



Our mission: to help people overcome challenges with alcohol
to rebuild trust and self-confidence.

We are doing for alcohol what CGM did for diabetes



Diabetes
\$327B
34M people

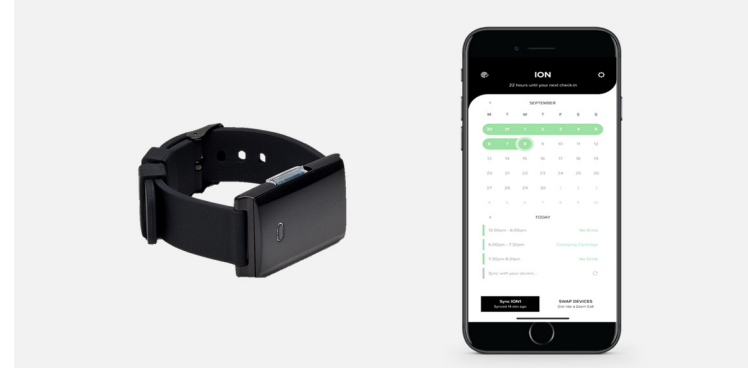
2016 – first discreet CGM



Today: \$4.2B
annual sales

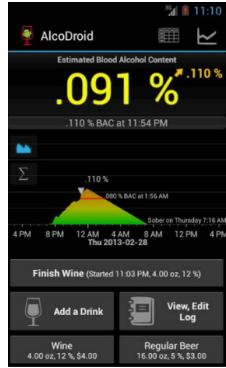
Alcohol Use Disorder
\$223B
15M people

2020 – first discreet CAM



Future: \$1B
annual sales

ION™ will address “need to have” segments



Drink tracking app



Keychain breathalyzer



Clinical help



Breathalyzer system



Ankle bracelet

Want to have

Need to have

Curious

See if BAC is under the legal limit

To rebuild relationships with family

3
AUD Treatment

1
To see kids (custody)

2
Alternative is jail (court-mandated)

1) The family law segment is our beach-head



“I need to show the court that I’m not drinking so I can have more time with my kids.”

never get between a bear and their cubs!

Existing alcohol monitoring technology is terrible



Smartphone Breathalyzers



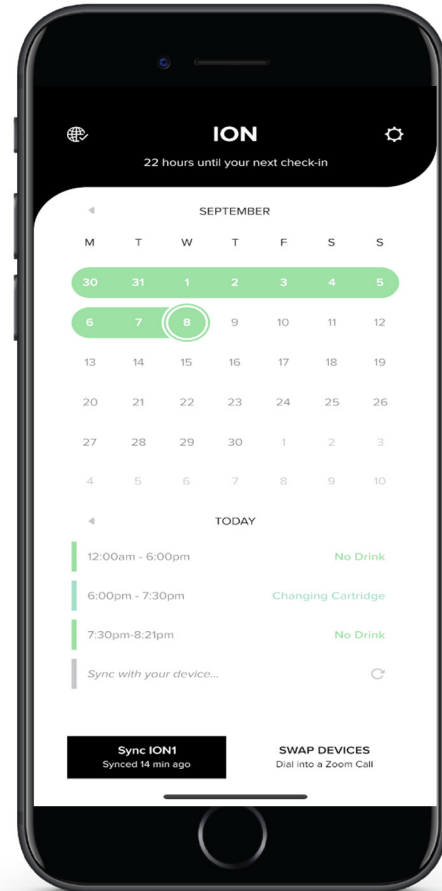
Ankle bracelets



\$145M annual sales



ION™ Platform



Rebuild trust and self-confidence

Get continuous support and accountability

Subscription Model



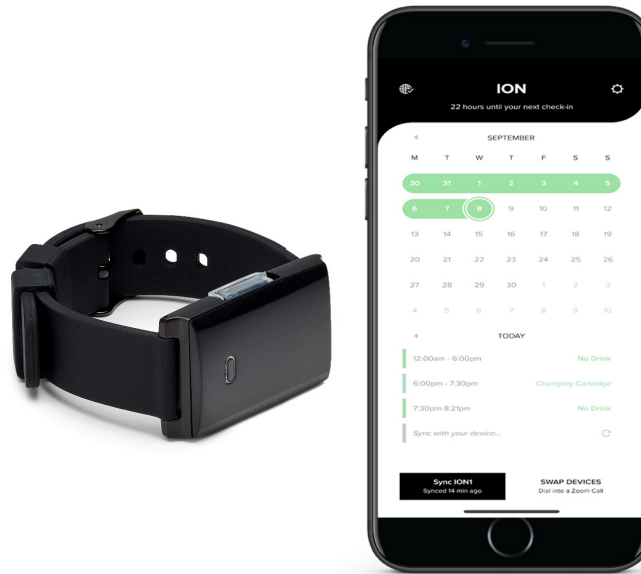
**Customer
acquisition
cost**
\$45

Revenue
\$299/month

90% Gross Margin

Lifetime Value
\$1800

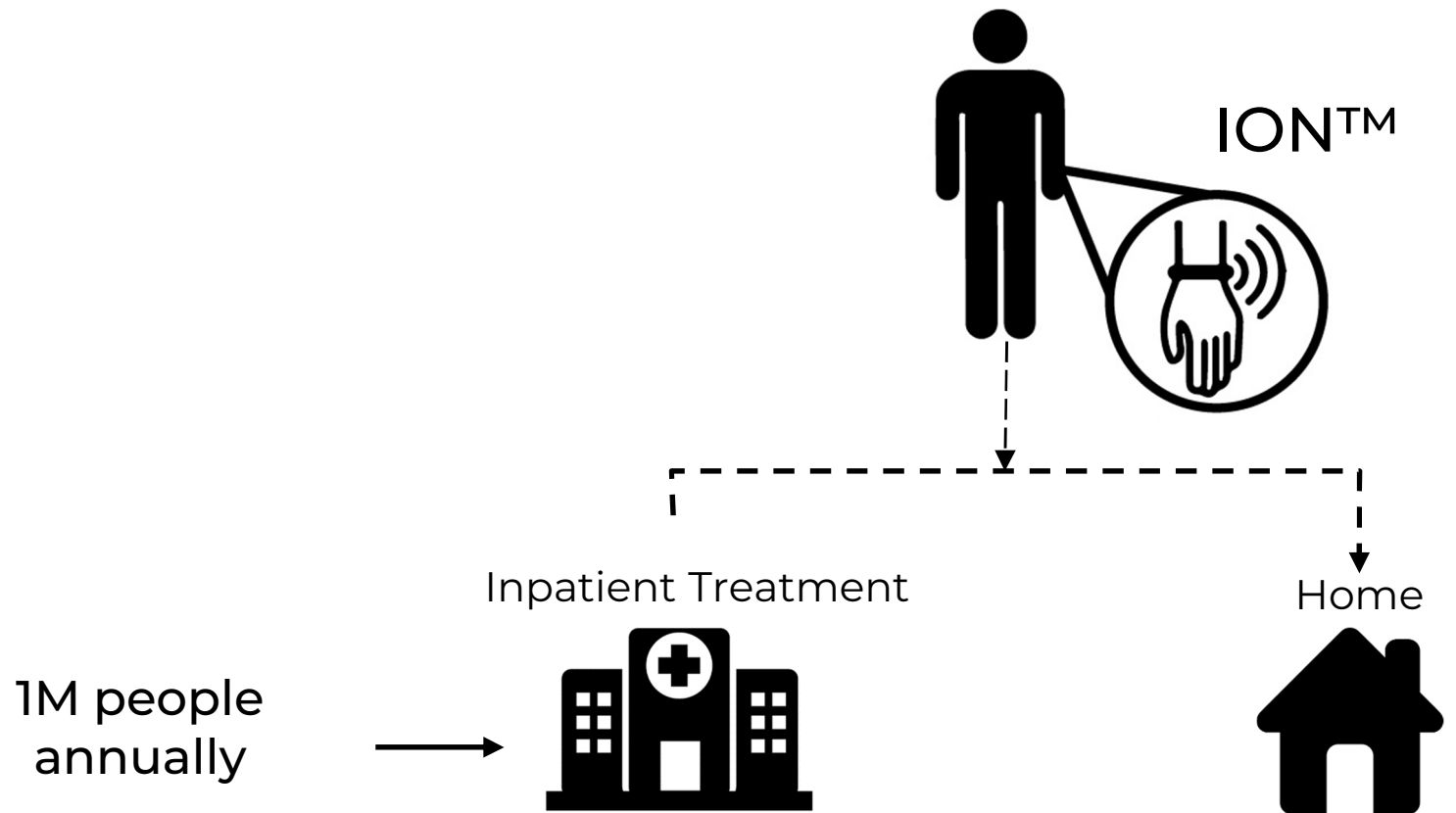
6 month avg. duration



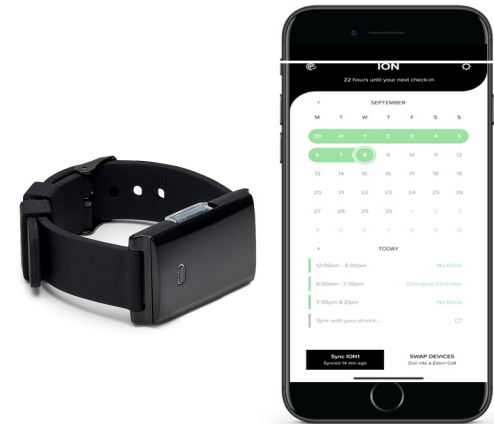
The court-ordered market segment is ripe for disruption



Long-term vision: improve AUD Treatment



Future:
Talk to therapist in the
ION App



Now raising Seed Round



2019



2020

**Now raising
Seed
Round**

\$150K
already
raised

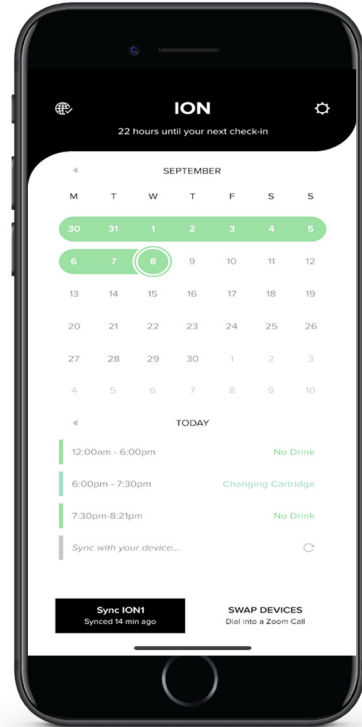


2021

Use of Funds

- Marketing & Sales to ramp to 500 subscriptions

Let's do for alcohol what CGM has done for diabetes



Now Seeking:

People who share our vision!
Investors
3rd Board Member
Chief Revenue Officer
Head of Business Development
Head of Operations
Full-Stack Developer

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