

# Healthy Living Partner

Pitch A Product Vision



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# Background

## Why Are We Here?

- ❑ Rising cost of healthcare is a major problem to patients and healthcare providers. KP wants to explore solutions through technological innovations that promotes healthy habits, which in return reduce or eliminate chronic disease.
- ❑ A mobile app that tracks and monitors healthy habits.

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# The Business Case

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# Initial Focus

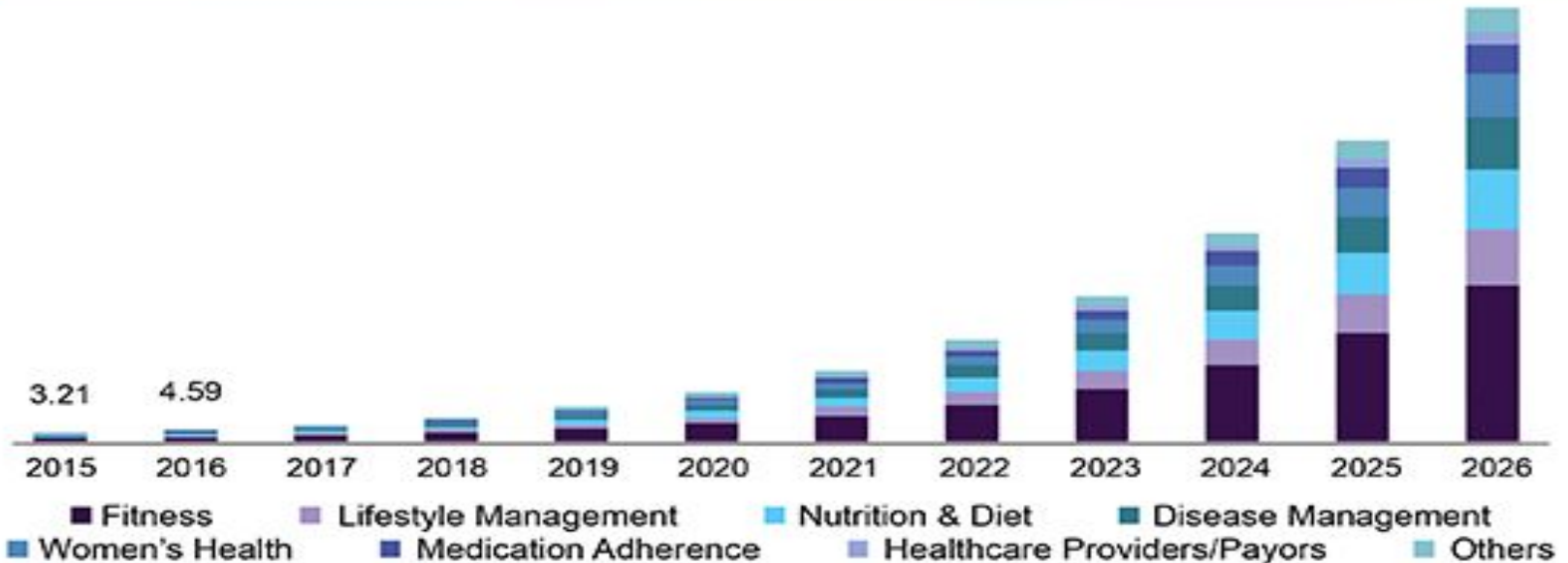
## Where are we starting?

- ❑ Diabetes is a major common disease that is financially costly to the society.
- ❑ **Health problems** : damage to the large blood vessels of the heart, brain and legs (macrovascular complications) and to small blood vessels, causing problems in the eyes, kidneys, feet and nerves
- ❑ **Healthcare problems** : Extremely costly to diagnose. About \$245B “wasteful cost” in diagnosis that could be avoided/saved
- ❑ **Solution** focus is to **prevent** this disease through life changing healthy habits by tracking and monitoring, thereby reducing healthcare costs and saving lives.

# Opportunity

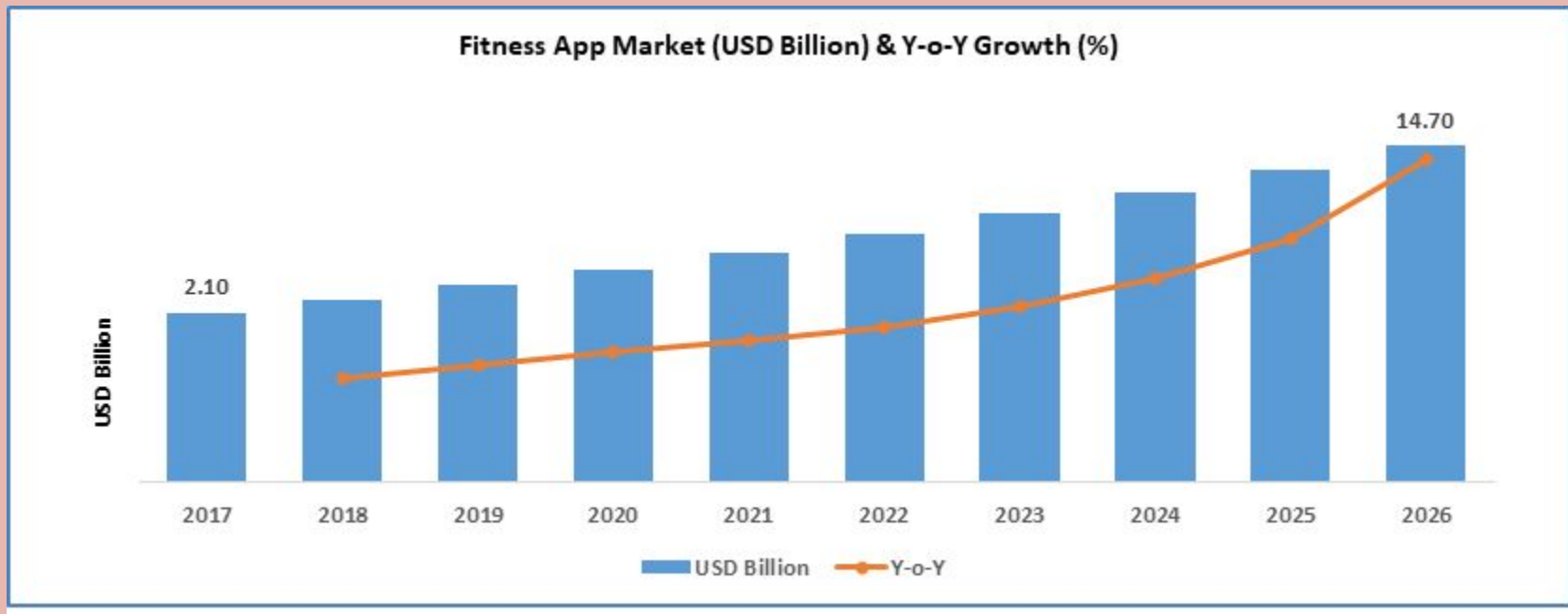
## Mobile Health Apps Market

U.S. mHealth apps market size, by type, 2015 - 2026 (USD Billion)



Source: [www.grandviewresearch.com](http://www.grandviewresearch.com)

# Fitness App Market Growth Projection



# Opportunity

## What's the problem?

- ❑ **Mobile Health apps market** size was valued USD 12.4 billion in 2018, projected to expand at a CAGR of 44.7% over the forecast period.
- ❑ **Estimated cost of diagnosed diabetes** in 2017 is \$327 B, including \$237 B in direct medical costs.  
(<https://care.diabetesjournals.org/content/early/2018/03/20/dci18-0007>]
- ❑ About 33 percent of American adults could have **diabetes by 2050**.
- ❑ 2018 Global healthcare sector **revenue** was \$1.853 trillion, with an increase of 4.5% on a yearly basis.
- ❑ Healthcare yearly **expenditures**, US spends \$10,224 per person.
- ❑ **Americans will spend** \$3.65 trillion on health, which amounts to 17.8% of the country's GDP]. <https://policyadvice.net/insurance/insights/healthcare-statistics>
- ❑ **Target Audience** - Adults aged 45 to 74, plus new cases within 18 to 44
- ❑ **Total Addressable Market(TAM)** for this opportunity - About \$400 million

# Target Audience Age Category

Location	Ages 18-44	Ages 45-64	Ages 65-74	Ages 75+	Total (Age-Adjusted)
United States <sup>1</sup>	2.7%	13.7%	23.1%	21.3%	9.5%
Alabama	5.3%	19.8%	26.5%	25.9%	13.2%
Alaska	2.7%	8.5%	21.9%	21.9%	7.7%
Arizona	2.7%	16.0%	21.5%	19.7%	9.7%
Arkansas	4.5%	18.3%	26.5%	23.0%	12.1%
California	2.5%	14.0%	22.8%	26.1%	9.7%
Colorado	1.5%	9.2%	16.0%	15.3%	6.2%
Connecticut	2.3%	12.2%	21.9%	20.0%	8.5%
Delaware	2.3%	13.5%	23.3%	21.1%	9.1%
District of Columbia	1.6%	13.8%	20.9%	18.9%	8.4%
Florida	3.4%	13.4%	24.2%	22.5%	9.8%



# Proposal

## What's Our Solution?

A mobile application that monitors, tracks and recommends healthy habits

- ❑ Healthy diet menu(Breakfast, Lunch, Dinner)
- ❑ Calendar and Time Schedule
- ❑ Recommend daily exercise activities
- ❑ Track steps and strides daily
- ❑ Blood sugar or Glucose level monitor
- ❑ Alarm
- ❑ API for integration

# Cost of Development

Component Decsription	Qty	Cost Estimate
Development Team	1	\$750,000
-SW Engineer (IOS)	1	
- SW Engineer (Android)	1	
- Software Programmer/Arch(Lead)	1	
- Designer UI/UX	1	
- Product Manager	1	
Marketing & Promotions (outsource)		25,000
Management & Collaboration w/KP		50,000
Technical Documentation (contracto)		10,000
Q&A and Testing		20,000
Maintenance/Hosting (AWS)		25,000
Total		\$880,000

# Return On Investment(ROI)

What is the cost?

- ❑ Total Estimated Cost- 880K
- ❑ Subscription (monthly) - \$3.99
- ❑ Subscription (yearly) - \$40.00
- ❑ Target membership volume (12 months) - 50,000 Members
- ❑ Return On Investment (ROI) - 130%

# Measurement

How will we know if we're successful?

- ❑ Minimum Viable Product ready by the end of the first 6 months.
- ❑ Business - 2000 Trial members, 1000 subscribers
- ❑ Product - Member/Subscriber usage (through account activity - active user Frequency of use or session length )
- ❑ Quality - Efficiency(Ease of use), Ratings, Success stories, Feedback, App Store ratings
- ❑ Development] - Pilot/Early release in 3 months ,Beta test completion in 6 months

# Competitors

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# Momentum -

by Apple/[Mathias Maehlum](#)

- ❑ Momentum **Habit** Tracker - App that boosts willpower and helps you reach goals
- ❑ Features
  - Calendar
  - Data Export to CSV
  - Reminder
  - Interactive Notifications
  - Weekly Targets, Notes

No free reliable data on specific market penetration as of yet. General market projection only. Listed among top 10 apps for healthy habits with 4.6 stars

# Habitbull - by Appholdings

- ❑ Multi-platform companion to keep track of your habits and routines

- ❑ Features

  - Repeated to do's or goals

  - Calendar

  - Streak counter and percentage successful for each habit

  - Inspiring quotes per category

- ❑ Basic version is free, premium version is \$3.99/month or **\$14.99/year**

  - No free specific market penetration data yet. General market projection only. Listed among top 10 apps for healthy habits

# Our Advantages

Why are we better?

- ❑ Focus of feature package - Blood sugar monitoring, Nutrition and Exercise routine (key strength of the product).
- ❑ Access to real health expert resources for tests and measures(data from KP and patients, collaboration)
- ❑ Competitions focus more on “will-power” and “training your system on habits”



# Roadmap and Vision

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# Roadmap Pillars

Where do we go from here?

- ❑ To create an app that assists people to live a healthy life through monitored practice, thereby preventing chronic disease.
- ❑ Blood sugar-level monitor
- ❑ Diet Assistant
- ❑ Exercise Activity Mate

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# Theme 1

## Blood sugar-level monitor

- ❑ The meter - This feature measures the glucose level
- ❑ Threshold sensor - This feature indicates acceptable boundaries and warnings
- ❑ Log - Activity log with progress indicator

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# Theme 2

## Diet Assistant

- ❑ Diet menu - Menu for recommended healthy nutritional diet
- ❑ Calories Indicator - Shows calories of every meal
- ❑ Scheduler - Recommend meal and exercise activities for user

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# Theme 3

## Activity Exercise Mate

- ❑ Timer - Allow user to set time and measure duration of exercise activity
- ❑ Exercise Activity Menu - Walking, Running, Pushup, Squats, etc.
- ❑ Activity Classification - Classify exercise activities into categories based on effectiveness.

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# Where do we go from here?

## Widening the scope

- ❑ Increase subscription through collaboration with KP - 200,000 (2 yrs)
- ❑ Expand product features to include API
- ❑ Interface to other reporting test devices
- ❑ Data collection and analysis
- ❑ Establish sales channels with health insurance providers

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# Fitness App Market Combined

