

---

**From:** Kristen Latto <kristen.latto@tbwachat.com> on behalf of Kristen Latto <kristen.latto@tbwachat.com>  
**To:** Stan Fiorito  
**Sent:** 11/11/2012 2:16:05 AM  
**Subject:** Deliverables & timing  
**Attachments:** ChiatDay Deliverables\_v2.pdf

For additional context, Sunny told us wed that they had updated deliverables/timing.

They were meant to share fri EOD.

I'll work on setting up time to regroup mon.

Thanks,  
K

Begin forwarded message:

**From:** Christian Holmes <[cholmes@theranos.com](mailto:cholmes@theranos.com)>  
**Date:** November 10, 2012 6:10:14 PM PST  
**To:** "Stan Fiorito" ([stan.fiorito@tbwachat.com](mailto:stan.fiorito@tbwachat.com)) <[stan.fiorito@tbwachat.com](mailto:stan.fiorito@tbwachat.com)>  
**Cc:** Sunny Balwani <[sbalwani@theranos.com](mailto:sbalwani@theranos.com)>, "Kristen Latto" ([kristen.latto@tbwachat.com](mailto:kristen.latto@tbwachat.com)) <[kristen.latto@tbwachat.com](mailto:kristen.latto@tbwachat.com)>, Jeffrey Blickman <[jblickman@theranos.com](mailto:jblickman@theranos.com)>, Daniel Edlin <[dedlin@theranos.com](mailto:dedlin@theranos.com)>, "Cheryl Markley" ([cheryl.markley@tbwachat.com](mailto:cheryl.markley@tbwachat.com)) <[cheryl.markley@tbwachat.com](mailto:cheryl.markley@tbwachat.com)>  
**Subject:** Deliverables & timing

Stan,

Hope you're doing well. Attached is a dashboard of our key deliverables and associated dates of completion (plus a few notes on each).

We anticipate providing iterative feedback on all of these deliverables, and can do so as frequently and as soon as needed in order to have the finalized content by the specified dates (or beforehand).

We can hold a quick call to walk through this on Monday as well.

Thanks,  
Christian

**Christian R. Holmes**  
Associate Director | Product Management  
Theranos, Inc.

Office: 650.470.6145

Mobile:

[cholmes@theranos.com](mailto:cholmes@theranos.com)

**PRIVILEGED AND CONFIDENTIAL COMMUNICATION**

**IMPORTANT** – This electronic transmission, and any files transmitted with it are confidential and/or legally privileged information. This information is intended solely for the use of the individual or entity to which they are addressed. Any disclosure, retransmission, reproduction, dissemination or other use of the contents of this information by persons or entities other than the intended recipient is strictly prohibited. If you have received this email in error, please contact us immediately and delete all copies. Please note that any views or opinions presented in this email are solely those of the author and do not necessarily represent those of Theranos, Inc. Finally, before opening or using attachments the recipient should check this email and any attachments for the presence of viruses. Theranos, Inc. accepts no liability for any damage caused by any virus transmitted by this email. Our sole responsibility is limited to resupplying any affected attachments.

Theranos, Inc., 1601 S. California Avenue, Palo Alto, CA, 94304  
650-838-9292 [www.theranos.com](http://www.theranos.com)

This e-mail is intended only for the named person or entity to which it is addressed and contains valuable business information that is proprietary, privileged, confidential and/or otherwise protected from disclosure.

If you received this e-mail in error, any review, use, dissemination, distribution or copying of this e-mail is strictly prohibited. Please notify us immediately of the error by forwarding the email to [disclaimer@tbwachiat.com](mailto:disclaimer@tbwachiat.com) and please delete the e-mail from your system, retaining no copies in any media. We appreciate your cooperation.

<b>Overarching Priorities:</b>
1. Social
2. PR
3. Viral marketing

Deliverable	Date of Completion	Notes
.me application (mobile)	12/1/2012	The back-end code is ready - we need the front-end. Ideally this can be completed prior to 12/1.
Slide deck for hospital executives and large providers	12/1/2012	One deck that we can use for both audiences - 2 major focus areas: (1) outsourcing lab work to Theranos (2) using Theranos as a reference lab. Our ability to increase revenue for them should be highlighted
Medicare marketing strategy	12/15/2012	A comprehensive plan/strategy to reach these patients, who the gatekeepers are, etc
Physician sales: slide deck and leave behinds	12/15/2012	Everything that our sales people will need to be effective in a physician office to communicate our value prop
Theranos launch site: .com, .me, .md	12/15/2012	How should our launch site look - digital content, messaging, etc
Retail signage	12/15/2012	Banners, leaflets, everything that will make our marketing in the retail space effective
Training materials for retail technicians	12/15/2012	How to motivate our retail techs - we plan on holding a large meeting with all of them to get them excited about the work they are doing and ensure they understand how important their role is. Will use a slide deck
Slide deck for Governors	12/15/2012	A modified pitch from the hospital deck - focuses on savings
Slide deck for training for our sales people (internal)	1/1/2013	Everything we will need to make our sales people extremely effective when they engage with physician offices - ensure their understanding of our value prop, why we outcompete others in the market, etc
Leave-behinds for patients in the doctor office	1/15/2013	What these materials should be, and what they should like - something that the patients can read through in the waiting room and take with them; posters to place in the doc office. The cover of the pamphlet will be important here