

A person is surfing on a white surfboard in deep green water. The surfer is wearing a dark wetsuit and is positioned in the upper right quadrant of the image. The water is a deep, textured green, and the surfboard is white with a dark stripe down the center.

# Rêve Health

## The life you want is possible

Rêve Health fuses ancient wisdom & modern science to  
redefine healthcare.

# Problem

We all know the current medical system is failing-- people are fed up with insurance and healthcare and they no longer tolerate gatekeeping with biomarkers, full health data, or on-demand care.

We've been picking up churned members from the well-known biomarker companies because of the lack of care, inability to reach a human being, generic advice, and missing pieces.

People are running around getting piecemeal advice and not being able to solve long-term health issues because of limitations even with functional medicine. Nobody is addressing environment, relationships, community, life balance, purpose, and physical health.

And we know this matters: they are the keys found in the blue zones.

# Solution & Traction: Less than a year old!

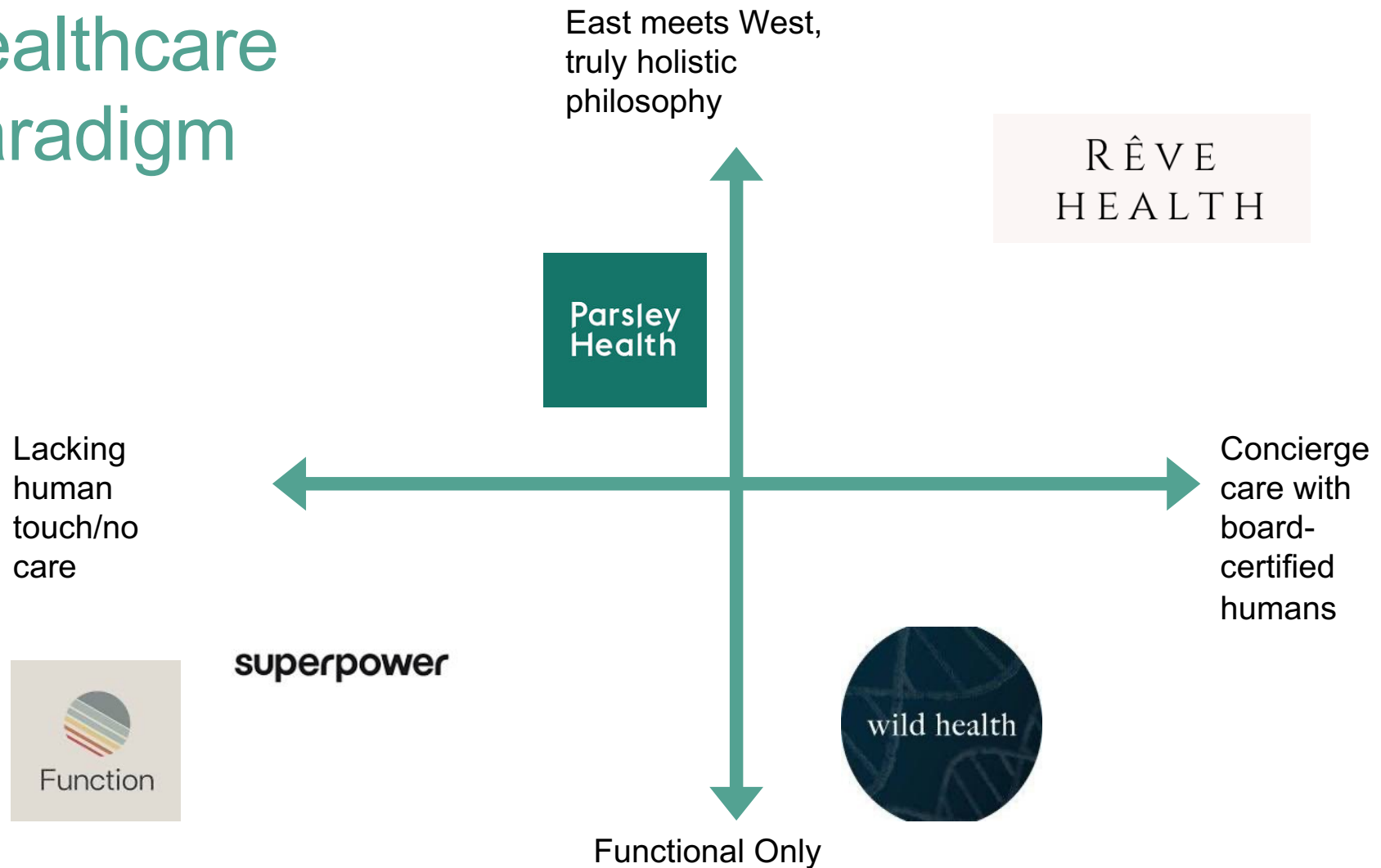
**We help people break the cycle of sub-optimal health with our proprietary blend of ancient wisdom and advanced labs**

We integrate Traditional Chinese Medicine with the precision of functional medicine and concierge-level care. Relationships, life balance, environment, and sense of purpose are built into TCM and our members receive personalized recommendations addressing their physical, emotional, and energetic health.

We have helped 41 people and counting get to the bottom of years-long health issues, helped a woman become pregnant after multiple rounds of failed IVF, helped a couple save their marriage, helped 2 women avoid hysterectomies, helped a man in his 60s regain his vitality and sense of purpose, and more. We were beta from August 2024 to December in 3 states and only for women.

We are now in 10 states, serve men and women, believe we have PMF with one protocol, and revenue. Our newly added maintenance plan retains happy customers.

# Healthcare Paradigm



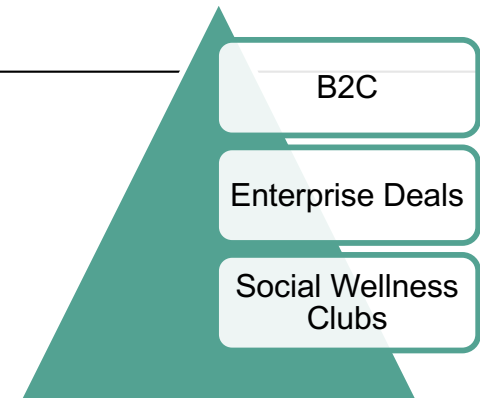
# Business Model

## Revenue

- \$76k from DTC Protocols and \$139/month maintenance plan + add-on services (launched in March).
- \$3k from supplements.
- Future can include physical space, supplement line (elegant TCM-based), and our own tests.

## Costs

- CAC is approximately \$100 per customer
- Average sale is \$1200 with codes/discounts (and early pricing); median sale is \$2200.
- No office, no employees, no marketing (spend is for software, calendar scheduling, website, and community).
- Licensing in each state and using Evexia to order labs with L.Ac and RDN.
- COGS: labwork (approx. \$320 for prologue and \$900 for foundation)



"Reve Health is truly the future of medicine. I've had the pleasure of working with Maddy for over a year now, and after receiving my Foundation protocol report and guidance call I feel so much more confident about the progress I have made in healing my body. The guidance is 100% tailored to my current lifestyle and condition, using the labs to inform the appropriate steps forward to take my wellness to a new level. As my needs have shifted dramatically over time, so has my guidance and support. Julie's experience and insights on purpose is an incredible complement to Maddy's evidence-based approach, and Skylar's nutritional guidance wraps everything together into one comprehensive plan! This investment in my health has been worth every penny. Thank you Reve for providing such a warm community and personal attention that is unmatched in this space."

ELISE R.

# Team

## We Built What we Needed

All three of us experienced major health issues which were dismissed by doctors.

Julie underwent 2 invasive surgeries that would have been avoided with early screening and holistic care.

Maddy had years of illness with undiagnosed Lyme and mold illness.

Skylar had undiagnosed Lyme disease and quit her engineering job to go back to school for nutrition.



### **Julie Elaine Brown, C.E.O. and Co-Founder**

Julie is a four-time founder C.E.O. Prior to Rêve Health, she was the CEO of a multi-million \$ consultancy serving Fortune 500 clients. Before that she ran a Series A funded Ecommerce marketplace for holistic wellness retreats. She has worked with some of the largest companies, including Johnson & Johnson. She has a Masters degree in Journalism from Northeastern University in Boston, and a Bachelors degree in English Literature from UMass Amherst. She is 51 years old.



### **Madeline Cunningham, LAc, C.O.O. and Co-Founder**

Maddy is a licensed acupuncturist and herbalist, functional medicine specialist, and certified hypnotist. She earned her Masters in Acupuncture with Specialization in Chinese Herbal Medicine from AOMA Graduate School of Integrative Medicine in Austin, TX. She has several functional medicine certifications and partook in mentorships from the top functional medicine practitioners in the country. Prior to working in holistic medicine, Maddy graduated from the University of Denver with a degree in business administration.



### **Skylar Weir, MS, RDN, Director of Nutrition (1099)**

Skylar is a Registered Dietitian Nutritionist (RDN) who earned her Master of Science from Metropolitan State University of Denver and completed her dietetic internship at UC San Diego Health hospital systems. Prior to becoming an RDN, Skylar graduated from California Polytechnic State University at San Luis Obispo with a Bachelor of Science in Environmental Engineering and worked as an engineer for just over four years. Her own experience healing from chronic illness ignited her passion and curiosity for healthcare.

Confidential Information

# At a Glance

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## **Year 1: \$79k (launched 8/1/24 with small beta; full programs went live 1/4/25)**

- Consumer Protocols: Most popular one, that we believe can scale with marketing and visibility, is the Prologue Protocol for men and women. The Foundation Protocol is an extended more robust version of the Prologue (and what we launched with). Within the last 2 weeks we modified this protocol to include men.

## **Revenue Year 2 2026 Approx \$420k with funding**

- Consumer Protocols & Maintenance Plan: (average. \$30k/month/\$360k)
- Supplement Line: Launching January (average \$5k/month/\$60k)

## **Revenue Year 3 2027 Approx \$1.6 million**

- Consumer Protocols & Maintenance Plan: (average. \$50k/month/600k)
- Supplement Line: Expansion into collaboration partners and acupuncture clinics (average \$20k/month) 240k
- Enterprise Symposiums & Wellness days: 3-5 Likely starting March (average \$20k/month\*3/720k) [As a way to establish credibility for our own wellness spaces]

# The World of Rêve

DTC Protocols			Physical Space		Product Line	
<b>STRATEGY</b> One program with an upgraded version and a monthly maintenance plan after completion to addressing core needs. We drive people in through webinars, word of mouth and referrals, and funnels from FLEX (our has/fsa partner).			<b>STRATEGY</b> Our own members suggested there was a market for our own retreat center or line of clubs (similar to Remedy Place in board strokes) based on the full story of health and truly community oriented. We would offer wellness symposiums to enterprise partners.		<b>STRATEGY</b> A TCM-based supplement line that supports our protocols and beyond: never been done before with regenerative ingredients, traceable sourcing, elegant and sustainable packaging, and a bark-box for humans type of subscription.	
<b>FOUNDATION</b> Prologue X3		<b>PROLOGUE</b> Starter program	<b>PROTOCOLS</b> In person biomarker testing, V02 max testing, sauna/recovery & care.	<b>EDUCATION</b> B2B leadership off-sites and wellness days	<b>SUPPLEMENT LINE</b> TCM-based elegant supplements	<b>SUBSCRIPTION</b> Mail to look forward to product + inspiration.

## OUTREACH STRATEGY

INSTAGRAM	LINKEDIN	RELATIONSHIPS (ENTERPRISES)	STOREFRONT COLLABS
PODCAST	BLOG/NEWSLETTER	CONFERENCES	AI TO IDENTIFY PRODUCT/TEST



# The Ask

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## **SAFE raise: \$200k**

We are seeking \$200-250k to test a hypothesis that we have PMF with one protocol, and to gain visibility with new marketing funnels toward that. Our current members have asked for a TCM-based supplement line and we'd like to test its potential.

## **Costs**

- Marketing funnels creative, operations, and spend to test PMF with Prologue: \$100k
- Supplement Line Buildout and distribution: \$50k
- Beta Dashboard and AI-implementation for reports, tongue mapping: \$50k
- Founder runway: 50k

[Revehealth.com](https://Revehealth.com)

[Instagram](#)

646-623-7118 (Julie Elaine Brown's cell Phone)  
[Julie@ReveHealth.com](mailto:Julie@ReveHealth.com)

# Appendix

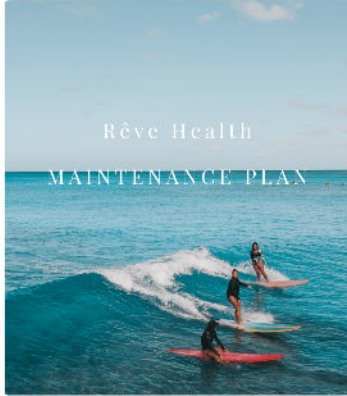
# Maintenance & Continual Support

On March 18, 2025 we launched the Maintenance Plan, at \$139 a month due to demand from members who have completed the Prologue Protocol (the 1-month program for men and women).

*This gives the company another source of recurring revenue.*

On March 25, 2025 we announced additional support and add-on tests for Foundation Protocol members, and raised the price.

*Add-on tests such as mold, stool sample, and food sensitivity have already been purchased by members.*



Rêve Health  
MAINTENANCE PLAN

RÊVE HEALTH MAINTENANCE PLAN \$139/MONTH\*

**Receive additional support and continue to be a part of the Rêve Health community**

**What's Included Each Month:**

- ✓ **45 Minute Guidance Call**  
Each month, receive one 45-minute guidance call with a board-certified health professional. We'll help guide you towards your health goals and keep you on track.
- ✓ **Personal Discount Code**  
You'll receive a personal discount code for future purchases such as a different protocol, lab tests such as stool sample or food sensitivity, paid events such as our retreats, and specials on additional guidance calls, nutrition calls, and purpose calls.

# Some of our Reviews

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“

“I cannot thank you enough for the thorough breakdown and detailed report you gave on our call yesterday. It truly brought so much happiness to me to hear how well my hormone health is currently. Not that I was thinking I was in a bad spot, but like I said I have never run any tests like this before. To know that my body is in the condition it is in definitely goes to show the work we do day in and day out is for the long haul!! I am SO grateful for you and this work, I cannot wait for the months to come.”

HEATHER J.

“

“Would highly recommend if you’re in the U.S. 10/10. Start young.”

PAULO B.

“

“Rêve has been instrumental in my health journey. With a few ‘unexplained’ health concerns over the past few years & feeling frustrated by the lack of answers, I was drawn to Rêve to understand my health on a deeper level. The foundation protocol has been SO helpful to see a full picture of my habits, health, and wellbeing. I really appreciate that the Rêve team makes the biomarkers and data feel approachable and actionable. Maddy and Julie’s support is unmatched through the whole process & I’m looking forward to continuing working together!”

SARAH H.

“Reve Health is truly the future of medicine. I’ve had the pleasure of working with Maddy for over a year now, and after receiving my Foundation protocol report and guidance call I feel so much more confident about the progress I have made in healing my body. The guidance is 100% tailored to my current lifestyle and condition, using the labs to inform the appropriate steps forward to take my wellness to a new level. As my needs have shifted dramatically over time, so has my guidance and support. Julie’s experience and insights on purpose is an incredible complement to Maddy’s evidence-based approach, and Skylar’s nutritional guidance wraps everything together into one comprehensive plan! This investment in my health has been worth every penny. Thank you Reve for providing such a warm community and personal attention that is unmatched in this space.”

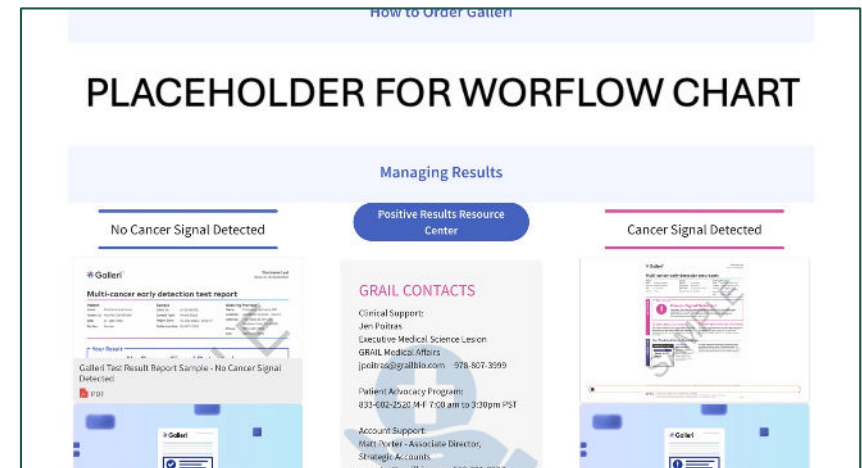
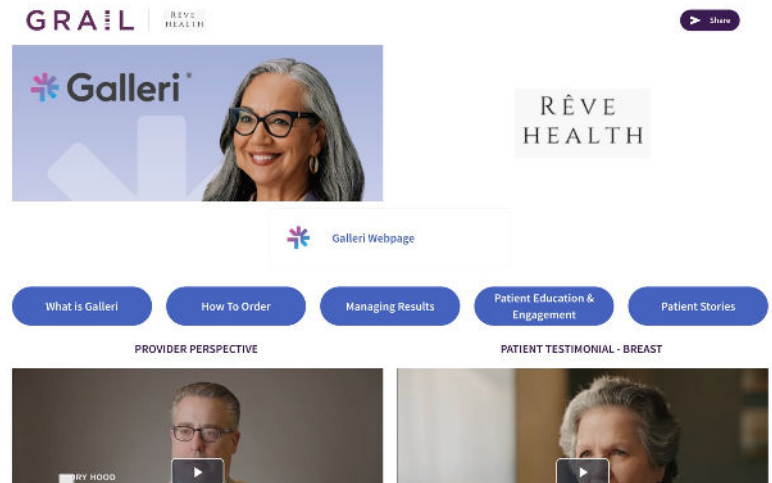
ELISE R.

# Cancer Test: The ONLY Holistic Provider

We now have access to Grail's Galleri cancer test—the only test on the market detecting cancer before stage 1. This test is an add on for members.

***We are the only holistic provider in the world allowed to order this test through them! They are building an entire workflow just for us.***

*We met with the core strategic partnership team over the past 3 months and have built a solution enabling us to offer this to our clients without having an MD on staff.*



# FSA/HAS Announced June 26

We are now HSA/FSA eligible ***without a doctor's note. This addition has already resulted in new sales!***

🕒 All items in your cart are HSA/FSA eligible!  
Enter your HSA/FSA card to complete your purchase.

### Contact

Email

First Name      Last Name





  

Phone

### HSA/FSA Payment


Don't have enough money in your HSA or FSA? Split your payment.

Card number



Expiration date      Security code



Country      ZIP code

☐ By clicking "Pay Now," I agree to the [Terms and Conditions](#) and acknowledge the [Privacy Policy](#).

Pay Now

Reve Health Inc

Foundation Protocol	\$4,500.00
Foundation HSA FSA	Qty 1
<div>HSA   FSA</div>	
Subtotal	\$4,500.00
<b>Total</b>	<b>\$4,500.00</b>

Powered by flex

# Supplement Line

## The Story of You Product Line

Our TCM-based product line ensures recurring revenue for 5 vetted presentations to help optimize health. Our supplements help men and women with vitality, fertility, and longevity.

## AI-based Tongue Examination

The only place we plan to use AI is to help people self-identify for supplements, and for an automatic tongue examination which is how conditions are vetted in Chinese Medicine.

RÊVE  
HEALTH

## THE STORY OF YOU SUPPLEMENT LINE



### THE PROTAGONIST

*Xian Yao San: nourish liver qi, strengthens spleen, nourishes blood.*

Associated Western Conditions: anxiety, depression, constipation, early stage liver cirrhosis, hypertension, insomnia, IBS, menopause syndrome, migraines, pelvic inflammatory disease, premenstrual syndrome, tension headaches, anger outbursts, premature ovarian failure



### THE GUARDIAN

*Gui Pi Tang: tranquilize the spleen, tonify blood, nourish the heart*

Associated Western Conditions: anemias, anxiety, ADHD, chronic fatigue syndrome, depression, infertility, OCD, panic attacks, infertility, postpartum depression, postpartum weakness, PMS, sleep disorders, tachycardia



### THE CATALYST

*Gui Zhi Fu Ling Wan: invigorates blood, reduces abdominal masses*

Associated Western Conditions: amenorrhea, chronic pelvic inflammatory disease, chronic prostatic dysfunction, endometriosis, fallopian tube blockages, infertility, masses and tumors in the prostate or testicles, mild prostatic swelling, ovarian cysts, uterine fibroids



### THE ALLY

*Shen Ling Bai Zhu San: supports the spleen, drains damp accumulations*

Associated Western Conditions: Crohn's disease, anemia, diabetes, diarrhea, food allergies, leaky gut syndrome, weight loss support, fibroids



### THE MENTOR

Associated Western Conditions: amenorrhea, anovulation, anxiety, chronic fatigue syndrome, depression, diabetes, dyspareunia, hypertension, low libido, menopausal hot flashes, polycystic ovarian disease, sexual dysfunction, short term memory loss

We'll use AI to enable tongue-examination and self-serve questionnaires to scale

Regenerative sourcing, organic, vegan and toxicity free differentiates us in a world of questionable Chinese herb ingredients

Display-worthy bottles for an enhanced experience

Accompanying story for each product furthers the ritualistic aspect

Elegant ecommerce store built as an extension to current wordpress site



revehealth.com