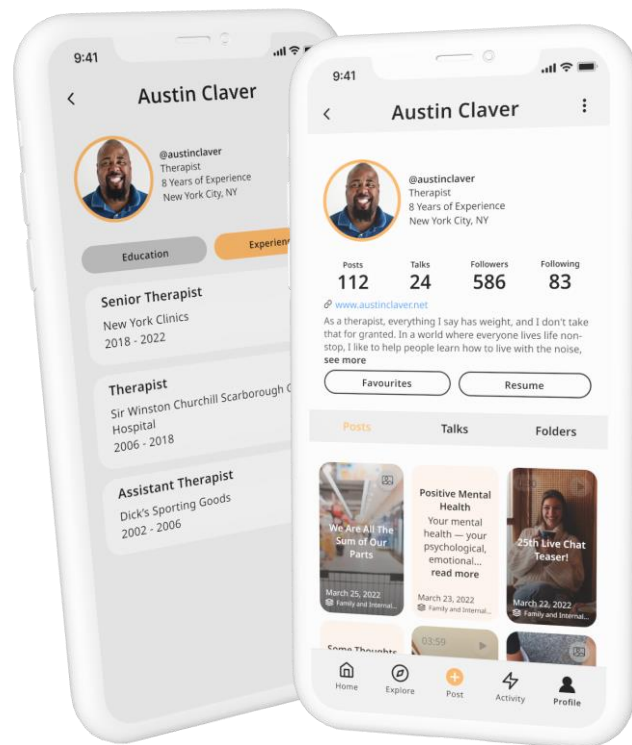
Bring students to an all-in-one positive space for all things health & wellness, including mental health, nutrition, etc.

# Goodself Experts

Goodself Experts are credentialed health & wellness professionals, that are well-versed in their field.

All Experts on board are **vett**ed to ensure they meet the minimum threshold, which includes their expertise and/or experience, as well as their positive online social presence.

Experts, once approved, are highlighted throughout the platform and are the only ones who can run talks.



# Involvement



## Support Groups

Create a group (or co-manage) and provide support in your group



## GoodTalks

Weekly GoodTalks around your area of expertise (only Experts can run talks)



## Posted Content

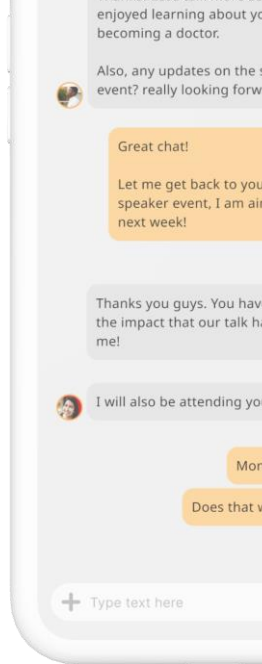
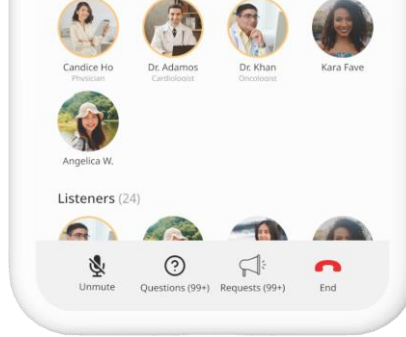
Posting consistent and useful content in your area of expertise (can be repurposed)



## Challenges

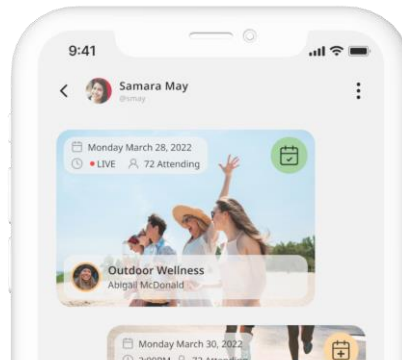
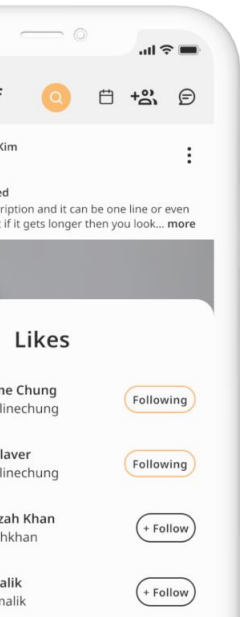
Running ongoing gamified challenges (if applicable)

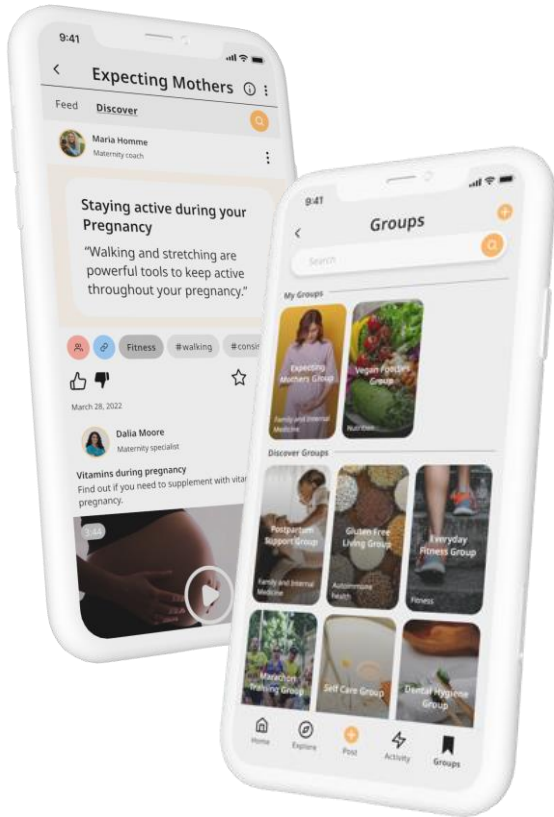




*"Community is critical to our overall well-being and the decline of our connectedness is coming at the same time mental health issues are on the rise."*

Dr. Tracy Bowers (Oct, 2020) *How To Build Community And Why It Matters So Much*, Forbes





# Support Groups

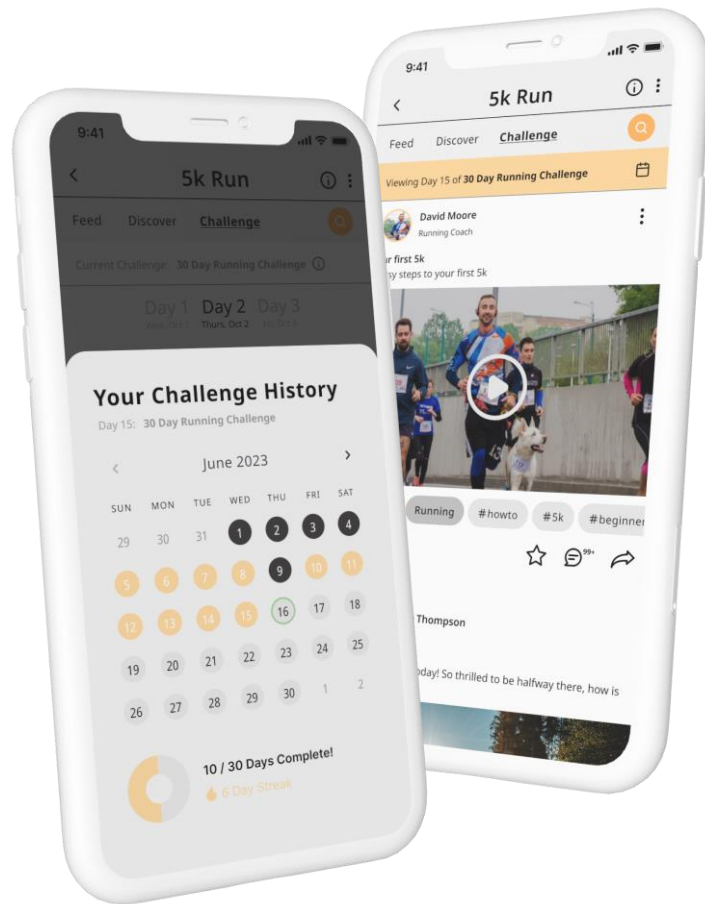
Groups are **an all-in-one space** to bring together people around common challenge(s) and/or areas of interest, in an **ecosystem** all focused around health.

- Each group is its own channel, that allows you the space to create a forum to focus on topics that matter to you and your community, patients, etc.
- Curated feeds within the groups to help users find what matters to them
- Each group has an option to create/run Challenges

# Running Challenges

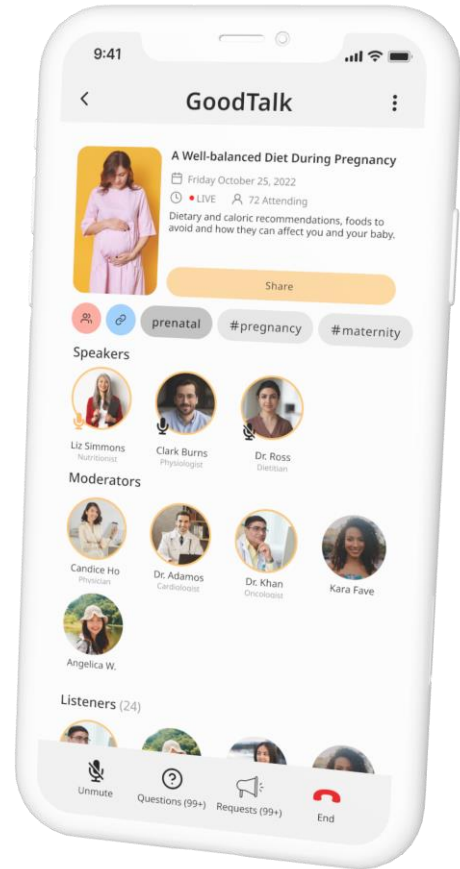
Challenges, tied to Support Groups, provide a new and interactive way for you to further **connect with your community, incentivize their progress** and **increase engagement**.

- Track completion, streaks, set start/end dates, and access participant information
- Send daily notifications to your group
- Participants can only see what others post each day, once they post!



# GoodTalks

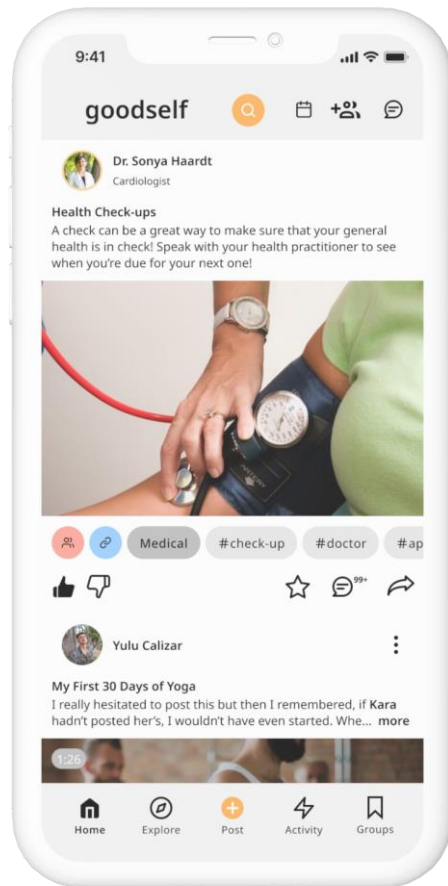
GoodTalks are **interactive live audio chats** – led only by **vett ed Experts** – that create a space for Experts and Users to engage in **meaningful conversation** and interact with their communities.



# A Healthy Feed

The feed is focused on **discovery**, showing you content on the health & wellness topics you're interested in.

Your feed contains interactive live audio talks run ONLY by vetted Health Experts, along with pictures, videos and thoughts, with **Experts sharing their expertise**, and **Users sharing their experiences**.



# Ready for next steps?

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

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

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

**Vinay Chopra • Founder & CEO • [vchopra@goodself.com](mailto:vchopra@goodself.com)**