

Optimizing health with
precision nutrition

Investment Overview - Series A

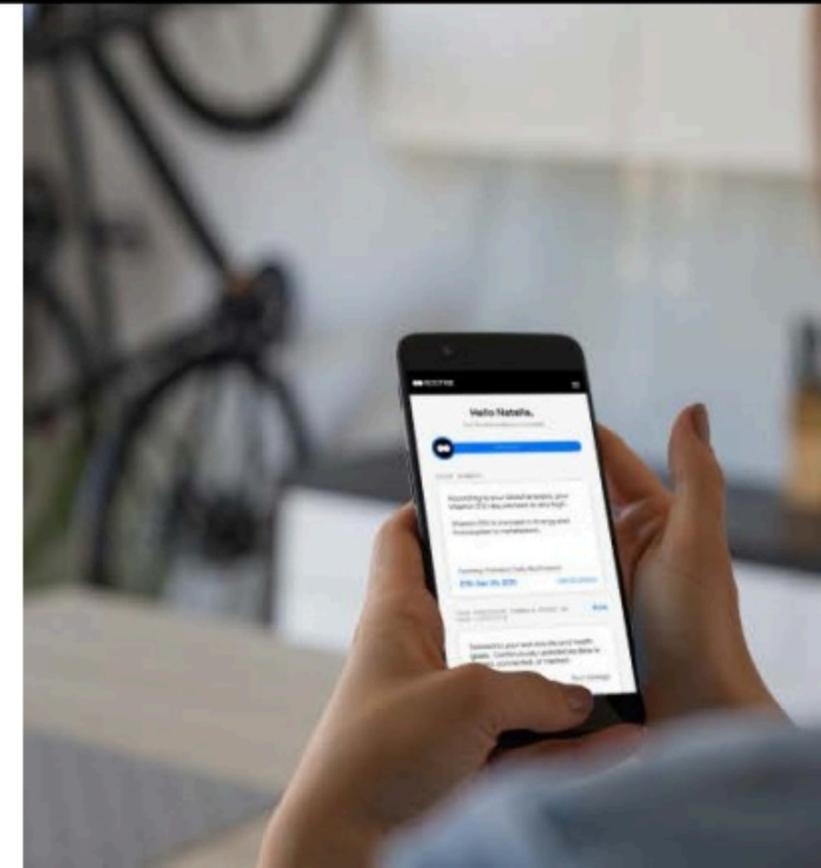
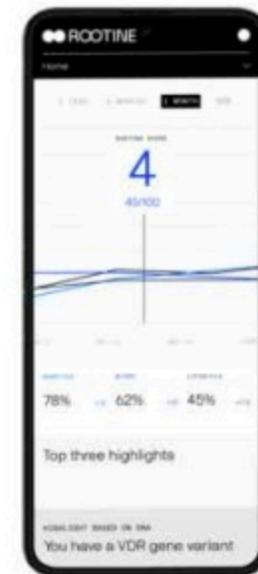
Rootine unlocks member health + performance through:

Testing

Nutrients

Insights

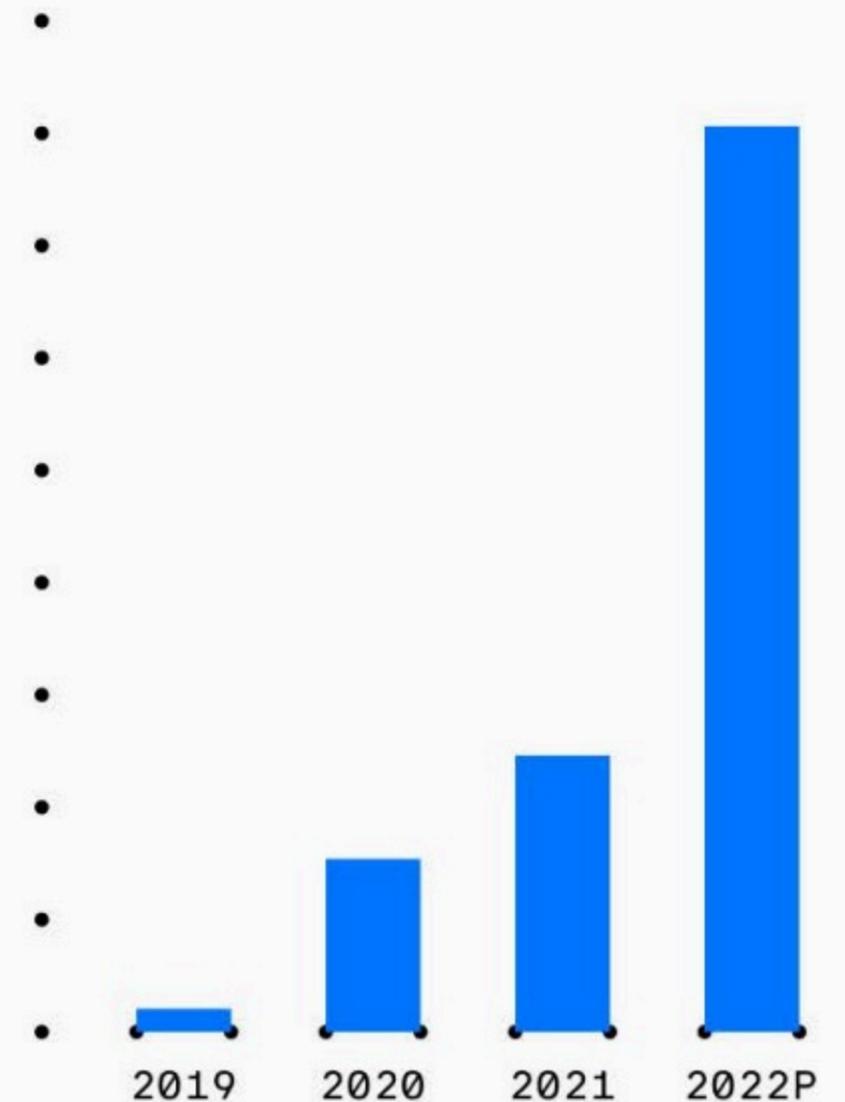
Community



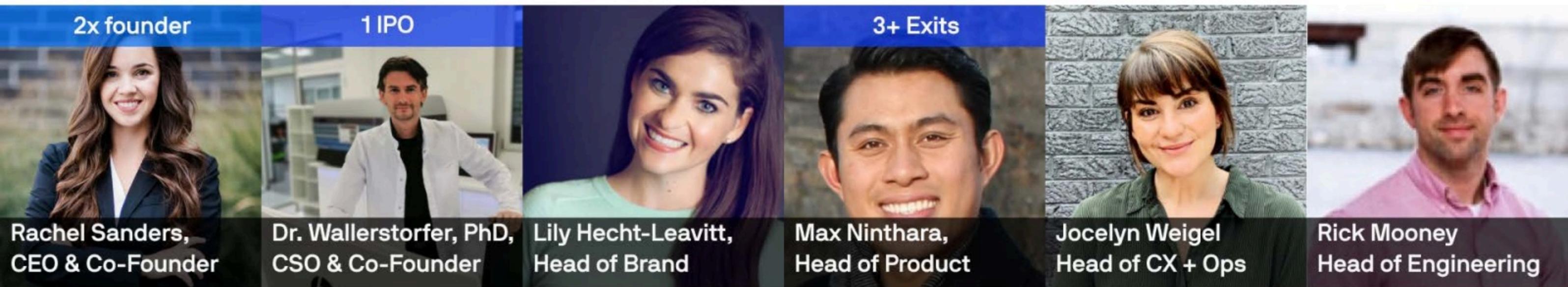
Proven traction and poised for explosive growth

- 2019 launch
- 4x YoY growth 2022P
- 1000s active members
- Engaged community
- Raising Series A

2019-2022P REVENUE



Leadership team of scientists, brand builders, engineers, and ops experts



WARBY PARKER



PROVEN™



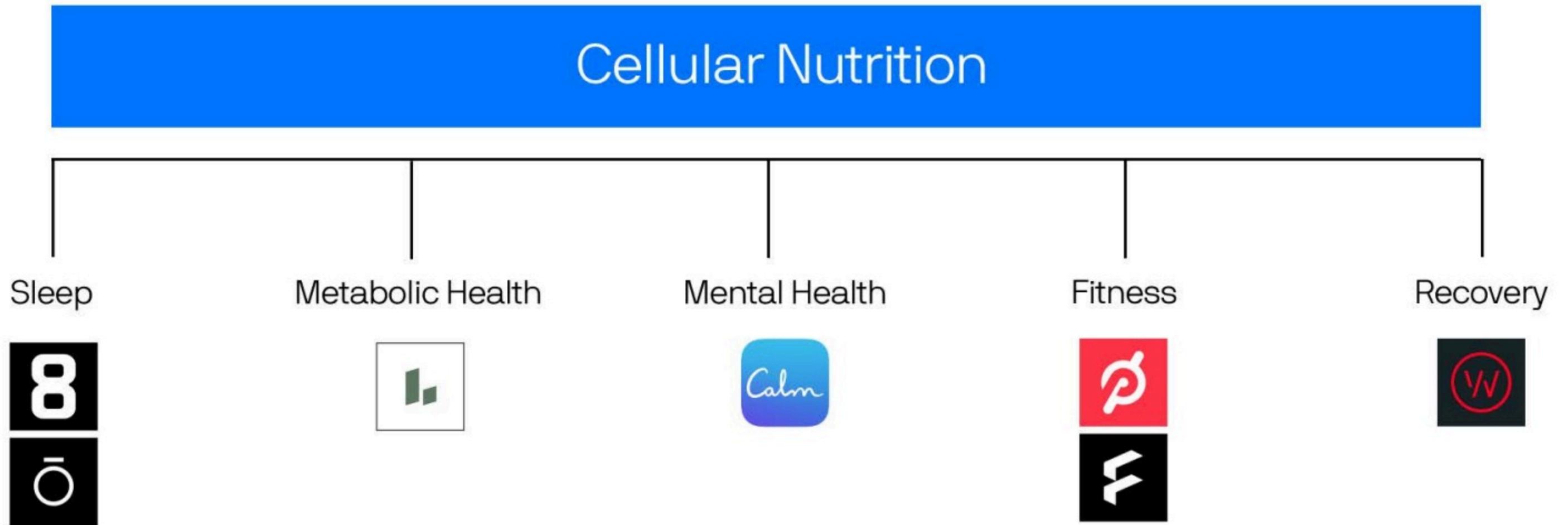
U.S. ARMY

ManiMe



We know how to build data-first consumer health brands

Optimal cellular nutrition is the foundation for health and performance



But, its hard to achieve in the modern world

90%

US adults don't get
adequate vitamins
+ minerals daily

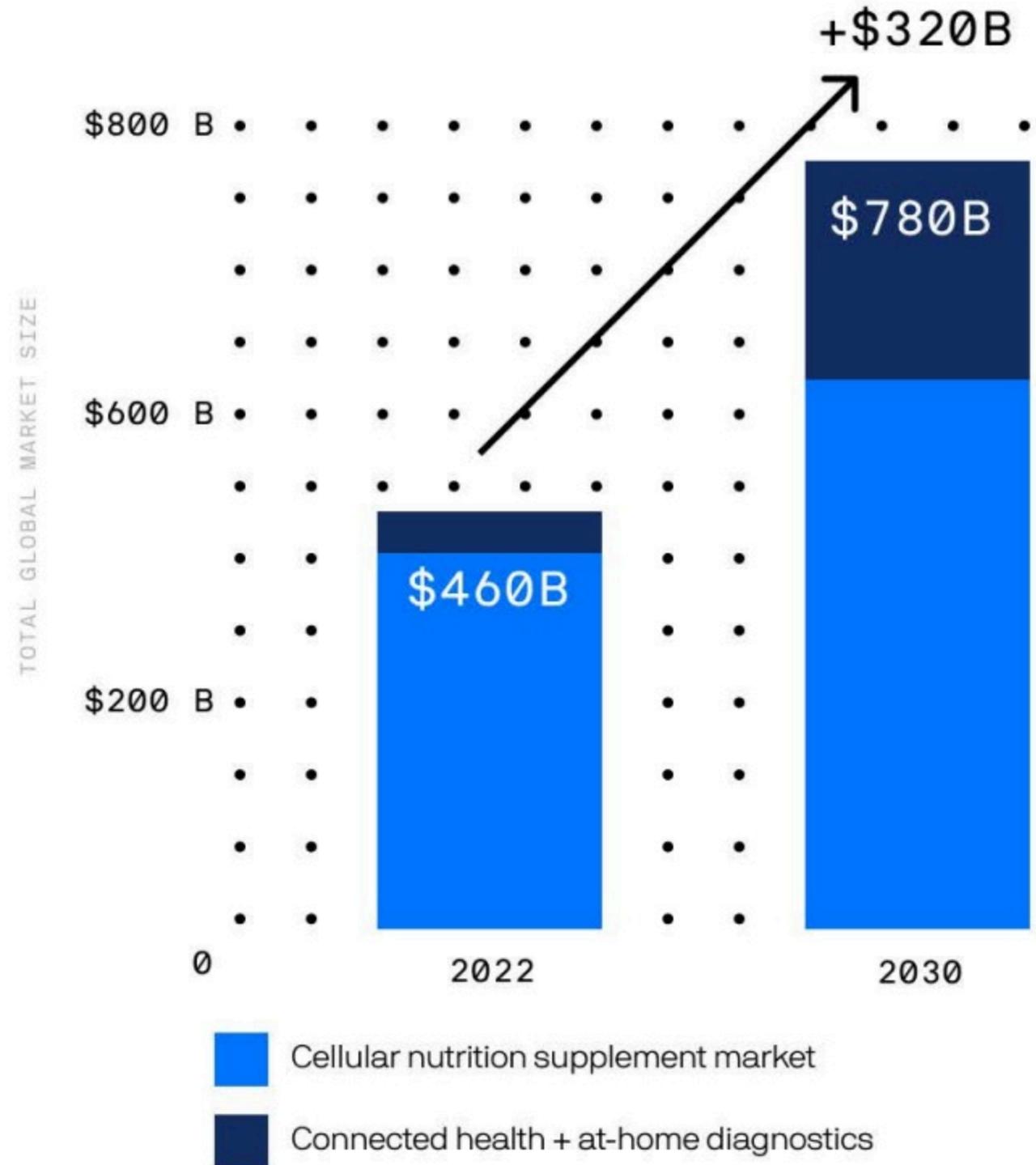
100+

factors across DNA and
lifestyle impact how the
body absorbs and
processes nutrients

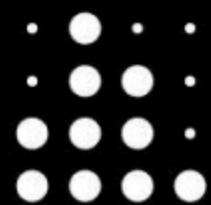
700k+

deaths each year
related to
inadequate
nutrition

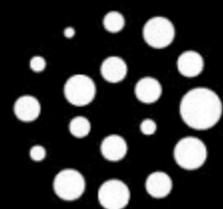
The market is large and growing fast; consumer's access to health data is accelerating



Yet, the cellular nutrition supplement market is still a black box - leaving consumers in the dark



Are products science-backed?



Are products right for my unique needs?



Are products working?

Rootine combines lab testing + health data to deliver tailored supplements and track results

science-backed insights

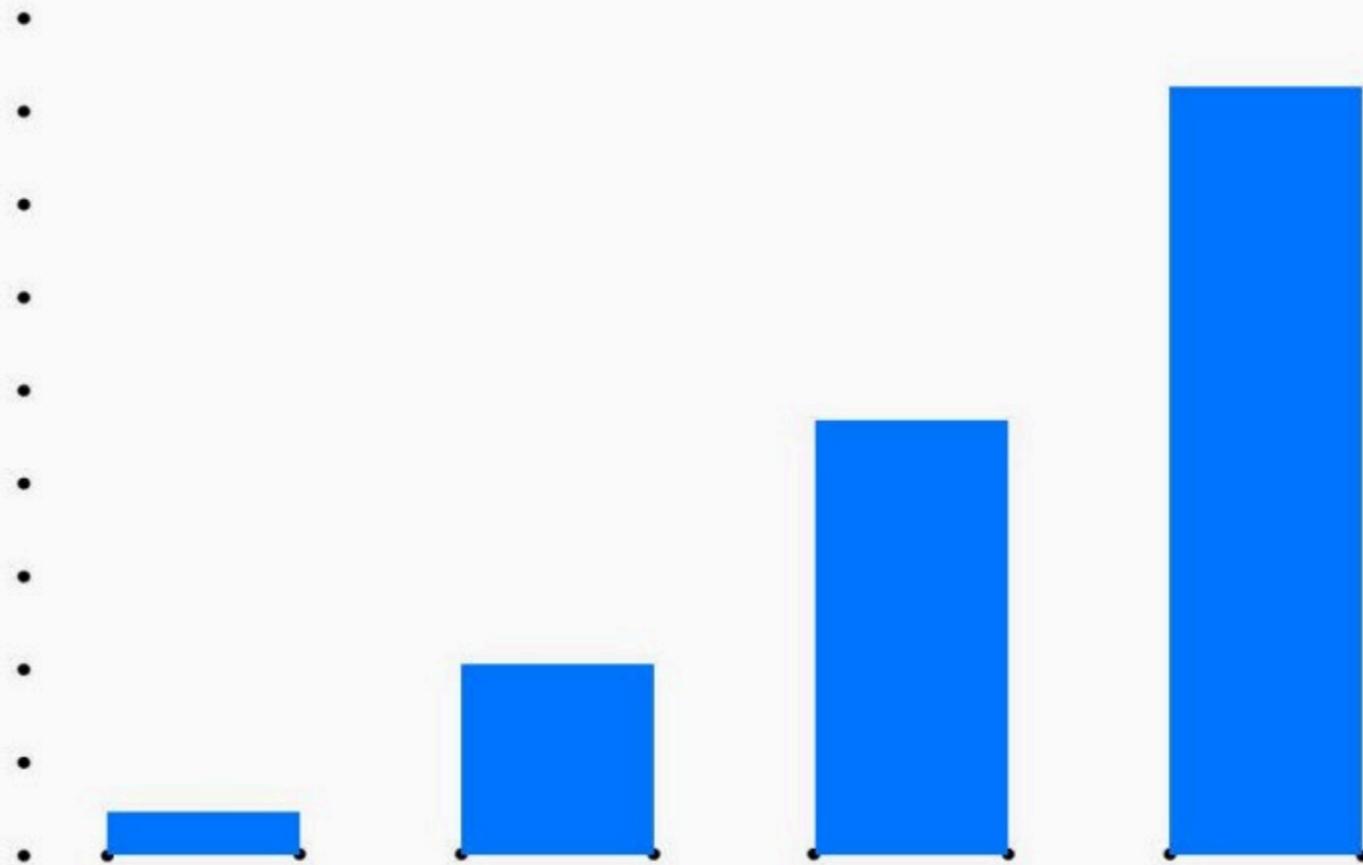
supplements to optimize health

tracking + at-home lab testing



Plus: community enhances member experience

30% week-over-week growth



1:1 connection
Fitness challenges
Education
Product reviews
Virtual + IRL events
NFT: Apex Optimizers

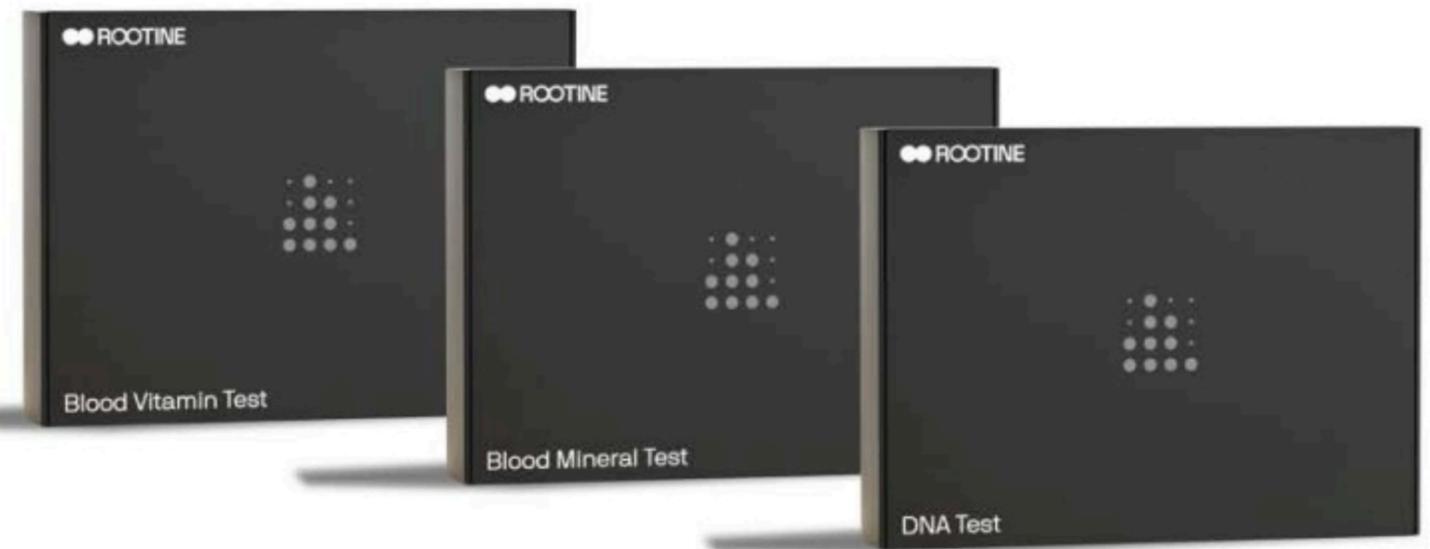


We sell precision nutrients & at-home lab tests

Nutrients



Tests



THE NUTRIENTS

The Precision Multivitamin

Time-tested, research-proven, 20
nutrient formula, specifically
tailored based on your health data

\$69/month

Achieve

✓ Energy

✓ Productivity

✓ Focus

Conquer

✗ Fatigue

✗ Stress

✗ Brain Fog



100% custom dosed

Tailored to your biology

Easy-to-take microbeads

Dynamic formula

Supported by a variety of at home lab tests



Blood Vitamin Test

Starting at \$95/test

Measures: vitamin B9 (folate), B12, D, and inflammation (hsCRP, homocysteine levels)



DNA for nutrition Test

Starting at \$98/test
memberships not available

Analyzes: 50+ research-proven genetic variations that impact nutrition



Blood Mineral Test

Starting at \$112/test

Measures: magnesium, copper, zinc, selenium, cadmium, and mercury levels

Innovative form factor for nutrition products

Microbeads

- Slow release
- Bioavailable
- n=1 formulas
- 40% dislike pills



THE TECHNOLOGY

Our AI analyzes 100+ data points per member enabling better products + insights that continuously improve

Clinical studies

DNA

Blood Levels

Lifestyle

Digital biomarkers

Health outcomes

