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We don't need to keep spending more money to fight obesity. We need to figure out how to deliver useful information in palatable, bite-size pieces, and the incentives that help Americans make the better small choice, time and time again.

Dr. Richard Carmona, 17th Surgeon General of the United States · Force for Health Advisory Council

INVESTOR BRIEF · MY HEALTHY GLOBE, INC. DBA THE FORCE FOR HEALTH® NETWORK

Health data is everywhere. Health intelligence is nowhere.

Distrust and misinformation keep health literacy low and costs high. The Force for Health Network is a physician- and woman-led venture: a Command Center Hub that turns scattered data into community intelligence and turns people into active health citizens, through games, academies and local Chambers of Health. Our mixed-media approach blends knowledge checks, games, songs, courses, career pathways and get-out-in-the-community challenges into what we call Reality Health Games™, so we can measure which kinds of media and messaging actually move people toward better decisions and outcomes, at lower cost for everyone. Learn It. Live It. Share It.™

Lucy Howell, CEO & co-founder **Dr. Robert Gillio, MD**, CMO & co-founder

Headquartered in Patton Township, Centre County, PA

\$295K+ in project contracts with institutional partners to date	1,800+ interactive 3D lessons, English & Spanish	3,143 U.S. counties scored by the PHIT™ engine	100% of source code owned on a custom stack
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The problem

Distrust and misinformation keep health literacy low and prices high. 88% of U.S. adults lack proficient health literacy, and the nation spends \$4.8 trillion a year on healthcare. When people don't trust or understand the information in front of them, they skip prevention, show up later and sicker, and pay more.

Data everywhere. Intelligence nowhere. Hospitals, health departments, schools, insurers and federal agencies each publish their own data, in their own silos. No one turns it into a clear local picture a community can act on, or connects it to whether people actually learned anything or changed what they do.

That gap is where prevention dollars get spent without proof of outcomes.

Our philosophy: population health is a team sport

Better health is built from small choices, made again and again, by people who trust the information in front of them and have a reason to act on it. So we deploy a mixed-media strategy that reaches, teaches, empowers and rewards people where they already are, and we measure it county by county so communities can change the trajectory of their health and the costs that come with it.

We are on a mission to prove that prevention investment reduces costs for all, and we have the tools to help our partners prove it.

Everything we build is a prevention investment, and the PHIT Score measures it county by county, so every partner can show what their investment returned.

Reach • Teach Mixed media, games and bite-size lessons that people actually finish	~6 : 1 Typical return on community prevention investment	Up to 34 : 1 Returns reported for certain evidence-based programs, such as fall prevention
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The platform: one Command Center Hub, shared resources

Every deployment runs on the same shared system of content, data and AI automation, so each new community costs a fraction of the first. Partners can run it four ways:

Member communities Join and run member-based communities on the FFH network	White-labeled Command Centers Leased to cities, counties, health systems and partners under their own brand	Health Academies Branded academies for schools, universities and employers	Chamber of Health™ Systems Statewide and regional chambers with sponsors, directors and county dashboards
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One Force. Six gears. One Hub.

Each division is a gear in the same machine, and they turn together.

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| <div style="background-color: #2c4e64; color: white; padding: 5px; text-align: center; margin-bottom: 10px;">1</div> Chamber of Health™ Systems
Communities have no coordinating body for health. A trained local Chamber Director brings hospitals, schools, agencies and employers to one table. | <div style="background-color: #2c4e64; color: white; padding: 5px; text-align: center; margin-bottom: 10px;">2</div> PHIT™ Community Scores
Health data is locked in government silos. PHIT turns it into live county dashboards and scorecards leaders can act on. |
| <div style="background-color: #2c4e64; color: white; padding: 5px; text-align: center; margin-bottom: 10px;">3</div> 360° Force for Health Academy
Health education that changes behavior: 11 body systems, interactive 3D anatomy, prevention bingo, and Learn It, Live It, Share It. | <div style="background-color: #2c4e64; color: white; padding: 5px; text-align: center; margin-bottom: 10px;">4</div> Reality Health Games & STEAM TEAMS
Games, coins, badges and leaderboards that make prevention competitive and connect it to STEM career pathways. |

5 Healthcare Workforce Accelerator

A hands-on pipeline with 20+ university partners, 10,000+ intern hours, micro-credentials and pre-apprenticeships.

6 Mixed Media Publishing

Video, podcast, social, print and live broadcast that carry the science to the community as stories people share.

Your guides: Coach Lucy and PHIT Poppy, our AI health coach, walk every member through the Hub.

The engine: PHIT™ Score. The Population Health Intelligence Tracker unifies 206 federal, state and community data sources (141 live APIs) into a single composite score for community health readiness. It is licensed in three tiers (Explorer, Professional, Enterprise) to hospitals, insurers, funders and state agencies.

Traction

Case Western Reserve University

Validation project: infant mortality health education platform and curriculum, via an Ohio Medicaid grant

\$150K

Sickle Cell Foundation of Arizona

Validation project: HRSA-funded 360° SCD Hub app build, enhancements and Banner nurse education, including a \$15K second-round contract

\$100K

Banner University Family Plans

Foundational investment in the My Healthy Arizona Chamber of Health system

\$25K

J.C. Blair Memorial Hospital, Huntingdon, PA

First paying Chamber of Health customer (earlier platform)

\$10K

Nestlé / Cuyahoga County, OH

Early Chamber of Health customer (earlier platform)

\$10K

Also: 20+ university intern partners averaging 4.7/5 on Riipen, and an active pipeline that includes CMS MAHA ELEVATE, Rural Health Transformation, and state-level partnerships in Arizona and Pennsylvania.

Why Pennsylvania

We are a Pennsylvania company. Our headquarters is in Patton Township, Centre County, and our first paying Chamber of Health customer was a rural hospital in Huntingdon County. Pennsylvania is the launch state for our Rural Health Tour and the first full state build of the Chamber of Health system.

My Healthy PA

Statewide Chamber of Health covering all 67 counties

4 TEAM Up chapters

Greater Philadelphia, Greater Pittsburgh, Greater Harrisburg, Rural PA

48 rural counties

Mapped to the PA Rural Health Transformation plan

Ben Franklin TechCelerator

Cohort alum · where Reality Health Games was born

Legislative

Briefing delivered to the office of Senator Wayne Langerholc

Timeline

FOUNDATION

Eight years and three technology iterations building the Learn It, Live It, Share It model with schools, health systems and community partners. We are a cohort alum of the Ben Franklin TechCelerator, where the concept for Reality Health Games was born.

FIRST CHAMBERS OF HEALTH

Our first paying Chamber of Health customers, J.C. Blair Memorial Hospital in Huntingdon County, PA and Nestlé / Cuyahoga County, OH, proved communities will pay for the model. They ran on earlier technology with a different team, and the lessons shaped today's platform.

VALIDATION PROJECTS

Two funded projects validated the current platform: an Ohio Medicaid grant through Case Western Reserve University focused on infant mortality, and the 360° SCD Hub for the Sickle Cell Foundation of Arizona under HRSA funding, followed by a second-round contract.

SCALE-READY BUILD

My Healthy Arizona Chamber backed by Banner University Family Plans. Full ownership of the source code on a modern, custom stack.

2024-2026 · UNIVERSITY INTERNS

Hosted 150+ interns from 20+ universities, including Penn State, Michigan, Virginia, Arizona and NAU. Interns rated the experience 4.7/5 on Riipen and gave structured feedback on site performance and user experience that shaped the platform.

- APRIL 2026**
My Healthy PA legislative briefing for Senator Langerholc's office, proposing a pilot in Cambria, Clearfield or Centre County.
- AUG-SEP 2026**
Pennsylvania Chamber of Health system and PA Rural Health Command Center built, covering all 67 counties.
- OCTOBER 2026**
Penn State Venture & IP Conference. Opening investor conversations for the pre-seed round.
- NEXT**
First My Healthy PA pilot counties, PHIT Data Hub subscriptions, and replication of the state Chamber model.

Business model

Site licenses

Per-seat annual licenses for school districts, universities and health systems.

Chamber sponsorships

A five-tier community sponsor program designed to generate up to \$425K a year per Chamber deployment.

PHIT Data Hub subscriptions

Recurring Explorer, Professional and Enterprise tiers for data, scorecards and compliance tooling.

White-label platforms

Branded academies and hubs for partners, built on the same owned system.

We run on a very lean tech stack. Part of this raise funds the work to reach the full compliance levels school districts, health systems and government buyers require, including FERPA, HIPAA, COPPA, WCAG 2.1 AA and Section 508.

Team

A data-driven, AI-powered, lean, human-led global team, with partners ready to activate in Pune, India; Manila, Philippines; and Alberta and Toronto, Canada, plus international interns from our university network.

Lucy Howell, CEO

25+ years of business development and executive engagement across banking, healthcare and technology. Former Director of Partnerships at the Angel Capital Association. Reached every school in Pima County, Arizona.

Dr. Robert Gillio, MD, CMO

Retired pulmonologist, trained at Mayo Clinic. A multi-time entrepreneur with several exits, some great and some hard-won lessons. The clinical mind behind the Certified Patient and Prepared Patient programs.

Advisory council: Dr. Richard Carmona, 17th Surgeon General of the United States; Donald Donahue, President, World Association for Disaster and Emergency Medicine; and 20+ MDs and PhDs across clinical, public health and education fields.

The raise

We are raising a pre-seed round on a SAFE (standard YC documents) into My Healthy Globe, Inc., the for-profit operating company. Proceeds go to the platform and mobile app, Pennsylvania pilots and growth, the PHIT Data Hub, and community training. Terms and the full deck are available on request.

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