

Wellness Movement started in San Francisco Bay is now global 



Wellness Ecosystem Video



Crack the Wellness Code
ICC Program

We offer a dynamic and innovative Wellness Ecosystem platform to find matching resources, content and services for personalizing your wellness code

This platform is powered by Doctors, Service Providers, Health Heroes, Coaches, Global Partners, Professionals and Entrepreneurs with enabling technologies for outreach and networking.

Target Community being impacted :

CWC is an inclusive platform focusing on local South Asians in San Francisco Bay Area and those Worldwide with multiple health and community track programs, events and activities to address their genetic and psychosocial needs. There are 400K+ South Asians in Bay Area, 4M+ in USA and 22M Globally outside the host countries. Overall, South Asians comprise **25% of the World's population with 50% heart patients.**





About Crack the Wellness Code

Focus on evidence based Western + Eastern Best Practices, Lifestyle, Diet & Preventive Care.

Its a Community Owned and Community Driven Movement

501(c)(3) Non-Profit Fundraising to Support Community Wellness

Initial funding by Community Donors, Wellness Doctors & Sponsorships.

On a major Fundraising Drive of \$1M in four rounds of \$250K tor Capacity Building of Existing Programs, Building Tech Platform, Promotion, Outreach & Access Skilled Resources for scaling operations at San Francisco Bay Area and worldwide.

CWC

Our Impactful Journey so far...



July, 2018

An **experimental Mega Conference** set the ball rolling

Dec, 2019

14+ events with **150+ Wellness Ecosystem Stakeholders**

Jan-Mar, 2020

Wellness Movement expands with **Tech & New Segmented Programs**

Till Dec, 2021

170+ Events - 152 Online
Online Content Library: 1400+ pieces 5.5K+ Direct Outreach 10X+ Indirect
600+ Ecosystem Members (Doctors, Service Providers, Practitioners, Health Heroes, Coaches, etc.)

2022 Milestones

- 600+ Ecosystem Members, 4 Health Tracks, 3 Community Tracks
- Consolidating Health Hero & Support Group Projects
- Executing 23 Calendared Events – 13 online + 10 onsite
- Launch of Dynamic Web Platform & Mobile App
- Global Outreach – India & 20 nations with Membership & Marketplace Launch. CWC Global with SF Bay and India Chapters
- Work Plan for Personalized Content and Search, Microlearning, Courses & Practice Tools

Who Do We Serve & How?

We serve: The Community at large to discover personal, sustainable plan and the Wellness Code

Initial Focus: South Asians in Bay Area to further validate our model that showed encouraging early results

Scaling: Go global with regional chapters in future that are managed independently but supervised by CWC Global

Method: Through evidence-based learning, best practices with wellness focus as third-party platform (not as direct care provider)

User Engagement model

Educate – Onsite Events, Webinars, Digital Content

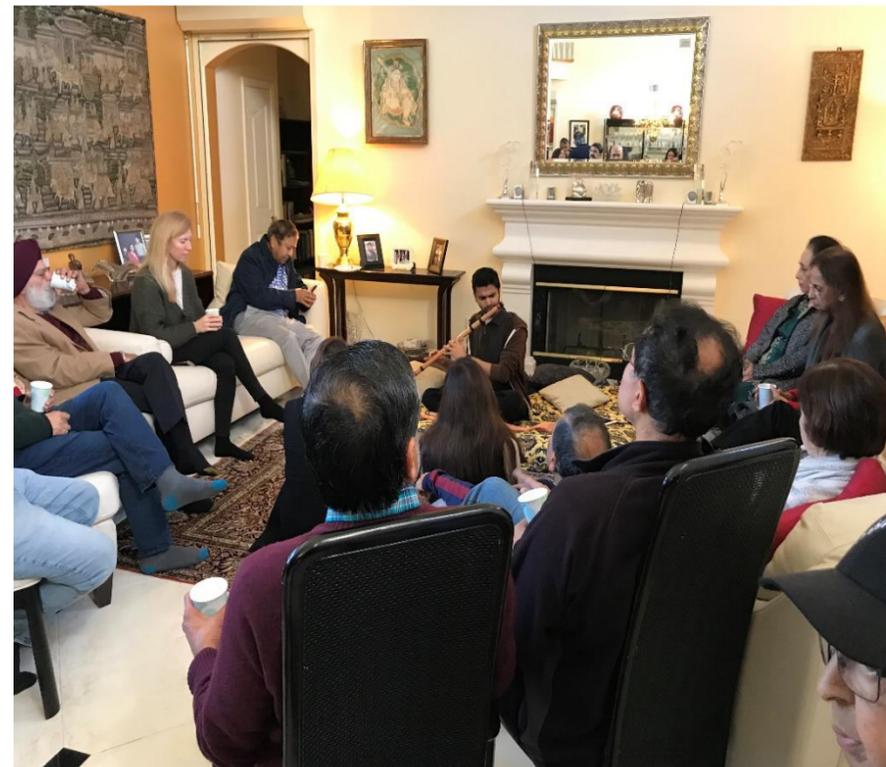
Inspire – Health Hero & Exemplary Practitioners

Empower (to Act) – Support Groups & Enabling Tech

Impact – Fast Track Programs, Course & Challenges

Measure Outcomes:

Surveys, Testimonials, Assessment Metrics & Indices





Membership Packages

STARTER PACKAGE
Join Free and start your long term Wellness Journey by tapping basic resources.

EXPLORER PACKAGE
Move up the Wellness Ladder and derive more benefits from fee based resources & services.

CHAMPION PACKAGE
Jump to the highest rung of the Wellness Ladder and maximize your well being. More resources and services with fabulous discounts & more personalized experience.



Benefits

Content Library, Videos, Podcasts, Learning Material, Sessions with Doctors, Micro Learning Packages, AI for Wellness Courses, Health Hero Mentoring, Support Groups, Guidance and Discounted Access to Healthy Lifestyle Service Providers, Health Food, Supplies of Fruits, Vegetables and many other goodies.

User Experiences

- Personalized Discovery of Content
- Mobile based byte sized content availability – quick Health Tips & deeper Learning + Practices
- Structured, Guided Learning Programs to adopt and move up the Wellness Ladder
- Directory of third party featured wellness products, and services (enabling marketplace)
- Wellness Support Group interactions with Coaches, Health Heroes, and fellow explorers
- Education and Inspiration during online and in-person events with experts. Avail incentives in a gamified environment

CWC Programs

PLANNED FOR 2022 WITH ENABLING ACTIVITIES

ENABLING ACTIVITY



HEALTH HEROES

ENABLING ACTIVITY



DIET

ENABLING ACTIVITY



LIFESTYLE

PROGRAM



DIABETES

PROGRAM



HEART HEALTH

PROGRAM



CANCER

PROGRAM



BEHAVIORAL HEALTH

ENABLING ACTIVITY



WSGS

PROGRAM



SENIORS

PROGRAM



YOUTH

PROGRAM



WOMEN WELLNESS

ENABLING ACTIVITY



CORPORATE WELLNESS

Wellness Doctors with Initial Funding Support



Crack the Wellness Code
ICC Program



**Dr. Pankaj
Vij**
Content & Lifestyle



**Dr.
Ram**
Vascular & Health Index



**Dr.
Pramila**
Women Wellness



**Dr. Naras
Bhat**
Multi Speciality



**Dr. Deepti
Saxena**
Women Wellness



**Dr. Padma
Srinivasan**
Nephrology



**Dr. Sanjeev
Jain**
Allergy & Asthama



**Dr. Rajesh Sam
Suri**
Cardiology



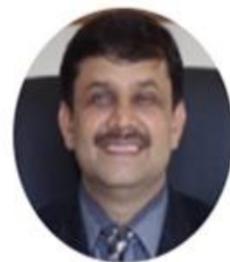
**Dr. Kusum
Bhat**
Behavioural Health



**Dr. Navneet
Singh**
Pediatrics



**Dr. Archana
Bindra**
Diabetes & Lifestyle



**Dr. Vivek
Shanbhag**
Holistic Health Services



**Dr. Soham
Patel**
Diabetes & Nutrition



**Imran
Junaid**
Gut Health



**Dr. Anita
Bhat**
Obesity



**Dr. Nipa
Sheth**
Dental care

Wellness Patrons with Initial Funding Support



Crack the Wellness Code
ICC Program



Naren
Bakshi



Gautam
Godhwani



Anil
Godhwani



Rajiv
Puranik



Navin
Chaddha



Mohan
Uttarwar



Gautam
Sinha



Amit
Gupta



Ajmal
Noorani



Munjal
Shah



Raju
Reddy



Girish
Gaitonde



Meera
Rao



Manish
Chandra



Gopi
Kallayil



Shri
Chawla



Kamal
Gogineni



Manish
Kothari



Ketan
Kothari



Varkha
Chellani



Shaista
Ali



Praveen
Maheshwari



Vinay
Deshpande



Amit
Bakshi



Mir
Imran

Planned Organization Structure

CWC Global Board of Trustees

Chairperson: [Naren Bakshi](#) (CWC Co-Founder, Health Hero & Chief Mentor)

Founding Trustees: [Mohan Uttarwar](#), [Vinay Deshpande](#), [Vinod Sahney](#)

BOT Secretary: [Somnath Chatterjee](#) (CWC Co-Founder & Ecosystem Lead)

BOT Treasurer: [Kapil Bhatnagar](#), Legal Adviser: [Navneet Chugh](#)

Doctor Chair Invitee to BOT: [Dr. Pankaj Vij](#) (CWC Co-Founder)

Wellness Doctor Patrons & Patrons

Wellness Doctor Patrons (WDPs) Content Advisory: [17 WDPs](#) who seeded CWC while giving their time, resources and diverse expertise. So far 92 doctors associated with CWC activities with varied specializations and practices.

Wellness Patrons (WPs): Entrepreneurs, Investors, Health tech & Corporate Pros, who are Health Heroes or Wellness Champions and supported with initial seeding money. There [25 WPs](#) and its expanding.....

CWC Global Team to Power the Vision

Tech Team

- Rajiv Puranik, Product Specs & Custom Features
- Srikanth Nandiraju, Architecture, MVP & Delivery Lead
- Sudhir Kulkarni, Marketplace
- Deepu Rathi, Testing & User Engagement
- Tushar Garg, Analytics, Testing & Support Manager
- Development & Maintenance Team

Ecosystem Management & Ops

- Som Chatterjee, Co-Founder & Ecosystem Lead
- Program Manager
- Andy Tadakamalla, Marketing Adviser
- Coordination & Community Engagement
- Content Review & Processing Team
- Digital Services, Communication & Branding Team

CWC Chapters

CWC India Chapter

India Board
VK Kala, Director & Board
Content Team
Marketing Team
Advisory Team of Doctors

SF Bay Area Team

Bay Area Board of Advisers
(Affiliated to CWC Global)
Director, Operations & Events Team

New CWC Chapters

To be Launched
(following initial progress)
Content Team, Marketing Team
Advisory Team of Doctors

APPENDIX

Our Partners & Sponsors – Not Exhaustive



Formerly Maharishi University of Management



South Asian Heart Center
EL CAMINO HOSPITAL



Columbia Asthma & Allergy CLINIC



Natural Medicine & Ayurveda
Clinic, Academy & Wellness Spa

Dr. Shanbhag & Team of Integrative Health Experts, 344 South Monroe St, San Jose, CA 95128 Ph: 408 320 2434



in the community

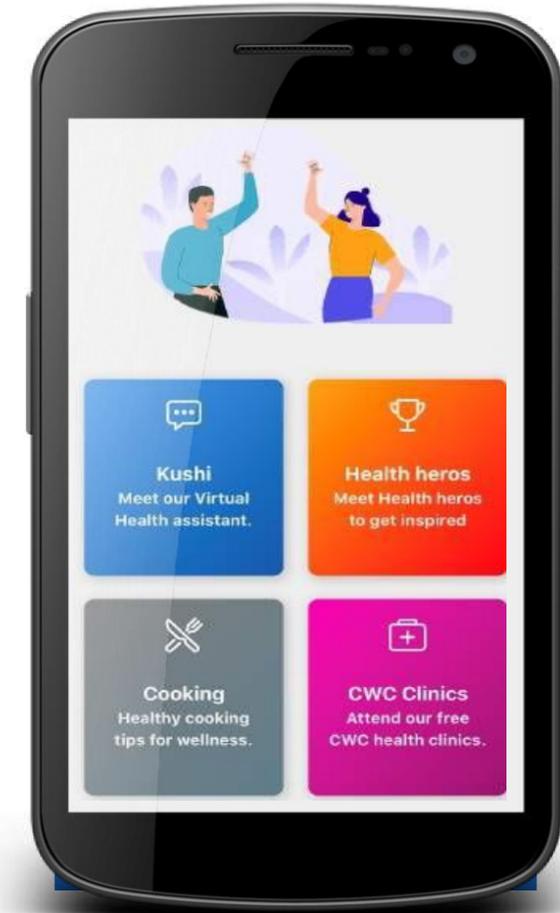
and many more as we keep expanding.....

CWC Tech Plan



- CONTENT FACTORY
- MARKET PLACE &
MICROLEARNING

KHUSHI MOBILE APP



Personalize: Help Crack **Your Own** Wellness Code through Intelligent Web Platform + Mobile App



Deliver Short, Byte Sized Mobile friendly Content + Interactions (Tips, Mentor Connect, Support Groups)



Plan Global Footprint: Offerings Across Regions



Automation : Manage Content Production, Acquisition, Processing & Distribution



Ecommerce : Promote Products, Courses & Services Matched for Needs