

# Life Lever

The First-in-Class Second-Generation Digital Platform

*Science-Driven Effectiveness*

A global leader in utilizing variability to enhance functionality

Augmenting the standard of care  
Revolutionizing Patient Outcomes

# Our Primary Objective: Leading with patient value

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- An app that offers a platform to enhance the effectiveness of products
- Use algorithms that closely mimic physiological processes
- Enhance patient outcomes - data and algorithms serve as tools, not goals
- Utilize all available data - recognizing that biological variability is crucial

Founded in 2017 with collaborations from Harvard, Stanford, and Hebrew University



# The Problem

Loss of Drug Effectiveness in Chronic Disease

**>50%**

Patients experience partial or complete loss of effectiveness

Hypertension  
Heart disease  
Chronic lung disease  
Depression  
Cancer  
Chronic pain

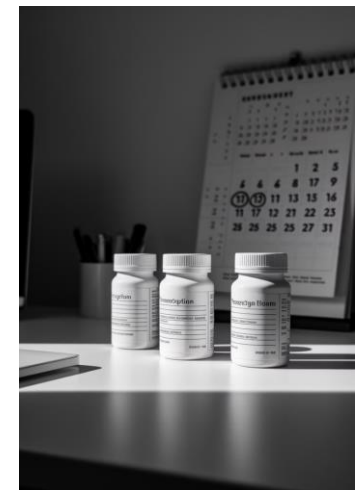
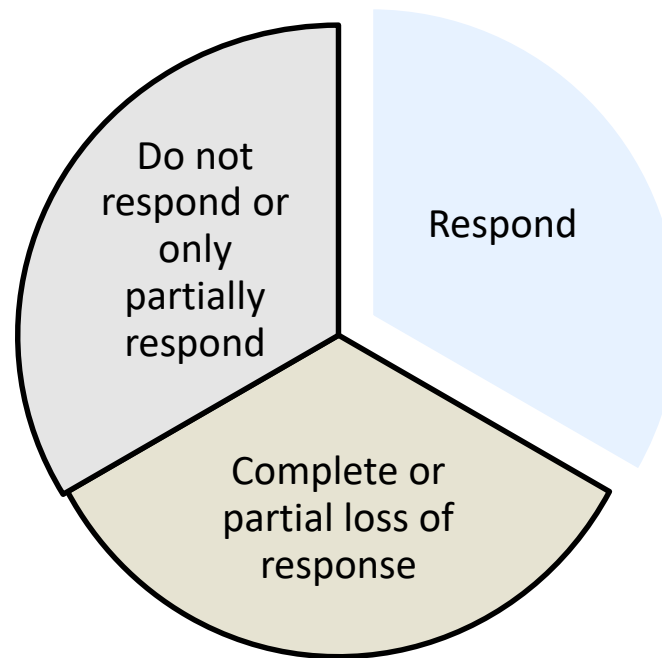
**40%**

American adults have multiple chronic conditions

Autoimmune diseases  
Arthritis  
Diabetes  
Dementia  
Kidney disease  
Obesity

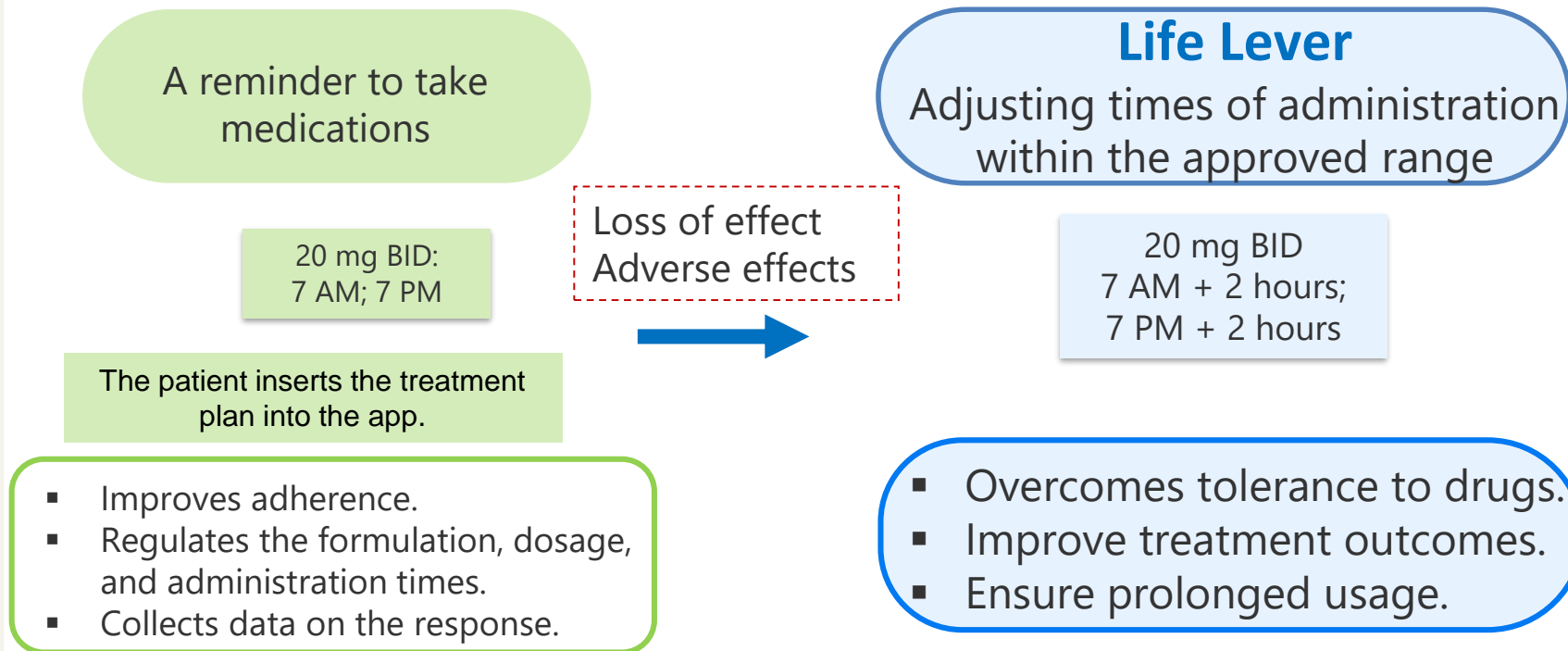
**\$3T**

The US chronic disease market value per year



# The Solution: Life Lever Overcomes tolerance and drug resistance

The Digital Pill: First-in-class innovation designed to enhance the effectiveness of chronic medications



# The Digital Regimen Process

## 1. Input Treatment Plan

Patient enters medication schedule into the app

## 2. AI Regulation

Adjusts administration times within the approved range to maximize effectiveness

## 3. Data Collection

App gathers response data to refine treatment

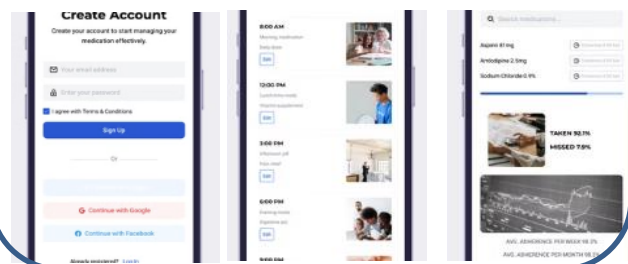
## 4. Improved Outcomes

Overcomes medication tolerance and ensures prolonged usage

- ✓ No changes are needed for the drug itself
- ✓ Patients do not need to alter their behaviour

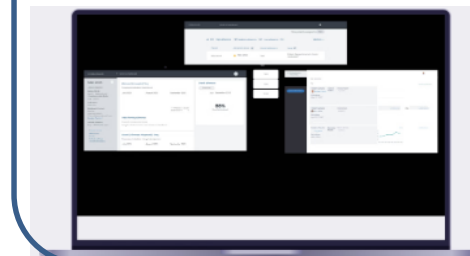
Patient Mobile App:

**Life Lever Mate**



Provider Dashboard:

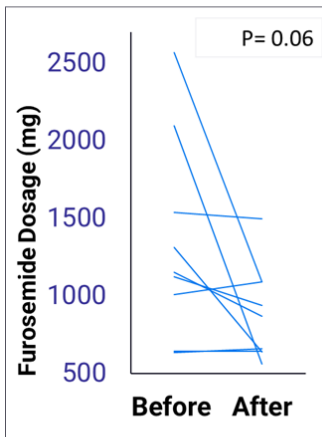
**Life Lever Clinic**



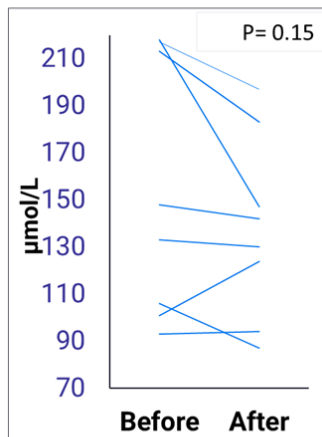
# Clinical Evidence: Heart Failure

Life Lever Overcomes Diuretic Resistance: Reduces Hospitalizations & ER Admissions

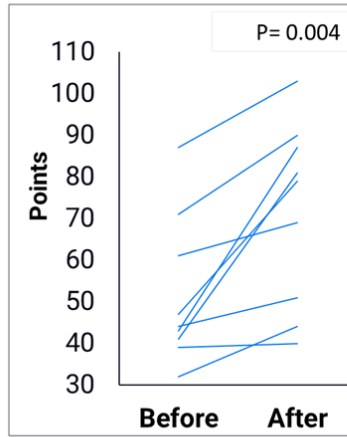
Reduces required dosages



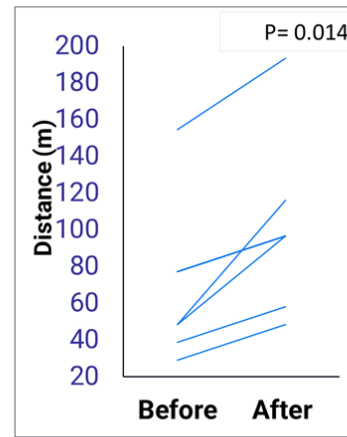
Improves kidney function



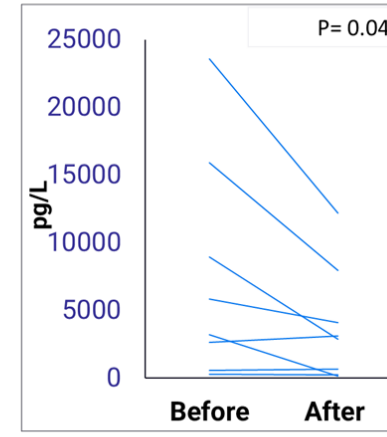
Improves functional capacity



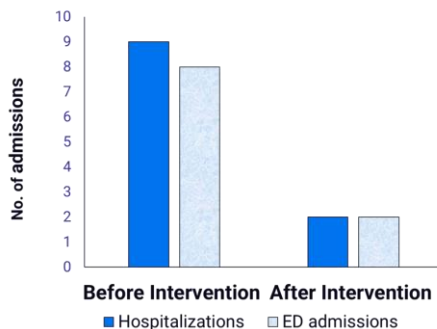
Improves 6-minute walk test



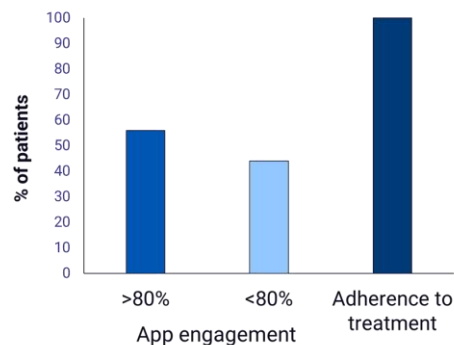
Reduces NT-ProBNP serum levels: A measure of severity of heart failure



Reduces hospitalizations and emergency room admissions



Improves engagement and adherence



>90%

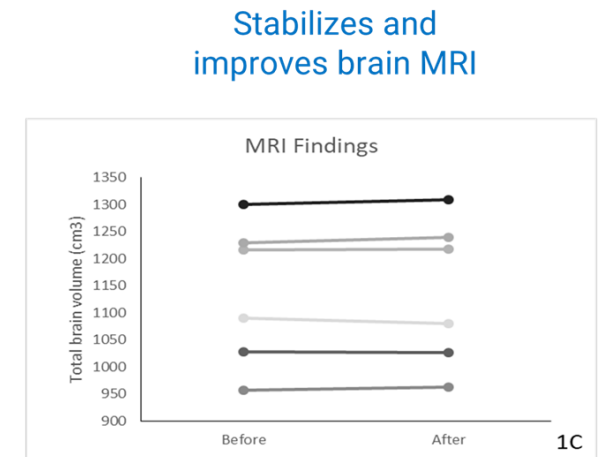
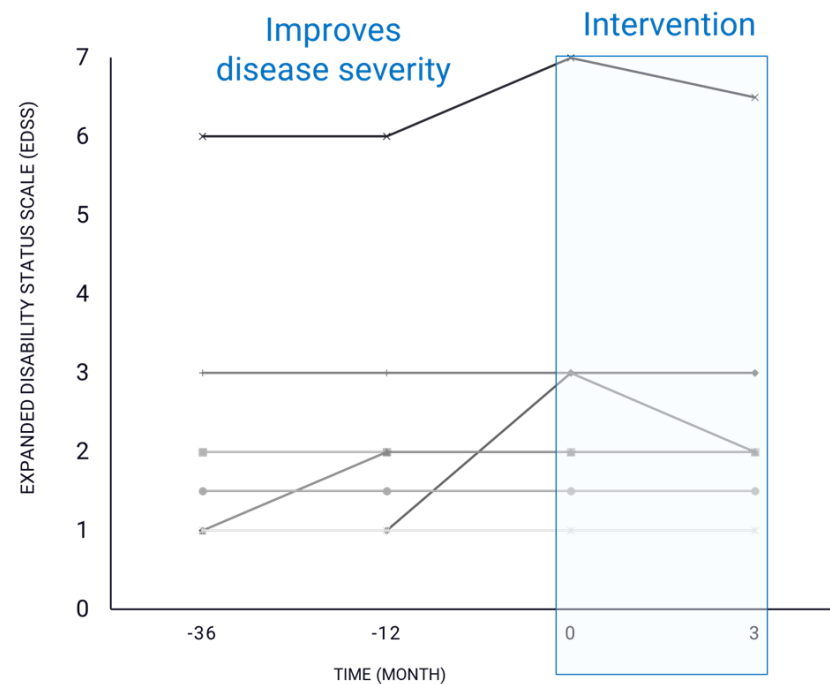
App Engagement



# Clinical Evidence: Multiple Sclerosis

## Stabilizes Disease with Dimethyl Fumarate

- **Stabilizes and improves** disease severity (EDSS scale)
- Improves brain MRI findings
- Alleviates disease progression
- Enhances response to treatment



# Clinical Evidence: Chronic Pain

Overcomes tolerance to painkillers

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- Overcomes tolerance to medical cannabis
- Enables sustainable effect with lower dosages
- **Improves pain scores** over time
- High engagement rate with app
- Real-world data (n=27)

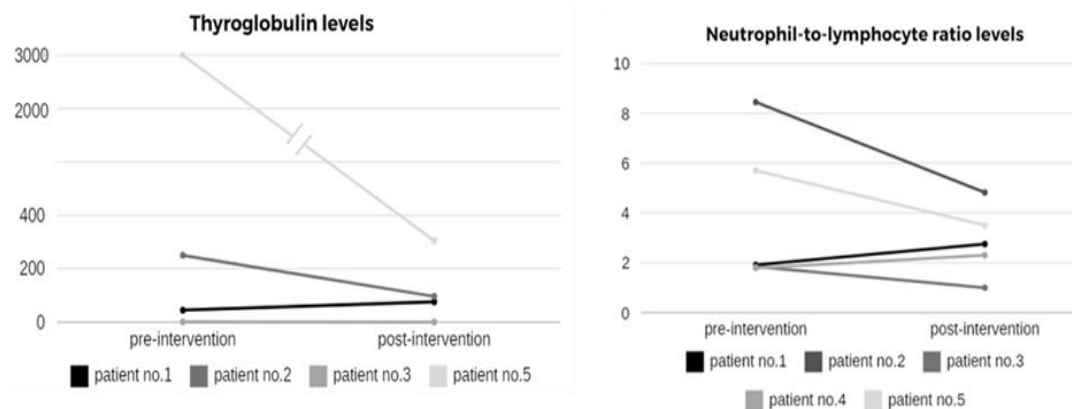
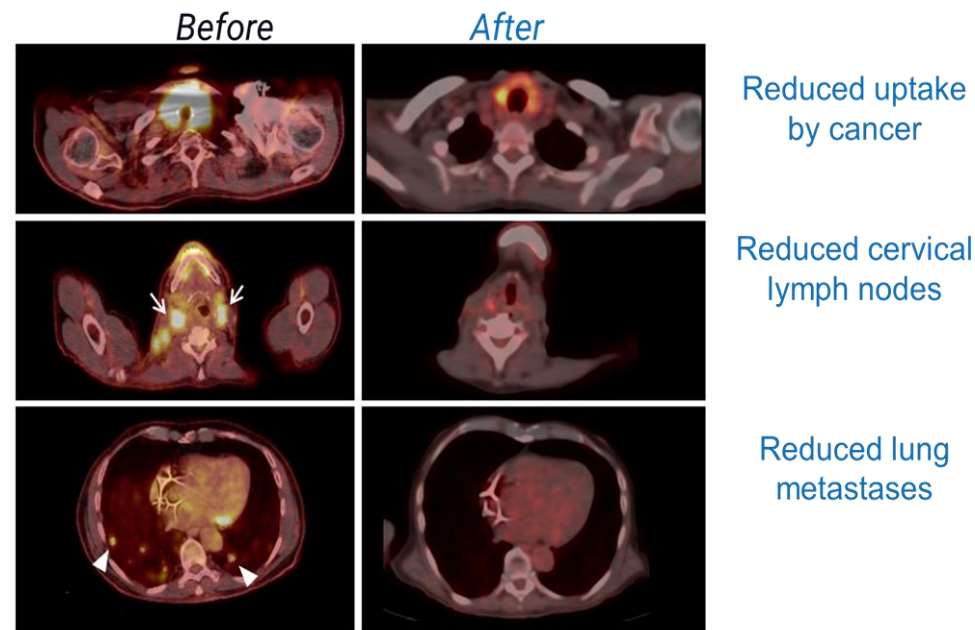
## Improves pain score

2022-05-01	2022-05-02	2022-05-03	2022-05-04	2022-05-05	2022-05-06	2022-05-07	2022-05-08	2022-05-09	2022-05-10	2022-05-11	2022-05-12	2022-05-13	2022-05-14	2022-05-15	2022-05-16
3	3	3	3	1	3	2	3	3	3	1	3	3	3	3	3
2022-05-02	2022-05-03	2022-05-04	2022-05-06	2022-05-07	2022-05-08	2022-05-09	2022-05-10	2022-05-12	2022-05-13	2022-05-14	2022-05-15	2022-05-16	2022-05-17	2022-05-18	2022-05-19
6	6	6	6	5	6	5	3	5	2	2	2	2	2	3	3

# Clinical Evidence: Drug-Resistant Cancer

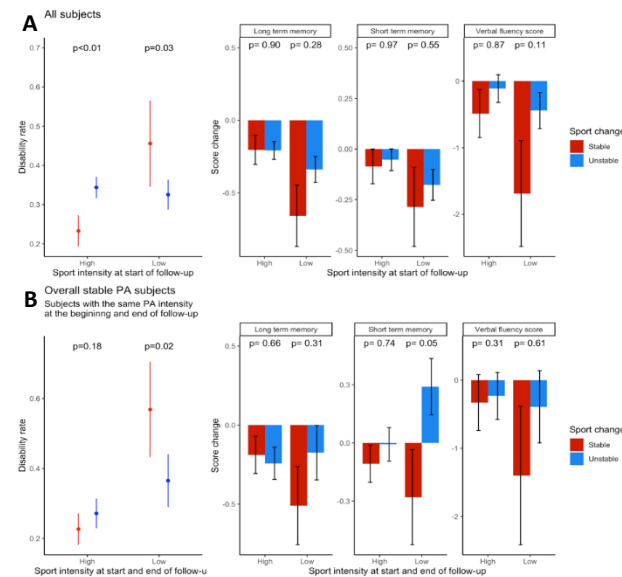
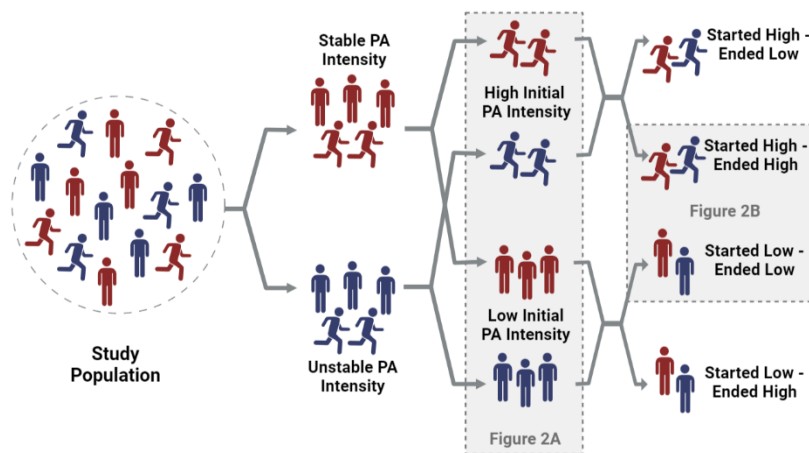
## Overcomes Resistance to Lenvatinib

- 14-week study
- Thyroid and salivary gland cancers non-responders (n=5)
- 80% disease control rate**
- 40% partial response
- 75% reduction in thyroglobulin
- 60% decrease in neutrophil-lymphocyte ratio



# Clinical Evidence: Slow down the aging process

Introduced variability was linked to reduced physical disability and improved short-term memory in individuals with low physical activity levels.



SHARE dataset: The most prominent social science study  
27 countries; millions of subjects being followed for 18 years



**HARVARD**  
**T.H. CHAN**  
SCHOOL OF PUBLIC HEALTH

# Additional Clinical Applications

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## Genetic Disease: Gaucher

- ✓ 40% platelet increase
- ✓ 20% improved QOL
- ✓ 40% better health perception

## Athletic Performance

- ✓ Break training plateaus
- ✓ Overcome tolerance
- ✓ Optimize performance

## Workplace Wellness

- ✓ Overcome burnout
- ✓ Improve effectiveness
- ✓ Enhance productivity

## Diagnostics

- ✓ Improved accuracy
- ✓ Better predictions
- ✓ Enhanced drug selection

# Life Lever improves patients' outcomes: A real-life story



Good morning, Dr.

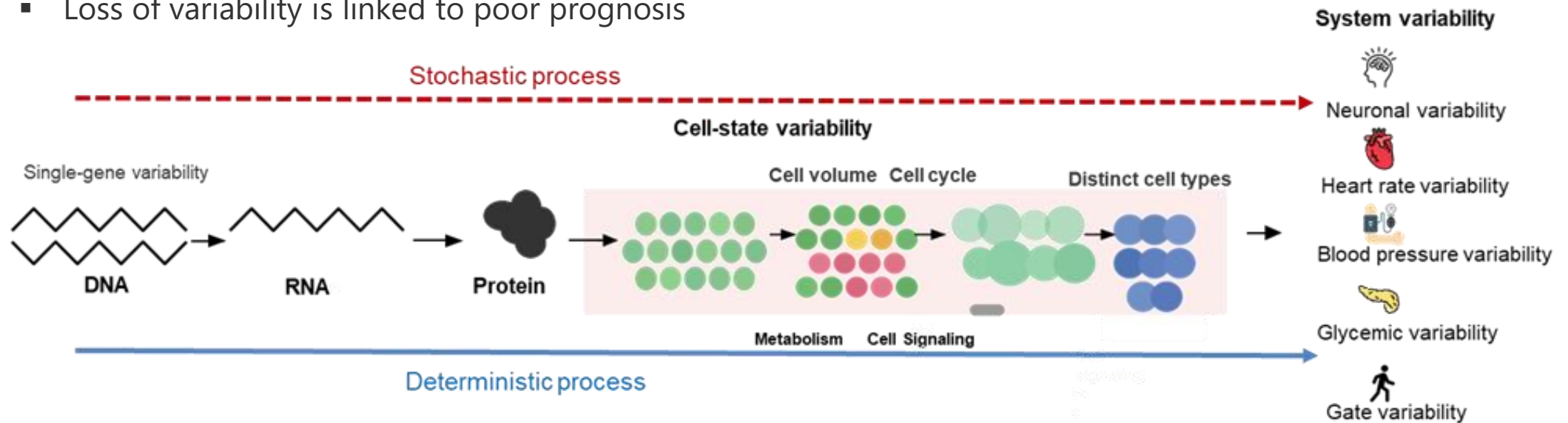
I feel great.

We are on vacation in the Dolomites, and I am proud to share that yesterday I climbed after I had already thought I wouldn't climb again (due to fear of instability and balance issues related to my sclerosis). I did it successfully and, most importantly, with pleasure.

# The Science: Tailoring Therapies to Human Physiology

The Constrained Disorder Principle: Using Biological Variability to Improve Effectiveness

- **Variability is mandatory** for the proper function of genes, proteins, and organs
- Loss of variability is linked to poor prognosis



- ✓ Complex problems can be solved with simple solutions using algorithms aligned with physiology
- ✓ Life Lever is the first platform to use variability within constraints therapeutically

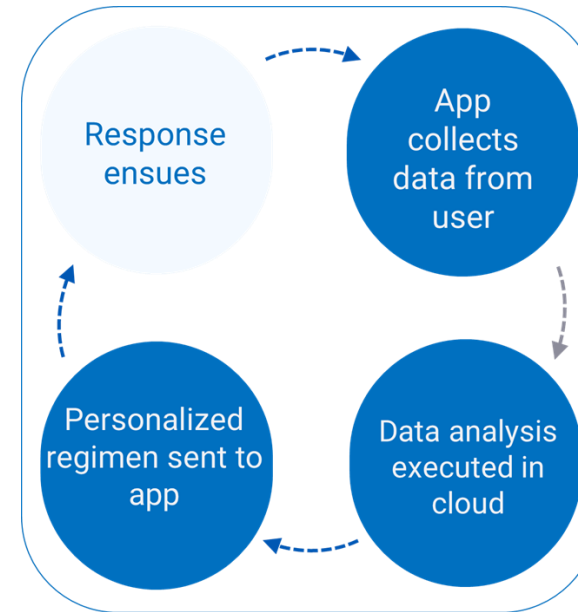
# Life Lever Technology Evolution

## Version 2.0

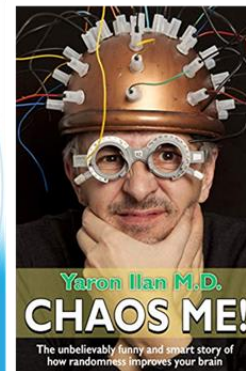
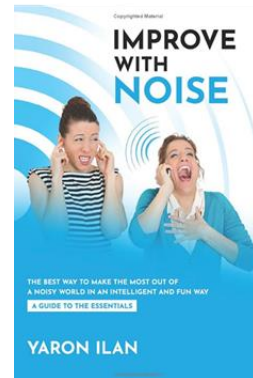
Quantifies variability signatures and incorporates them into the algorithm, and personalizes the variability regimen

## Version 3.0

Closed-loop system that adjusts variability based on outcomes



Seven worldwide issued patents



> 50 scientific publications



A second-generation artificial intelligence-based therapeutic regimen improves diuretic resistance in heart failure: Results of a feasibility open-labeled clinical trial

Ram Gelman<sup>a,1</sup>, Noa Hurvitz<sup>a,1</sup>, Rima Nesserat<sup>a</sup>, Yotam Kolben<sup>a</sup>, Dean Nachman<sup>b</sup>, Khurram Jamil<sup>c</sup>, Samuel Agus<sup>c</sup>, Rabea Asleh<sup>b</sup>, Offer Amir<sup>b</sup>, Marc Berg<sup>c</sup>, Yaron Ilan<sup>a,2</sup>

# Value Across Healthcare Stakeholders

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## Patients

- ✓ **Improve outcomes**
- ✓ Lower side effects
- ✓ Reduce hospitalizations

## Physicians

- ✓ **Enhanced adherence**
- ✓ Seamless integration
- ✓ Better patient outcomes

## Pharma

- ✓ **Customer loyalty**
- ✓ Market disruptor
- ✓ Increase revenues
- ✓ Prolongs drug IP

## Hospitals & Payers

- ✓ **Saves costs**
- ✓ Reduces admissions
- ✓ Patient satisfaction



# Business Model for Collaboration

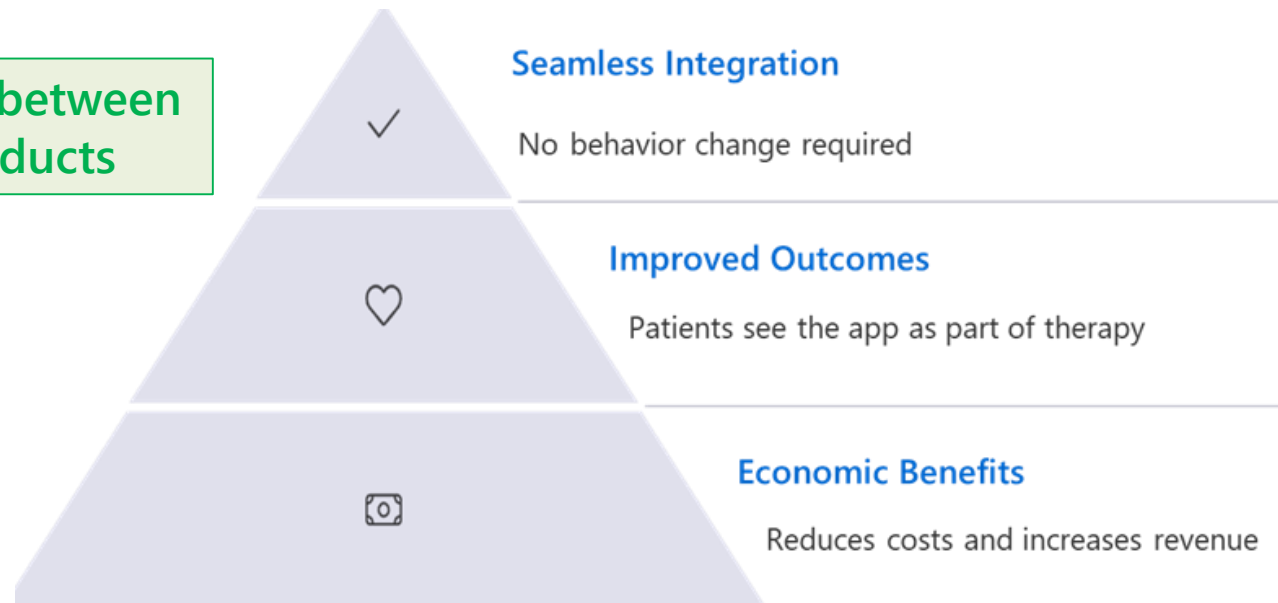
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- a. Pharma company receives a license for a certain number of users annually
- b. The white-label app is customized to pharma's requirements and ready for use



- c. Physicians assign treatment to patients
- d. Patients insert the treatment plan into the app
- e. Yearly subscription + revenue sharing model

✓ **Fosters a strong connection between patients, physicians, and products**



# Competitive Advantages: Increasing Revenue by Adding Value

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- ✓ Boosting sales and revenues from existing products
- ✓ Provides a competitive advantage as a market differentiator
- ✓ Regulatory-approved and in the market (FDA exempt)
- ✓ Works with all drugs, supplements, and nutraceuticals
- ✓ “Uber/Airbnb” model - no costly new product development needed

- ✓ Simple, user-friendly to encourage medication use
- ✓ High loyalty by patients and providers
- ✓ Patient behaviour remains unchanged
- ✓ No adjustments needed from the pharma company

It's all about science-driven effectiveness

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A global leader in utilizing variability to enhance functionality