



Shareholder Letter – 2020

“Necessity is the mother of invention” - Plato

In 21st century America, with a simple query one can access 50 trillion gigabytes of data in just milliseconds off the internet.....while relaxing at 30,000 feet of altitude in an aluminum tube! And yet our defenses to combat a viral strain has barely evolved over the past century. As a result, this country has been virtually paralyzed for almost a full year. If Plato were here today, he just might question our definition of necessity.

Last summer, Charity came to the inescapable conclusion that the wiring simply couldn't be fixed from the inside – it had to come from a fresh organization comprised of optimistic yet realistic achievers untainted by the constraints of inertia and bureaucracy. 5 months in, we know it will be a long and winding journey, but we are inspired by our mission above all else – our strategy will be malleable as the environment dictates. As stated in our [Core Values](#), “we deliberately value the iterative process of failing quickly in order to learn and find the path to success.” Every one of us knows this is not about ego, or wealth, or “proving yourself right” – it is about fixing flaws in our public health fabric that was laid bare this past year, and we promise to be part of the solution.

Our inspiration is to ensure this country fortifies its defenses so this is a learning experience for us all, not a prelude to future debilitating outbreaks:

Never again should this country leave its health security as exposed as it's been [in this pandemic](#).

Never again should the [US rank 61st in the world](#) in genomic sequencing turnaround time – our best weapon for containment.

Never again should the [US genetically surveil just 0.2% of positive tests](#) when the UK has sequenced 10% of tests, and [New Zealand 56%](#) (and completely halted the virus' spread).

Never again should this country [predictably fail](#) the basic procedural tasks of centralized leadership and communication of expertise.

We created PHC to be a long-term post-COVID solution for the country. But given the length of time this mutating virus continues to lay bare our vulnerabilities, we are now actively gearing our resources towards helping the country achieve containment by quickly identifying and stanching the spread of variants of the virus as they pop up. Specifically, we are standing up a genomic sequencing data analysis of newly discovered positive cases - the “last mile” of the genomic epidemiological process. Ultimately, we plan to combine this service with our full-stack suite of products to support any organization’s health biosecurity management and compliance.

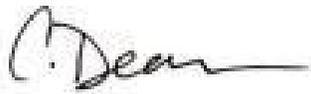
On the financing side of operations, after closing our \$3 million seed round in October, we are very excited to announce that we will soon be closing on a larger investment from [Venrock](#), led by Bryan Roberts and Bob Kocher. Bryan has worked intimately with Todd Park at Athenahealth, Castlight, and Devoted. Bob had worked closely with Charity supporting Covid-19 testing for California, and with Todd both in the Obama Administration and at Devoted. This financing round should bridge us until a likely Series A round in the fall.

Outside of company funding, we have been laser-focused on building out our team and product. In addition to the tremendous support from the [Sweat Equity Ventures](#) team, we now have 19 invaluable PHC team members (including full-time employees, consultants and advisors). We have also launched our [website](#), and have had a wide range of meetings and proposals with potential clients, vendors and investors. We are very much focused on building out our infrastructure and establishing strong processes, so that we can seamlessly scale when needed, as well as mapping out PHC’s strategy and business model over the coming 12 months, in a rapidly changing environment.

We embark on this journey with a clear-eyed naivete that changing a chronically broken system is a massive challenge, yet it must be done. It also can’t be done alone, and with the mission of a public servant, we will work with any and every organization to meet these challenges.

A massive thank you to all of you that are supporting us. We know every endeavor comes with assumed risk of execution, but we assure you maximum effort and an adaptable willingness to achieve this goal for the country. It is most certainly a necessity.

Sincerely,

A handwritten signature in black ink that reads "C. Dean". The signature is fluid and cursive, with a long horizontal stroke at the end.

Charity Dean
Co-Founder & CEO
The Public Health Company

A handwritten signature in black ink that reads "B-T Levine". The signature is fluid and cursive, with a long horizontal stroke at the end.

Brian T Levine
Co-Founder & COO
The Public Health Company