

One Year Later: POPS! Still Tops!



Winner of 2017 Innovator's Showcase Continues Changing Lives with Smartphone-based Diabetes Management System

Facing formidable competition at last year's Annual Employer Leadership Summit, POPS! Diabetes Care emerged as the clear winner of the Innovator's Showcase.

The new smartphone-based diabetes management system is targeted toward employers to improve their employees' lives and reduce health care costs. A three-pillar digital platform, the service uses: 1) The most simple and portable glucose meter; 2) A "diabetes educator in a phone" app; and 3) Cloud-based algorithms to take people with diabetes out of the traditional health care system. The result is improved outcomes and lower costs through a dramatically improved consumer experience.



"Winning the Innovator's Showcase last year was unbelievable for us and has been great validation with employers, investors and suppliers," says Lonny Stormo, POPS! CEO and co-founder (and Type 1 diabetes patient). "Being recognized as an innovator by such a knowledgeable group of health care and benefits professionals proved to be a great sign that others see the potential of our product to improve the lives of people with diabetes and lower health care costs."

POPS! is on the crest of the trend in health care where exciting new mobile technology is key to enabling people to take control of their own preventive care, fitness goals, chronic health conditions, and care compliance. As further evidence of assured future success for POPS!, the company has enjoyed additional attention and accolades:

- Named a finalist for MedCity Invest's Pitch Perfect 2018
- Granted its first China patent; one of eight granted around the world
- Raised \$2M from 22 investors in January of this year, its third successful funding round
- Named a finalist in the Innovators in Health and Wellness 2017 awards sponsored by *Minnesota Business Magazine*
- Invited to team with Children's Minnesota to test its device
- Presented at the American Diabetes Association's DiabetesMine session last summer (where Lonny is said to have "hit it out of the park")

As they wait for final FDA approval, the POPS! team is busily enjoying generating positive experiences and outcomes for those involved in testing.

"A 16-year-old told me this is the coolest diabetes technology ever," says Lonny. "But the real news is his A1C went from 9.2 to 7.7. That's the greatest reward of all." ~ Lonny Stormo