

Exhibit 2

**Unredacted Version of Document
Proposed to be Filed Under Seal**

From: Eric Marcotulli [eric@elysiumhealth.com]

Sent: Saturday, October 29, 2016 4:18 AM

To: Chad Hollingsworth

Subject: FW: Data for discussion -- part 2

Attachments: Sep-16 CPA.png; Annual Retention Rates.png; Semi-Annual Retention Rates.png; Screen Shot 2016-10-12 at 8.59.04 PM[2].png; Screen Shot 2016-10-12 at 9.08.39 PM[3].png; Elysium - August 2016 Model[1].xlsx; EH_GC_term_sheet_executed_20160909.pdf

Chad,

Thanks again for your patience. We had some travel issues but are back in NYC now. Wanted to get you discussed information. Attached, please find the model and term sheet, as well as an update email and update materials sent to GC prior to close:

- Our fundraising model as of August. It's pretty accurate. September was slightly less, but October will be slightly more – so effectively nets out.
- The term sheet with GC. First close is complete.
- Retention data for prepay plans.
- Some additional data explaining the tradeoff between inventory buildout and new customer acquisition. We've resumed 20-25% consecutive month growth as of this month (Oct).

Let me know what else I can provide you.

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From: Eric Marcotulli <eric@elysiumhealth.com>

Date: Sunday, October 16, 2016 at 10:44 PM

To: Justin Roberts <jroberts@generalcatalyst.com>, Dan Giovacchini <dgiovacchini@generalcatalyst.com>

Subject: Data for discussion -- part 2

Dan and Justin,

Here is data you requested, and a ton of extra stuff you didn't. Long story short, we have a ton of awesome stuff going on, and we are very excited about CAC, LTV, retention, and supply chain.

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(1) The snapshot you see was taken at a specific point in time (clearly before the end of the month, though I can't remember), and there was likely a short lag in updated spend/performance numbers. The model you have is the total for that month. All of our spend is performance/digital acquisition.

(2) See attached. Improvement in May reflects key learnings from March and April on finding great customers on FB.

(3) Inventory purchase was made at the end of June. You see spend drop after that. See below for a much longer explanation. Our new partner already has 98% pure material at a cost of [REDACTED] and they are only at a 55% yield per batch! Contrast this to the \$800/kg we paid in June at 94% purity.

Notes:

- CPA for Sept, attached, was \$147. I think I mentioned one of our partners, an agency named Acquisition Labs, was acquired by Twitter and left us in September. So we were behind on plan (spend) and had to take on a lot of work internally. So we ramped spend at the end of the month, which throws off CPA a bit – skewing it higher since

pumping higher dollars through the platforms in a short period of time has a poorer return than it thoughtfully distributed across the month and more focused in terms of audiences.

- To replace Acquisition Labs, we have found another firm named Good Apple. We are very excited about them, as they've come highly recommended from senior marketers at both Warby and Birchbox. Acquisition Labs only focused on FB, but these guys do everything. And they've already found ways to reduce wasted spend for us. As an example, we bid on Google for our branded keyword such that we are in the #1 slot 99.92% of the time, which is apparently crazy. If we drop this to 99%, we will reduce Google spend by 75%! And this is just one example. So lots of awesome stuff to come on the marketing front in the next month – especially once we announce the clinical data and start some new product/data-specific campaigns.
- Below for LTV and inventory updates. One thing to note also is the bottles discrepancy. For instance, in July, we added roughly 4,900 new customers who purchased 5,700 bottles. But bottles shipped to "new customers" that month was 7,200. This is because that New York Magazine article drove a ton of subscription purchases in the beginning of the month, and so a number of people got their SECOND shipment that same month (because the second bottle for pay-as-you go subscriptions is initiated 25 days after the first purchase to ensure it gets there on time). The reason that this is important is because it has big implications for LTV (positive implications!) but not on CAC. This happens to a smaller degree in other months, obviously slightly more in months with 31 days.

LTV calcs

I dug into the bottles issues and found something interesting – there are occasions each month when new customers who purchase early in a given month get two shipments. If you are a new customer who opts into a monthly subscription (what we call "pay as you go" for \$50/mo), your first renewal cycle hits 25 days after your initial order. The idea is that it takes a few days to get there, so we don't initiate the second order after 25 days so it gets there by day 30 when your supply runs out. Each subsequent order happens on a 30-day cycle from there.

That means that, if you look at "new bottles" in a given month, these can be double-counted, which actually has a doubly-negative impact:

- It artificially inflates the number of "cohort start" bottles
- It shifts the retention curve "to the left" by one month

The issue then becomes that retention in the early months actually looks worse, and we you short-change that cohort by one month. Total sales for the cohort and total bottles sold/shipped remain constant, but the shape and behavior of the cohort look different.

The easier way to look at things, then, becomes on a purchaser basis, adjusting for the bottle multiplier. This is what you see attached. We tried to be very conservative in our assumptions, I hope you'll note – we used the shorthand churn calculation methodology of 1/monthly churn rate to get to a "customer lifetime value" in months and then multiplied that by ARPU (avg price X bottle multiplier) and unit economic (contribution margin) profile that we are near-100% certain we can get to in the next few months. As I mentioned during our discussion, we think we can improve this even further over time, further improve retention figures, etc. But even with this methodology and a \$200 CPA (which is 33-50% higher than we have been seeing), LTV is already north of 4x.

The two other items to note:

- If you compare the "more aggressive" churn methodology of 1/monthly churn rate to actuals we have, we end up below our current levels of retention for early cohorts and for the newer cohorts that are trending better. But we wanted to average the monthly churn data dating back to August to get us to a "data-driven" view. Looking at more recent data gets you even better numbers. And, of course, if you look at what we feel we can do to improve things further, it obviously improves further.
- Don't get thrown off by September 2015 12-month retention vs August. August is artificially high as it was the first month we ever offered semi and annual prepaids (this is why we start looking at data here). So every customer who, to that point, was an "existing subscriber" had the opportunity for the first time in that month to purchase one of

these plans. So there was a huge migration from existing customers into the newly-offered plans. Sept through Nov was really our first few months spending on marketing, though the numbers are still very good – and all of that data is factored into the numbers that drive assumptions in the LTV calcs.

In sum, we feel like that \$800-1,000 I quoted you on LTV for a given customer is more than achievable – it may even be conservative. Gives us tons of room on CPA and further growth.

Cash flow / implications for inventory

Had we continued to grow at the pace we were, or even moderately slower, we wouldn't have been solvent.

One example is the last inventory purchase we made June 30th that will take us through 8-9 mo of supply (at current plan). It cost a little over \$2M, leaving us with the \$1M buffer I mentioned that we've targeted recently. Had we allocated \$1M to marketing spend instead, and only ordered \$1M worth of inventory, we would've had a major issue – only 3 months or less of inventory. The reason it is 3 months or less (and not 4-4.5 months as you would expect if you just divided the above number by 2) is because with half the inventory and greater marketing spend, we would've continued to grow at too high of a rate. That \$1M that would've been allocated to inventory would instead be spent, to see degree, on marketing – and with higher spend and faster growth, the inventory would've run out faster! That means we would have had to spend the last \$1M immediately on a new purchase order to then fund an order behind that one given our 90 day turnaround time for a batch (again, we like to leave 120). The business wouldn't exist anymore. Plain and simple.

So instead, we focused on bringing down CPA and recouping marketing costs with inbound cash flow. As you can see from the attached screenshot of our model, I added a couple of rows to show how July and August show this shift. In July we used both new and existing incoming contribution margin to hit a recoup factor of marketing spend that reached 98%. In August, we furthered that to ONLY the existing piece (the piece we can predict with greatest certainty). September numbers aren't finalized, but again, we were close.

So we managed for CPA, inventory, and cash recoup while we completed the fundraising – which, as is always the case, has taken longer than we anticipated.

Sep-18

Criteo	\$13,158.40
Google	\$16,871.98
Taboola	\$47,013.99
Outbrain	\$132,238.50
Facebook	\$388,057.12
Total Spend	\$597,339.99

New Customers	4,058
CPA	\$147.20

Annuals	New	Active	Active Rate
Sep-15	75	49	65.33%
Oct-15	135	90	66.67%

Semi-Annuals

	New	Active	Active Rate
Apr-16	845	625	73.96%
May-16	789	671	85.04%

Purchaser Cohort Start

	1	2	3	4	5	6	7	8	9	10	11	12
Aug-15	541	310	291	259	241	225	210	199	197	186	185	171
Sep-15	727	360	327	296	285	256	228	217	214	202	192	176
Oct-15	1,877	819	752	673	616	560	511	491	474	449	437	
Nov-15	2,209	980	895	808	764	690	646	615	598	572		
Dec-15	1,974	1,056	987	919	839	770	706	654	634			
Jan-16	4,162	2,212	2,011	1,836	1,730	1,554	1,448	1,371				
Feb-16	5,205	2,801	2,564	2,365	2,180	1,959	1,797					
Mar-16	6,883	3,750	3,442	3,141	2,910	2,622						
Apr-16	7,652	4,635	4,251	3,863	3,577							
May-16	6,224	4,023	3,754	3,473								
Jun-16	6,469	4,089	3,757									
Jul-16	5,800	3,751										
Aug-16	5,967											

Churn Rate	5.1%
Lifetime (months)	19
Avg. Bottle Price	\$53.4
Bottle Multiplier	1.14
ARPU	\$60.9
LTV Revenue	\$1,188
Contribution Margin	72.5%
LTV Gross Profit	\$861
CAC	\$200
LTV/CAC	4.31x

Retention

	1	2	3	4	5	6	7	8	9	10	11	12
Aug-15	100.0%	57.3%	53.8%	47.9%	44.5%	41.6%	38.8%	36.8%	36.4%	34.4%	34.2%	31.6%
Sep-15	100.0%	49.5%	45.0%	40.7%	39.2%	35.2%	31.4%	29.8%	29.4%	27.8%	26.4%	24.2%
Oct-15	100.0%	43.6%	40.1%	35.9%	32.8%	29.8%	27.2%	26.2%	25.3%	23.9%	23.3%	
Nov-15	100.0%	44.4%	40.5%	36.6%	34.6%	31.2%	29.2%	27.8%	27.1%	25.9%		
Dec-15	100.0%	53.5%	50.0%	46.6%	42.5%	39.0%	35.8%	33.1%	32.1%			
Jan-16	100.0%	53.1%	48.3%	44.1%	41.6%	37.3%	34.8%	32.9%				
Feb-16	100.0%	53.8%	49.3%	45.4%	41.9%	37.6%	34.5%					
Mar-16	100.0%	54.5%	50.0%	45.6%	42.3%	38.1%						
Apr-16	100.0%	60.6%	55.6%	50.5%	46.7%							
May-16	100.0%	64.6%	60.3%	55.8%								
Jun-16	100.0%	63.2%	58.1%									
Jul-16	100.0%	64.7%										
Aug-16	100.0%											
Average	100.0%	55.2%	50.1%	44.9%	40.7%	36.2%	33.1%	31.1%	30.1%	28.0%	28.0%	27.9%

13	14	15	16	17
27.5%	27.1%	26.7%	26.3%	25.9%

Financial projections	Jul-15	Aug-15	Sep-15	Oct-15	Nov-15	Dec-15	Jan-16	Feb-16	Mar-16	Apr-16	May-16	Jun-16	Jul-16	Aug-16
FYE 12/31														
New Subtotal by Purchase Type														
Manual	11,180	16,620	27,420	81,480	91,260	84,880	134,580	162,180	211,020	262,320	154,080	171,080	148,500	178,520
Pay As You Go	5,900	6,400	7,850	21,000	23,550	22,600	63,800	81,250	113,400	141,350	111,550	123,150	108,450	103,000
Semi-Annual														
Annual		13,440	25,920	57,120	72,480	56,560	157,440	171,840	216,000	268,560	281,280	293,280	254,400	215,040
New Subtotal	17,080	46,990	76,040	198,750	235,090	194,170	460,920	558,100	684,860	823,130	701,890	758,940	668,490	625,780
Retained Subtotal by Purchase Type														
Manual	10,280	7,920	8,520	10,680	18,840	24,960	24,900	31,680	43,920	61,980	58,200	69,340	70,680	76,380
Pay As You Go	74,900	75,200	74,700	80,700	103,650	129,600	156,600	215,400	302,400	398,650	549,150	599,950	715,100	749,850
Semi-Annual		8,910	9,990	10,800	21,600	29,430	34,020	58,700	81,810	100,440	129,330	126,550	152,280	196,830
Annual		33,120	17,780	12,000	20,160	36,480	43,860	58,960	89,280	87,840	110,880	94,080	107,520	159,360
Retained Subtotal	85,180	125,150	110,970	114,180	164,250	220,470	259,200	362,220	517,410	638,690	847,560	878,920	1,045,560	1,182,420
New customer contribution (at 55% full-loaded contribution margin)														
Recoup factor vs marketing spend	1.46	1.61	.83	.99	.94	.97	.77	.66	.42	.36	.37	.27	.36	.54
Retained customer contribution (at 55% full-loaded contribution margin)														
Recoup factor vs marketing spend	7.28	4.28	1.20	.57	.85	1.10	.43	.44	.31	.28	.44	.31	.60	1.01
Total recoup factor														
	8.73	5.89	2.03	1.56	1.99	2.06	1.20	1.12	.74	.63	.81	.59	.96	1.55
Subtotal														
	102,220	172,140	187,010	312,930	399,330	414,640	720,120	920,320	1,212,270	1,462,020	1,549,450	1,637,690	1,714,070	1,808,200
Discount	960	1,316	365	676	900	3,560	8,810	1,270	1,185	1,775	1,143	5,457	7,496	9,950
Expedited Shipping	558	681	1,047	2,342	3,329	4,057	5,896	6,509	8,601	8,323	7,584	7,376	8,072	8,632
Tax	2,861	4,808	5,277	8,358	10,423	9,907	12,763	15,993	22,439	27,456	27,633	32,011	35,573	37,371
Total Sales	105,079	176,291	192,969	322,955	412,182	424,964	728,969	941,452	1,242,125	1,496,024	1,583,525	1,671,790	1,756,221	1,844,253
Marketing														
Spend	6,438	16,080	33,901	91,188	119,058	88,520	307,270	424,313	873,148	1,256,660	1,039,699	1,523,120	945,863	634,334
Public Relations Costs	-	-	16,750	19,163	19,200	22,088	21,625	28,750	30,675	17,925	16,000	16,000	13,000	6,500
Total Marketing/PR Spend	6,438	16,080	50,651	110,351	138,258	110,607	328,895	453,063	903,823	1,274,585	1,055,699	1,539,120	958,863	640,834

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Intentionally Omitted