



The consumer healthcare industry is transforming towards prevention, and JennyCo (JCO) is leading the charge with Machine Learning and Web 3.0 blockchain. McKinsey et al. have estimated that every individual's health data is worth between \$1500 and \$5000 annually. It's clear there's a tremendous public health opportunity to unlock the value of this data for both the user and corporate partners, and JCO is poised to do just that.

As the first Web 3.0 and HIPAA-compliant health data marketplace of its kind, JCO is revolutionizing how healthcare data is collected and analyzed. Their secure app rewards users for uploading their dynamic health data, including genetics, medical history, wearable IoT data, and more. In addition, it provides users with options to lease their data to businesses, or to gain AI-driven ("HealthGPT") personalized health and wellness insights and rewards for changing lifestyle behavior and improving healthspan.

Using an immutable blockchain (both DAG and Polygon) to prove the existence and validity of users' confidential data (with digital timestamping), and with state-channels and DAOs acting as the governance system, JCO ensures that user data is always secure and private. In addition, confidential computing allows businesses to analyze the data while only receiving anonymized results, giving users complete privacy and control over their data.

JCO's revenue streams are diverse and include app and AI subscription services, lab tests, ongoing NFTs and product sales, health data storage, telemedicine, and more. On the corporate side, data mining and leasing, product placement, and platform and machine system licensing (SaaS) are just a few of the opportunities.

With the healthcare data mining industry currently worth \$50 billion and growing exponentially, JCO is well-positioned to capture a significant portion of the market. The \$JCO token is also required by users to lease their data, creating contractual permission for their data to be analyzed for that period, and acts as a reward mechanism within the app.

JCO has already raised \$1.7 million from retail and VC groups and generated \$220k in revenue in just one month from their first sold-out NFT sale. The initial \$JCO Token Generating Event (TGE) will be in May 2023.

With an experienced founding team, including MDs, scientists, and engineers in blockchain, crypto and tokenomics, AI and machine learning, consumer healthcare, marketing, and large corporate alliances, JCO is well-equipped to capture a significant portion of the growing personal healthcare data industry.

JCO in the News:

<https://fullcircle.asu.edu/research/asu-blockchain-research-innovates-the-health-care-experience/>

<https://www.prnewswire.com/news-releases/jennyco-selects-polygon-to-power-healthcare-data-exchange-for-web3-301716654.html>

<https://www.worldhealth.net/news/impact-healthcare-apps-worldwide/>