



# NICOTRAX



# The Statistics



In the United States  
there are  
~42 Million smokers

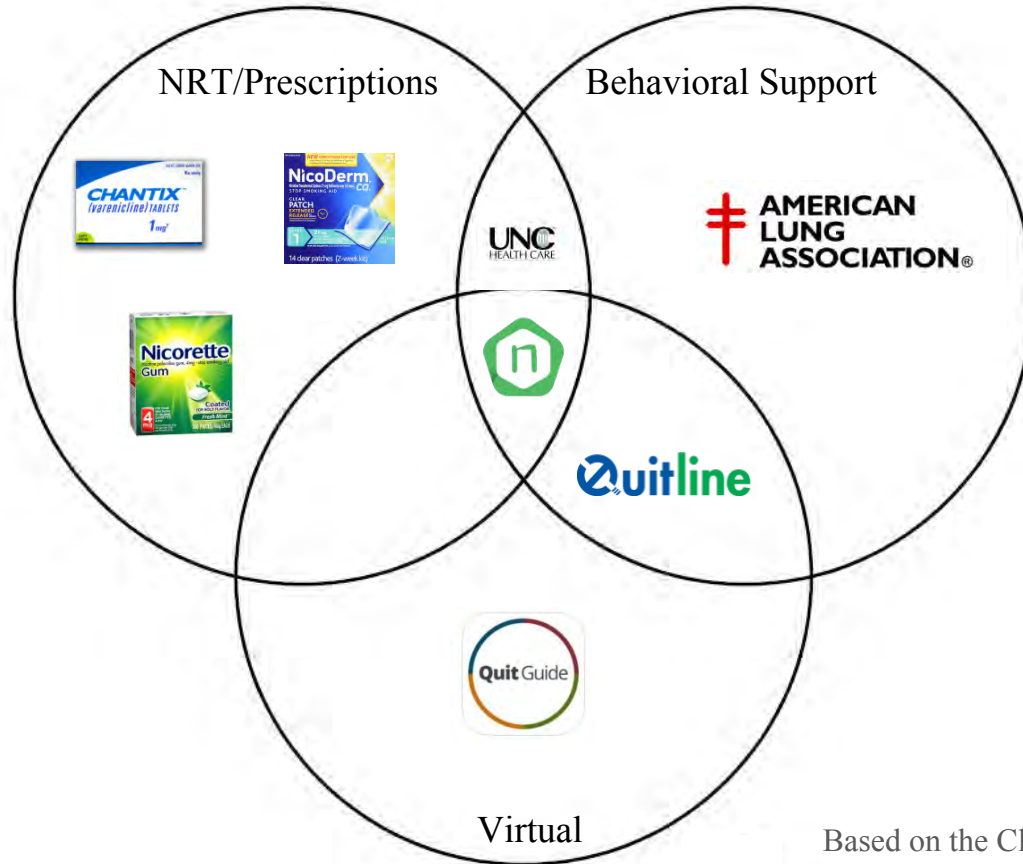


The average smoker  
spends  
~\$300+  
on trying to quit



The average smoker  
will relapse ~8 times  
before they quit

# What Works?



Based on the Clinical Practice Guidelines\*

# The Mobile Revolution

“In comparison to traditional clinic-based cessation programs, mobile health programs offer clear advantages: they can be mass distributed electronically to reach a wide population at a relatively low cost, while also maximizing patient privacy.”

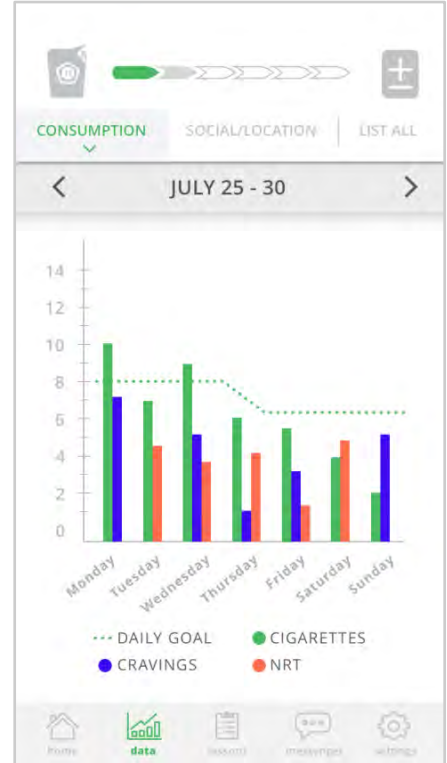
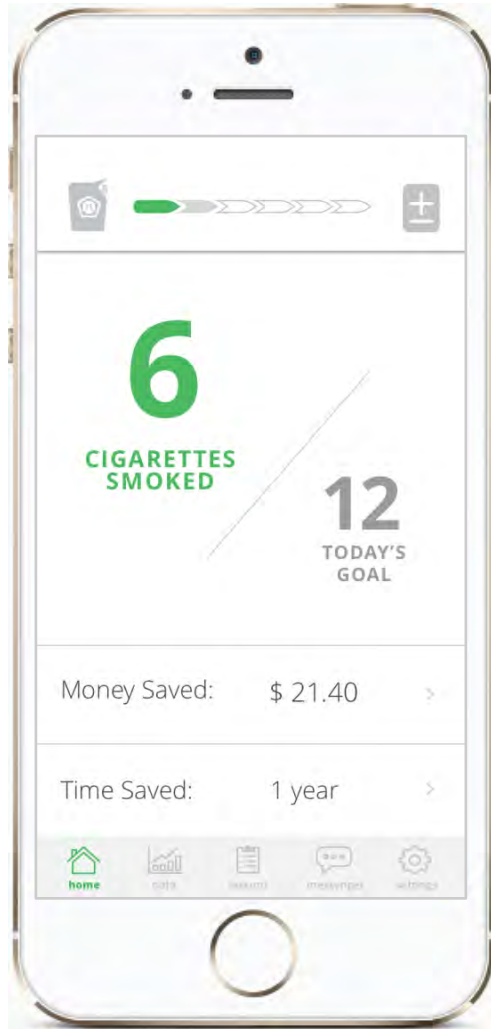
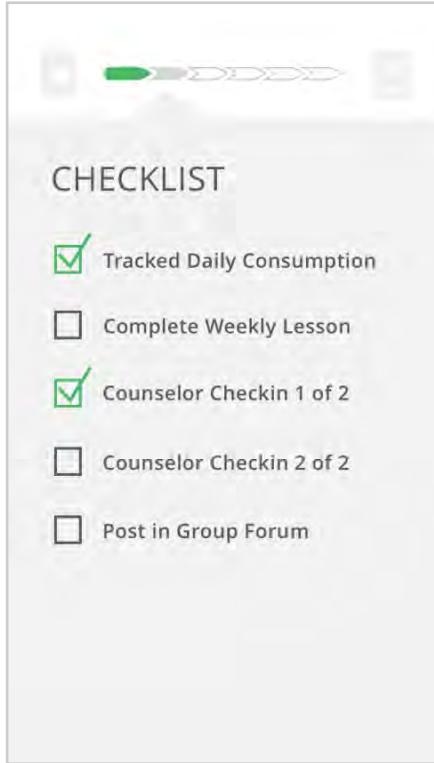
-Leading Smoking Cessation Researcher



omada









### Smart Cigarette Case

Users are provided a cigarette tracking device to monitor consumption and better understand usage behaviors.



### Virtual Counselor

Every user is partnered with a virtual smoking cessation counselor who monitors progress and gives daily guidance.



### Online Support Group

Users are placed into a peer support group to provide encouragement and camaradery through the quitting process.



### Weekly Lessons

Over the course of the program, users are given weekly lessons to learn about and combat addictive habits and behaviors.



### Custom Quitting Plan

Each user is given a custom cessation plan tailored to their specific needs and preferences.

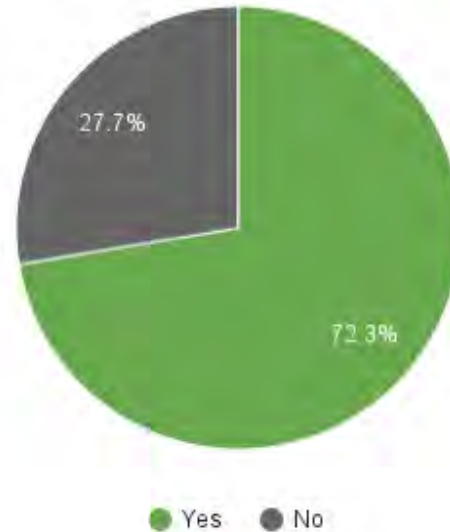


# Demand

FAST COMPANY



Smokers who want to use Nicotrax

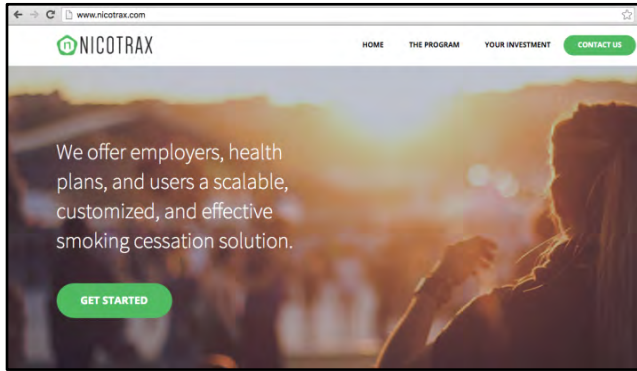


Mechanical Turk Survey with 100 Smokers\*



# Current Distribution

Access Website



Fill Out Questionnaire

A screenshot of the Nicotrax questionnaire form. The heading is "We'd love to talk." with a subtext: "Reach out to us for any reason. We'll work hard to get back to you within 24 hours." The form includes input fields for "First Name", "Last Name", "Email", "Interested in", "Your Company", and "Your Title". There is a larger text area for "Your Message" and a green "SUBMIT" button at the bottom.

Receive

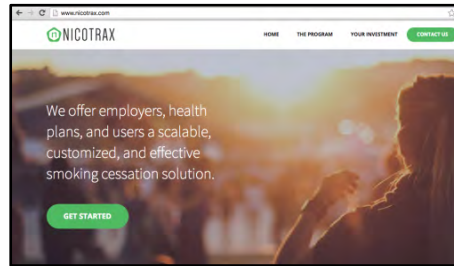


# Future Distribution

## Purchase Gift Card



## Access Website



## Fill Out Questionnaire

The image is a screenshot of a questionnaire form on the Nicotrax website. The heading is 'We'd love to talk.' followed by a sub-heading: 'Reach out to us for any reason. We'll work hard to get back to you within 24 hours.' The form contains several input fields: 'First Name', 'Last Name', 'Email', 'Phone Number', 'Your Company', and 'Age/Tenure'. There is also a larger text area for 'Your Message'. At the bottom right of the form, there is a green button labeled 'SUBMIT'.

## Receive



# The Store of the Future



# A Culture of Wellness

“Eliminating tobacco product sales in retail/pharmacy settings may reinforce efforts to promote wellness and cultivate social climates that reduce the desirability and acceptability of tobacco.”

-American Journal of Preventative Medicine, September 2016





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