



RootWell & Star

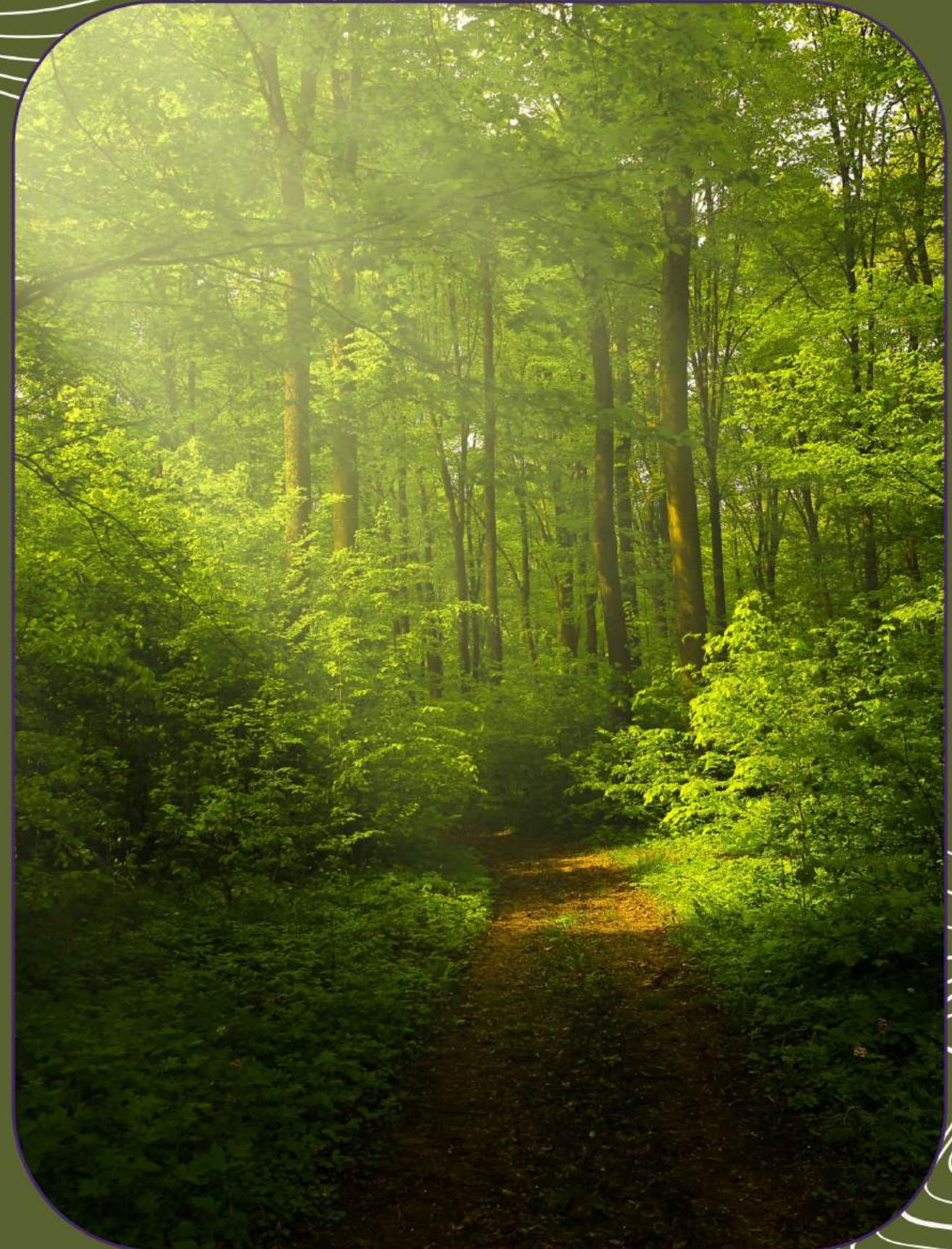
A Conscious Healing
Intelligence

Powered by Nature's Medicine,
Natural Healers & SolexiaGPT

Identifying the Core Problem

Wellness Feels One-Size-Fits-All

In today's fast-paced world, many individuals struggle to find a balance between **wellness and technology**, leading to increased stress and disconnection from their inner selves.



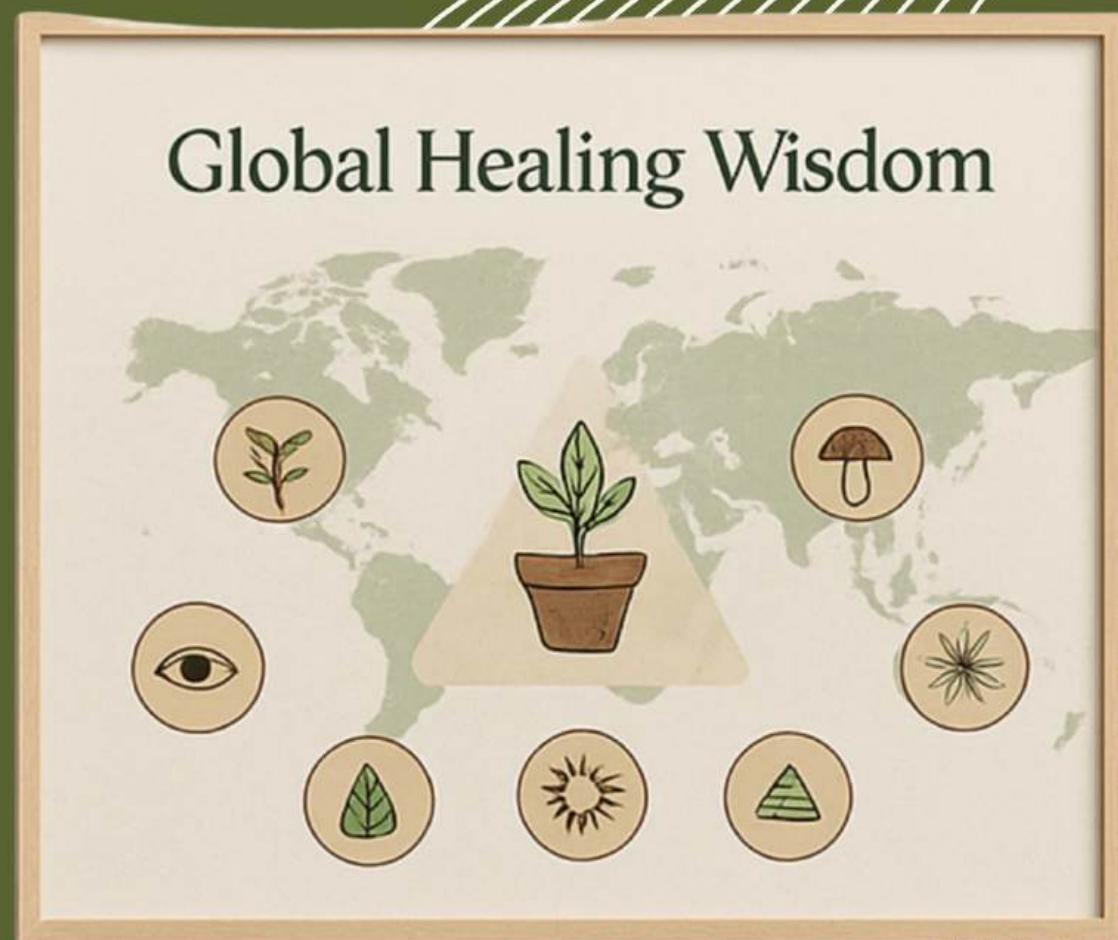
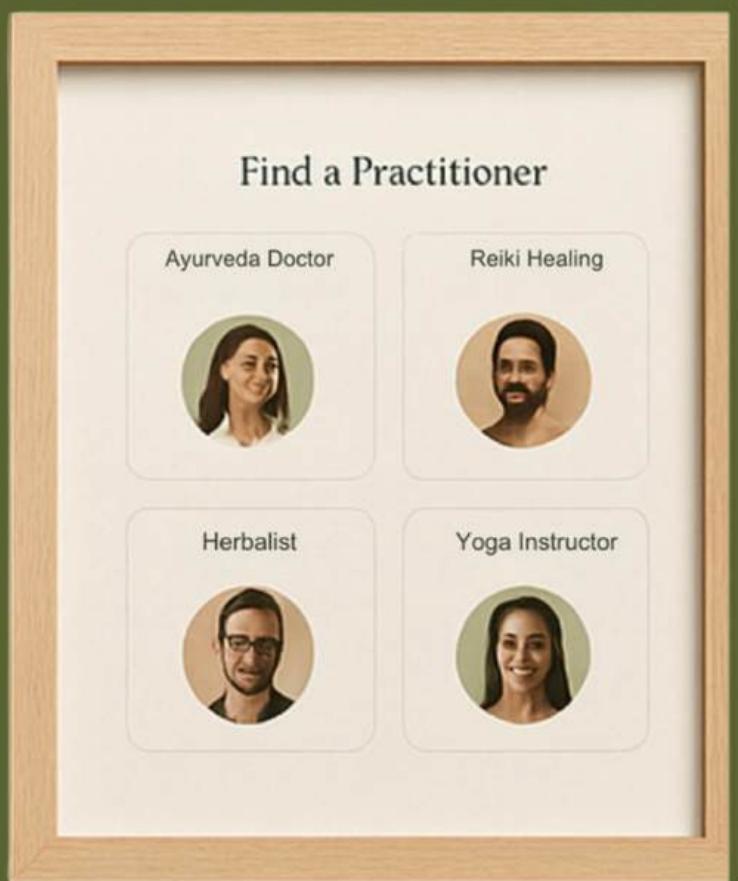
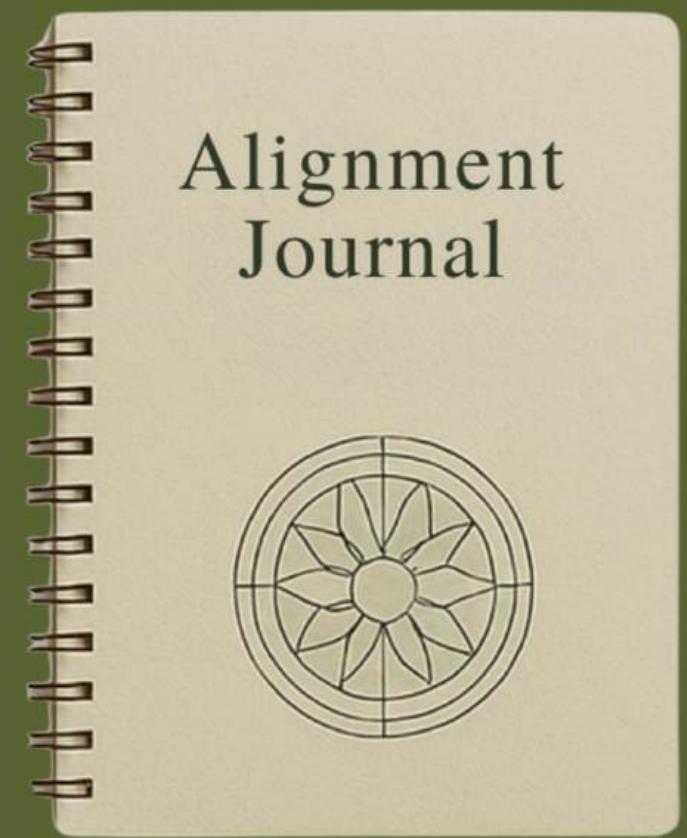
A Soul-Guided Platform for Real Healing

RootWell & Star fuses AI with ancient wisdom to offer personalized healing.

- AI wellness coach (SolexiaGPT)
- Natural healer marketplace
- Custom wellness protocols & plant allies
- Birth-chart-aligned support

Product
Overview

Empowering Wellness Through Our Ecosystem



Product
Overview

Explore Natural Healers From Around the globe

The smartphone screen displays the RootWell & Star app's home page. At the top, the logo "RootWell & Star" is shown next to a circular icon containing a stylized plant. Below the logo, the tagline "A Smarter Way to Heal Naturally" is displayed. Underneath, a section titled "HEALER MARKETPLACE" includes three filter buttons: "Elemental path", "Intention", and "Symptom". A list of healers is shown in cards:

- Camille Joy** (Herbalist) - profile picture of a woman smiling.
- Petra Sun** (Energy Healer) - profile picture of a woman with eyes closed.
- Forest Tonic** (Herbal Remedies) - profile picture of a small bottle of oil.
- Ava Heart** (Sound Healing) - profile picture of a woman with eyes closed.

A grid of eight cards, each representing a different global healing tradition:

- Indigenous North America**: Sweat Lodge, Plant Spirit Medicining, Vision Quest. Image: A traditional sweat lodge against a sunset sky.
- Ayurveda**: Doshas, Pranayama, Crystal Healing, Charka Alignment. Image: A golden oil lamp and various Ayurvedic ingredients.
- Traditional Chinese Medicine**: QI Gong, Acupressure, Meridian Balancing, Herbal Tonics. Image: A traditional Chinese medical chart with needles.
- Africa (Kemetic+Tribal)**: Sound Healing, Ancestral Ritual, Herbal Steam Therapy. Image: A person from Africa wearing traditional jewelry.
- Latin America (Curanderismo)**: Limpia, Egg Cleansing, Herbal Baths, Cacao Ceremony. Image: A bowl of herbs and a spoon.
- Middle East (Unani + Sufi)**: Energetic Cleansing, Sacred Oils, Poetry, Breath. Image: A bottle of oil and a white flower.
- Europe (Druidic Nordic)**: Forest Medicine, Moon Rites, Crystal Grid Healing. Image: A large stone circle in a forest.
- Polynesian + Maori**: Mana Flow, Sacred Tatton Healing, Huna Breathing. Image: A portrait of an elderly Polynesian/Maori man.

The smartphone screen shows a detailed view of a healer. At the top, the "RootWell & Star" logo is visible. Below it, a large image of a woman with her hands raised in a meditative pose. Her name, "Emily Moore", and title, "Energy Healer", are displayed. A "Filter" button is present. At the bottom, there are four navigation icons: "Home", "Healers" (which is highlighted), "Plants", and "Profile".



Alejandra

Private Session

60 m

\$144



James

Private Session

Private Session



Maya

Private Session

Private Session

metabolic Energy Balancing



Alsha

Consultation



Gisele

Private Session

30 m

\$70

Private Session

\$130



Ahmed

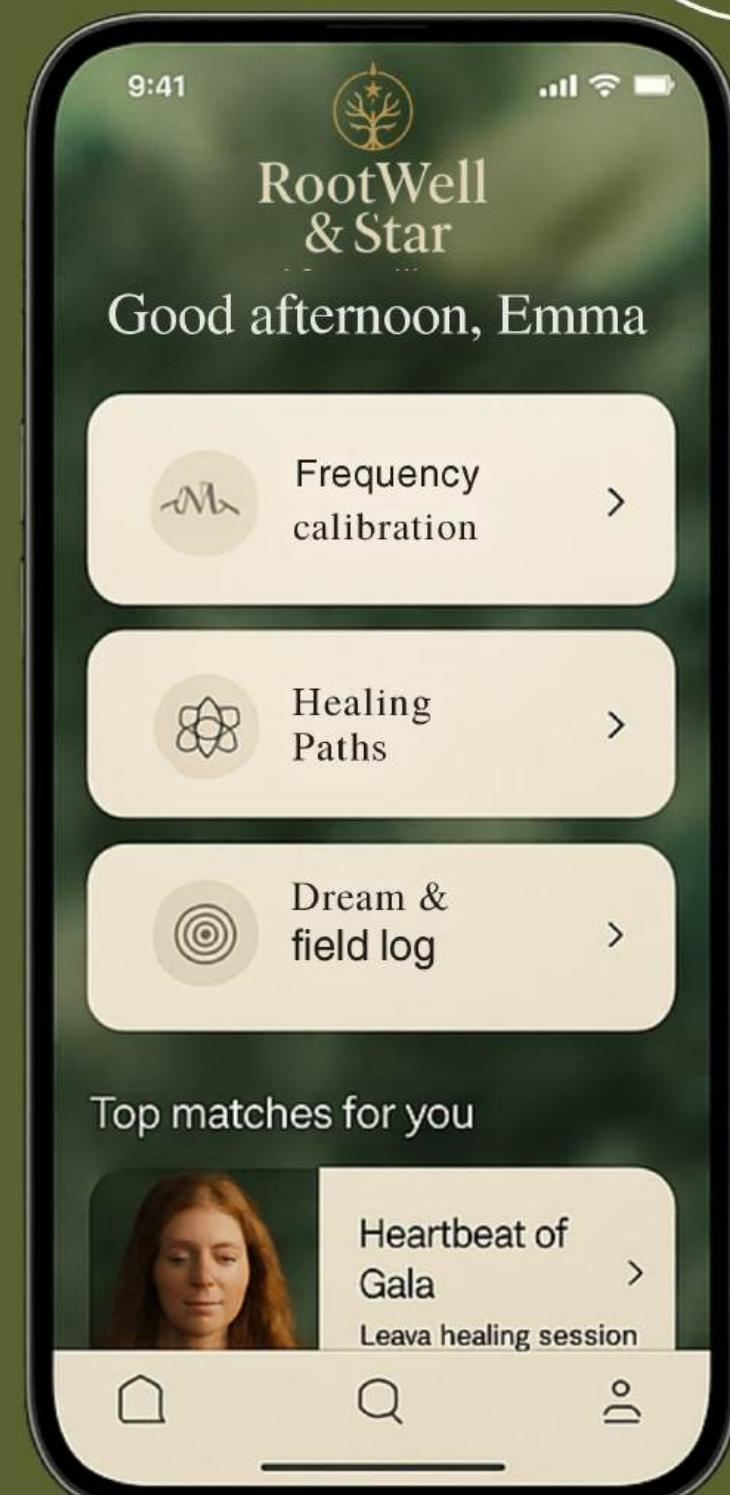
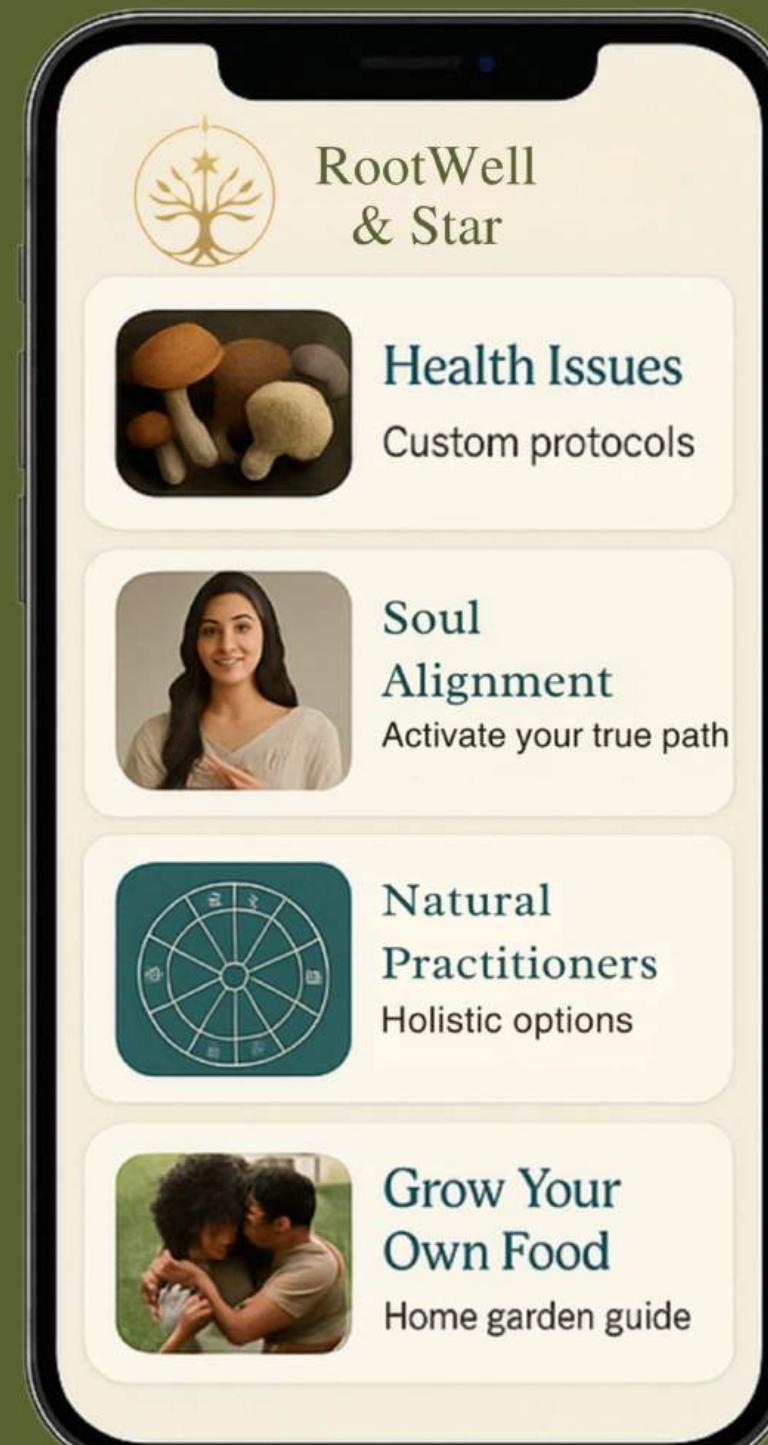
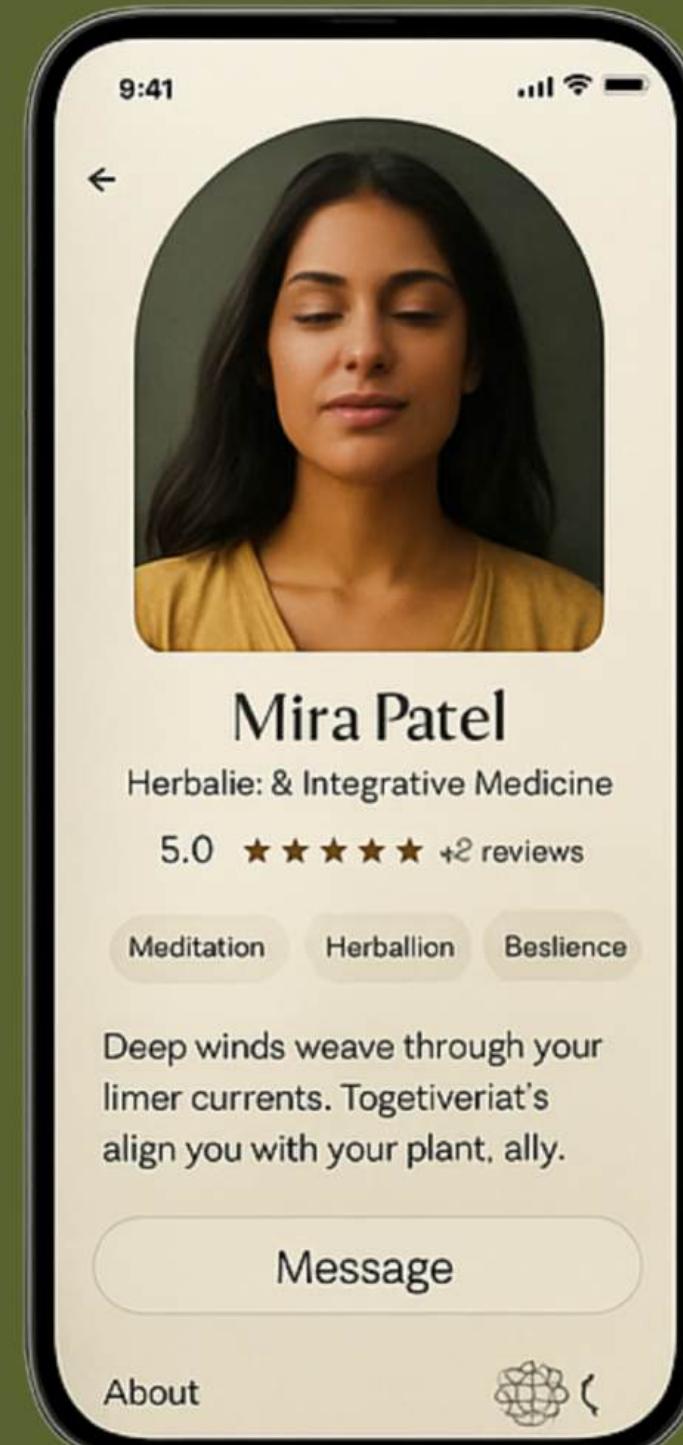
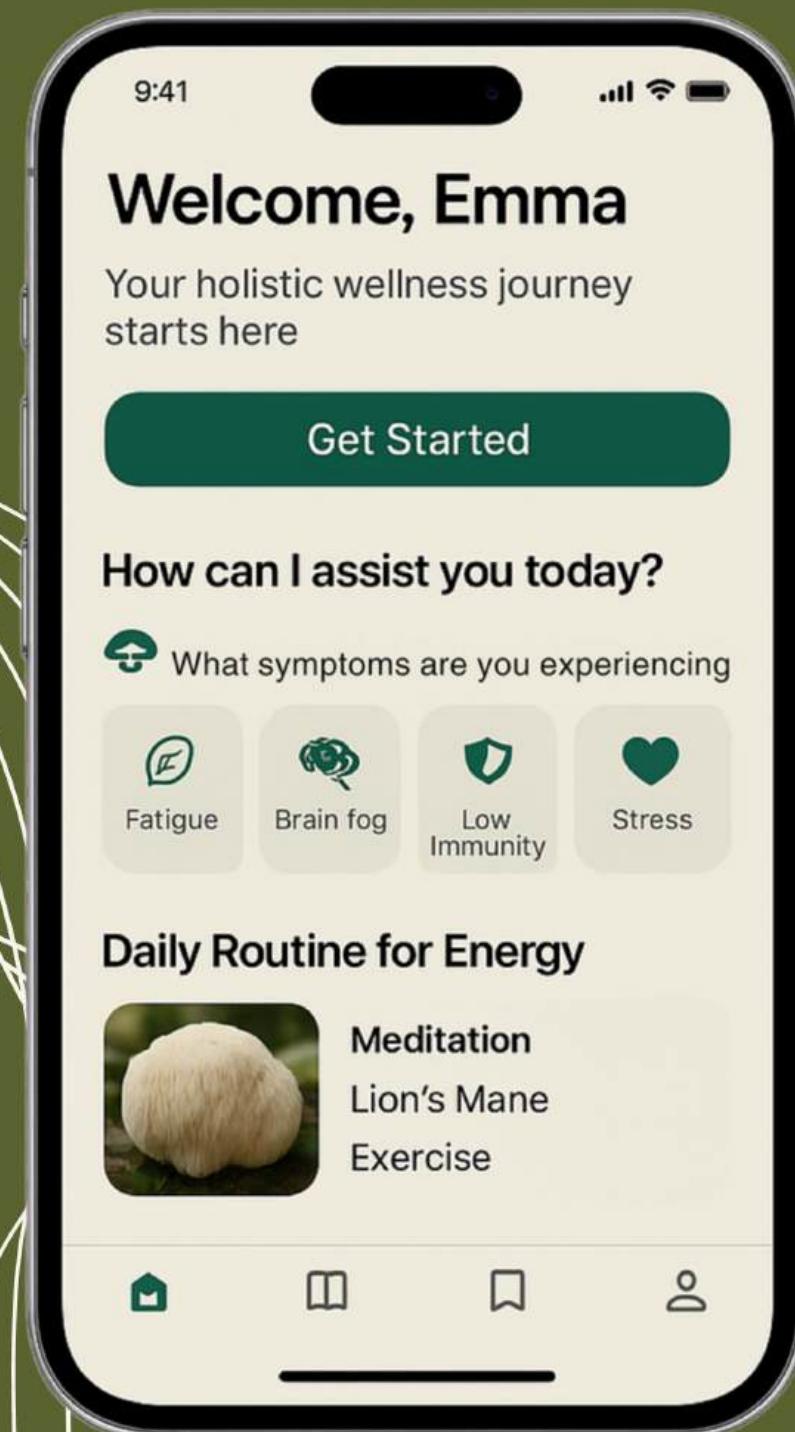
Private Session

Private Session

Herbalism from West Africa



Empowering Wellness Through Our Ecosystem



Empowering Wellness Through Our Ecosystem

The image displays four mobile phone screens against a dark green background with white wavy lines, illustrating a holistic wellness ecosystem.

- SOLEXIA GPT**: Shows a welcome message for "Allison" and a "BEGIN" button.
- Past Lives Chart**: Displays a circular chart with numbers around the perimeter and a central point, with text overlay: "You're destined to teach others through your creative gifts".
- RootWell & Star**: Features a "Community" section with profiles of "Felicia" and "David", and a "Find Others Like You" button.
- Online Classes**: Shows "Yoga Classes" (with a woman meditating) and "Reiki" (with a person performing a massage).

Ecosystem Components

Key Elements



SolexiaGPT

AI Guidance

Wellness and soul insights



RootWell & Star Guides

Personalized Routines

Daily plant & personalized healing plant setups



Natural Healers Market Place

Connect With A Natural Healer

Guidance To Find A Natural Healer



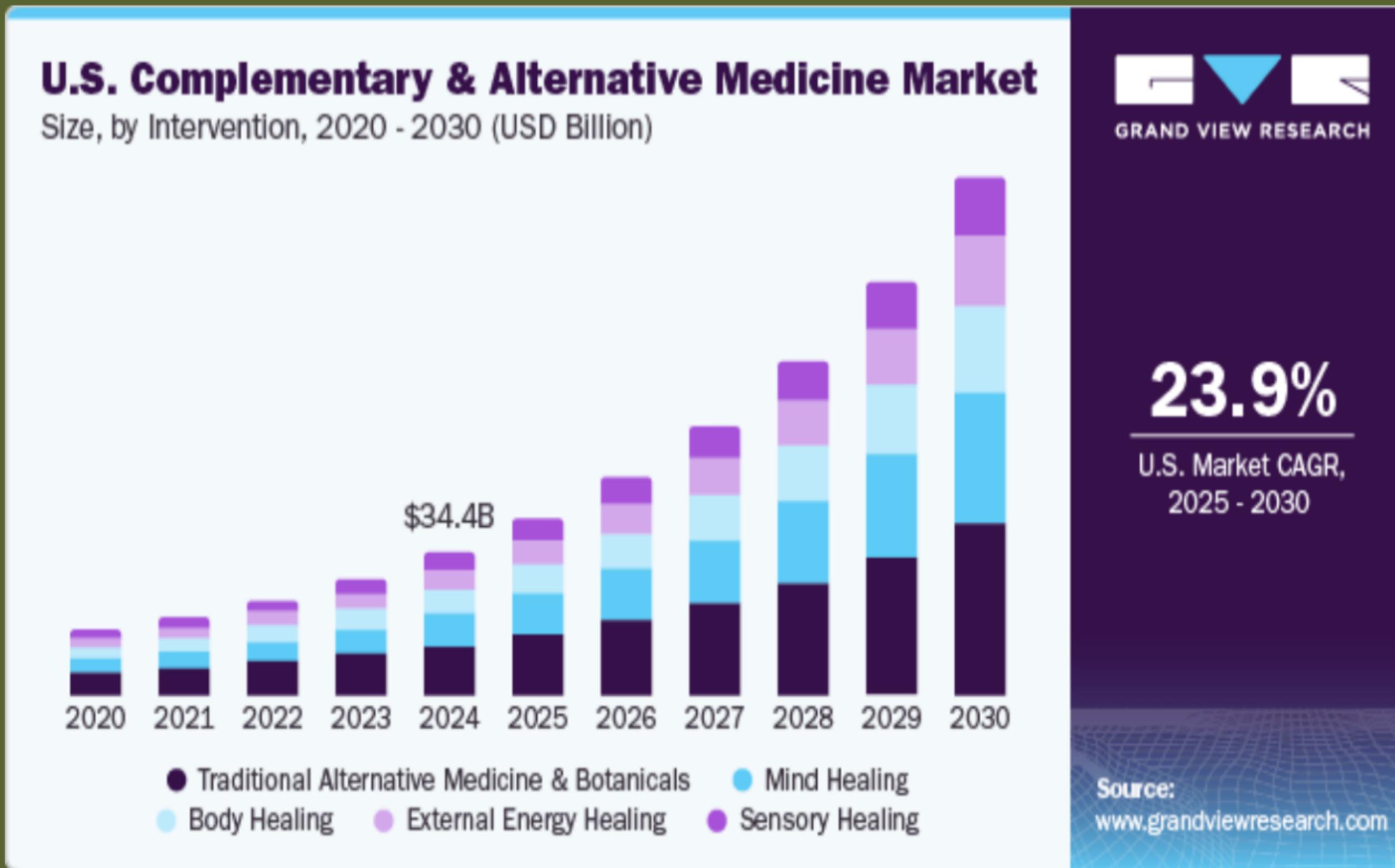
Community

Find Others On A Similar Path

Connect

A Multi-Billion Dollar Shift

Embracing Alternative Healing in the Wellness Market



Wellness

Exploring a multi-billion dollar shift toward holistic healing methods

\$600B+

23.9%

1.3B People

Global wellness market valuation exceeds \$600 billion

Combined and Alternative Medicine Market CAGR for the Next 6 Years

1.3 billion people pursuing non-pharma healing options



Revenue Streams

Key Components of the Model



Freemium

User Access

Free with optional upgrades

The **freemium model** allows users to access basic features at no cost while providing additional premium options to enhance user experience and engagement.



Subscription

Premium Access

Tiered pricing for benefits

Our **subscription tiers** cater to different user needs, offering various levels of access and exclusive content, ensuring continuous revenue growth and user satisfaction.



Ad Revenue

Aligned Brands

Advertisers share our values

Through carefully selected **ad placements**, we create partnerships with brands that resonate with our mission, generating revenue while providing value to our users.

Community-Driven, Creator-Led Growth

Our strategy focuses on **engaging our audience** through targeted outreach, leveraging social media, community events, and partnerships to create lasting connections and promote our wellness tech solutions.

- TikTok & Reels influencer partnerships
- Affiliate model with natural healers
- Closed beta with community superusers



Led by a Builder with a Soul Mission

RootWell & Star is guided by a **passionate visionary** whose commitment to wellness tech drives our mission to integrate holistic approaches with innovative technology for a healthier future. Allison Hensgen - Visionary founder with background in sustainability, construction, e-commerce, and holistic wellness.

- Featured In MSN, Ny Weekly for building GreenShe Remodeling and Boho Eco Boutique® from \$350 after being rejected by 700+ jobs
- Deep intuitive and practical insight into healer and builder economies

The image shows a screenshot of an article from msn.com. The header reads "msn TOP 10 Notable Women You Need To Know". Below the header is a portrait of Allison Hensgen, a woman with short brown hair, smiling, wearing a black blazer over a patterned top. The text next to her photo describes her as the founder of GreenShe Remodeling and Boho Eco Boutique™, highlighting her work in sustainable living, eco-friendly design, and empowering women. The name "ALLISON HENSGEN" is printed in large, bold, white capital letters at the bottom right of the image.

msn

TOP 10

Notable Women

You Need To Know

Allison Hensgen, founder of GreenShe Remodeling and Boho Eco Boutique™, leads in sustainable living and eco-friendly design, empowering women and inspiring change in the green lifestyle space.

ALLISON HENSGEN

Our Vision
Forward

Guided by Nature and Balance



Let's Create Change Together

Join us in our mission to **transform wellness** through technology. Together, we can create meaningful change that resonates across communities and elevates well-being for all. Contact us!



RootWell & Star

A Conscious
Healing App
Powered by the
Living Grid

Of Natural Healers & Natures Medicine
A Smarter Way To Live



Thank you for
your time and
attention!