

Dear backers.

It's been some time since our last update and a lot has happened at LVL since then.

While we regret not posting more frequently, our entire focus has been on getting to the point where we could provide you with a detailed and comprehensive update - including where we are as a company and what is happening next.

Where we came from

When our Kickstarter campaign first launched, we were anxious to discover if our enthusiasm for hydration tracking technology was matched by others. We had spent years working on, improving, and validating the first ever hydration monitor. It had required years of painstaking systems mapping by a highly talented and multidisciplinary team to pull it off. And like many first-of-a-kind products, there was some risk that others would not find our discoveries quite as cool as we did.

So with compelling validation and high expectations, we launched our second Kickstarter campaign as a team (the first, as many of you know was the BSXinsight - wearable lactate threshold monitor that shipped in 2015). Much to our excitement and surprise, the LVL campaign crushed all of our expectations. We realized very quickly that we had something truly special. We had developed a technology that would meaningfully improve people's lives - in medical, consumer, defense and industrial applications. And at a personal level had developed a technology that could have prevented a tragedy in my own life.

In the process, we also realized that delivering on the promise of hydration at such scale would require a full electrical and mechanical redesign for larger volume manufacturing. This would require significant additional financing to do right and would add to the delivery schedule - something we hadn't intended on doing but was needed to deliver the highest quality product to the largest number of people. While it would take longer and be more expensive than originally planned, we knew we owed it to each of you and to others that it would someday benefit.

So the following summer, we raised a round of additional financing with the goal to complete our system redesign and redo a comprehensive independent validation of the full technology suite. As previously shared, these efforts proved very successful (detailed in earlier posts).

Having completed these efforts, we found ourselves with a fully redesigned, mass manufacturable hydration tracking technology that had been extensively validated by numerous academic and industry partners. Then came the question of the best way to build and ship - a multifactorial, highly complex question.

By this point we had exhausted most of our development capital. And while there were several options ahead of us, refunding pledges was not an option. As Kickstarter is not a store, but a platform to help creators find the resources and support they need to make their ideas a reality, we had used the funds in pursuit of this mutually shared vision.

But we knew we had something special: in (1) the hydration and supporting technology, (2) the patents and deep industry know-how, and (3) the responsibility we carried to each of you who had put your hope and trust in us.

And with options came opportunity - opportunity to continue the great work we are so passionate about and to continue to transform the world of companion diagnostics and digital therapeutics.

Where we are going

The past many months have been spent working with our various industry partners who were interested in LVL's hydration as well as our comprehensive biometrics tracking technology. We spent this time developing an understanding of their go-to-market strategies and vision for the future of wearable health. We wanted to make sure we aligned ourselves, regardless of the type of 'partnership', with a strategy and team that shared our unique views of the future of healthcare.

In the end, I am pleased to announce that LVL was just acquired by an incredible, stealth-mode healthcare company called Gideon Health. Gideon uses AI, biometrics, and clinical sciences to measure brain and body wellbeing 24/7 and helps you feel your best every day.

Gideon's acquisition of LVL affords us the resources (financial, human, etc) to build and deliver 10x what we ever thought possible as a small startup. It's an opportunity that is both humbling and deeply thrilling. While I am not at liberty to provide too many specifics at this time, I can share my belief that what Gideon is building will change the way we monitor, diagnose and treat disease forever.

So what does this mean to you?

The incredible Gideon team highly values you, and has offered the following to each LVL Kickstarter backer: (1) full pledge refund if desired, or (2) free priority delivery of the device we are now building. I wish I could say more, but given the highly proprietary nature, I cannot.

We will separately be sending out a survey for you to complete with your individual election. The survey will be open until 5pm Central on Friday, November 22, 2019 at which point all non-responses will be added to the future delivery list. All selections are final and we will not be providing further updates to the Kickstarter community after this.

Thank you for your continued support of the LVL team. It has been a great honor working with you and feel privileged to have had the support of such a passionate community. While this closes one chapter for us, our story is far from over.

All the best,

Dustin