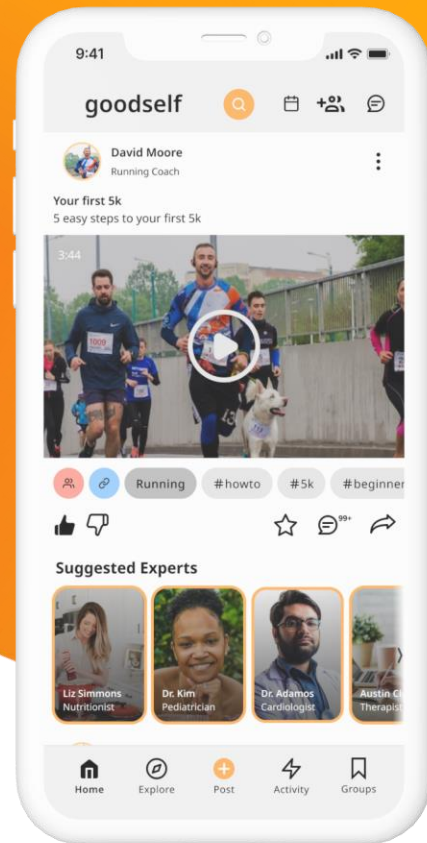


# Goodself

Be better, together

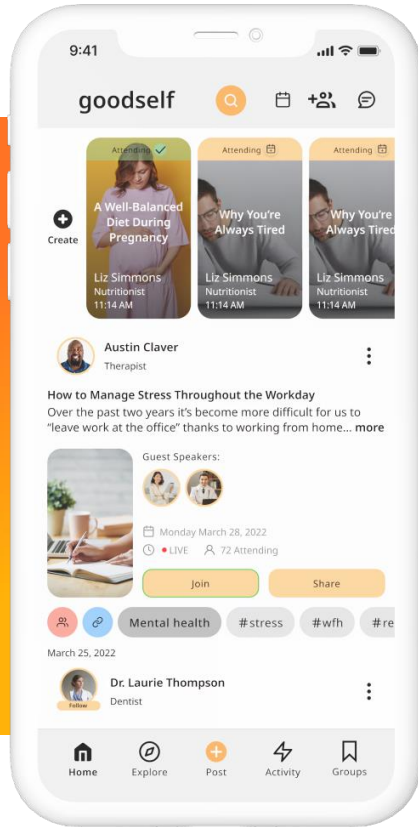




# What we're solving

As people navigate their health journeys, they seek guidance through social media. At Goodself, we recognized a need for a reset in the way health and wellness information is communicated, accessed & distributed on these platforms, and the way communities are formed surrounding these topics.

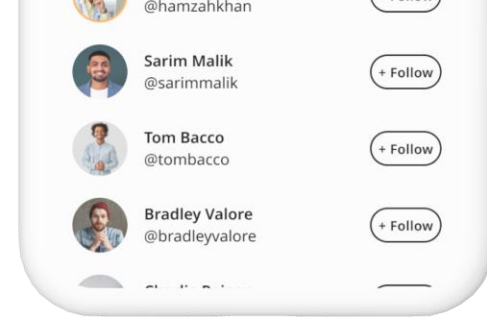
We knew that now, more than ever, **a new space was needed to address this.**



# Introducing Goodself

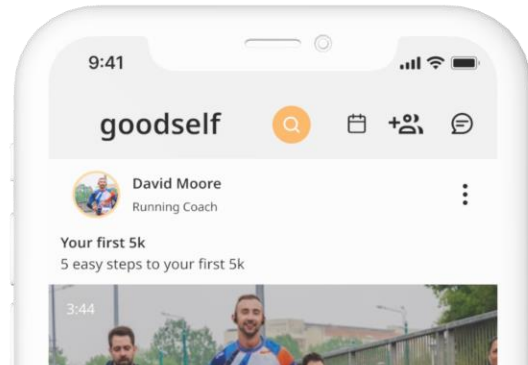
Goodself is the first-of-its-kind community focused social media platform exclusively focused on **Health**, **Wellness** and **Lifestyle** content.

The free app hosts live, interactive audio chats led **ONLY** by Vetted Experts, while both Experts and Users engage in the community by posting content, running support groups and taking part in challenges. We aim to empower the community as they navigate their health journey.



*"The internet has become the source, but there is such a plethora of information available ... that an online community can bring people together, to provide users with a quick way to navigate and find a resolution to a problem ... communities give everyone who participates a voice, and a support system."*

Steve Richmond & Forbes Technology Council (Aug. 2020), *The Importance Of Online Communities*, Forbes



# Why join Goodself?



## Credibility

All Experts on board are vetted  
Experts & content is equipped  
with reference links so you're  
confident about the content  
you're seeing.



## Targeted

Our targeted platform, with  
supportive health-focused  
communities, bring together &  
engage with those who truly  
value health.



## Safety

All accounts are tied to a real  
phone number; along with a  
zero-tolerance policy for  
bullying, spam or  
misinformation.

# Who's joining the community

## **Users**

Join talks, challenges, and communities around areas of interest & post about your experiences

## **Experts**

Improve patient and community care by bringing on those who can benefit from your guidance, other patients' experiences & talks

## **Patient Advocates**

Form groups around health topics that affect you and foster a community that helps people find support & answers

## **Gyms, Clinics & Hospitals**

Further engage and support your community in a health-focused space

## **Brands, Associations & Partners**

Engage in meaningful conversation and build a stronger connection with your target audience

## **Academic Institutions**

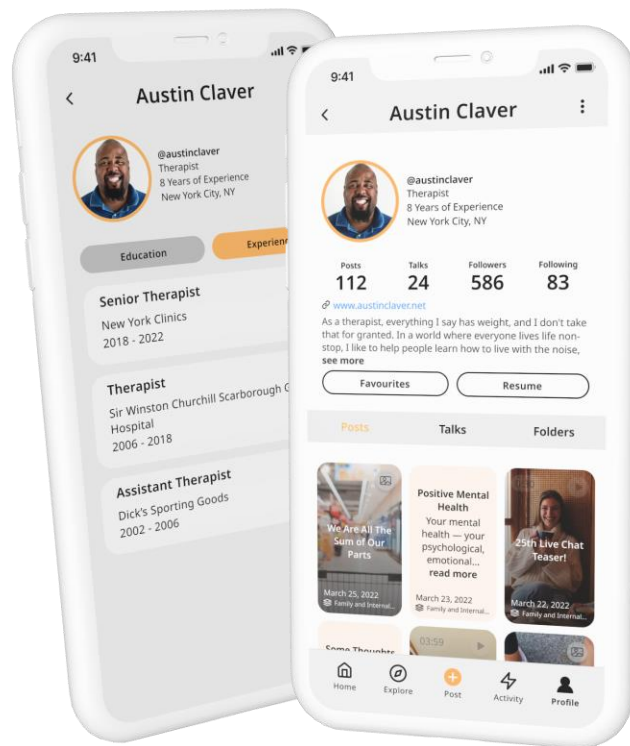
Bring students to an all-in-one positive space for all things health & wellness, including mental health, nutrition, etc.

# Goodself Experts

Goodself Experts are credentialed health & wellness professionals, that are well-versed in their field.

All Experts on board are **vetted** to ensure they meet the minimum threshold, which includes their expertise and/or experience, as well as their positive online social presence.

Experts, once approved, are highlighted throughout the platform and are the only ones who can run talks.



# Your Involvement

In April/May, once Support Groups & Challenges are finalized (*all features focused on further building community and engagement*), we're looking for those who want to be involved with:



## Support Groups

Create a group (or co-manage) and provide support in your group



## GoodTalks

Weekly GoodTalks around your area of expertise (only Experts can run talks)



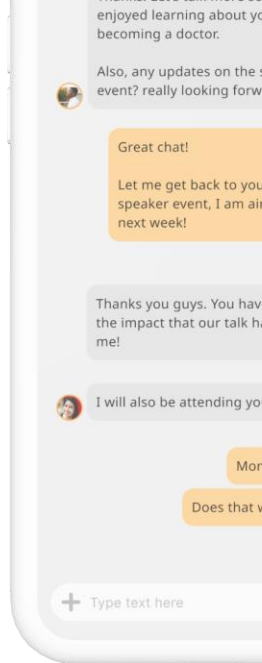
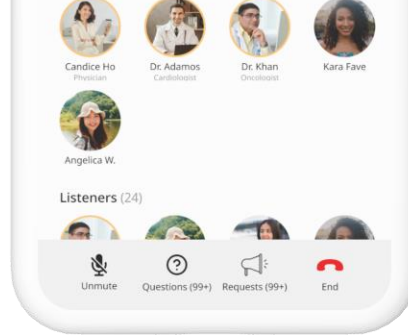
## Posted Content

Posting consistent and useful content in your area of expertise (can be repurposed)



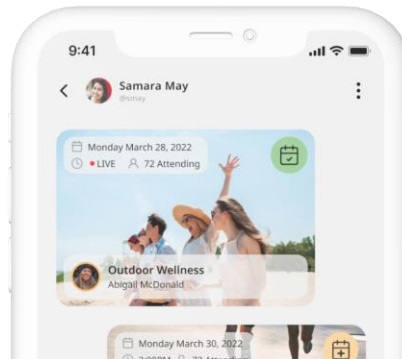
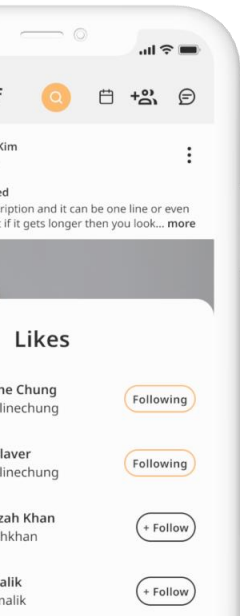
## Challenges

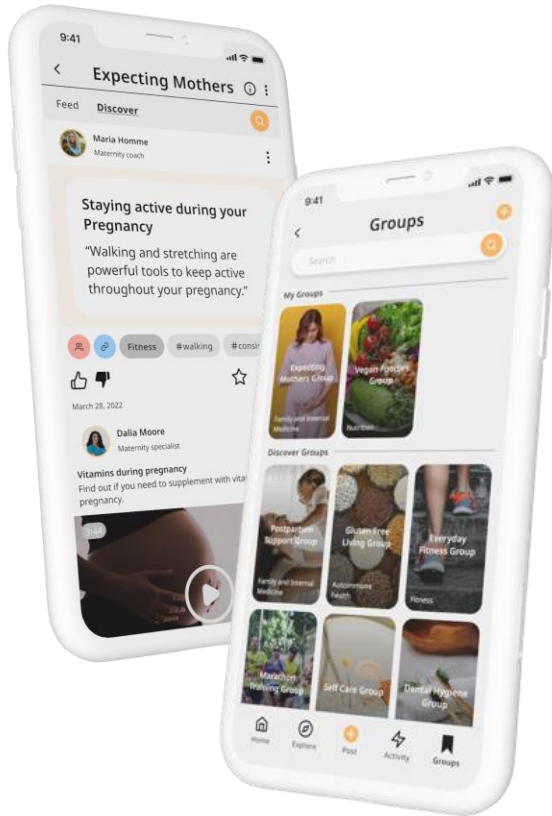
Running ongoing gamified challenges (if applicable)



*“Community is critical to our overall well-being and the decline of our connectedness is coming at the same time mental health issues are on the rise.”*

Dr. Tracy Bowers (Oct, 2020) *How To Build Community And Why It Matters So Much*, Forbes





# Support Groups

Groups are **an all-in-one space** to bring together people around common challenge(s) and/or areas of interest, in an **ecosystem** all focused around health.

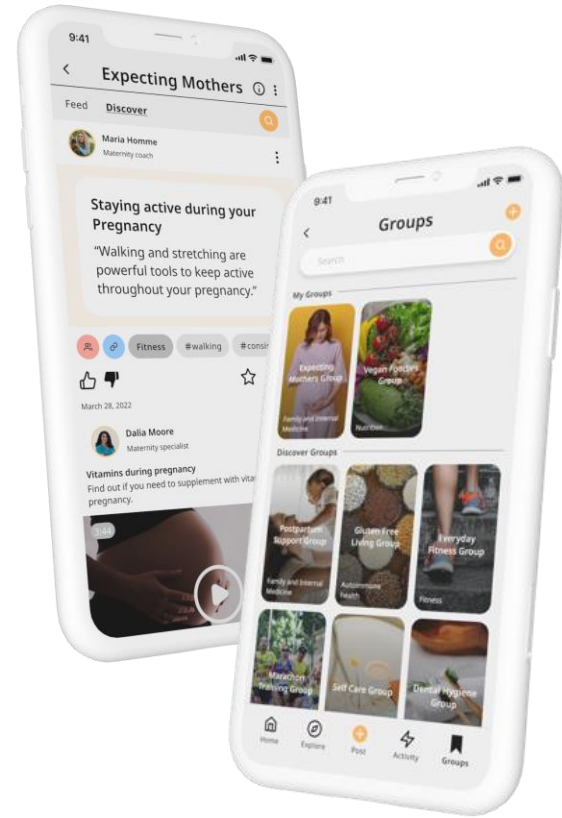
- Each group is its own channel, that allows you the space to create a forum to focus on topics that matter to you and your community, patients, etc.
- Curated feeds within the groups to help users find what matters to them
- Each group has an option to create/run Challenges

Bring your community to a health-focused space where you can **host talks, post content, run challenges** and **promote your courses/products** (*clickable links throughout*).

# Running a Group

When running a group it's completely up to you how much you engage within the group. While frequently engaging and posting content helps your group blossom into a thriving community – often times, users will lead their own conversations and help drive engagement within the group. There's no set time commitment – you can spend as little/much time as you want and post as little/much as you want.

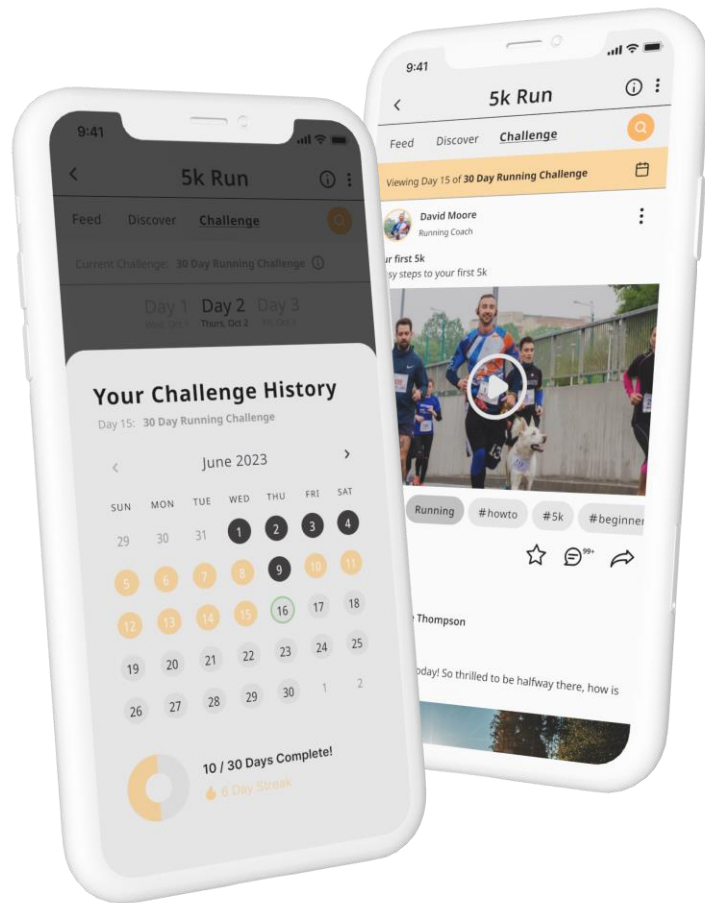
Set admins to help moderate the discussions going on, and help with housekeeping (accepting members, approving content, and of course maintaining a safe & comfortable environment for your group members).



# Running Challenges

Challenges, tied to Support Groups, provide a new and interactive way for you to further **connect with your community, incentivize their progress** and **increase engagement**.

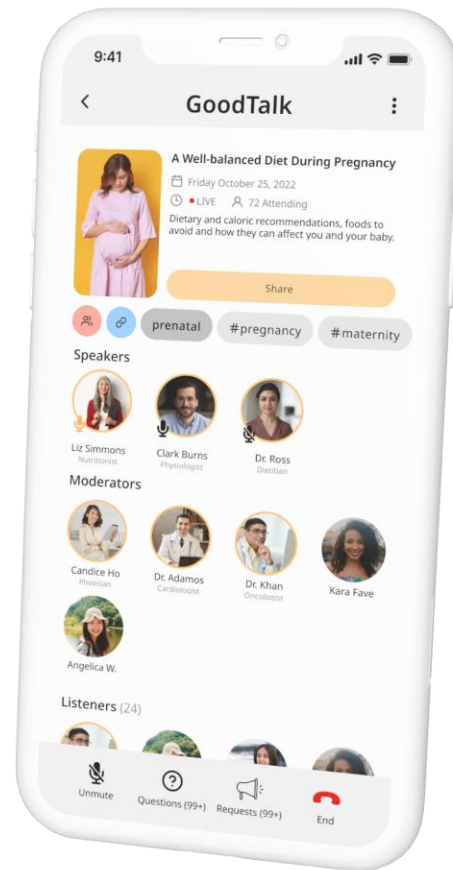
- Track completion, streaks, set start/end dates, and access participant information
- Send daily notifications to your group
- Participants can only see what others post each day, once they post!



# GoodTalks

GoodTalks are **interactive live audio chats** – led only by **vett ed Experts** – that create a space for Experts and Users to engage in **meaningful conversation** and interact with their communities.

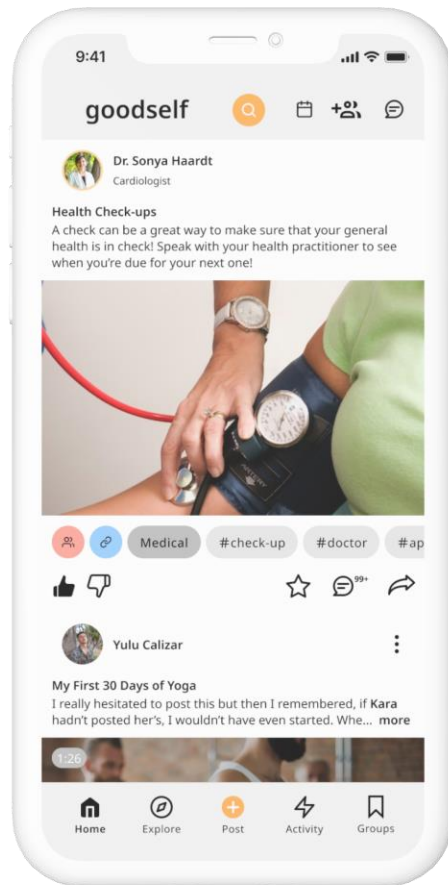
We're launching **saved chats** in April/May 2023; so, you can share your talks and/or clips to increase the reach of your talks, improve discoverability and increase engagement on upcoming talks.



# A Healthy Feed

The feed is focused on **discovery**, showing you content on the health & wellness topics you're interested in.

Your feed contains interactive live audio talks run ONLY by vetted Health Experts, along with pictures, videos and thoughts, with **Experts sharing their expertise**, and **Users sharing their experiences**.



“

# Hear from our Experts

I am thrilled that a platform like Goodself was finally created. It can be difficult to reach the people that could truly benefit from the heart-driven work you do. While there are other viable platforms out there, they are flooded with distractions and noise. As a consumer, it can be difficult to become overwhelmed and know who you can trust. At its core, Goodself is made up of vetted Experts. Experts who have experience in many different areas of health and wellness. This is a standout feature that you won't find on any other platform. I believe Goodself has exponential potential, and I could not be more excited to be part of the Goodself community!

**Katie Faison @WholeLovelyLife**



“

# Hear from our Experts

The Goodself app is like a breath of fresh air. I can easily scan through the wealth of positive posts to find helpful content about health and wellness without the distractions found on other social media platforms. Finding qualified information from a variety of health experts on specific topics of interest to me is right inside the Goodself app. Wellness information on my smartphone whenever I want it. Moving forward I am excited to be a part of the Goodself community, making connections through posts, comments, and joining the weekly GoodTalks feature.

**Tami Kramer @NutmegNotebook**



# Ready for next steps?

Book a call: [www.calendly.com/goodself/learn](https://www.calendly.com/goodself/learn)

Check out the site: [www.goodself.com](https://www.goodself.com)

Download the app: [www.goodself.com/app](https://www.goodself.com/app)

**Vinay Chopra • Founder & CEO • [vchopra@goodself.com](mailto:vchopra@goodself.com)**