



# BRAVA

Health Without Limits

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## Redefining what's possible in healthcare.

By harnessing the power of advanced intelligence to support faster insights, more informed decisions, and a deeper understanding of human health and wellness needs, Brava Health seeks to create a future where everyone is equipped with greater health clarity, agility, and foresight through truly individualized care experiences across the spectrum of needs: critical care, wellness, and longevity.

**The future of health is being built now.**





# The Problem With Healthcare Today

Today's **system** is a broken, **\$4T market** that fails both **the healthy** and **the sick**.  
The **experience** is defined by three **core** frustrations:

## #1. LACK OF ACCESS

"You can't easily get care when you need it."

## #2. LACK OF UNDERSTANDING

"You're left confused about your own health."

## #3. FRUSTRATING EXPERIENCE

"You feel trapped in a system that doesn't work for you."



## Startling Facts

About 100 million Americans live in areas with a **shortage** of **primary care providers** (HRSA, 2024).

Roughly 1 in 4 adults in the U.S. say they or a family member **delayed** or **skipped** needed medical care in the past year because of the **cost** (KFF, 2023).

The average U.S. patient's medical information is spread across **10+ different electronic systems**, most of which **don't communicate effectively** (ONC, 2023).

**Everyone** is affected and can **benefit** from a **new solution**.



# The Solution - Brava: A Patient-Centric Health & Wellness System



**Brava** is a comprehensive **health and wellness system** built on a **modern core technology platform** and **capitalization framework**.

**Best-in-class Personal Medical Records Management** with **Enterprise Collaboration Frameworks** and **intuitively combined** to put the patient at the center.

**Brava** puts people in **control of their own data** and **care ecosystem**, focused on delivering across **4 purpose-driven pillar principles**:



## **OWNERSHIP**

Patient-Controlled Data



## **UNDERSTANDING**

Personalized Wellness



## **EXPERIENCE**

Coordinated Care



## **COMMUNITY**

Human Support and  
Education





# BRAVA | The New Brava Experience

Existing Platforms are clinical, clunky, compliance-driven. Here's what sets **Brava** apart:



## We specialize in:

- ✓ Patient First
- ✓ Lifestyle-Grade
- ✓ Movement Oriented

## No One Else Combines:

- ✓ Data Ownership
- ✓ Personalized Education
- ✓ Engaging, Consumer-Grade Experience
- ✓ Community Connection

**Brava** is the **first** and **only platform** designed to deliver **institutional-grade personal health management system** designed for every-day users and their families.



# BRAVA | The Brava Business Model

Revenue grows with **adoption**, but adoption grows with **trust**.



## SUBSCRIPTION BASED SAAS

**DTC Memberships**  
B2B licensing for employers (**PEPM**)



## FUTURE MONETIZATION

- **Diagnostics & Referrals**
- **Wellness Marketplace & Product Sales**
- **De-Identified Insights (Opt-In Only)**

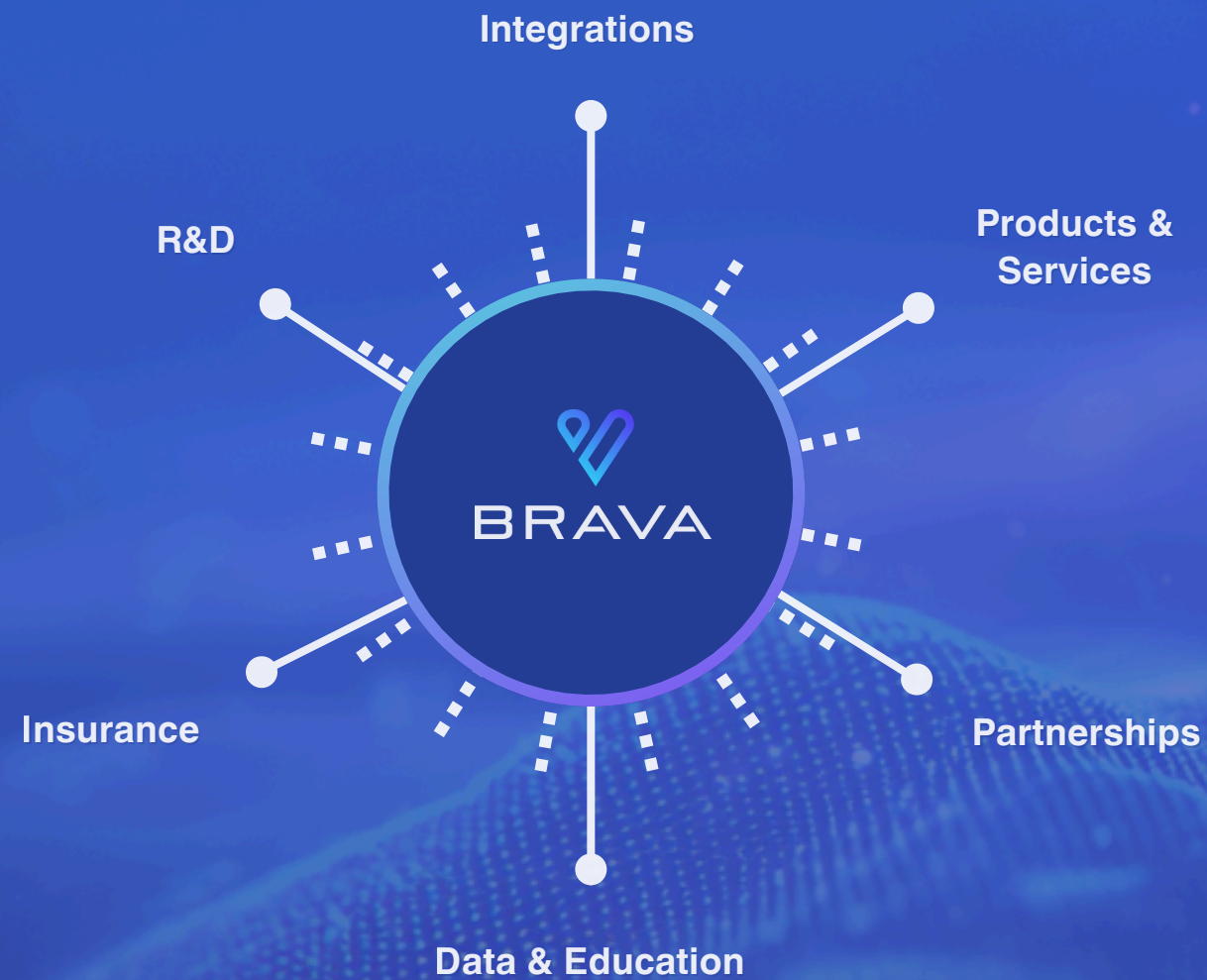


Our **model scales** because our **movement scales**.



# BRAVA | The Brava Evolution

On **Brava's** modern **purpose-built hub**, Brava will **improve health and longevity** outcomes by leveraging the **best available tools, minds, ideas, information** and **community** available through several means:



## Horizon 1: BUILD - Now

We start with our core, foundational asset: the **Brava MVP**. **EMR/ERP (BravaHIP™)** is the "**operating system**" for our patient-centric ecosystem.

## Horizon 2: INTEGRATE / LICENSE - Near-Term

We will connect **best-in-class** technologies (**biometrics, wearables, physician tools** like the Schrank Method) to our **core OS**.

## Horizon 3: ACQUIRE - Moonshot

We will use our **public currency** to **acquire** complementary companies (**AI, digital health, diagnostics**) and build our "**moonshot**" vision (**Physician Avatar**) on top of the integrated platform.





# BRAVA | The Health Data Landscape

Many **new wearable devices** are being developed and the **data** generated is increasingly **scattered**.



Brava is a home for **all** of this data.

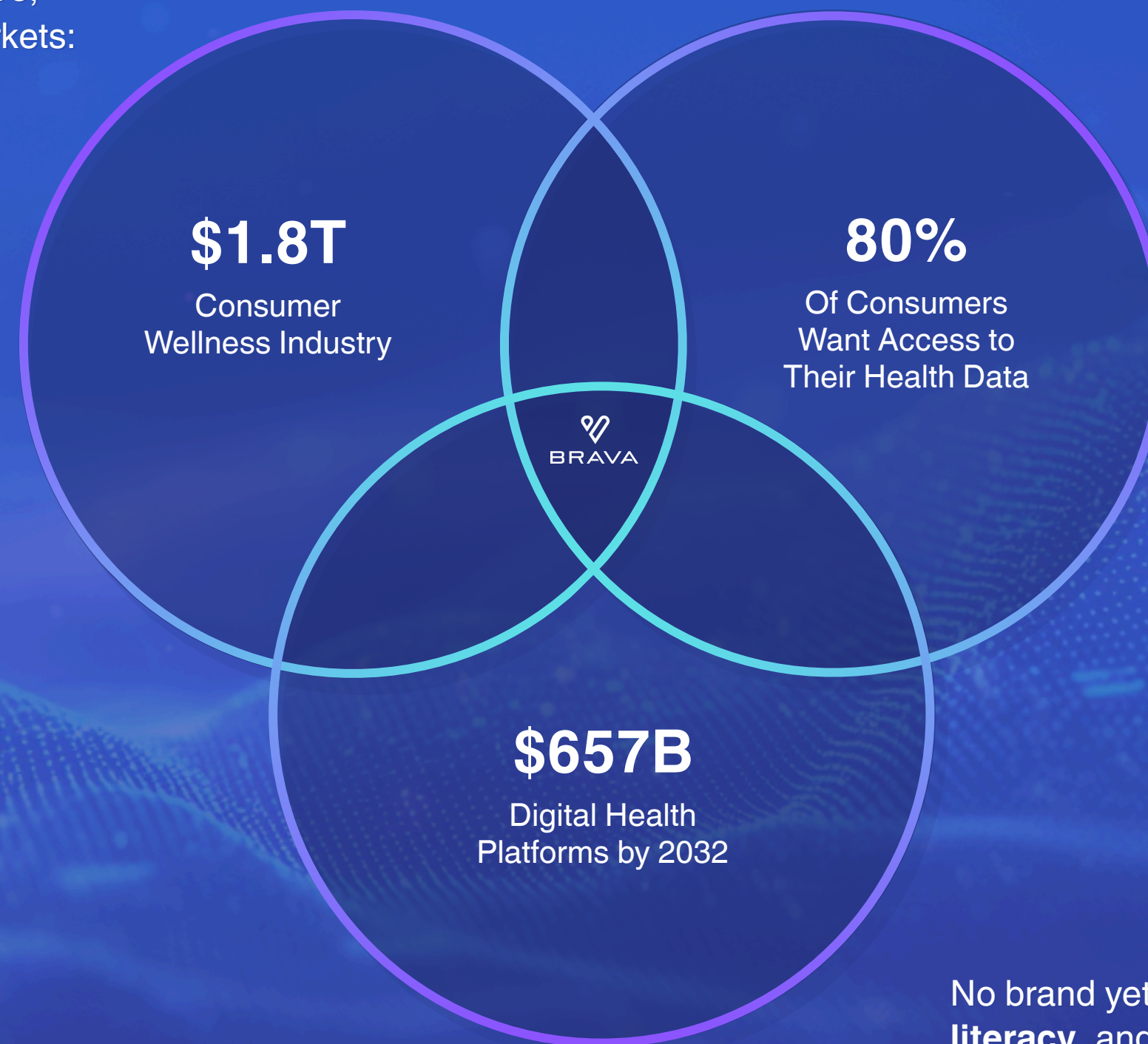


For life's **most important** medical data, **Brava** is your **companion**.



# BRAVA | Market Opportunity

Our **ecosystem strategy** targets the massive, untapped "**white space**" between three markets:



No brand yet **owns** the space between **data**, **literacy**, and **lifestyle**.





# BRAVA | Our Advantage: A New Kind of Company

We are built for **speed** and **scale**. Our competition is slow, siloed, and not focused on serving needs of patients.

## STRUCTURAL ADVANTAGE

We are **not** a traditional startup seeking a distant exit. **We are a public-ready holding platform designed for M&A, integration, and scale from Day 1.**

## EXECUTION ADVANTAGE

**Our team** has a **proven track record** of **building, scaling, and exiting** in the context of the worlds **leading healthcare companies**. We are bringing **public-company discipline** to a fragmented **venture space**. (Stryker, Gilead, JnJ)

## THE DATA MOAT

As our **ecosystem** grows, our central "**BravaHIP™**" engine captures **proprietary data**, creating an unassailable data moat across **all acquired and built assets**.



**Capital → Deployment → Scale**



**Capital = Inventory: Investors' dollars** are treated as **innovation fuel**, rapidly converted into **scalable solutions**.



# 📍 BRAVA | The Investment: Accelerated Path to Liquidity

This is a **rare, pre-public** opportunity.

## THE VEHICLE

We are **executing a reverse merger** into a **public shell**.

## THE TIMING

This investment is a pre-public **SAFE (Simple Agreement for Future Equity)**

## THE ADVANTAGE

This provides an immediate, **accelerated path to liquidity**. You are not waiting 5-10 years for an exit—you are investing at the **ground floor** of a **public company** before it begins its **acquisition** and **growth strategy**.

## EARLY INVESTORS BENEFIT FROM:

- Proximity to **liquidity**
- Participation in the **first wave of assets**
- Upside from future **acquisitions** and **integrations**
- This is not a distant exit. **This is a clear, accelerated route to public market participation.**



**Brava** will seek uplisting to **NASDAQ** once the minimal requirements are met.





# BRAVA | A World-Class, Public-Ready Team

Experienced team and operators in **healthtech**, **AI**, and **enterprise systems**.



## Jay Lawson

- 30+ years in Med-Device & Healthcare Software.
- Former president of Stryker Spine and Health Tech developer.
- Co-Founder, HealthCor, LLC: 10+ years scaling software solutions for the healthcare ecosystem.
- Education: Harvard Business School.



## Gary C. Glass

- 25+ years as a CTO & Serial Entrepreneur.
- Enterprise Architect, Gilead Sciences: 6 years building, validating, and managing mission-critical systems for an FDA/cGMP-regulated facility.
- Founder/CEO, Current ERP: 11+ years building mission-critical, "All-In-One" cloud-based SaaS platform solutions in Aviation, Education, e-Com, Social Impact,
- Education: UCLA Anderson School of Management.



## Adrian Fulle, ALM

- 25+ years marketing leader and entrepreneur
- Blends Hollywood storytelling with marketing science
- Proven C-suite leader scaling a purpose-driven consumer brand.
- Education: Harvard (ALM, Management), Stanford (Exec Ed, Marketing)



## Lon White

- 30+ years in MedTech and Healthcare
- Expert in Commercialization, Infrastructure and Capitalization
- Assisted in building multiple companies with successful exits to industry leading companies such as Johnson & Johnson
- Proven track record of building both private and public healthcare companies
- Education: B.S. in Cellular Biology, University of Kansas



## Michael Karch, MD

- 30-year Board-Certified Orthopaedic Surgeon.
- AI in Healthcare Specialist: Expert in ethical AI implementation, technology strategy, and robotic-assisted surgical techniques.
- Medical Device Inventor: Co-inventor of surgical safety/precision technologies.
- Education: Harvard Business School (Analytics), MIT (Machine Learning).

We're **redefining what's possible** in **healthcare**.



# 📍 BRAVA | The Opportunity

We are seeking **\$10M** to fuel the **public launch** and execute our "**Buy / Build / Integrate**" strategy.

## INVESTMENT VEHICLE

- **SAFE** (Simple Agreement for Future Equity)

Raising  
**\$10M**  
Brava Strategy

- Buy
- Build
- Integrate





# BRAVA | Use of Funds and Timeline

This **capital** is the **catalyst** for activating our **public platform**.

## FINALIZE REVERSE MERGER & PUBLIC LISTING

We already have the shell with over **10,000 investors** in it that satisfies many of the requirements for **cross-listing** to **NASDAQ**, our ultimate **goal**.

Q4 2025

Q1 2026

Q2 2026

Q3 2026+

## IDENTIFY & PERFORM DUE DILIGENCE

on our first strategic "**tuck-in**" acquisitions.

## SCALE GO-TO-MARKET

For our first foundational asset (**the Brava MVP**).

## EXPAND CORE PLATFORM ENGINEERING

(the BravaHIP™) to prepare for **integration**.







# BRAVA | Health, Reimagined Around You



## OWNERSHIP

- With the **Brava Health Information Portfolio (BravaHIP™)**, your data finally belongs to **you**.
- **Organized, secure, and always accessible** — **you** decide how it's **used, shared, and protected**.



## UNDERSTANDING

- **Brava** transforms medical jargon into **clear, actionable insights**.
- **Dynamic, customized content adapts** to your **literacy, language, and learning style** — **knowledge becomes power**, not confusion.



## EXPERIENCE

- **Brava** creates an **interactive environment** where health feels **engaging**, not overwhelming.
- **Your journey** is no longer passive; you are an active participant, **supported every step of the way**.



## COMMUNITY

- **Connect** with **caregivers, advocates, and peers** walking similar paths.
- **Brava** turns isolation into **belonging**, making health a **shared, human experience**.
- **Brava Connect** - media creation and curation hub reflecting the latest **research and practices**.

**The Result:** The world's **leading personal health and vitality management system** designed specifically for **individuals and families**.





# BRAVA

## The End, Thank You

For **Partnership & Investment Inquiries**, Contact:

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Want **more info**? Supplemental slides attached.





# BRAVA

**Health Without Limits**

**Brava is the missing link in human health.**

***A platform. A lifestyle. A movement.***

**We're not replacing doctors.**

**We're empowering people to own their health,  
understand their bodies, and *live without limits.***

