MindVitals
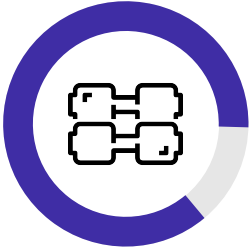## Your Personal Wellness Assistant

José Antonio Ruiz Heredia
Joseph Tartivel
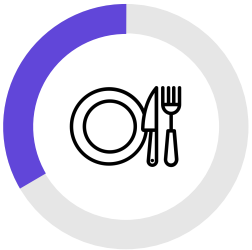Paula Bolaños
Filippo Sanasi

THE PROBLEMS

87%

87% of the childrens in the UK don't meet the recommended 60 minutes of daily physical activity.

20%

As of 2023, 20% of adults worldwide reported experiencing mental health conditions like anxiety, depression or others.

30%

Unhealthy diets contribute significantly to the global disease burden, with 30% of cancer cases linked to poor dietary habits.

42%

Approximately 42% of Americans have two or more chronic conditions, and 12% have at least five.

THE SOLUTION

MindVitals

An AI assistant that analyzes your data, from activity and sleep to heart rate and stress, and delivers clear, personalized guidance backed by science.

"***Clarity in Every Beat***" summarizes our commitment to transform complex health data to make it clear and usable.

<u>Brand values</u>: *Empowerment*, Simplicity, *Trust* and *Consistency*

TARGET CUSTOMER

Adults (18+)
Students
Working professionals
Sport athletes

High-stress lifestyles
Corporate
Healthcare
Tech Industry

Patients
Early-stage mental
health or chronic stress
patients

Smartwatches
Wellness-focused users
who already wear
smartwatches

FEATURES

Real-time, AI-driven health companion that bridges physical and mental well-being

Tracking

Tracks **mental** and **physical stress** through smartwatch, phone usage, and emotional assessments

Programs

Provide stress-reduction techniques, **personalized** workout plans and nutrition advice based on **user data and preferences**.

Prevention

Provides personalized **wellness suggestions** to prevent minor stress from escalating into major health issues

Community

Create a community feature where users can **connect** with others, **share** their progress, and **support** each other.

Real-Time Alerts

Send real-time alerts for abnormal **health readings** and provide **reminders** for medication and hydration to maintain overall well-being.

Security

Ensure **privacy measures** to protect health information and offer **transparency** in how user data is collected, stored, and used.
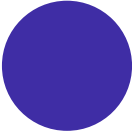
SECURITY & CONFIDENTIALITY

Full **HIPAA** and **GDPR compliance** (or other local equivalents)

End-to-end **encryption** for all user data

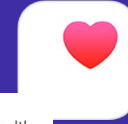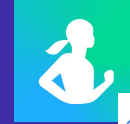**Anonymize** the data used to train the **machine learning** models

Users **allow** or **deny** any **extra data collection** beyond what is necessary

COMPETITORS

Calm, Headspace	Fitbit Premium	Apple / Google / Samsung Health	Thrive AI Health
Meditation apps focused on relaxation, not monitoring vitals	**Physical health tracking and coaching** app not considering mental health	Focused on **vital monitoring**, but no emotional support or real-time stress prediction	**AI-driven health coach** for, but lacks real-time tracking and mental health monitoring.

USER ADOPTION STRATEGY

01 Seamless Onboarding

02 Personalized Experience

03 Engaging Content

04 Gamification Strategies

05 Continuous Feedback and Improvement

06 Targeted Social Media Campaigns

REVENUE MODEL

Corporate Wellness Licensing

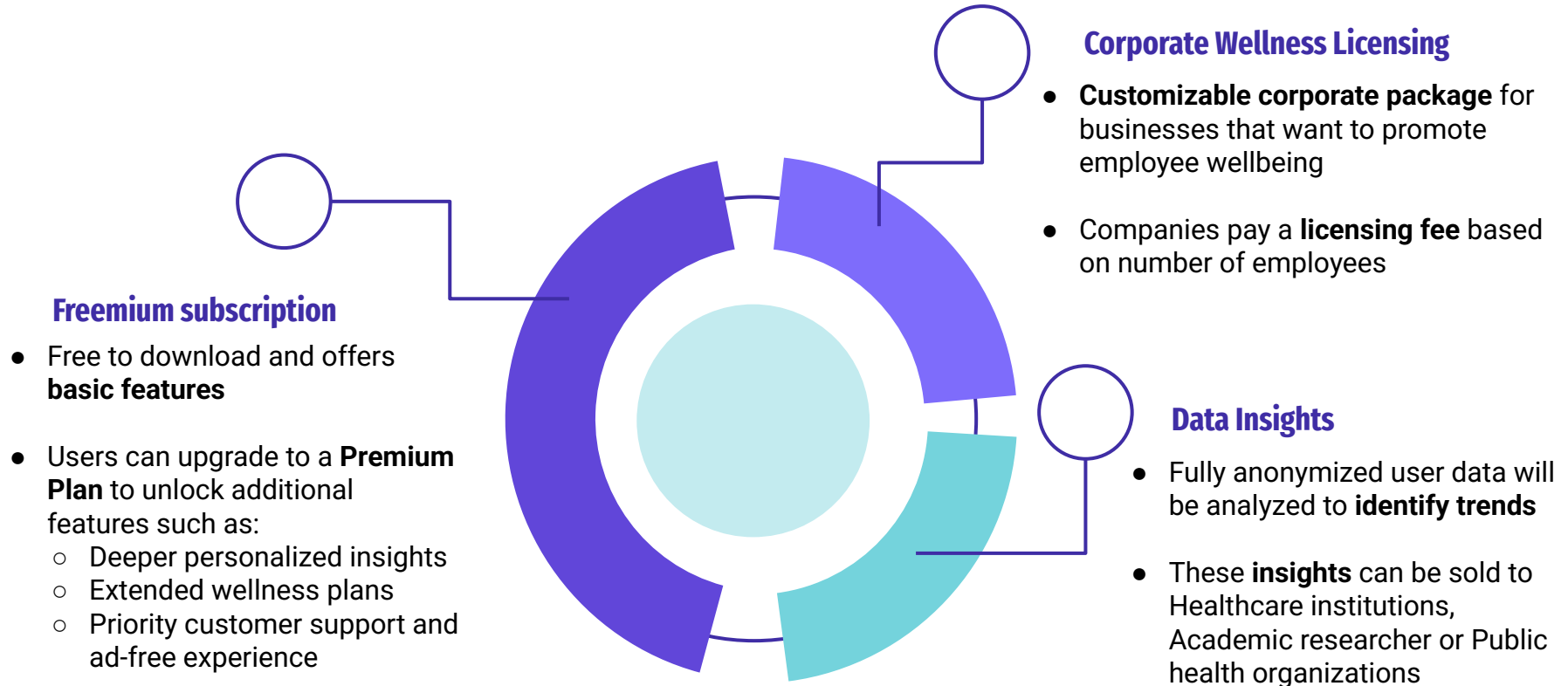- **Customizable corporate package** for businesses that want to promote employee wellbeing

- Companies pay a **licensing fee** based on number of employees

Freemium subscription

- Free to download and offers **basic features**

- Users can upgrade to a **Premium Plan** to unlock additional features such as:
  - Deeper personalized insights
  - Extended wellness plans
  - Priority customer support and ad-free experience

Data Insights

- Fully anonymized user data will be analyzed to **identify trends**

- These **insights** can be sold to Healthcare institutions, Academic researcher or Public health organizations

LAUNCHING PROCESS

1

Complete a **MVP** (*Minimal Viable Product*) of our app

Private **beta launch** with mental health organizations and university networks

2

Public first launch on **iOS** and **Android**

Work with **mental health public figures** and **YouTube fitness creators** for marketing

3

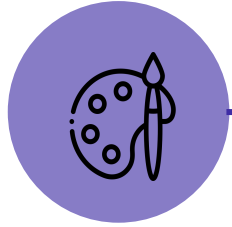**Partnerships with companies** for employee wellness packages

Continual **app evolution** based on real-world feedback
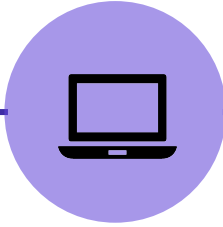
PRIVATE BETA

PUBLIC LAUNCH

EXPANSION

ROADMAP

Design

- Conduct **UX research** to understand user needs and behaviors.
- Create **minimalist** and **user-friendly interface**
- **Gamify** wellness habits.
- **Test design usability** in collaboration with specialists and users.

Implementation

- Develop a **Cross-Platform App.**
- Utilize **AWS** or **Google Cloud** services for infrastructure.
- Integrate with **smartwatches** and smartphones' **health trackers.**
- Use **machine learning** model for stress prediction

Testing

- First test with **internal team** + invited **mental health professionals.**
- Second test with a **small user group** of around 100–200 testers across devices.
- Final **A/B testing** for all specific functionalities.
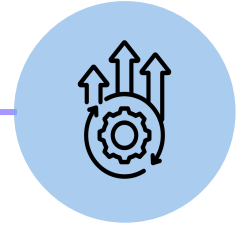
Evaluation

- Monitor retention through **wellness improvement reports** and user **satisfaction surveys**
- Implement **regular updates** based on user feedback
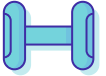
Thank you!

MENTAL HEALTH INFOGRAPHICS

Mercury is the closest planet to the Sun and the smallest one in the Solar System

Venus has a beautiful name and is the second planet from the Sun

Despite being red, Mars is actually a cold place. It's full of iron oxide dust

The planet's name has nothing to do with the liquid metal since it was named after a Roman god

Jupiter is a gas giant, the fourth-brightest object in the sky and the biggest planet of them all

MENTAL HEALTH INFOGRAPHICS

Mercury
Mercury is the closest planet to the Sun and the smallest one

Mars
Despite being red, Mars is actually a cold place. It's full of iron oxide dust

Jupiter
Jupiter is a gas giant and the biggest planet in the Solar System

Saturn
It's composed of hydrogen and helium. It was named after a Roman god

Venus
Venus has a beautiful name and is the second planet from the Sun

Neptune
Neptune is the farthest planet from the Sun and the fourth-largest
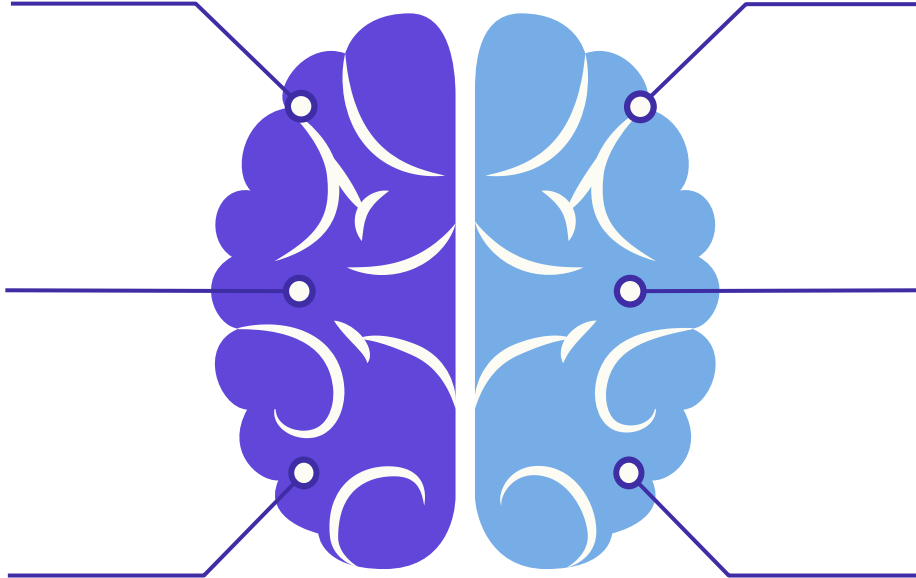
MENTAL HEALTH INFOGRAPHICS

Mercury
Mercury is the closest planet to the Sun and the smallest one

Venus
Venus has a beautiful name and is the second planet from the Sun

Saturn
Saturn is the ringed one. It's composed mostly of hydrogen and helium

Mars
Despite being red, Mars is a cold place. It's full of iron oxide dust

Jupiter
It's a gas giant and the biggest planet in the Solar System

Neptune
Neptune is the farthest planet from the Sun and the fourth-largest

MENTAL HEALTH INFOGRAPHICS

Mercury is the closest planet to the Sun and the smallest one

Despite being red, Mars is a cold place. It's full of iron dust

Earth is the third planet from the Sun and the one where we live on

Neptune is the fourth-largest planet in the Solar System

Saturn is the ringed one. It's composed mostly of hydrogen and helium

It's a gas giant and the biggest planet in the Solar System

MENTAL HEALTH INFOGRAPHICS

Mercury is the closest planet to the Sun and the smallest

Despite being red, Mars is a cold place

Venus has a beautiful name and is the second planet

It's a gas giant and the biggest planet in the Solar System

Saturn is a gas giant and has several rings

Neptune is the farthest planet from the Sun
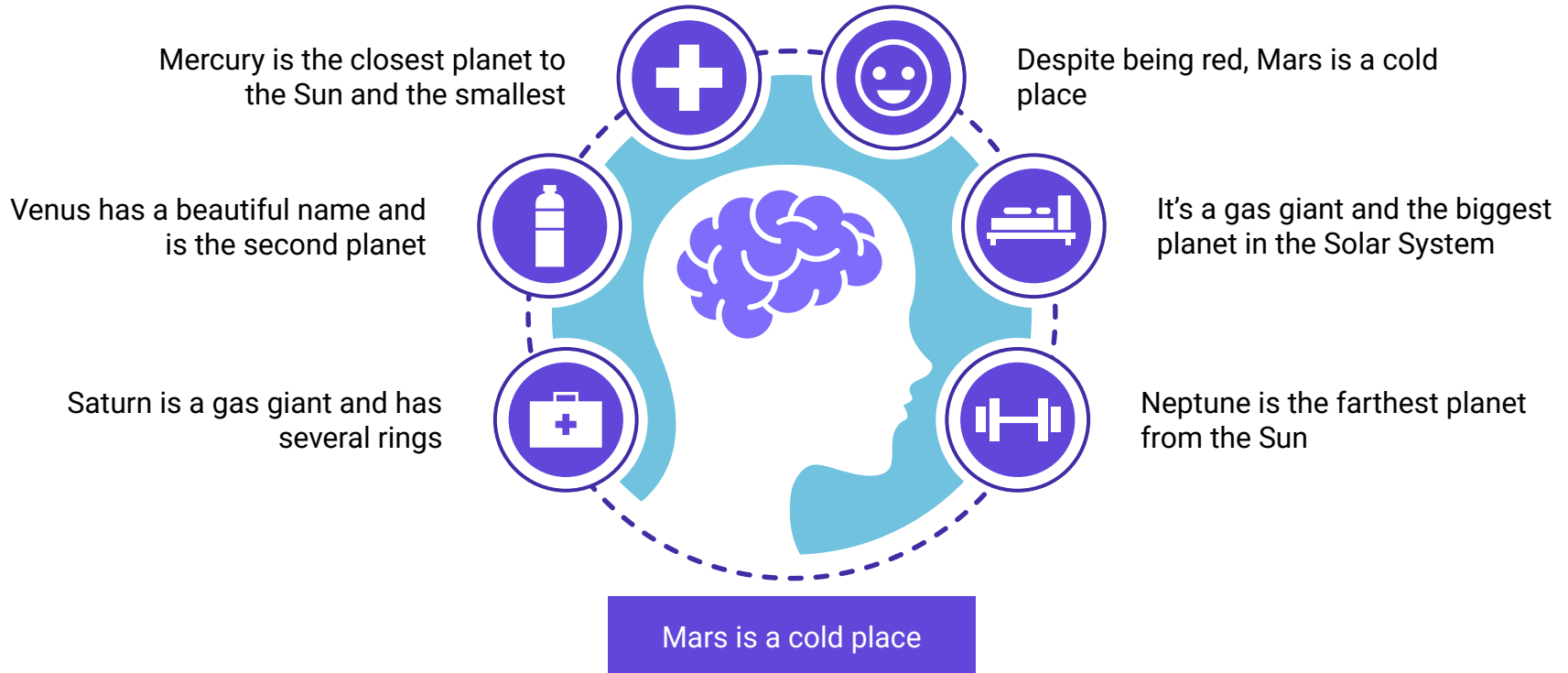
Mars is a cold place
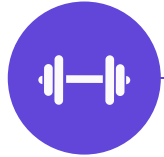
MENTAL HEALTH INFOGRAPHICS

Mercury
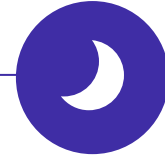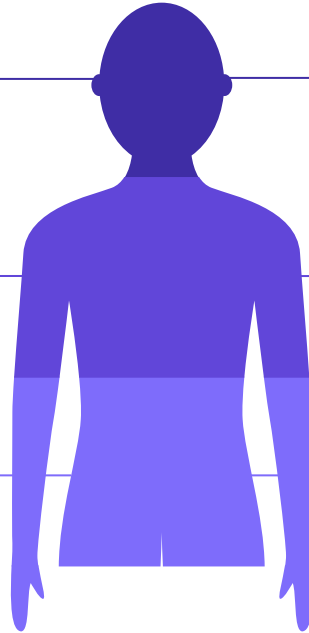Mercury is the closest planet to the Sun

Venus
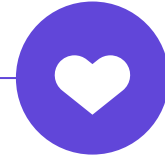Venus has a beautiful name and is the second

Saturn
Saturn is a gas giant and has several rings

Mars
Despite being red, Mars is a really cold place

Jupiter
It's a gas giant and the biggest planet

Neptune
Neptune is the farthest planet from the Sun

MENTAL HEALTH INFOGRAPHICS

Chart

- 25
- 50
- 75
- 100
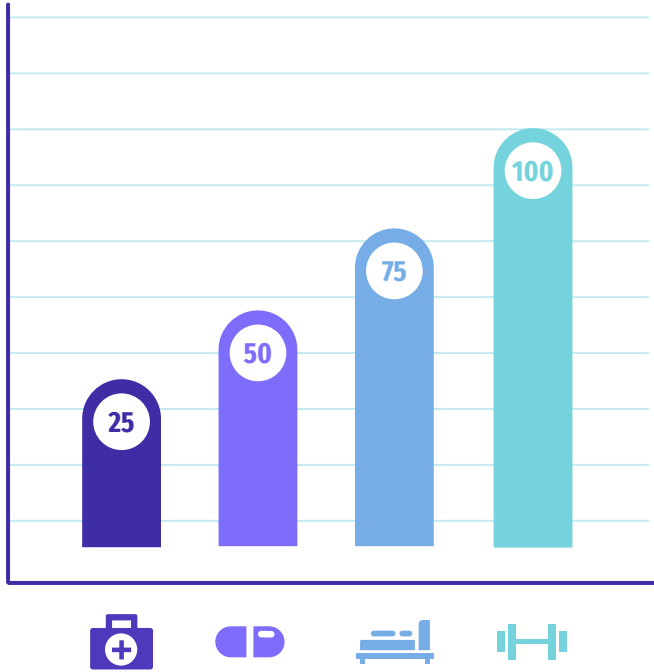
Mars

Despite being red, Mars is actually a cold place. It's full of iron oxide dust, which gives the planet its reddish cast

Jupiter

Jupiter is a gas giant, the biggest planet in the Solar System and the fourth-brightest object in the sky

Venus

Venus has a beautiful name and is the second planet from the Sun. It's terribly hot

Neptune

Neptune is the farthest planet from the Sun and the fourth-largest by diameter in the Solar System
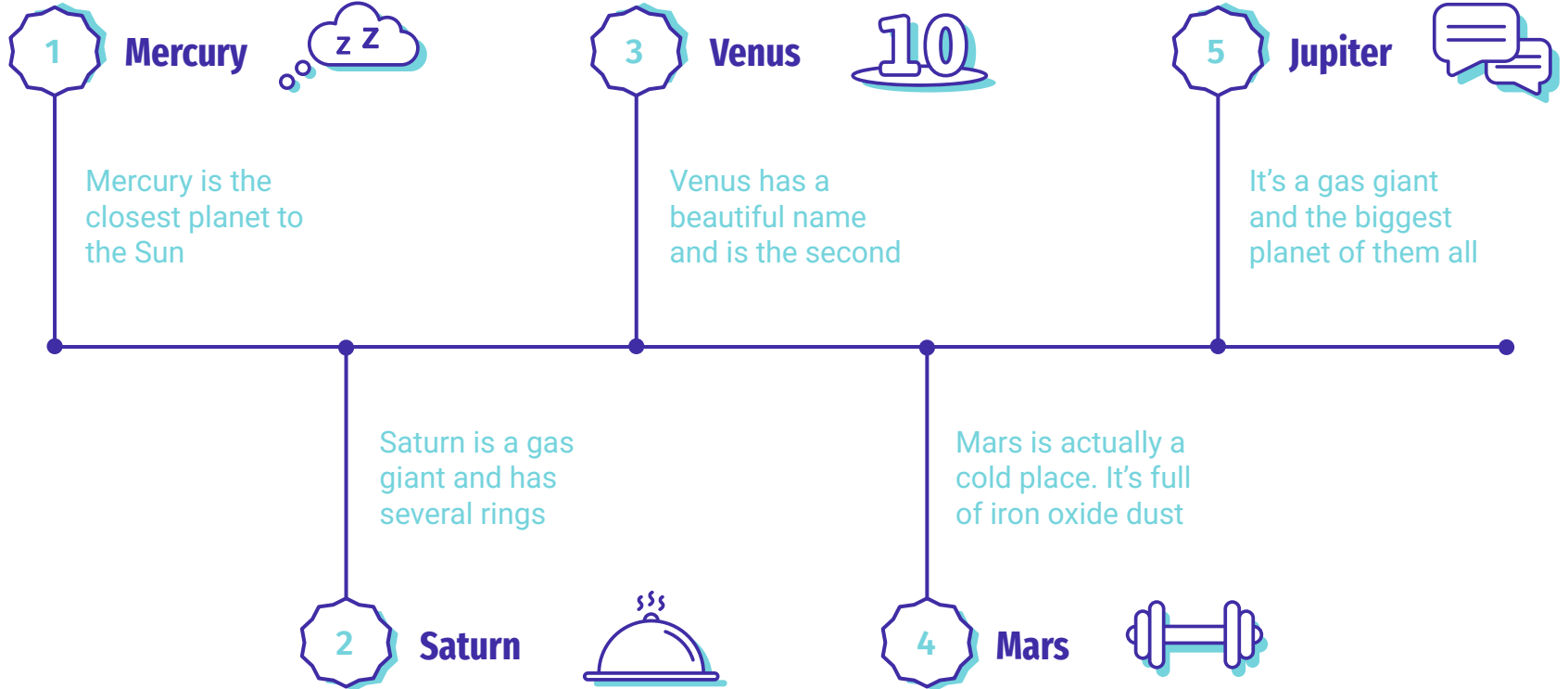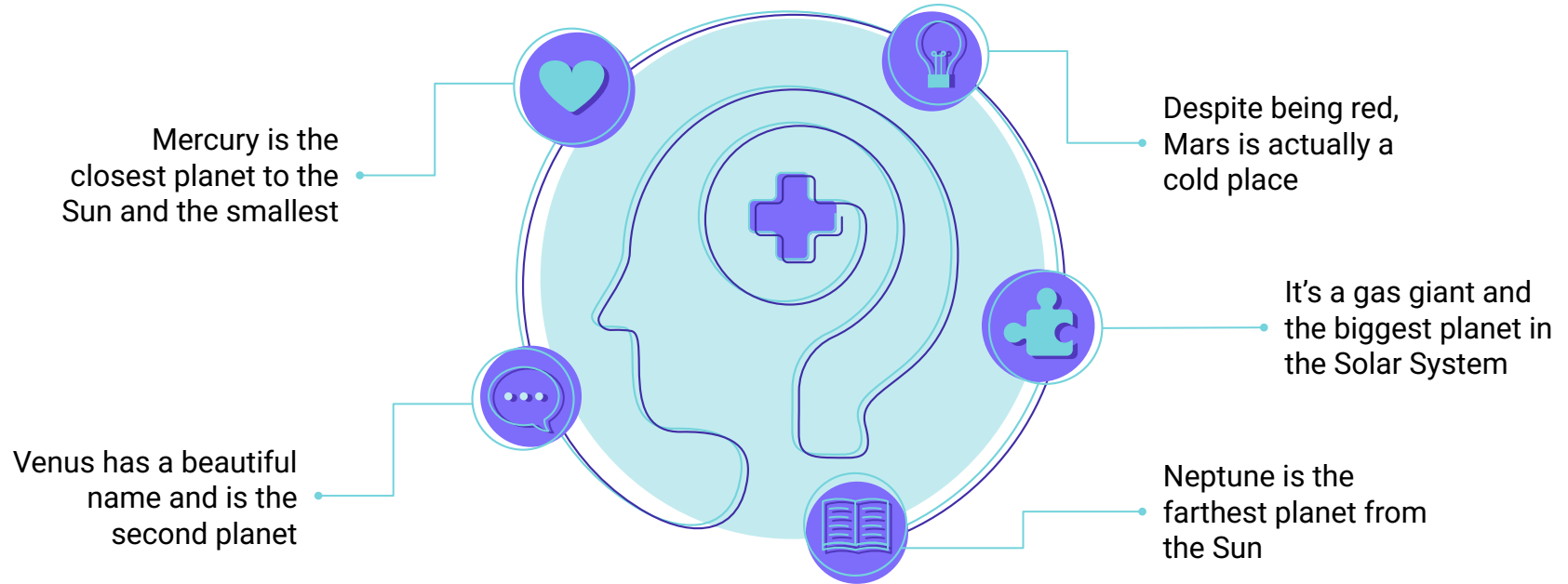
MENTAL HEALTH INFOGRAPHICS

1 Mercury

Mercury is the closest planet to the Sun

3 Venus

Venus has a beautiful name and is the second

5 Jupiter

It's a gas giant and the biggest planet of them all

Saturn is a gas giant and has several rings

Mars is actually a cold place. It's full of iron oxide dust

2 Saturn

4 Mars

MENTAL HEALTH INFOGRAPHICS

Mercury is the closest planet to the Sun and the smallest

Venus has a beautiful name and is the second planet

Despite being red, Mars is actually a cold place

It's a gas giant and the biggest planet in the Solar System

Neptune is the farthest planet from the Sun

MENTAL HEALTH INFOGRAPHICS

- **Mercury**

  Mercury is the closest planet to the Sun and the smallest one in the Solar System

- **Venus**

  Venus has a beautiful name and is the second planet from the Sun. It's terribly hot, even hotter than Mercury

- **Saturn**

  Saturn is a gas giant and has several rings. It's composed mostly of hydrogen and helium

- **Mars**

  Despite being red, Mars is actually a cold place. It's full of iron oxide dust, which gives the planet its reddish cast

MENTAL HEALTH INFOGRAPHICS

Mercury

Mercury is the closest planet to the Sun and the smallest one

Venus

Venus has a beautiful name and is the second planet from the Sun

Saturn

Saturn, the ringed one, is composed of hydrogen and helium

Mars

Despite being red, Mars is actually a cold place. It's full of iron oxide dust

MENTAL HEALTH INFOGRAPHICS

Mercury is the closest planet to the Sun and the smallest

Venus has a beautiful name and is the second planet

Saturn is composed mostly of hydrogen and helium

It's a gas giant and the biggest planet in the Solar System

MENTAL HEALTH INFOGRAPHICS

Mercury

Mercury is the closest planet to the Sun and the smallest one in the Solar System

Venus

Venus has a beautiful name and is the second planet from the Sun. It's terribly hot

Saturn

Saturn is a gas giant and has several rings. It's composed of hydrogen and helium

MENTAL HEALTH INFOGRAPHICS

Mercury
Mercury is the smallest planet

Venus
Venus has a beautiful name

Saturn
Saturn is a gas giant and has rings

Mars
Despite being red, Mars is a cold place

Jupiter
It's a gas giant and the biggest planet

Neptune
Neptune is the farthest planet

MENTAL HEALTH INFOGRAPHICS

25%

Mercury is the closest planet to the Sun and the smallest one

75%

Venus has a beautiful name, but also a poisonous atmosphere

15%

Saturn, the ringed one, is composed of hydrogen and helium

50%

It's a gas giant and the biggest planet in the Solar System

MENTAL HEALTH INFOGRAPHICS

Mercury is the closest planet to the Sun and the smallest

Venus has a beautiful name and is the second planet

Saturn is composed mostly of hydrogen and helium

Despite being red, Mars is a cold place full of iron oxide dust

It's a gas giant and the biggest planet in the Solar System

Neptune is the farthest planet from the Sun
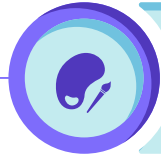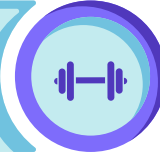
MENTAL HEALTH INFOGRAPHICS

Mars | Despite being red, Mars is a cold place

Saturn is a gas giant and has rings | **Saturn**

Venus | Mercury is the closest planet to the Sun

Venus is the second planet from the Sun | **Mercury**

MENTAL HEALTH INFOGRAPHICS

Mercury

Mercury is the closest planet to the Sun and the smallest one

Venus

Venus has a beautiful name and is the second planet from the Sun

10

Mars

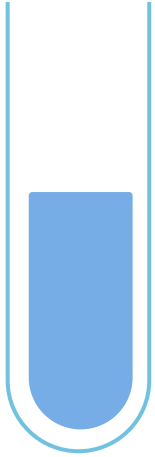Despite being red, Mars is a cold place. It's full of iron oxide dust

Jupiter

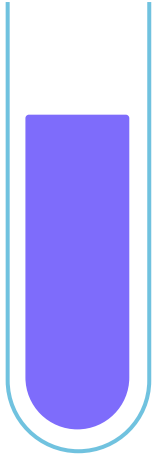Jupiter is a gas giant, the biggest planet in the Solar System

Saturn

Saturn is composed mostly of hydrogen and helium

MENTAL HEALTH INFOGRAPHICS

Mercury is the closest planet to the Sun and the smallest one in the Solar System

Venus has a beautiful name and is the second planet from the Sun. It's terribly hot

Despite being red, Mars is a cold place. It's full of iron oxide dust

50%

75%

25%

MENTAL HEALTH INFOGRAPHICS

Despite being red, Mars is a cold place

Saturn is a gas giant and has rings

Neptune is the farthest planet

Mercury is the closest planet to the Sun

Venus is the second planet from the Sun

Yes, this is the ringed one. It's a gas giant

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