



# About juli

**juli improves the lives of people with chronic conditions with an AI-powered app that connects all of your health data.**

juli is a digital health startup on a worldwide mission to improve the lives of people with chronic conditions. So much potential lies within all the health data we're already collecting about ourselves. We at juli strive to bring it all together!

## The product

We harness data, artificial intelligence and community to empower people with complex chronic conditions to get better and stay well. Our app collects passively-sensed data and electronic health records as well as user-reported states of health. We then add external data like sunshine hours or air pollution. juli's dashboard unifies all this information. It displays the user's current health trends plus relevant correlations between different factors. juli derives individual recommendations that aim to modify the user's behavior in small, easy-to-implement steps.

## We're just getting started!

juli is brand new. We launched our first product - an Apple and Android app - in December of 2020. Our pilot conditions are asthma, depression and bipolar disorder but we plan to expand to more conditions.

## Our story

juli was founded in March 2020, right at the start of the COVID-19 pandemic, by serial entrepreneurs that wanted to use their knowledge about artificial intelligence and data optimization to change chronic condition care for the better. Several of us live with a chronic condition that we need to manage. For years we've hacked together solutions to find out what triggers episodes and what helps us get better. Because we couldn't find anything on the market that consolidated all the data we tracked ourselves, we decided to create juli.

We're a 'work from anywhere company' with team members based in Europe, UK, US and Australia but we currently focus on acquiring users in the United States. This is due to the advanced stage of healthcare data interoperability in the US.

In January 2020 we raised our first external round of funding with \$1M of convertible debt.

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