

Rêve Health

The first integrative health platform to combine advanced lab testing, Traditional Chinese Medicine, and purpose-driven living for actionable outcomes

Confidential | Seed Deck

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Misguided Care Costs Patients Time, Money, and Health

We continue to have a growing problem with healthcare. While technology is making lab data more accessible, the results are misguided and misleading, often resulting in more medication, unnecessary procedures, or incorrect diagnosis.

This causes people years of frustration, thousands of dollars out of pocket, and compromises quality of life.

While the 72B functional health market is booming, it continues to default to RX, provide generic answers, and miss human cues (voice, empathy, micro-expressions) needed to find root causes. True health requires human connection, trust, and whole-self care which today's systems lack.

Fragmented, Dangerously Inaccurate

- Generalized data and tech-powered assumptions miss key components at the individual level-our founders suffered from this kind of care.
- No actionable insights, no measurable long-term results, no actual care, no customer loyalty. Our competitors have low social ratings. Our members have left competitors to come to us (FH, BP, Parsley).

No Human Connection, No Context

- Nobody is asking questions in the context of someone's life, whether they moved, got divorced, had a baby, what their goals and challenges are.
- Loneliness is more dangerous than smoking and relationships are the #1 driver of [longevity](#) yet only Rêve includes relationships and community as part of care.

I almost died from generic healthcare, and my Co-Founder spent a decade suffering from real conditions dismissed as “anxiety”

In my early forties, I spent nearly 7 years being gaslit by doctors and told my weight gain was “perimenopause.” I had a 16cm fibroid and another one which caused me to hemorrhage, resulting in an emergency surgery and another surgery 5 months later.

Had Rêve Health existed I would have discovered the root-root cause of my issues (cortisol imbalance from stress) and resolve them holistically.

Post surgery I used a tech-based company to run labs who misdiagnosed an issue as diet related that my Co-Founder, a licensed Acupuncturist and Functional Health expert, resolved by simply asking questions about my lifestyle: it was caused by fasting. Her own long-standing health issues, dismissed as anxiety, stemmed from Lyme and mold disease. We built Rêve Health because we needed it.

Rêve Health fuses TCM (\$29B+ market) with functional medicine (\$72B market) & concierge care for measurable health outcomes.

Our Approach

- Advanced lab work: 117+ biomarkers, using blood, urine, & salivary tests for a more accurate reflection.
- Comprehensive intake form and onboarding call asking medical history as well as questions about environment, purpose, happiness, relationships, attachment styles, and lifestyle.
- Fuses modern science with TCM & life purpose to analyze physical, emotional, spiritual, and energetic needs.
- Highly individualized treatment plans are tailored to each members' unique needs and "pattern" of disharmony. 40+ page reports with whole-health and lifestyle guidance.
- Calls with board-certified health team; 24/7 community support.

Our Competitors

- 100+ biomarkers, using bloodwork only and the cheapest mass-market labs.
- Medical history intake form which does not ask any questions around diet, lifestyle, or any emotional or relationship factors. No onboarding call.
- Analyzes labs on a biochemical and physical basis. Does not consider emotional or relationships as part of the analysis.
- Tech dashboards with generic information about each biomarker (segregated data), but no personalized care. A 2-3 page report looking at physical health only.
- No human connection, no care, no community.

Our members have improved labs as well as achieved better sleep, lower stress levels, healthier relationships, and sense of purpose

Health Enthusiast



A 40-year-old male who, despite trying competitors had an undetected auto immune disorder which was impacting his testosterone. Extreme biohacks were impacting his A1c (and stress). He now has a plan to heal and manage his stress.

Conscious & Holistic Consumer



A 25-year-old member who wants to conceive naturally without IVF has reduced her toxin burden, had significant cortisol levels improvement, lost weight naturally, and reduced inflammation. She has strengthened her relationship and found a new job.

Purpose-Driven Health



A couple we have helped build healthy tools for their relationship; improved environmental toxins and heavy metals, resolved long-standing gut issues which were previously misdiagnosed, discovered a thyroid issue as the root of hormonal issues.

Our business model is a concierge-style, membership-based platform that blends ancient Traditional Chinese Medicine (TCM) with modern biomarker science to sell personalized, what we call “root-root” cause-focused health protocols.

Scalable Model

Our revenue comes from a tiered membership model offering different protocol lengths, ensuring a predictable income stream. We're scaling revenue further through strategic partnerships (like our deal with Flex for HSA/FSA payments) and the future launch of our own supplement line. We also want to expand to physical space to blend community, connection, and lab testing.

Proprietary Approach

Our competitive moat is our unique methodology. No other advanced lab testing healthspan company is blending biomarker science with TCM, holistic guidance, and purpose-driven living in the way we are. This proprietary approach, led by a credible, human-centered team, gives us a defensible position in the crowded wellness market.

Traction: One Year of Rêve

Our Members

33 Prologue members and 11 Foundation members; 5 current Maintenance plan members.

- A woman in her 40s who got pregnant after years of failed IVF
- A COO of a Series A AI Company
- A couple healing together
- A Harvard Professor
- 3 women in their 20s
- An Orthodontist

Accomplishments

We are HIPPA compliant and accept HSA and FSA as a medical provider without a note needed and are the first holistic provider to offer the Grail Cancer test.

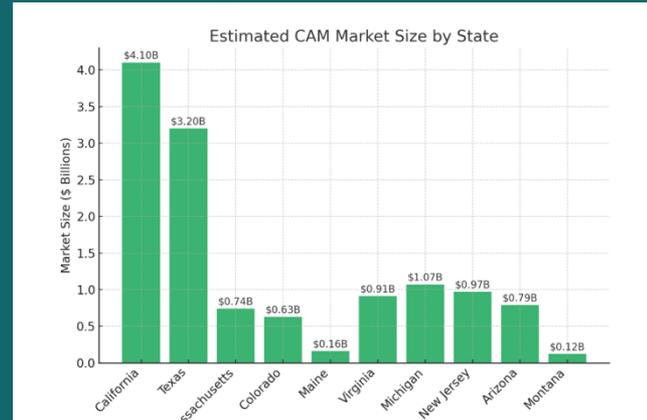


We bootstrapped to validation

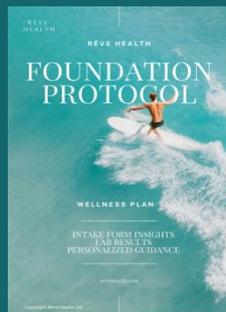
We created the website in one month (July 2024), launching a beta protocol for women in 2 States.

We iterated based on member feedback and created our current protocols as of February 2025. We identified and sourced lab partnerships, built the intelligence behind our 50+ page reports, crafted the methodology, and spent 1500+ hours helping members. We believe we now have PMF.

Ten States: Huge Markets for CAM Alone



Our tailored Protocols attract the growing market of consumers willing to pay a premium to optimize their health.



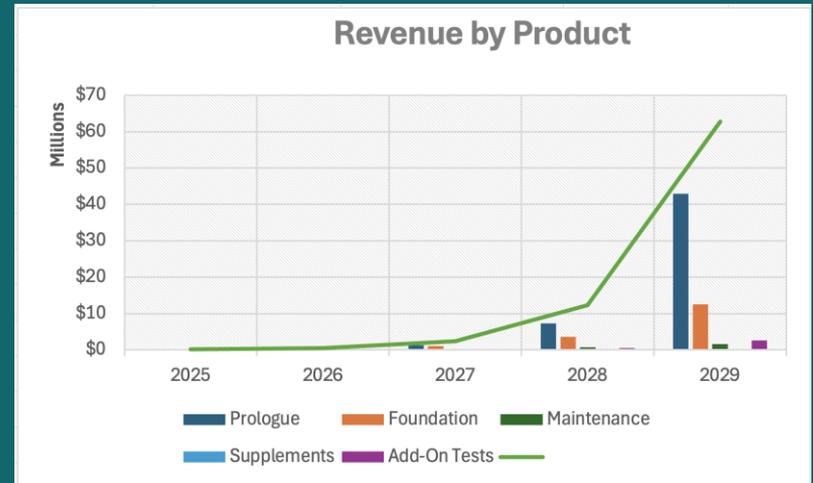
3-Month Membership
1 Round Advanced labwork 100+ biomarkers
1 40+ page personalized health plan with our proprietary analysis
\$2400.

6-Month Membership
2 Rounds advanced testing
2 50+ page plans with everything in Prologue, plus stress and environmental pollutants evaluation.
\$6000

Continued Care Model
Continued Membership access
Access to supplements, additional testing, and guidance calls
Can repeat full protocols at discount
\$225/Month

B2B Custom Protocols
Health spas
Fitness clubs
Hospitals
Innovative employers
Custom \$

Total Revenue



Founders: A Unique Duo Blending Purpose-Driven Consulting With Holistic Care



Julie Elaine Brown, C.E.O. and Co-Founder

Julie is a four-time founder C.E.O. Prior to Rêve Health, she was the CEO of a multi-million \$ consultancy serving Fortune 500 clients. Before that she ran a Series A funded Ecommerce marketplace for holistic wellness retreats. She created an award-winning caregiving community for Johnson & Johnson as an EIR. She has a Masters degree in Journalism from Northeastern University in Boston, and a Bachelors degree in English Literature from UMass Amherst.



Madeline Cunningham, LAc, C.O.O. and Co-Founder

Maddy is a licensed acupuncturist and herbalist, functional medicine specialist, and certified hypnotist. She earned her Masters in Acupuncture with Specialization in Chinese Herbal Medicine from AOMA Graduate School of Integrative Medicine in Austin, TX.

Building a World-Class Team



Skylar Weir, MS, RDN, Director of Nutrition (1099)

Skylar is a Registered Dietitian Nutritionist (RDN). She had undiagnosed Lyme disease impacting her health for years.



Kenny Vertus, CPT, Kinesiology

Kenny is the founder of UNRVLD Performance, a Boston-based personal training brand that blends elite-level athletic training with a personalized, accessible approach.

Raising \$300k to create the blueprint for a new healthcare paradigm and a methodology that creates whole health

Prove PMF

- ✓ Boost marketing efforts to acquire new members
- ✓ Build out dashboard and system automation for reports
- ✓ Prove the hypothesis that we have PMF and only require visibility

Omnichannel Expansion

- ✓ Expand healthcare team to 3 consultants*
- ✓ Open a physical space as a test market
- ✓ Create AI tools to automate report, maintenance & TCM diagnosis

Own the Market

- ✓ Expand locations and new states
- ✓ Secure healthcare partnership (Eudemonia, Vero bioscience)
- ✓ Create custom collaborations with B2B

Appendix

Our competitors' churned members come to us and stay, because they get better

1 Unique Experience

Our approach was born from both founders almost dying and creating an entirely new healthcare paradigm, merging our unique traits and credentials. Our members see us as real people, just like them, and they *trust* us.

2 Actual Outcomes

The bridge from “insight” to “intervention” is clear and our outcomes are validated. Our members are healing, and they love us for it, so they stay.

3 Novel Retention

Health isn't a one-off transaction. Our experience keeps delivering measurable value and our members continue to ask for more support (\$).

Our model of care redefines healthcare. We are the first to market to combine community, relationships, life purpose and joy with advanced labs.

“

“Rêve has been instrumental in my health journey. With a few ‘unexplained’ health concerns over the past few years & feeling frustrated by the lack of answers, I was drawn to Rêve to understand my health on a deeper level. The foundation protocol has been SO helpful to see a full picture of my habits, health, and wellbeing. I really appreciate that the Rêve team makes the biomarkers and data feel approachable and actionable. Maddy and Julie’s support is unmatched through the whole process & I’m looking forward to continuing working together!”

SARAH H.

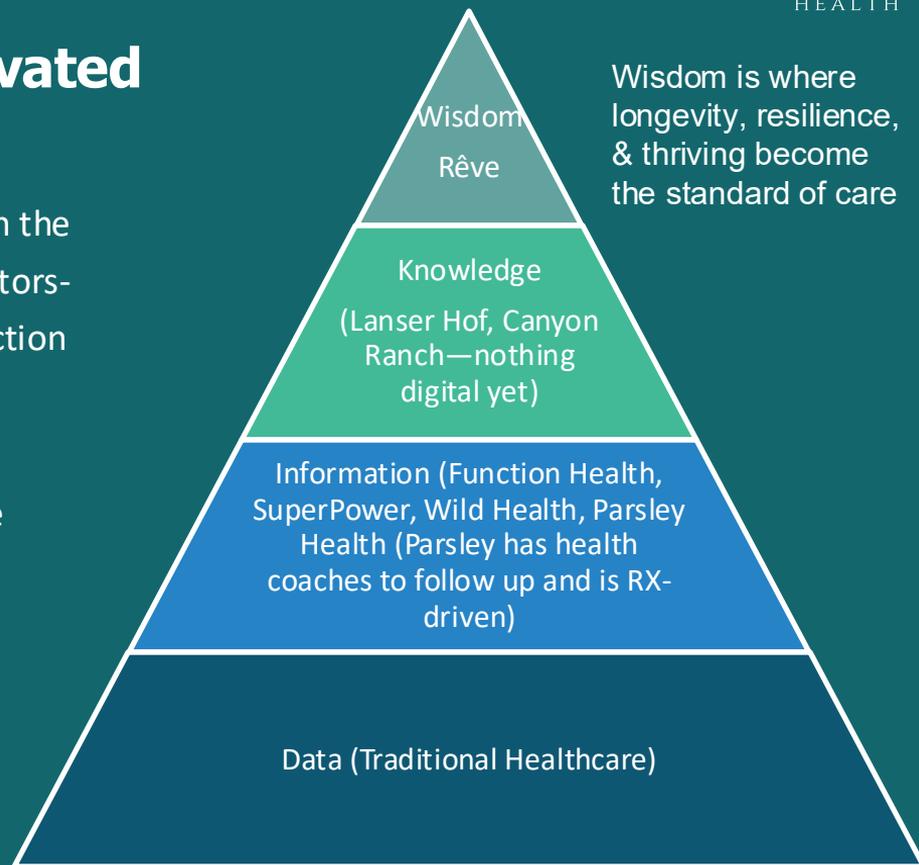
See Appendix for more detail on our member satisfaction

Ancient Wisdom is The Key To Elevated Healthcare

The entire traditional and western medical system is built on the physical. Doctors—like the medical directors of our competitors—are not trained in nutrition, exercise, life purpose, or connection to nature.

We believe health is not just the absence of disease, but the presence of vitality, purpose, and harmony.

By uniting Traditional Chinese Medicine’s philosophy of interconnectedness with nature, functional health’s root-cause science, and life design systems, we’ve created a **new paradigm** of Whole Health. It is unique to us.



Rêve straddles the worlds of functional health, longevity, TCM, and CAM (complementary alternative medicine). The estimated potential market size is well over \$100b, but if we focus on a few states with a specific TCM market, it is an estimated 100m market opportunity.

We are creating a brand new category, one that blends the functional health market (72B+), which is well established, with the longevity market (19.2B), and the TCM market (29B).

According to McKinsey, the wellness market (which our target audience subscribes to) has reached \$480 billion, growing at 5 to 10 percent per year. People are spending more on functional nutrition, gyms, gut health, at-home lab testing, and mind/body solutions. These industries continue to be fragmented and siloed, meaning consumers must piece together multiple solutions to find answers.

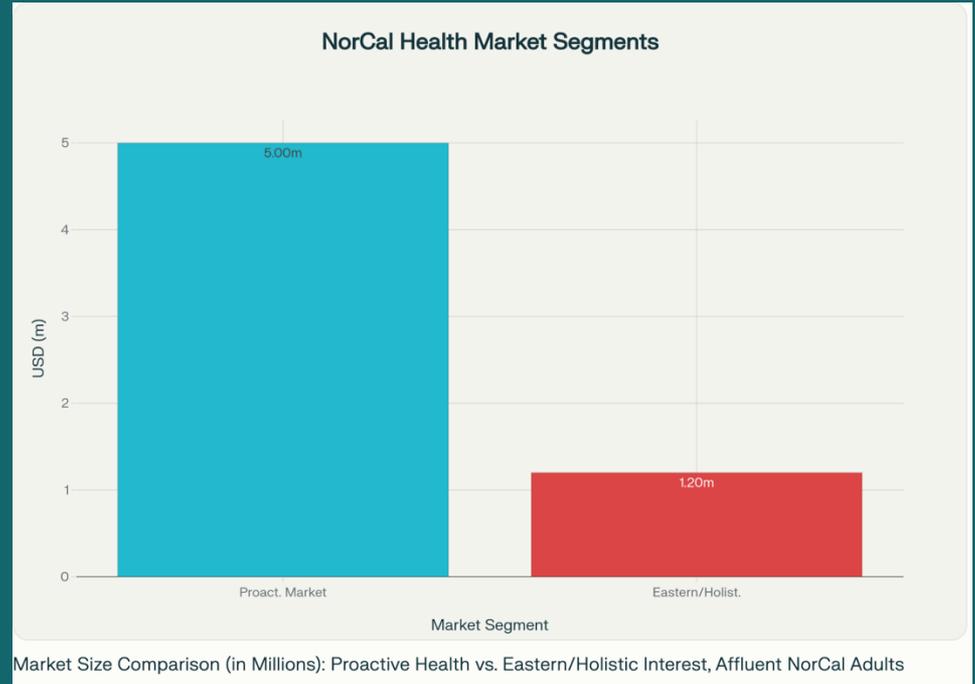
The possibilities for the world of Rêve are **exponential**.

A single Whole Foods in Mill Valley makes \$1m a week....

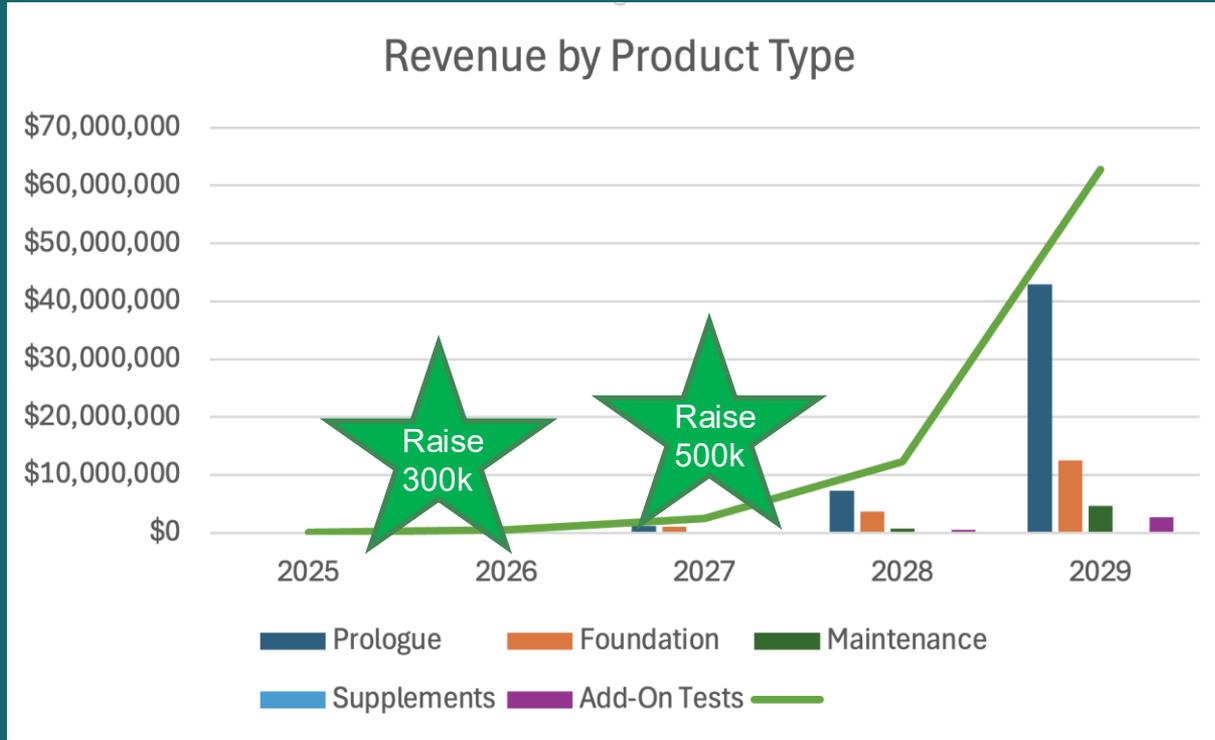
And this is where our audience shops. They shop at Erewhon, Whole Foods, go on Yoga Retreats at Canyon Ranch, buy Avocado organic mattress, and are interested in alternative and holistic healthcare.

We could attract 12,000 Northern California customers, which represents just 1% of the 1.2 million NorCal consumers interested in TCM and holistic care within the next few years. At our lowest price point (\$1,800), this represents \$21 million in local revenue alone.

This target audience is a conscious consumer with a crossover potential for the organic food industry: a 2018 estimate showed a Whole Foods store in Mill Valley generates about \$65 million annually, with another location exceeding \$1 million weekly—proof of strong demand for aligned wellness choices.



Generating revenue today. Profitable by 2028.



Note: These projections are based on detailed financial projections

What Sets Us Apart

We transform health and lives

We have helped 44 people and counting get to the bottom of years-long health issues.

Full-Picture Healthcare, Way Beyond Just Data:

TCM sees the body as an interconnected system, shaped by energy, environment, emotions, and lifestyle. This lens helps us uncover patterns and imbalances that conventional medicine often overlooks.

Purpose-Driven Health = Lasting Engagement:

By integrating life design and emotional wellbeing into care, we help clients build health from the inside out—driving long-term retention through continuous value and transformation.

Unique Blend of Modalities

Rêve Health combines functional medicine with Traditional Chinese Medicine (TCM) to address the deepest causes of illness based on what the founders needed to solve their health issues.



<https://www.youtube.com/shorts/0aBw6lldrzE>



<https://www.youtube.com/shorts/dlsCW2ZWMHo>

Want to help us redefine health?

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