

Power of Seven / Power of 300 – Investor Strategy Brief

This document consolidates the investor strategy discussion for the Power of Seven pilot and the future Power of 300 clinical program. It is intended as a working draft for internal editing and advisor review.

1. Capital Roadmap

The fundraising strategy follows a disciplined validation ladder designed to reduce risk before launching the full clinical program.

Stage	Purpose	Outcome
Power of Seven Pilot	Independent validation of Fortitude methodology and food protocols	Statistical signal and credibility
Power of 300 Clinical Program	Multi-institution clinical study	Publishable data and institutional adoption
Protocol Deployment	Licensing and implementation across healthcare systems	Scalable clinical impact

2. Fundraising Structure

The round is structured with a minimum raise and an upper cap to allow acceleration if investor interest exceeds the baseline funding requirement.

Raise Level	Amount	Use of Capital
Minimum Raise	\$500,000	Execute Power of Seven pilot on a lean budget
Target Raise	\$750,000	Expand analysis and accelerate institutional outreach
Round Cap	\$1,000,000	Prepare Power of 300 clinical program and regulatory groundwork

3. Primary Investor Categories

Investor Type	Typical Check	Strength	Priority
Family Offices	\$100K – \$5M	Long-term outlook, mission-driven investing	High
Angel Networks	\$25K – \$500K	Syndicated rounds and early validation	High
Physician Investors	\$25K – \$75K	Clinical credibility and hospital connections	Medium
Founder Angels	\$25K – \$150K	Fast decision-making	Medium
Strategic Nutrition Investors	\$100K – \$1M+	Industry expertise in medical nutrition	Medium

4. Investor Networks and Platforms

Relevant investor ecosystems for outreach include angel networks, women-founder investment communities, family office groups, and online investment platforms.

Category	Examples
Angel Networks	Keiretsu Forum, Golden Seeds
Women-Founder Networks	Springboard Enterprises
Family Office Networks	Cavendish Global
Online Investor Platforms	AngelList / Wellfound, Ask For Funding
Professional Venture Showcases	Cooley LLP entrepreneur events

5. First-Check Investor Profiles

Investor Profile	Typical Check	Reason They Invest
Mission-Connected Angel	\$25K – \$100K	Personal connection to cancer or healthcare
Physician Investor	\$25K – \$75K	Direct exposure to patient

Family Office Health Investor	\$100K – \$500K	needs Long-term mission-driven investing
Successful Founder Angel	\$25K – \$150K	Interest in transformative innovation
Women-Founder Support Investor	\$25K – \$100K	Focused on backing female founders

6. Statistical Funding Reality

Investor Type	Approximate Share of Early Healthcare Funding	Notes
Angel Investors	~30%	Most common early funding source
Venture Capital	~25%	Usually after proof of concept
Family Offices	~20%	Flexible and mission-driven
Strategic Corporates	~10%	Typically later stage
Foundations / Philanthropy	~10%	Impact-focused funding
Government Grants	~5%	Non-dilutive but competitive

7. Key Strategic Insight

Most healthcare seed rounds are assembled from multiple investors rather than a single large check. Approximately 70% of early-stage healthcare rounds involve between five and fifteen investors. Early momentum typically begins with one or two anchor investors whose commitments encourage others to participate.

8. Strategic Context

The growth of medical nutrition as an industry has been demonstrated by large strategic transactions, including Nestlé Health Science’s acquisition of Freshly for approximately \$1 billion. This signals increasing institutional recognition of nutrition as part of the healthcare intervention landscape.

The Power of Seven pilot followed by the Power of 300 clinical program is designed to generate the independent third-party validation required for institutional adoption.