



Crack the Wellness Code  
ICC Program

## Join our Wellness Movement

Educate . Inspire . Empower . Impact

# INVITING BOARD MEMBERS + PATRONS (Pre-Selection)

501(c)(3) Non-Profit Global Platform Focusing on  
Preventive Care & Wellness Best Practices

### Target Community being impacted:

Local South Asians & those Worldwide with Programs for Seniors, Youth,  
Women plus major Ailments associated with the genetics of this population.

400K South Asians in Bay Area, 4M+ in USA and 25% of the World's  
population constituting of 50% heart patients



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# Why Crack the Wellness Code (CWC)?

We at Crack the Wellness Code (CWC) feel extremely motivated to invite you based on your background to pick the most appropriate engagement mode with our Wellness Movement to shape the growth trajectory. CWC offers a platform for evidence based Western and Eastern Wellness Best Practices focusing on preventive care, diet and lifestyle, to crack the mind-body Wellness Code of the community.

It's powered by an innovative and dynamic Wellness Ecosystem of Wellness Doctors, Service Providers, Health Heroes, Coaches, Support Groups, Med School and other Researchers, Health tech companies, Entrepreneurs and institutional partners worldwide. Check [website](#) and [snapshot of our journey so far](#).

## Our evolution and the Opportunity

Initiated in the San Francisco Bay Area with a mega conference in July 2018, CWC went PAN US and global with participants from 20+ countries. There was swift expansion over the past 3 years with more than 85 active wellness doctors alongside access to thousands of additional doctors across US and elsewhere. We salute our 200+ volunteers, 100+ Health Heroes and numerous Support Groups in the making to offer resources, best practices, tools and networks - the key drivers of this Wellness Movement with 165+ events by now. We reached out to 55,000 people (30X more with on-demand videos, web, app, global partners, plus local chapters as we evolve). Over 6500 attended our events with about 1050 engaged and impacted through transformative health benefits. Our scaling through Ecosystem expansion and enabling Tech Platform is backed by investors, donors, tech pros and Wellness Champions. Then comes Freemium Membership, e-marketplace and personalized content for sustained growth. Sponsorships and grants pick up as various health, community and engagement tracks gather further momentum.

We are experimenting with 12 Tracks focusing on disease management, community segments and engagement. Some of the key elements include Heart, Diabetes, Cancer and Chronic Diseases plus, Behavioral Health), besides other ailments plus therapies. Check out these 5 diverse sample videos - Brain Health | Heart Health | Happiness | Eye Care | Laughter Yoga.

## Our Partners Offer Content, Promo, Services & more.....

TrueNorth,  
PCRM,  
Stanford CARE,  
UC Irvine UCSF MASALA  
TiE Global AAPI & AAPIO,  
Hume Center,  
South Asia Heart Center  
Local & Global Partners,  
Doctor Clinics,  
Testing,  
Diagnostics, etc.

See deck for more

### We Serve:

The Community to discover their personal, sustainable plan and the Wellness Code

### Scaling:

Go global with local chapters - managed independently but supervised by CWC Global

### Initial Focus:

South Asians in SF Bay Area to validate our model following encouraging early results

### Method:

Through evidence-based learning, best practices with wellness focus as 3rd party platform

# We are a Community Owned and Community Driven Wellness Movement

As a 501(c)(3) Non-Profit, we are Fundraising to Support Community Wellness. Initial funding came from Community Donors, Wellness Doctors & Sponsorships. Our Fundraising Drive of \$1M would be in four rounds of \$250K for Capacity Building of Existing Programs, Supporting Tech Platform, Promotion, Outreach and to Access Skilled Resources for scaling operations at San Francisco Bay Area and worldwide.



## Doctors & Community Speak

*Proud to be CWC Co-Founder & Doctor Patrons Chair, leading CWC content. Over past 3 years, we touch many milestones and met inspiring community members. Delighted that the ecosystem is expanding and the tech platform evolving. Excited to see the global outreach of our leadership team and other Co-Founders – Naren Bakshi & Som Chatterjee.*

**Dr. Pankaj Vij, Wellness & Lifestyle Medicine, CWC Co-Founder**

*As a Doctor Patron at CWC, I have been associated with CWC as Doctor Patron since its inception and help with Content Policy and Impact. We conducted 100+ programs that were well received with positive feedback. Looking forward to extending this further. I invite you all to join this program and together we can be healthier.*

**Dr. Srinivas Ramachandra, Vascular Surgeon, CWC Doctor Patron**

*I had been promoting and practicing Wellness since past two decades with evidence-based results. So, CWC mission is a logical fit for me. As Doctor Patron, I'll lead the micro learning initiatives and also support practical courses dedicated to the Community.*

**Dr. Naras Bhat, Multispecialty Practitioner, CWC Doctor Patron**

*As the founding Trustee of India Community Center, its my dream to build a global platform for Community Wellness focusing on lifestyle, diet, preventive care and wellness best practices to crack the wellness code. CWC is the answer to that and as its Founding Chairman to the Board of Trustees, I invite you to join as Trustee or Patron to strengthen the mission of our Founding Trustees.*

**Naren Bakshi, CWC Co-Founder, Health Hero & Chairman, BOT**

*As much as 18% of US GDP is spent on healthcare. Chronic illness and Behavioral Health continue to plague the Community. As a Health Hero (combating 3 near death situations) with passion for building wellness ecosystem, its heartwarming to see the Wellness Movement thrive. To sustain growth and expand outreach, we invite all those Wellness Champions to join us and contribute and create impact.*

**Som Chatterjee, CWC Co-Founder & Ecosystem Lead**

**Click this link to donate**

By Credit/ Debit Card or PayPal

*We send you Tax Credit Letter*

**Board of Trustees: \$25K**

Wellness Patrons:

Silver: \$5K

Gold: \$10K

Platinum: \$15K and above



## Current list of CWC Patrons (click)

Includes Entrepreneurs, C-Suite Pros from Mega Corporates and Emerging Health tech companies, Advisors, Board Members, Health Heroes and Wellness Champions.

## Our Doctor Patrons (click)

Wellness doctors with varied specialization. Patrons are often Health Heroes & Wellness Champions. Board of Trustees by Invitation & Review Process by Members. Board advice on overall strategy & Insight.

## Founding Trustees: Naren Bakshi, Mohan Uttarwar, Vinay Deshpande, Vinod Sahney, Navneet Chugh. Engagement Mission & Model

**Educate:** Onsite Events, Webinars, Digital Content.

**Inspire:** Health Hero & Exemplary Practitioners.

**Empower:** Support Group, Enabling Tech.

**Impact:** Fast Tracks, KPIs & Challenges.

**Measure Outcomes:** Surveys, Testimonials, Assessment Metrics & Indices.

## Board of Trustees

- 3-4 Meetings/Year (Online-Onsite)
- 1 Retreat
- Offer Strategy & Insights
- Free Invite to all Events
- Special Seating
- Web & Select Collateral Presence
- Meeting with Doctors & Partners
- Health Hero Activity Engagement
- Guiding 501(c)(3) Proceedings

## Patrons

- Event Invites Linked to Category
- Participation in Projects
- Leadership in Special Programs
- Web Recognition
- Doctors & Practitioners Forum
- Initiate Support Group

## Board of Trustee & Patron Induction by Invites only.

Separate screening for each



## Engage with any of the 14 Projects:

- Heart Track
- Diabetes & Obesity Track
- Behavioral Health Track
- Senior Track
- Women Track
- Youth Track
- Health Hero Track
- Support Group Track
- Corporate Wellness Track
- Micro Learning & Courses
- e-Marketplace
- Membership
- Content Management
- Event Management at SF Bay Area

 Health Heroes	 Diet	 Lifestyle	 Diabetes
 Heart Health	 Cancer	 Behavioral Health	 WSGS
 Seniors	 Youth	 Women Wellness	 Corporate Wellness

Engage family, friends & networks. Talk to your colleagues at work. Share with your company HR and/or whosoever concerned.

Let's engage to find the right fit. Attend CWC events. If you already attended, let's talk about next level engagement.

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