



LIFEBOOSTER

Keeping the backbone of your workforce strong

LifeBooster Welcomes Eric Anschutz to its Board of Advisors

September 5, 2017

Vancouver, CANADA - [LifeBooster](#) is pleased to announce the appointment of Eric Anschutz to its Board of Advisors welcoming him to the company's growing family of external resources. Eric brings a high level of experience and expertise in business strategy and finance that will be beneficial to LifeBooster in achieving its business objectives and mission of eliminating preventable workplace injuries.

As an advisor, angel investor and entrepreneur, Eric helps young companies grow faster with a combination of business ideas, investment capital and tactical execution. He has advised promising companies like [JamBase](#) and [SalesHood](#) on how best to achieve their strategic growth objectives. He has financed 20+ companies since 2007, including the enterprise wearable device management company [Augmate](#), promising biotherapeutic platforms like [Twist Bioscience](#) and [Zymergen](#), as well as vertical-leading interactive services like [After School](#) and [Dogster](#). Eric also has 25+ years of operating experience applying market-defining solutions on behalf of clients like Amazon, IBM, Intel and Sony.

Eric founded and now manages Anschutz Media, a healthcare solutions provider located in San Francisco, California. Anschutz Media created the first Android and iOS apps that let patients track the healthcare they received for multiple medical conditions. After the solution was acquired by a medical-legal risk management firm, Anschutz Media created [Uphealth](#). Uphealth is a free cloud and mobile service that sends personalized messages tailored to people's health interests, with useful health information provided by trusted sources like CDC and NIH.

Eric offers LifeBooster a deep understanding of how to scale high-tech companies in the consumer and enterprise marketplaces. "Eric's significant understanding of finance, business development and the enterprise wearable market has already proven extremely valuable to our company," said Bryan Statham, CEO of LifeBooster. "Looking past our initial offerings to the industrial, insurance and risk management markets, Eric has helped define our vision to become the largest provider of workplace health and safety predictive analytic solutions and our strategies toward achieving that goal. We are very excited to have him part of the team and look forward to growing our company together."

Eric shares that excitement. "LifeBooster is preventing a problem that affects millions of industrial workers each day. Not only are musculoskeletal injuries expensive and unproductive – costing employers \$60 billion annually – they are also painful to endure, making them the #1 reason for worker absenteeism." Eric adds, "The company's ErgoSenz system changes the status quo by redefining what a safe workplace means. Using wireless sensors and cloud-based predictive analytics, LifeBooster is able to alert industrial workers and their managers about musculoskeletal problems before they even occur. I

look forward to helping them achieve their business objectives as they address new areas of the workforce.”

About LifeBooster

LifeBooster is a health and safety predictive analytics company that utilizes the latest in wearable technologies to help the industrial workforce eliminate preventable workplace injuries and optimize their health and safety operational efficiency. LifeBooster’s initial focus is on the single largest and most costly injury type, musculoskeletal disorders. These injuries represent 33% of all workplace injuries and cost North American industrial companies over \$60 billion every year. LifeBooster provides companies with quantified, actionable data that enables them to prioritize their risk mitigation strategies in a timely matter, reduce their immense costs surrounding these preventable injuries, and ultimately prevent them from occurring in the first place.

For more information on LifeBooster’s products, partnership, and investment opportunities, please connect with us directly at:

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