



Carrot Inc.
Dedicated to Engaging and Empowering Millions of People to Quit Smoking

Company Mission

- Carrot is a digital health company that has developed an innovative new approach to addressing the leading cause of preventable illness and death – smoking.¹
- Carrot was created with the belief that existing cessation programs have many critical shortcomings that result in the best evidence-based techniques not reaching those who need them. Cessation programs often require scheduled calls or in-person meetings, making them inaccessible or unattractive. And most programs are geared toward smokers who are already motivated to quit, leaving out those who aren't ready. U.S. clinical practice guidelines specify that *all* smokers should be offered help, regardless of readiness.² Carrot's mission is to reach magnitudes more smokers than are reached with current programs, help them gain motivation to quit, and then offer them the very best tools to help them succeed.
- Carrot has developed a unique approach that focuses on all smokers – not just those who are ready to quit – that delivers the best evidence-based techniques, and incorporates human coaching – all over smartphone. The approach aims to deliver the best evidence-based techniques at scale, enabling all smokers that want to quit access to the best tools to help them.

A Complex Public Health and Economic Issue

- Though nearly 70 percent of the ~40 million smokers in America want to quit, few succeed long-term.³ Most smokers do not take advantage of assistance in the form of quit medications and counseling, preferring to attempt to quit on their own. But quitting on one's own has only a 2-5% success rate.⁴ Assistance in the form of behavior therapy and quit medications can improve success of quit attempts. The data behind this is so strong that the U.S. Preventative Services Task Force gives it a grade A rating, the highest level of any recommendation.⁵
- Beyond the damage to personal health and quality of life, the economic cost of smoking to the U.S. is estimated to be more than \$332 billion every year – and climbing – affecting businesses through both direct medical expenditures and loss of employee productivity.⁶
- As health plans and employers see these costs continue to rise, they are taking a fresh look at health and wellness programs to help address the problem. There's a growing body of evidence

¹ Centers for Disease Control and Prevention. Current Cigarette Smoking Among Adults in the United States. Available from: https://www.cdc.gov/tobacco/data_statistics/fact_sheets/adult_data/cig_smoking/. Last accessed October 2, 2017.

²Morbidity and Mortality Weekly Report (MMWR): Quitting Smoking Among Adults --- United States, 2001—2010. November 11, 2011 / 60(44);1513-1519.

³Centers for Disease Control and Prevention. Smoking and Tobacco Use: Fast Facts." 2017. Available from: https://www.cdc.gov/tobacco/data_statistics/fact_sheets/fast_facts/index.htm. Last accessed October 2, 2017.

⁴Prochaska JJ, Benowitz NL. "The Past, Present, and Future of Nicotine Addiction Therapy." *Annu. Rev. Med.* 2016; 67:467–86.

⁵U.S. Preventive Services Task Force. "Tobacco Smoking Cessation in Adults, Including Pregnant Women: Behavioral and Pharmacotherapy Interventions." September 2015. Available from: <https://www.uspreventiveservicestaskforce.org/Page/Document/UpdateSummaryFinal/tobacco-use-in-adults-and-pregnant-women-counseling-and-interventions1>. Last accessed October 2, 2017.

⁶ American Lung Association. "State of Tobacco Control Fact Sheet." Available from: <http://www.lung.org/our-initiatives/tobacco/reports-resources/sotc/facts.html?referrer=https://www.google.com/>. Last accessed October 2, 2017.

⁷Society for Human Resource Management. "2014 Strategic Benefits – Wellness Initiatives." Available from: <https://www.shrm.org/hr-today/trends-and-forecasting/research-and-surveys/Pages/2014-shrm-strategic-use-of-benefits-wellness-initiatives.aspx> Last accessed October 2, 2017.



suggesting that investments in company-sponsored health and wellness programs that maintain employee engagement can lead to better business returns and greater profitability.⁷

A Unique Solution

- Carrot's new smoking cessation program, Pivot, is delivered as a mobile medical application via a smartphone. Pivot is unique in that it is designed for all smokers regardless of readiness to quit. Pivot starts with an engaging and immersive introductory experience to raise awareness and interest in quitting. Then, it offers lessons and activities tailored to readiness to quit. When smokers become ready, they quit with the support of the program, with a year of support after. Pivot has as its foundation principles of evidenced-based behavior science, and incorporates personal coaching through all stages of the program.
 - The Pivot program also incorporates use of Carrot's novel breath sensor, a Bluetooth-connected mobile device that smokers can use to inform themselves about how smoking affects their carbon monoxide levels. The breath sensor recently was cleared by FDA as the first over-the-counter breath sensor for use in a smoking cessation program.
 - Currently available as an addition to company benefits packages, Pivot offers HR decision-makers a replacement or addition to current smoking cessation programs. Pivot aims to help employers engage as many of their smokers as possible, to give them access to evidence-based quit techniques. Quitting smoking is good for business on many levels, from overall wellness of their workforce, to savings from productivity gains and reduction in smoking-related healthcare spending.
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Integrated Leadership Experience

- Carrot is led by Dr. David Utley, a former head and neck cancer surgeon and medical device executive, who has dedicated his career to improving health through technology.
- Dr. Utley has established a cross-functional team, dedicated to both innovation and smoking cessation. The team combines talent from a variety of fields, including behavioral science expert Dr. Heather Patrick, noted user experience designer Grace Hwang and seasoned medical device executive Daniel Balbierz.
- Further, Carrot is advised by a number of professionals from medical and academic institutions, including Judith J. Prochaska, Ph.D., MPH of Stanford University; Sharon M. Hall, Ph.D. formerly of UCSF; Danielle Ramo, Ph.D. of UCSF; and experts from several other leading institutions.
- Carrot is located in Redwood City, California, and is backed by Khosla Ventures, Salesforce founder Marc Benioff, Chicago-based R7 Partners, and David Utley, M.D.

Visit www.carrot.co or follow us on Twitter at [@PivotJourney](https://twitter.com/PivotJourney)
