



PHYSIC
VENTURES

The greening of health

Berkeley Entrepreneurs Forum

18 March 2010

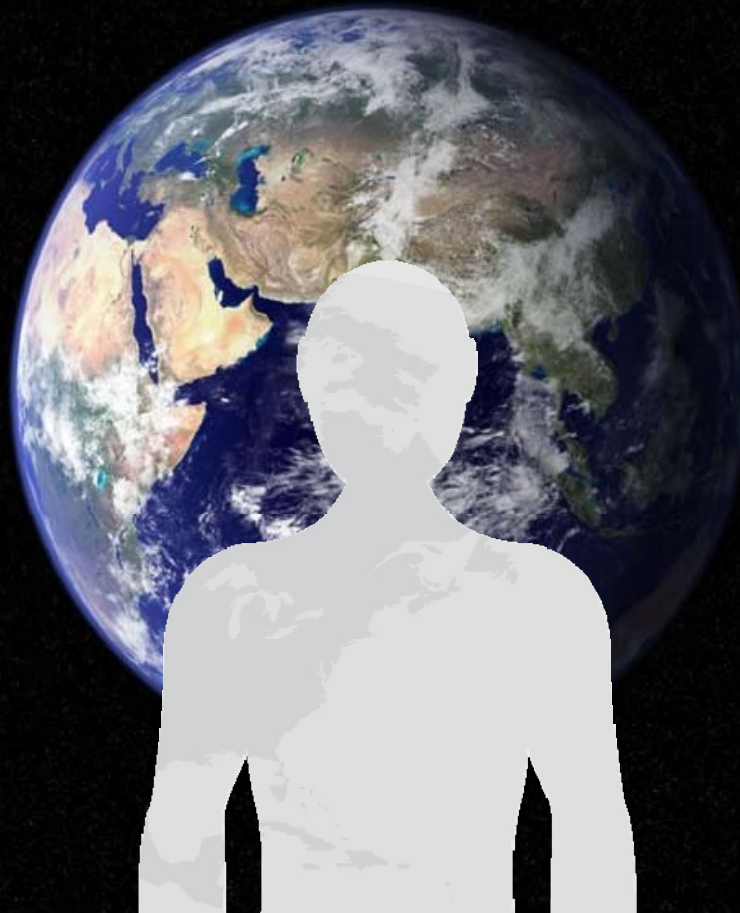
program

The Convergence of Health and Sustainability

Welcome: William Rosenzweig

Panelists: Julie Gerberding, MD, MPH
Dara O'Rourke, PhD
Adam Werbach

PHYSIC
VENTURES



PHYSIC
VENTURES



PHYSIC
VENTURES



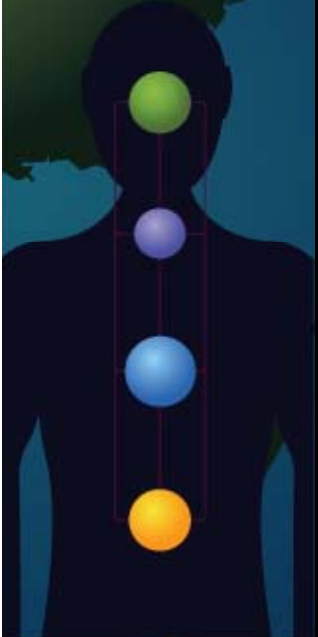
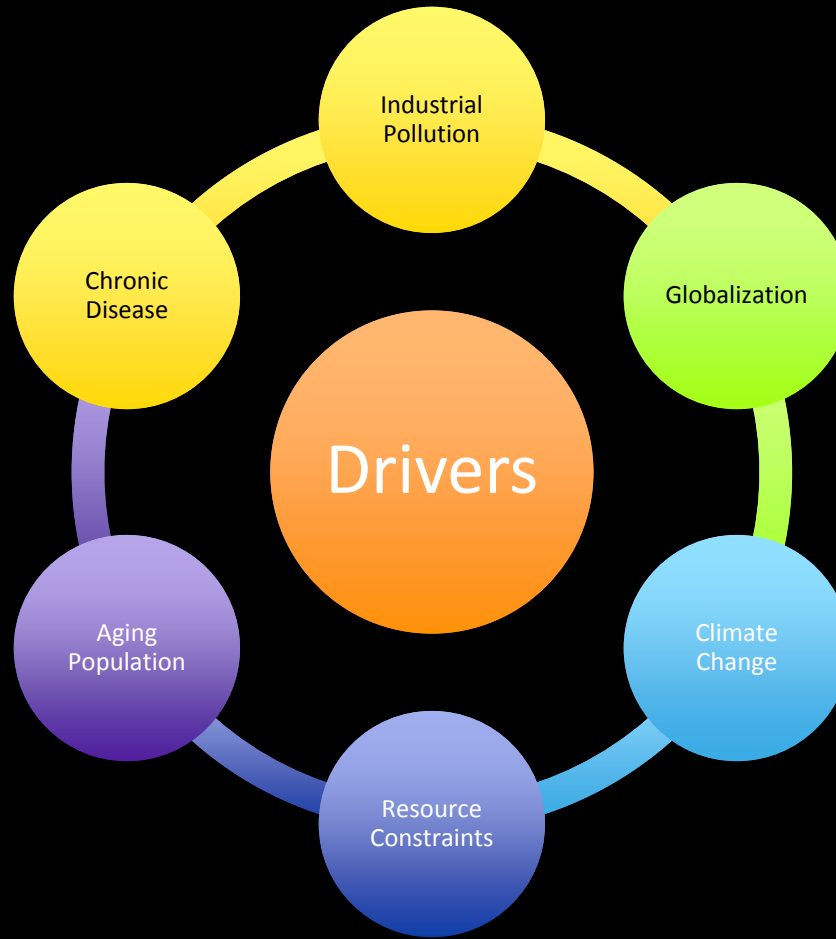
PHYSIC
VENTURES

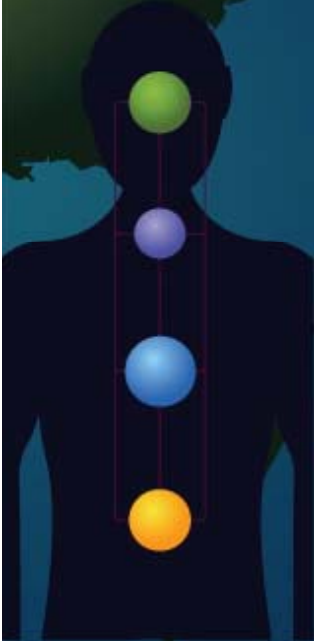
from ego to eco



PHYSIC
VENTURES









Transport



Access to Food & Water



Integrative Medicine

Tech-Enabled Solutions

Sustainable Materials & Systems



Smart Grid Re-Commerce

Radical Transparency





PHYSIC
VENTURES

Investing in keeping people healthy

**Consumer-driven Health
and
Sustainable Living**

**Life Science
meets
Lifestyle**

performance

prevention

personalization

PHYSIC
VENTURES

Sick-care

Self-care

Treatment

Prevention

Mass

Personal

Waste

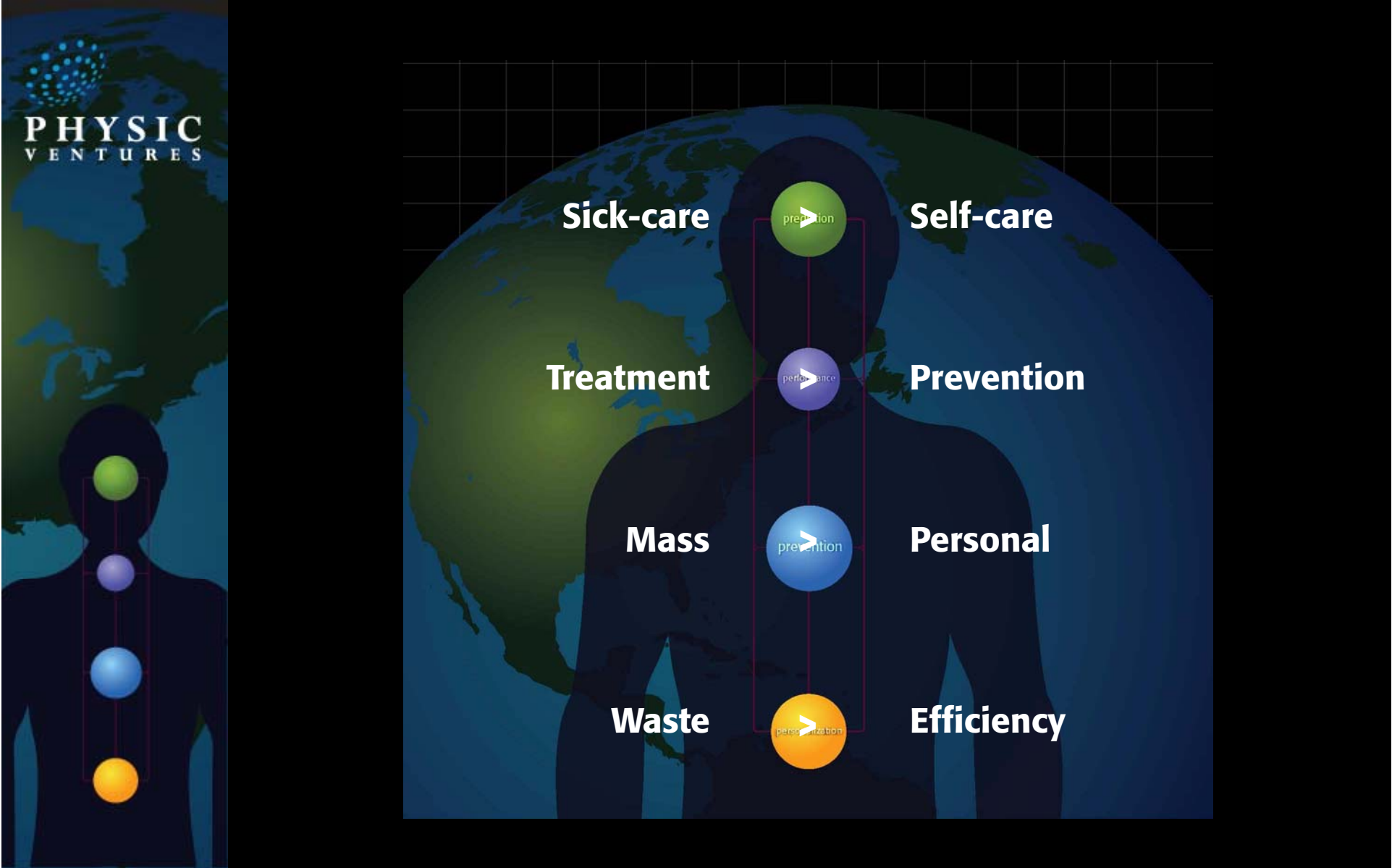
Efficiency

prevention

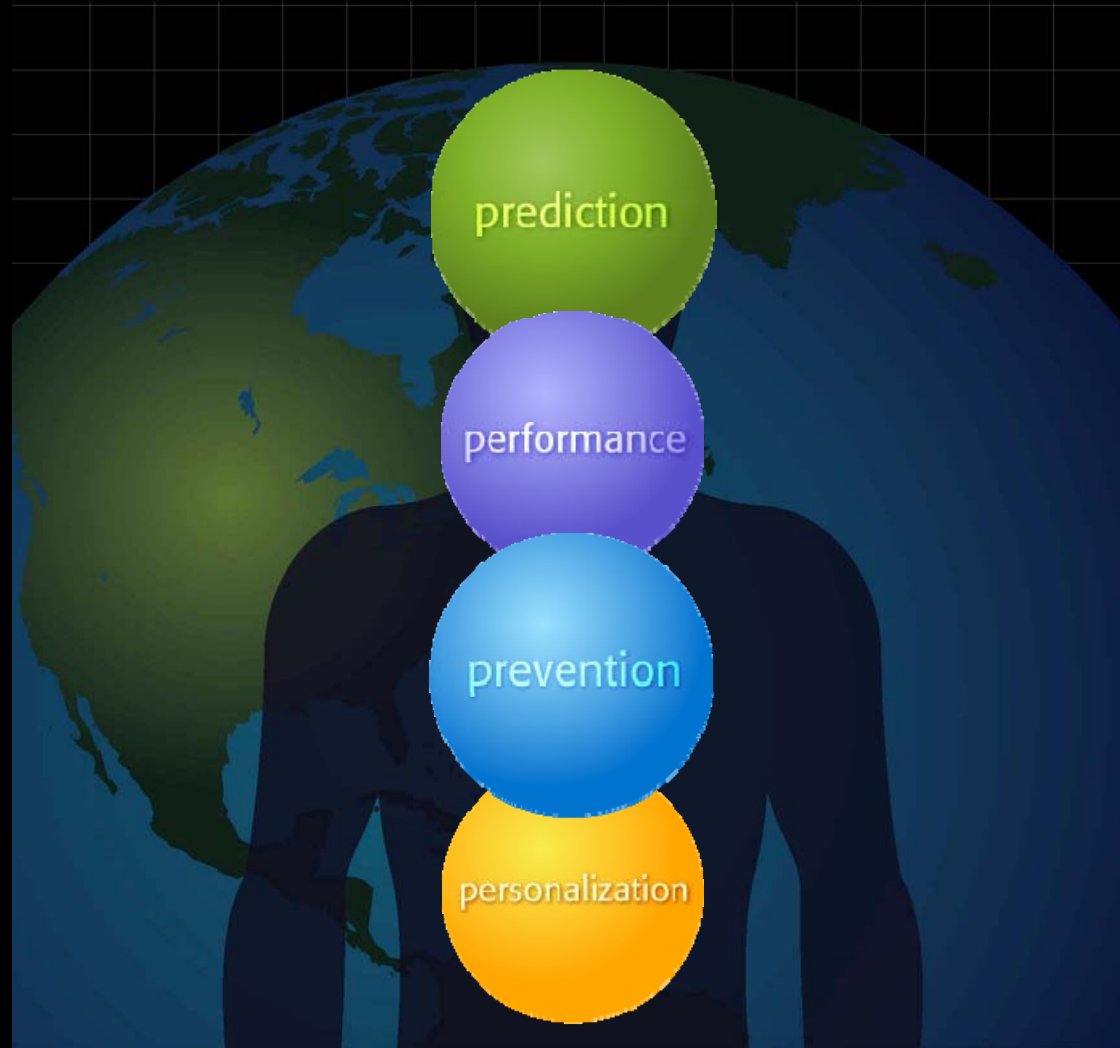
performance

prevention

personalization



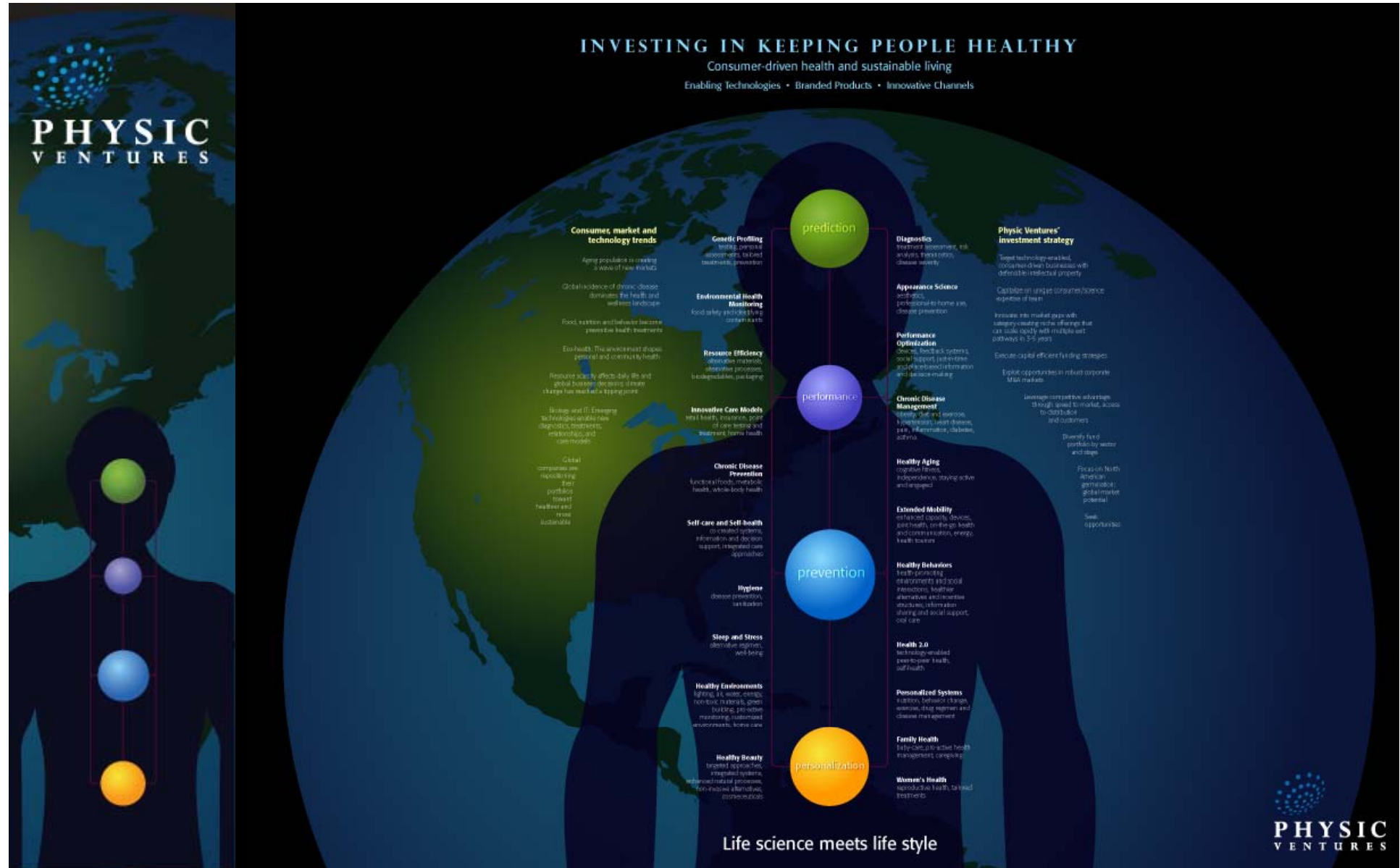
PHYSIC
VENTURES



INVESTING IN KEEPING PEOPLE HEALTHY

Consumer-driven health and sustainable living

Enabling Technologies • Branded Products • Innovative Channels



Consumer market and technology trends

- Ageing population** is creating a wave of new entrants
- Global incidence of chronic disease dominates the health and wellness landscape
- Food, fashion and behavior become trends for health treatments
- Eco health: The environment shapes general and consumer health
- Resilience: Ready to affect daily life and global business, decisions of many changes has resulted in a tipping point
- History and IT: Emerging technologies enable new diagnostics, treatments, relationships, and care models
- Global companies are replicating their portfolio toward health and more sustainable

prediction

- Genetic Profiling**
Testing, personal assessments, tailored treatments, prevention
- Environmental Health Monitoring**
Food safety and diet, living a cleaner world
- Reverse Efficiency**
Alternative materials, alternative processes, bioinspiration, packaging
- Innovative Care Models**
Virtual health, prevention, point of care testing and treatment, home health
- Chronic Disease Prevention**
Lifestyle, chronic, multiple health, whole-body health
- Self-care and Self-health**
DIY medical systems, education and decision support, integrated care approaches
- Rhythmic**
Disease prevention, well-being
- Sleep and Stress**
Diet, sleep, cognitive, well-being
- Healthy Environments**
Lighting, air, water, energy, nutrition, interiors, green building, pre-activism, monitoring, sustainable environments, home care
- Healthy Beauty**
Targeted approaches, integrated systems, enhanced natural processes, non-invasive, behavioral, micro-invasives

performance

- Diagnostics**
Treatment, assessment, risk analysis, track fitness, disease severity
- Appearance Science**
Self-care, professional-to-home care, disease prevention
- Performance Optimization**
Diet, fitness, systems, social support, performance, health, behavioral, information and decision making
- Chronic Disease Management**
Prevention, care and treatment, long-term care, diabetes, pain, inflammation, diabetes, asthma
- Healthy Aging**
Cognitive fitness, independence, staying active and engaged
- Extended Mobility**
Enhanced quality of life, joint health, orthopedic, health and core, nutrition, energy, health factors
- Healthy Behaviors**
Health promoting environments and social interactions, healthy alternatives and incentives, education, reform, education sharing and social support, self-care
- Health 2.0**
Technology-enabled peer-to-peer health, self health
- Personalized Systems**
Nutrition, behavior change, wearable, drug regimen and disease management
- Family Health**
Baby care, a holistic health management, caregiving
- Women's Health**
Reproductive health, tailored treatment

Physic Ventures' investment strategy

- Target technology-enabled, consumer-driven businesses with defensible intellectual property
- Capitalize on unique consumer behavior segments of the market
- Innovate into market gaps with unique, creating niche offerings that can scale globally with multiple exit pathways in 3-5 years
- Focus on capital efficient funding strategies
- Exploit opportunities in robust corporate M&A markets
- Leverage our portfolio advantages through speed to market, access to distributors and customers
- Diversify fund portfolio by sector and stage
- Focus on North American, global market, global market potential
- Seek opportunities

prevention

personalization

Life science meets life style

resources

Ecological Intelligence	Daniel Goleman
Strategy for Sustainability	Adam Werbach
Predictably Irrational	Dan Ariely
Plan B 4.0	Lester Brown
Whole Earth Discipline	Steward Brand
Omnivore's Dilemma	Michael Pollan
Berkeley Wellness Letter	www.wellnessletter.com
Institute for the Future	www.iftf.org
Above the Fold	www.environmentalhealthnews.org
GoodGuide	www.goodguide.com



www.physicventures.com



Panelists:

Julie Gerberding, MD, MPH

Dara O'Rourke, PhD

Adam Werbach

PHYSIC
VENTURES

