Healthy Living Partner

Pitch a product vision

Product Owner: Francis Odo

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 application that tracks and monitors healthy habits.

["Healthy Living"]

Business Case
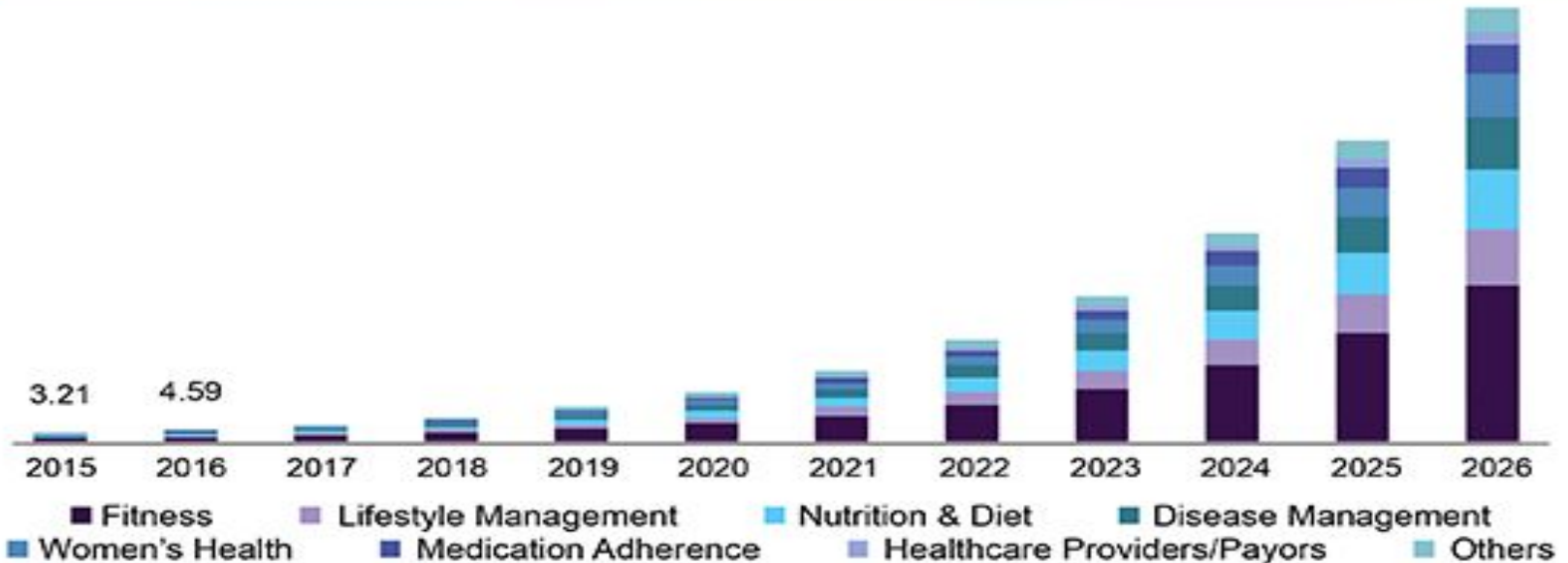
Initial Focus

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.
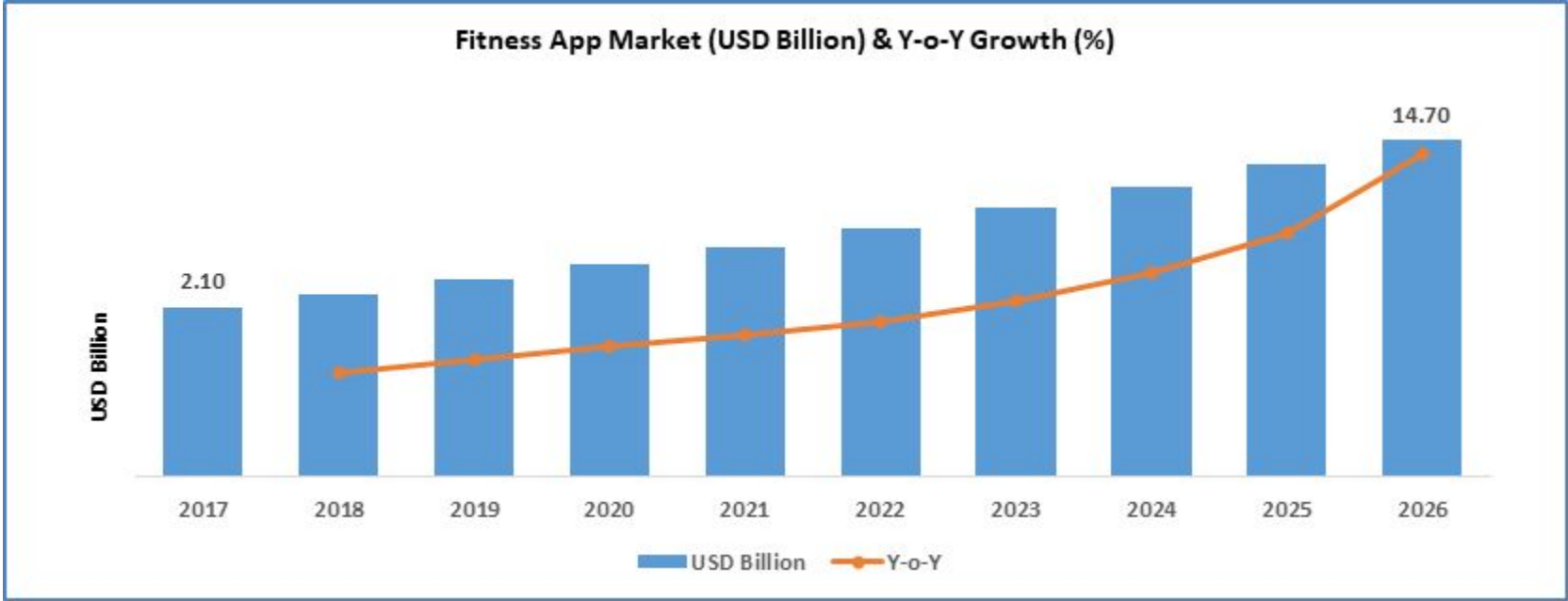
Opportunity

Mobile Health Apps Market

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

3.21   4.59

2015 2016 2017 2018 2019 2020 2021 2022 2023 2024 2025 2026

■ Fitness   ■ Lifestyle Management   ■ Nutrition & Diet   ■ Disease Management
■ Women's Health   ■ Medication Adherence   ■ Healthcare Providers/Payors   ■ Others

Fitness App Market Growth Projection

Fitness App Market (USD Billion) & Y-o-Y Growth (%)

2.10

14.70

USD Billion

2017 2018 2019 2020 2021 2022 2023 2024 2025 2026

USD Billion ——●—— Y-o-Y

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's **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 [1]	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%	13.6%	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 recommends, monitors and tracks 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	
- Sofware 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)

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

Momentum - by Apple/Mathias Maehlum

E.G. []

- [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

E.G. []

- [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

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

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

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

20

Theme 3

[Exercise Activity 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.

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]

Fitness App Market Combined

U.S. Fitness App Market, By Type, 2015 - 2026
(USD Million)

1,095.2

2015 2016 2017 2018 2019 2020 2021 2022 2023 2024 2025 2026

- Workout & Exercise Apps
- Disease Management
- Lifestyle Management
- Nutrition & Diet
- Medication Adherence
- Others

Source: Polaris Market Research