

# Tefline - Comprehensive Website Documentation

## Global Styling

### Color Palette

- **Primary Blues:** #3D52A0 (deep blue), #7091E6 (medium blue), #8697C4 (muted blue)
- **Accents:** #ADBBDA (soft blue), #EDE8F5 (light lavender)
- **Action Colors:** #FF2056 (rose-500) for primary CTAs
- **Gradients:** from-blue-900 to-blue-700 for section backgrounds
- **Text:** Dark blue (#1e3a8a) for headings, Dark gray (#374151) for body text

### Typography

- **Headings:** Poppins (600, 700 weight)
- **Body:** Inter (400, 500 weight)
- **Sizes:** Responsive sizing - large headings (text-4xl/5xl), body text (text-lg/base)

### Components

- **Buttons:** Rounded with hover animations, primary (blue/rose), secondary (outline white/blue)
- **Cards:** White background, subtle shadow, rounded corners (rounded-xl)
- **Sections:** Consistent padding (py-16/py-20), container width
- **Animations:** Fade up on scroll, subtle hover effects, page transitions

## Page Content & Design

### 1. Homepage (/)

#### Hero Section

- **Background:** Gradient from blue-900 to blue-700 with subtle wave pattern overlay at bottom
- **Content:**
  - **Headline:** "TEFLINE - The Epicenter For Lifestyle Medicine"

- **Subheadline:** "Redefining modern healthcare with evidence-informed wellness and agentic intelligence"
- **Primary Button:** "Discover Wellness Intelligence™" (links to /programs)
- **Decorative Elements:** Abstract blurred circles in corners, subtle animation

## Your Lifeline Section

- **Layout:** Two-column (text left, image right)
- **Content:**
  - **Heading:** "YOUR LIFELINE"
  - **Subheading:** "Blending technology and wellness for a healthier tomorrow"
  - **Paragraph:** "Tefline is a healthtech startup that is redefining modern healthcare by blending evidence-informed wellness with agentic intelligence, all backed by a community which holds you accountable; optimizing healthspan is the surest path to extending lifespan."
  - **Button:** "Learn More About Our Approach" with arrow icon
  - **Image:** Health tech illustration with angled card effect and subtle rotation on hover

## Lifestyle Medicine Section





- **Background:** Light blue (blue-50)
- **Layout:** Two-column (text left, module grid right)
- **Content:**
  - **Heading:** "LIFESTYLE MEDICINE"
  - **Paragraph:** "Tefline's flagship initiative, RxLifeMed, is your lifelong companion offering curated content spanning twelve evolving monthly modules in lifestyle medicine. We host digital wellness deep dives, weekly check-ins and everything in between, incl. The Doctor is IN. Particularly potent is patent-pending Lifestyle Social, a tribe outreach platform that acts as a springboard for social connections."
  - **Button:** "Learn More About RxLifeMed" with arrow animation
  - **Module Grid:** 3x4 grid of month/title cards:
    - Jan: Stability Foundation
    - Feb: Strength Conditioning
    - Mar: Movement Nutrition
    - Apr: Athletic Vitality
    - May: Culinary Medicine
    - Jun: Social Health
    - Jul: Resilience Quotient
    - Aug: Restorative Resurgence
    - Sep: Behavioral Science
    - Oct: Aesthetic Wellness
    - Nov: Emotional Intelligence
    - Dec: Longevity Blueprint

## Wellness Intelligence Section

- **Layout:** Four-card grid
- **Content:**
  - **Heading:** "WELLNESS INTELLIGENCE™"
  - **Cards:**
    1. **Wellness Vault:**
      - Icon: Globe
      - Description: "Access our comprehensive library of evidence-informed wellness resources, curated for optimal health outcomes."
      - Link: "Explore Vault"
    2. **AIR Tenet:**
      - Icon: Lightning bolt (Zap)
      - Description: "Personalized swipe screens in lifestyle medicine to tailor your wellness journey to your specific needs."
      - Link: "Discover AIR"
    3. **Cognitive Counselor:**
      - Icon: Brain
      - Description: "An online personal 'perception deception' assistant to guide your cognitive wellness journey."
      - Link: "Meet Counselor"
    4. **Lifestyle Digital:**
      - Icon: Bar Chart
      - Description: "A foundational model expressly trained on a vast corpus of lifestyle medicine intelligence."
      - Link: "Learn More"

## Integrated Ecosystem Section

- **Background:** Gradient from blue-900 to blue-700 with blurred circular overlays
- **Layout:** Two-column (text left, features grid right)
- **Content:**
  - **Heading:** "INTEGRATED ECOSYSTEM" (white text, white underline)
  - **Left Column Text:** "With healthcare costs spiraling and wellness turning into a circus of buzzwords, Tefline delivers simplicity. It's not just another app chasing hype--it's a meticulously assembled ecosystem that drives meaningful outcomes.  
  
A cohesive constellation of evidence-informed protocols, AI-fueled guidance and community-driven support, united with a singular purpose: empowering people to live healthier, richer, and more vibrant lives."
  - **Right Column:** 2x2 grid of feature blocks with icons:

1.  Evidence-Informed
  2.  AI-Fueled
  3.  Community-Driven
  4.  Seamless Integration
- **Button:** "Experience The Ecosystem" (rose background)

## Call to Action

- **Background:** Light blue (blue-50) with wave pattern
- **Content:**
  - **Heading:** "Ready to optimize your healthspan?"
  - **Subheading:** "Join the revolution in lifestyle medicine and discover how Tefline can transform your approach to wellness."
  - **Primary Button:** "Book a Free Masterclass" (links to /contact)
  - **Secondary Button:** "Learn More About Our Approach" (links to /about)

## 2. About Page (/about)

### Hero Section

- **Background:** Gradient from blue-900 to blue-700
- **Content:**
  - **Headline:** "About Tefline"
  - **Subheadline:** "Transforming healthcare through evidence-informed wellness and agentic intelligence"
  - **Decorative Elements:** Abstract waves, blurred circles

### Our Story Section

- **Layout:** Two-column (image left, text right)
- **Content:**
  - **Heading:** "OUR STORY"
  - **Paragraphs:** "Tefline was founded in 2023 by a team of visionaries who recognized a fundamental gap in modern healthcare. While tremendous resources were being directed toward managing illness, the vast potential of proactive wellness remained largely untapped.

Our founders, with backgrounds spanning AI technology, behavioral science, and lifestyle medicine, came together with a shared mission: to create an intelligent ecosystem that could transform how people approach their health and well-being.

The name 'Tefline' represents our core philosophy—serving as a lifeline through

technology-enhanced frameworks for lifestyle improvement. We believe that by optimizing healthspan through evidence-informed interventions, we can help people not just live longer, but live better."

- **Image:** Founders meeting or brainstorming session (stylized)

## Our Approach Section

- **Background:** Light blue (blue-50)
- **Layout:** Three cards in a row
- **Content:**
  - **Heading:** "APPROACH TO WELLNESS"
  - **Subheading:** "Three pillars form the foundation of our wellness philosophy"
  - **Cards:**
    1. **Evidence-Informed Protocols:**
      - Icon: Document/checkmark
      - Text: "We filter through the noise of wellness trends to deliver only what's backed by rigorous scientific evidence. Our protocols are continuously updated as new research emerges, ensuring you receive the most effective interventions."
    2. **Agentic Intelligence:**
      - Icon: Brain/circuit
      - Text: "Beyond passive tracking, our AI systems actively think alongside you. This agentic approach means our technology learns, adapts, and provides personalized guidance that evolves as you do—creating a truly intelligent wellness partnership."
    3. **Community Accountability:**
      - Icon: People/connection
      - Text: "Sustainable change happens in community. Our Lifestyle Social platform connects you with accountability partners and like-minded individuals on similar health journeys, providing the social reinforcement crucial for lasting behavioral change."

## Biological Capital Section

- **Layout:** Full-width with background image (partially dimmed)
- **Content:**
  - **Heading:** "BIOLOGICAL CAPITAL"
  - **Paragraphs:** "The lion's share of all healthcare spending is directed toward managing illness, perpetuating the misconception that health is simply the absence of disease. In reality, true wellness extends far beyond the point where sickness ends. Studies repeatedly show that illness occupies only a modest slice of the overall health continuum—yet a disproportionately large bulk of bandwidth

and resources are poured into it. By contrast, the vast expanse of wellness remains largely unaddressed.

Tefline is here to fix that. Build your biological capital like your life depends on it—it truly does."

- **Button:** "Discover Our Programs" (links to /programs)

## Testimonials Section

- **Layout:** Carousel/slider of testimonial cards
- **Content:**
  - **Heading:** "SUCCESS STORIES"
  - **Testimonial Cards** (3-5 cards):
    1. "Tefline's approach to wellness completely transformed my relationship with health. The personalized guidance and community support made all the difference in helping me build sustainable habits." — Sarah K., Member since 2023
    2. "As a busy executive, I needed something that could integrate seamlessly into my life. Tefline's AI-powered coaching provides exactly the right interventions at exactly the right times." — Michael T., Member since 2024
    3. "The evidence-informed approach was what initially drew me to Tefline. The results are what kept me engaged. My biomarkers have improved across the board." — Dr. Anita R., Member since 2023

## Partners & Credentials Section

- **Layout:** Logo grid with text introduction
- **Content:**
  - **Heading:** "TRUSTED PARTNERSHIPS"
  - **Paragraph:** "We've partnered with leading institutions in healthcare and wellness to ensure the highest standards of excellence in our programs and protocols."
  - **Partner Logos:** University of South Carolina, NextGenU, WHO endorsement badge, etc.
  - **Credential Text:** "The seasoned clinical leadership, the strategic partnerships with academic strongholds, the powerful AI lifestyle agenting—they all converge to deliver what healthcare so desperately needs: proactive wellness frameworks that are empathetic, accessible and intelligently adaptive."

## Call to Action

- Same style as homepage CTA
- **Content:**

- **Heading:** "Join the Wellness Intelligence™ Revolution"
- **Subheading:** "Take the first step toward optimizing your healthspan and extending your lifespan."
- **Primary Button:** "Explore RxLifeMed" (links to /programs)
- **Secondary Button:** "Book a Consultation" (links to /contact)

### 3. Vision & Mission Page (/vision-mission)

#### Hero Section

- **Background:** Gradient from blue-900 to blue-700
- **Content:**
  - **Headline:** "Our Vision & Mission"
  - **Subheadline:** "Discover our purpose, values, and the driving force behind Tefline's approach to lifestyle medicine"
  - **Button:** "Meet Our Team" (links to /team)

#### Vision Section

- **Layout:** Two-column (tilted card left, image right)
- **Content:**
  - **Heading:** "VISION TEFLINE"
  - **Vision Card:**
    - Tilted design with rotation effect on hover
    - Text: "To become a force multiplier in modern healthcare by setting a definitive wellness benchmark through evidence-informed lifestyle interventions driven by agentic intelligence."
    - Icon: Target/bullseye
  - **Image:** Vision illustration with quote overlay: "Setting the wellness benchmark"

#### Mission Section

- **Background:** Light blue (blue-50)
- **Layout:** Statement card followed by three value cards
- **Content:**
  - **Heading:** "MISSION STATEMENT"
  - **Mission Card:** "To transform lives by leveraging adaptive models trained in wellness wisdom while pioneering the agentic path to empowered living. Beyond striving to stave off the onset and advance of illness, we commit to elevating vitality, thereby markedly extending healthspan and lifespan."
  - **Value Cards:**
    1. **Evidence-Informed Approach:**
      - Icon: CheckCircle (green)

- Text: "We adapt the best available hard evidence—curated through power laws for optimal effect size—into actionable, healthy behaviors."
- 2. **Agentic Intelligence:**
  - Icon: Target (blue)
  - Text: "Pioneering the agentic path to empowered living through adaptive models trained in wellness wisdom."
- 3. **Sustainable Change:**
  - Icon: Compass (rose)
  - Text: "Through weekly check-ins grounded in sustained action, reinforced by accountability partners, we inspire lasting change."

## Approach Section

- **Layout:** Timeline with three alternating image-text sections
- **Content:**
  - **Heading:** "OUR APPROACH"
  - **Subheading:** "Evidence-informed wellness powered by agentic intelligence"
  - **Timeline Steps:**
    1. **Evidence-Informed Foundation:**
      - Image: Professional reviewing research
      - Text: "We adapt the best available hard evidence—that is curated through power laws for optimal effect size—into actionable, healthy behaviors."
    2. **Agentic Intelligence:**
      - Image: AI visualization/interface
      - Text: "Our AI-powered tools don't just track your progress; they think alongside you, providing personalized guidance that evolves as you do."
    3. **Community Accountability:**
      - Image: People connected/supporting each other
      - Text: "Through weekly check-ins grounded in sustained action, reinforced by accountability partners, we inspire lasting change for heightened health outcomes."
  - **Timeline Design:** Vertical line with circular nodes connecting sections, alternating left/right layout

## Call to Action

- **Background:** Gradient from blue-900 to blue-700
- **Content:**
  - **Heading:** "Ready to Join Our Mission?"
  - **Subheading:** "Experience our evidence-informed approach to lifestyle medicine and embark on your journey toward optimal health."
  - **Primary Button:** "Explore Our Programs" (links to /programs)



- **Secondary Button:** "Meet Our Team" (links to /team)

## 4. Team Page (/team)

### Hero Section

- **Background:** Light blue (blue-50)
- **Content:**
  - **Headline:** "TEAM TEFLINE"
  - **Subheadline:** "Meet the visionaries behind Tefline's mission to redefine healthcare through lifestyle medicine and AI intelligence."

### Team Member Grid

- **Layout:** Grid of team member cards (3 columns on desktop, 1 on mobile)
- **Content:**
  - **Team Member Cards** (one for each):
    1. **Subra Maniun:**
      - Image: Professional headshot (circular)
      - Role: "Principal Founder & CEO"
      - Secondary Role: "Chief AI Officer"
      - Short Bio: "A visionary technologist, AI strategist, and category creator who built a career of identifying white spaces, shaping market perception, and pioneering industries before they exist."
      - Link: "Read Full Bio" (to /team/subra)
    2. **Madhu Damodaran:**
      - Image: Professional headshot (circular)
      - Role: "Strategic Founder & CTO"
      - Secondary Role: "Chief Talent Officer"
      - Short Bio: "Pioneering the integration of human potential, digital intelligence, and workforce well-being as the architect of talent ecosystems."
      - Link: "Read Full Bio" (to /team/madhu)
    3. **Selena Deus:**
      - Image: AI-generated professional portrait (circular)
      - Role: "Chief Intelligent Assistant Officer"
      - Secondary Role: "CIAO"
      - Short Bio: "Tefline's AI-powered C-suite agent ensuring precision in decision-making, capital deployment, and market foresight."
      - Link: "Read Full Bio" (to /team/selena)
    4. **Dr. Kulkarni Adarsh:**
      - Image: Professional headshot (circular)
      - Role: "Chairman, Advisory Board"
      - Secondary Role: "Medical Advisory Council"

- Short Bio: "A distinguished UK-trained physician and a prominent critical care consultant at the Manipal Hospitals."
- Link: "Read Full Bio" (to /team/kulkarni)

## Team Dynamics Section

- **Layout:** White card with two columns
- **Content:**
  - **Heading:** "Team Dynamics"
  - **Left Column - Human-AI Collaboration:**
    - Subheading: "Human-AI Collaboration"
    - Text: "At Tefline, we pioneer a unique approach to leadership where human expertise and AI intelligence work in perfect harmony. Our collaborative model leverages the strategic vision of our human leaders with the data-driven insights of our AI executive. This synergy allows us to make smarter decisions, optimize resource allocation, and deliver unprecedented value to our users and partners."
  - **Right Column - Core Values:**
    - Subheading: "Our Core Values"
    - Bullet List:
      - **"Evidence-Informed Excellence:** We ground our approach in scientific rigor and validated methodologies."
      - **"Intelligent Wellness:** We leverage AI to personalize and optimize health journeys."
      - **"Community Empowerment:** We believe in the power of social connection to drive lasting change."
      - **"Visionary Innovation:** We anticipate the future of healthcare rather than simply react to it."

## Join Mission Section

- **Background:** Gradient from blue-900 to blue-700
- **Content:**
  - **Heading:** "Join Our Mission"
  - **Paragraph:** "We're always looking for passionate individuals who share our vision of transforming healthcare through innovation. Explore opportunities to be part of the Tefline journey."
  - **Buttons:**
    - "Explore Careers" (white button)
    - "Partner With Us" (outline button)

## 5. Team Member Detail Pages (/team/[id])

### Common Layout for Each Team Member

- **Navigation:** "Back to Team" button at top
- **Layout:** Card with two columns (profile left, bio right)

### **Subra Maniun (/team/subra)**

- **Profile Section:**
  - Background: Gradient from blue-900 to blue-700
  - Image: Professional headshot (circular)
  - Name: "Subra Maniun"
  - Role: "Principal Founder & CEO"
  - Secondary Role: "Chief AI Officer"
  - Short Bio: "A visionary technologist, AI strategist, and category creator who built a career of identifying white spaces, shaping market perception, and pioneering industries before they exist."
- **Biography Section:**

- Full Bio (Paragraphs): "Subra Maniun is a visionary technologist, AI strategist, and category creator who built a career of identifying white spaces, shaping market perception, and pioneering industries before they exist. His leadership is surgical—cutting through market noise, uncovering high-impact opportunities, and architecting blue-ocean strategies that redefine industries. In a world of incremental innovation, Subra is designing category-defining moves."

A computer scientist from IIT Kanpur, often likened to the Stanford of the Subcontinent, Subra spent close to a decade in senior executive roles across the US, before returning to forge new frontiers in AI-driven wellness intelligence. His early influence in enterprise solutions was spotlighted by The Atlanta Journal-Constitution, while his next venture—a disruptive force in experiential engagement—caught the attention of Business World Magazine.

A published author and 4x founder, Subra has built global brand authority, mastering digital positioning long before it became an industry obsession. His ability to dominate search rankings worldwide, command high-value networks, and craft compelling brand narratives has made him a force in business and technology circles. At Tefline, he is fusing AI, behavioral science, and lifestyle medicine into an intelligent ecosystem designed not just to track health, but to rewire human cognition. While most wellness platforms measure habits, Tefline engineers them.

His stewardship under the luminaries at the American College of Lifestyle Medicine proved pivotal in shaping his behavioral-first approach to longevity and human performance. As the Chief AI Officer, he is spearheading the evolution of AI agenting in lifestyle medicine, ensuring that AI isn't just a tool, but a co-pilot in optimizing human well-being. His groundbreaking work in behavioral psychology

is encapsulated in his book Perception Deception—a titanic compendium on cognitive science that has reached over half a million readers.

A happiness hacker, mindful minimalist, and devout biomechanist, he doesn't just theorize optimization—he lives it. He holds an isometric record at WeWork India and Cult Fit, planking for a breathtaking fifteen minutes, a testament to his uncompromising pursuit of peak performance.

Now, with Tefline, he's engineering the next evolution of AI—one that doesn't just assist but augments human decision-making at scale. His leadership philosophy is built on first principles: challenge convention, anticipate the next frontier, and build with a vision that outlasts trends. In the ever-evolving landscape of AI-powered well-being, Subra isn't just leading a company—he's redefining an industry."

- **Connect Section:**
  - Buttons: "Contact", "LinkedIn Profile"
- **Other Team Members Section:**
  - Heading: "Other Team Members"
  - Horizontal cards for Madhu, Selena, and Dr. Kulkarni with image, name, and role

**Similar detailed pages for other team members with their respective biographies**

## **6. Services Page (/services)**

### **Hero Section**

- **Background:** Gradient from blue-900 to blue-700
- **Content:**
  - **Headline:** "Our Services"
  - **Subheadline:** "Comprehensive wellness solutions for individuals and organizations"
  - **Button:** "Book a Consultation" (links to /contact)

### **Individual Services Section**

- **Layout:** Cards with alternating image-text layout
- **Content:**
  - **Heading:** "INDIVIDUAL SERVICES"
  - **Service Cards:**
    1. **Personalized Wellness Assessment:**
      - Image: Person reviewing wellness data on device
      - Heading: "Personalized Wellness Assessment"

- Text: "Our comprehensive assessment analyzes your current lifestyle, health metrics, and wellness goals to create a personalized baseline. Using our proprietary algorithms, we identify your biological age and key areas for optimization."
  - Features list:
    - "Multi-factor health evaluation"
    - "Biological age calculation"
    - "Personalized improvement roadmap"
    - "Priority intervention areas"
  - Button: "Learn More"
2. **AI-Guided Wellness Coaching:**
- Image: AI coaching interface
  - Heading: "AI-Guided Wellness Coaching"
  - Text: "Experience the power of Wellness Intelligence™ with our AI-driven coaching platform. Receive daily guidance, personalized interventions, and adaptive recommendations that evolve as you progress on your wellness journey."
  - Features list:
    - "Personalized daily recommendations"
    - "Behavioral pattern recognition"
    - "Adaptive intervention strategies"
    - "Progress tracking and visualization"
  - Button: "Explore Coaching"
3. **Social Accountability Network:**
- Image: Community connection visualization
  - Heading: "Social Accountability Network"
  - Text: "Join our community of like-minded individuals committed to optimizing their health. Our patent-pending Lifestyle Social platform connects you with accountability partners who share similar goals and challenges."
  - Features list:
    - "AI-matched accountability partners"
    - "Group challenges and celebrations"
    - "Secure health data sharing options"
    - "Community wellness events"
  - Button: "Join the Community"

## Enterprise Solutions Section

- **Background:** Light blue (blue-50)
- **Layout:** Cards with icon headers
- **Content:**
  - **Heading:** "ENTERPRISE SOLUTIONS"
  - **Subheading:** "Empower your organization with evidence-informed wellness programs"

- **Solution Cards** (grid of 4):
  1. **Corporate Wellness Programs:**
    - Icon: Building/organization
    - Text: "Comprehensive wellness initiatives designed to improve employee health, reduce healthcare costs, and boost productivity. Our programs integrate seamlessly with your existing benefits structure."
    - Button: "Request Information"
  2. **Healthcare Provider Integration:**
    - Icon: Medical cross/heart
    - Text: "Tools and protocols that enable healthcare providers to incorporate lifestyle medicine into their practice. Bridge the gap between clinical care and daily wellness."
    - Button: "Provider Solutions"
  3. **Wellness Intelligence™ API:**
    - Icon: Code/API
    - Text: "Integrate our powerful wellness algorithms and AI capabilities into your own applications and platforms through our robust API services."
    - Button: "API Documentation"
  4. **Corporate Training & Certification:**
    - Icon: Certificate/graduation
    - Text: "Train your team in the principles of lifestyle medicine and wellness intelligence. Certification programs available for HR professionals, wellness coordinators, and healthcare staff."
    - Button: "Training Options"

## Success Metrics Section

- **Layout:** Statistics in a row of 4 cards
- **Content:**
  - **Heading:** "PROVEN RESULTS"
  - **Stats Cards:**
    1. "87% of users report improved energy levels within 60 days"
    2. "92% retention rate among corporate wellness program participants"
    3. "Average biological age reduction of 3.2 years after 12 months"
    4. "72% reduction in lifestyle-related health complaints"
  - **Testimonial:** "Implementing Tefline's corporate wellness program has been transformative for our organization. Employee engagement is up, sick days are down, and we're seeing real improvements in our team's overall wellbeing." — HR Director, Fortune 500 Company

## Call to Action

- **Content:**

- **Heading:** "Ready to transform your approach to wellness?"
- **Subheading:** "Contact our team to discuss how Tefline can support your wellness journey."
- **Primary Button:** "Book a Consultation" (links to /contact)
- **Secondary Button:** "Explore Our Programs" (links to /programs)

## 7. Programs Page (/programs)

### Hero Section

- **Background:** Gradient from blue-900 to blue-700
- **Content:**
  - **Headline:** "RxLifeMed Programs"
  - **Subheadline:** "Your lifelong companion offering curated content spanning twelve evolving monthly modules in lifestyle medicine."
  - **Button:** "Start Your Wellness Journey"

### Monthly Modules Section

- **Layout:** Grid of 12 cards (3 columns on desktop)
- **Content:**
  - **Heading:** "LIFELONG LEARNING: THE EVOLVING MONTHLY MODULES"
  - **Subheading:** "Our comprehensive year-round approach ensures continuous growth and development in all aspects of your health and well-being."
  - **Module Cards** (each with month label, title, description, and "Learn More" button):
    1. **January: Stability Foundation**
      - "Build a solid foundation for your wellness journey with core stability principles."
    2. **February: Strength Conditioning**
      - "Develop functional strength that supports your daily activities and long-term health."
    3. **March: Movement Nutrition**
      - "Learn how to fuel your body optimally for various types of movement and activity."
    4. **April: Athletic Vitality**
      - "Enhance your athletic performance through targeted interventions and strategies."
    5. **May: Culinary Medicine**
      - "Discover the healing power of food and how to prepare meals that nourish and heal."
    6. **June: Social Health**
      - "Understand the crucial role of social connections in maintaining optimal health."
    7. **July: Resilience Quotient**

- "Build mental and emotional resilience to navigate life's challenges."
- 8. **August: Restorative Resurgence**
  - "Explore recovery techniques that maximize your body's natural healing ability."
- 9. **September: Behavioral Science**
  - "Apply behavioral psychology to create lasting healthy habits and routines."
- 10. **October: Aesthetic Wellness**
  - "Balance inner health with outer vitality for comprehensive well-being."
- 11. **November: Emotional Intelligence**
  - "Develop emotional awareness and regulation for better health outcomes."
- 12. **December: Longevity Blueprint**
  - "Integrate all modules into a personalized roadmap for extended healthspan."

## Program Features Section

- **Background:** Light blue (blue-50)
- **Layout:** Tabs interface with content panels
- **Content:**
  - **Heading:** "Core Program Features"
  - **Tabs:**
    1. **RxLifeMed Tab:**
      - **Content:**
        - Heading: "RxLifeMed: Your Wellness Companion"
        - Text: "Tefline's flagship initiative, RxLifeMed, is your lifelong companion offering curated content spanning twelve evolving monthly modules in lifestyle medicine. We host digital wellness deep dives, weekly check-ins and everything in between, incl. The Doctor is IN. Our approach combines evidence-informed content with personalized guidance to help you achieve optimal health."
        - Button: "Explore RxLifeMed"
        - Image: RxLifeMed interface/dashboard
    2. **Wellness Vault Tab:**
      - **Content:**
        - Heading: "Wellness Vault: Digital Goldmine"
        - Text: "Access our comprehensive library of evidence-informed wellness resources, curated for optimal health outcomes. The Wellness Vault is a constantly updated repository of the latest research, practical tools, and expert insights. From nutrition plans to movement



protocols, sleep optimization to stress management, the Wellness Vault provides everything you need to make informed decisions about your health."

- Button: "Explore Wellness Vault"
- Image: Digital library visualization

### 3. **Lifestyle Social Tab:**

#### ■ **Content:**

- Heading: "Lifestyle Social: Community Connection"
- Text: "Our patent-pending Lifestyle Social is a tribe outreach platform that acts as a springboard for meaningful social connections. Research shows that social support is crucial for maintaining healthy habits and achieving wellness goals. Connect with like-minded individuals on similar health journeys, share experiences, celebrate victories, and support each other through challenges. Our AI-powered matching system helps you find the perfect accountability partners."
- Button: "Join Lifestyle Social"
- Image: Community connection visualization

### 4. **Cognitive Counselor Tab:**

#### ■ **Content:**

- Heading: "Cognitive Counselor: Perception Assistant"
- Text: "The Cognitive Counselor is your online personal "perception deception" assistant, helping you identify and overcome cognitive biases that may be hindering your wellness journey. By analyzing your behavior patterns, decision-making processes, and response to challenges, the Cognitive Counselor provides personalized strategies to rewire unhelpful thought patterns and build resilient thinking habits."
- Button: "Meet Your Counselor"
- Image: AI counselor interface

## **FILM Certification Section**

- **Layout:** Card with two columns
- **Content:**
  - **Left Column:**
    - Background: Gradient from blue-900 to blue-700
    - Heading: "FILM Certification"
    - Subheading: "Fellowship In Lifestyle Medicine"
    - Text: "Tefline has entered into a strategic partnership with the University of South Carolina, which pioneered the lifestyle medicine curricula for medical schools across America, as well as the prestigious NextGenU, that has been endorsed by the World Health Organization. Our wellness

licensing program leads to the FILM (Fellowship In Lifestyle Medicine) with a clinical slant on illness for medical doctors and a clear focus on wellness for other healthcare professionals that includes health coaches, exercise physiologists, yoga instructors, nutritionists and aspiring wellness consultants."

- **Right Column:**
  - Heading: "Program Benefits"
  - Bullet List:
    - "Evidence-based lifestyle medicine education from leading institutions"
    - "WHO-endorsed curriculum with practical applications"
    - "Specialized tracks for medical professionals and wellness practitioners"
    - "Access to cutting-edge research and clinical protocols"
    - "Networking with global leaders in lifestyle medicine"
  - Button: "Apply for FILM Certification"

## The Gentle Nudge Section

- **Background:** Light blue (blue-50)
- **Layout:** Two columns (text left, chat visualization right)
- **Content:**
  - **Heading:** "THE GENTLE NUDGE"
  - **Left Column Text:** "Here is a taste of the AI model that we deploy as our members' chief motivating duo, giving them weekly pep talks for their progress (read: pat on the back or kick on the butt as the case may be)."

Member journeys are confidential, but our Founder & CEO is glad to stick his neck out and divulge his data. Check out this AI deep dive into one of his weekly check-ins for a close look at him, warts and all, through the lifestyle lens and how RxLifeMed nudged him, and before long, even you, on a better life path."

- Button: "View Sample Check-In"
- **Right Column:** Chat interface visualization showing:
  - AI: "Hi Subra, I've analyzed your activity patterns this week. You've increased your movement by 15% compared to last week - great progress! However, I notice your evening screen time is still affecting your sleep quality."
  - User: "Thanks for the feedback. I've been trying to be more active, but you're right about the screen time. Any suggestions?"
  - AI: "Let's implement a 30-minute digital sunset before bed. Your sleep data shows you get 28% better sleep quality when you disconnect earlier."

I've added a gentle reminder to your evening routine. Shall we try that this week?"

### Call to Action

- **Background:** Gradient from blue-900 to blue-700
- **Content:**
  - **Heading:** "Ready to Transform Your Approach to Wellness?"
  - **Subheading:** "Join RxLifeMed today and discover how evidence-informed lifestyle medicine and AI-powered guidance can help you achieve optimal health and extend your healthspan."
  - **Primary Button:** "Join RxLifeMed"
  - **Secondary Button:** "Book a Consultation"

## 8. Invest Page (/invest)

### Hero Section

- **Background:** Gradient from blue-900 to blue-700
- **Content:**
  - **Headline:** "INVESTMENT EDGE"
  - **Subheadline:** "Join us at the inflection point of the digital wellness revolution. Tefline is poised to dominate the growing demand for preventive, data-driven health solutions."
  - **Button:** "Connect With Our Investment Team"

### Investment Opportunity Section

- **Layout:** Two-column (text left, image right)
- **Content:**
  - **Heading:** "Forward-Looking Positioning"
  - **Paragraphs:** "At Tefline, we are at the inflection point of the digital wellness revolution. Having successfully closed our pre-seed round, we are now deploying capital to drive product-market fit and revenue traction."

With a powerful blend of AI, behavioral science and lifestyle medicine, we are poised to dominate the growing demand for preventive, data-driven health solutions. The next 6-12 months will be a watershed moment for Tefline, as we transition from early traction to scalable growth.

We are seeking strategic investors who recognize that momentum is everything—those who want to be ahead of the curve before our hockey stick revenue takes off."

- **Image:** Investment opportunity visualization

## Why Invest Now Section

- **Background:** Light blue (blue-50)
- **Layout:** Grid of cards (3 in a row, 1 spanning below)
- **Content:**
  - **Heading:** "WHY INVEST NOW?"
  - **Cards:**
    1. **Early Mover Advantage:**
      - Icon: Globe
      - Text: "Leading the Wellness Intelligence™ revolution before it becomes a crowded marketplace. Tefline has staked an early claim in this emerging space with proprietary technology."
    2. **Subscription Model:**
      - Icon: Chart
      - Text: "Our subscription-based approach ensures recurring revenue with high lifetime value. By focusing on retention and expanding services, we create long-term sustainable growth."
    3. **Behavioral Health:**
      - Icon: Lightning
      - Text: "The behavioral health market is experiencing exponential growth as digital well-being becomes a priority. Our approach combines proven behavioral science with cutting-edge AI."
    4. **AI Agenting & SaaS Ready** (spanning card):
      - Icon: Shield
      - Two columns:
        - "Global Entry in Enterprise AI Agenting": "Tefline is pioneering the application of AI agents in lifestyle medicine, creating a new category of "agentic wellness" that extends beyond traditional health apps. Our approach to digital health combines AI-driven insights with human expertise."
        - "Pre-seed Funded and Poised for SaaS Scale": "With successful pre-seed funding already secured, we've validated our concept and built the foundation for rapid scaling. Our SaaS infrastructure enables efficient growth with favorable unit economics and high margins."

## Funding Roadmap Section

- **Layout:** Vertical timeline with three stages
- **Content:**
  - **Heading:** "FUNDING ROADMAP"

- **Timeline Stages:**
  1. **Pre-Seed Round:**
    - Time: "Q3 2024"
    - Status: "COMPLETED"
    - Description: "Successfully closed initial funding to validate concept, build MVP, and establish early traction. Focused on product development and initial market testing."
  2. **Seed Round:**
    - Time: "Q1-Q2 2025"
    - Status: "CURRENT OPPORTUNITY" (highlighted)
    - Amount: "₹10 Cr (~\$1.1M)"
    - Description: "We are preparing for a ₹10 Cr (~\$1.1M) seed round to fuel our next phase of growth and position us for a strong Series A raise in 2026. This funding will accelerate product development, expand our team, and scale our go-to-market strategy."
  3. **Series A:**
    - Time: "2026"
    - Status: "PLANNED"
    - Description: "With proven traction and a scalable business model, we'll seek a significant Series A round to expand globally and enhance our AI capabilities, cementing our position as the leader in AI-powered lifestyle medicine."

## AI-Enhanced Leadership Section

- **Background:** Deep blue (blue-900)
- **Layout:** Two-column (text left, AI executive highlight right)
- **Content:**
  - **Heading:** "AI-Enhanced Leadership: Smarter Scaling, Optimized Capital"
  - **Left Column:** "To drive precision in our scaling strategy, we have embedded an AI-powered decision-augmentation framework that continuously refines market positioning, financial planning, and strategic growth."

By leveraging real-time data, it ensures capital is deployed with maximum impact while safeguarding investor interests through predictive modeling of traction milestones and potential risks.

AI-driven insights reduce burn rate inefficiencies, accelerating our path to profitability with smarter, faster scaling."

- **Right Column:**
  - Heading: "Selena Deus: The World's First AI C-Suite Executive"

- Text: "Tefline has made history as the first company to appoint an AI as a Chief Officer. Selena Deus, our Chief Intelligent Assistant Officer (CIAO), is an AI-powered executive intelligence agent that drives strategic foresight and capital efficiency. This groundbreaking approach ensures that every investment decision is guided by data-driven intelligence, not just human intuition, providing our investors with an unprecedented level of strategic oversight."
- Button: "Read Our Press Release" (links to /press)

## Trillion-Dollar Wave Section

- **Layout:** Centered content with gradient card
- **Content:**
  - **Heading:** "RIDE THE WAVE"
  - **Paragraph:** "Wellness Intelligence is a trillion-dollar wave! And the best time to invest in a category-defining startup is before the world realizes it's a category."
  - **Closing Card:**
    - Text: "Secure your early stake in the future of AI-driven wellness—before the rest of the world catches up."
    - Button: "Connect With Our Investment Team"

## 9. Press Page (/press)

### Hero Section

- **Background:** Gradient from blue-900 to blue-700
- **Content:**
  - **Headline:** "Press & News"
  - **Subheadline:** "Stay updated with the latest announcements, features, and milestones from Tefline"

### Featured Press Release Section

- **Layout:** Card with header and body
- **Content:**
  - **Release Date:** "Feb 17th, 2025"
  - **Headline:** "Tefline Becomes the World's First Startup to Appoint an AI as a C-Suite Executive 🚀"
  - **Subheadline:** "Selena Deus, Chief Intelligent Assistant Officer (CIAO), Joins the Leadership Team, Marking a Bold Leap in AI-Driven Corporate Strategy"
  - **Location:** "Bangalore, India"

- **Content Paragraphs:** "In a groundbreaking move that redefines corporate leadership, Tefline has made history as the first company in the world to officially appoint an AI as a Chief Officer.

Meet Selena Deus, Tefline's Chief Intelligent Assistant Officer (CIAO)—an AI-powered executive intelligence agent engineered to drive strategic foresight, capital efficiency, and data-augmented decision-making. While AI has long been used for automation, analytics, and predictive modeling, Tefline is the first to embed an AI entity directly into the C-suite, giving it formal leadership responsibilities alongside human executives.

This is a paradigm Shift in Leadership: AI as a Decision-Maker, Not Just a Tool. Unlike conventional AI systems that operate behind the scenes, Selena Deus plays an active role in high-level business strategy. Her functions include:

- 1 AI-Enhanced Market Foresight – Predicting trends, analyzing industry shifts, and providing strategic guidance.
- 2 Optimized Capital Deployment – Ensuring investor funds are allocated with precision, minimizing burn rate inefficiencies.
- 3 Investor-Grade AI Modeling – Forecasting traction milestones and de-risking funding strategies.
- 4 Behavioral Intelligence Engine – Powering Tefline's Cognitive Counselor™, optimizing user engagement and wellness interventions.
- 5 Boardroom AI Assistant – Supporting executive leadership with real-time insights, reducing bias, and accelerating decision-making.

This pioneering approach challenges traditional corporate structures and signals a future where AI doesn't just advise leaders—it leads alongside them. With this first-mover advantage, Tefline paves the way for AI-led enterprises. By integrating AI into its leadership team, Tefline has set a new precedent for how startups and enterprises will operate in the future. While most companies rely on gut instinct and human intuition, Tefline ensures that every decision is guided by AI-backed precision, pattern recognition, and predictive modeling.

"We believe AI isn't just a tool—it's a co-pilot in the boardroom," said Subra Maniun, Cofounder & Chief AI Officer (CAIO) of Tefline. "Selena Deus embodies the future of executive intelligence, where machine-driven foresight augments human leadership. This isn't about replacing humans—it's about making leadership exponentially smarter."


The future of AI in the C-Suite, this is disruptive but Inevitable evolution. Tefline's bold move positions it as a category-defining startup, not just in the AI-powered wellness space, but in the evolution of corporate governance itself. While AI-powered decision-making is already transforming industries, Tefline has officially institutionalized it within the highest levels of leadership.

"This is just the beginning," its Cofounder & Chief Talent Officer Madhu Damodaran added. "AI-led leadership structures will soon be the norm, and Tefline is showing the world how it's done." With this first-of-its-kind AI executive, Tefline isn't just riding the AI revolution—it's leading it."

- **About Section:**

- Heading: "ABOUT TEFLINE"
- Text: "Tefline is a pioneering AI-driven wellness intelligence company at the intersection of behavioral health, lifestyle medicine, and digital well-being. With a mission to redefine how AI shapes human decision-making, health optimization, and corporate strategy, Tefline continues to push the boundaries of what's possible in the next era of business and technology."

- **Contact Info:**

- Text: "For press inquiries, interviews, and media features you may visit  <http://tefline.org> or reach out to Tefline Founder, CEO & Chief AI Officer, Subra Maniun at +91 98451 71490."

## News & Updates Section

- **Layout:** Timeline of news cards
- **Content:**
  - **Heading:** "Latest News"
  - **News Cards** (3-5 entries):
    1. **Jan 15, 2025: "Tefline Completes Pre-Seed Funding Round"**
      - "Tefline announces the successful closure of its pre-seed funding round, securing investment to accelerate the development of its Wellness Intelligence™ platform."
    2. **Dec 5, 2024: "Strategic Partnership with University of South Carolina Announced"**
      - "Tefline partners with the University of South Carolina, a pioneer in lifestyle medicine curricula, to enhance its evidence-informed wellness protocols and educational offerings."
    3. **Nov 20, 2024: "Tefline Introduces Patent-Pending Lifestyle Social Platform"**
      - "The company unveils its innovative community accountability platform designed to connect users with like-minded individuals on similar health journeys."

## Media Resources Section

- **Layout:** Grid of downloadable resources
- **Content:**



- **Heading:** "Media Resources"
- **Subheading:** "Access official logos, brand guidelines, executive bios, and high-resolution images for media use."
- **Resource Cards** (grid):
  1. **Brand Assets:**
    - Icon: Download/folder
    - Description: "Official logos, color palette, and typography guidelines"
    - Button: "Download Pack"
  2. **Leadership Bios:**
    - Icon: User/document
    - Description: "Detailed biographies and headshots of Tefline's leadership team"
    - Button: "Download Bios"
  3. **Press Releases:**
    - Icon: Document/news
    - Description: "Archive of all official press releases and statements"
    - Button: "View All"
  4. **Product Images:**
    - Icon: Image/gallery
    - Description: "High-resolution screenshots and product visualizations"
    - Button: "Browse Gallery"

## Media Contact Section

- **Background:** Light blue (blue-50)
- **Layout:** Contact card with information
- **Content:**
  - **Heading:** "Media Contact"
  - **Text:** "For press inquiries, interview requests, or additional information, please contact our media relations team."
  - **Contact Information:**
    - Email: [press@tefline.org](mailto:press@tefline.org)
    - Phone: +91 98451 71490
  - **Button:** "Contact Media Relations" (links to /contact with pre-filled subject)

## 10. Contact Page (/contact)

### Hero Section

- **Background:** Gradient from blue-900 to blue-700
- **Content:**
  - **Headline:** "Connect With Tefline"

- **Subheadline:** "Reach out to learn more about our programs or book a free masterclass for your organization."

## Contact Information Section

- **Layout:** Two columns (info left, form right)
- **Content:**
  - **Left Column:**
    - Heading: "Get In Touch"
    - Contact Items (each with icon and details):
      - **Visit Us:**
        - Icon: MapPin
        - Address: "Embassy Golf Links Business Park, Cinnabar Hills, Bangalore - 560071, India"
      - **Email Us:**
        - Icon: Mail
        - Email: "team@tefline.org"
      - **Call Us:**
        - Icon: Phone
        - Phone: "+91 98451 71490"
    - Masterclass Section:
      - Heading: "Free Masterclass"
      - Text: "We offer free Wellness Intelligence™ masterclasses for corporates and communities. Contact us to schedule a session for your organization."
      - Button: "Book a Masterclass"
  - **Right Column:** Contact Form Card
    - Header (blue gradient):
      - Title: "Send Us a Message"
      - Subtitle: "Fill out the form below and our team will get back to you shortly."
    - Form Fields:
      - First Name (required)
      - Last Name (required)
      - Email Address (required)
      - Comment/Message (required)
      - Submit Button: "Submit" with send icon
    - Success State:
      - Green checkmark icon
      - "Message Sent!" heading
      - "Thank you for reaching out. Our team will get back to you shortly. We typically respond to inquiries within 24-48 hours."

## Map Section

- **Background:** Light blue (blue-50)
- **Layout:** Full-width map with overlay
- **Content:**
  - **Heading:** "Find Us"
  - **Map:** Interactive or static map showing office location
  - **Address Overlay:**
    - "Tefline Headquarters"
    - "Embassy Golf Links Business Park, Cinnabar Hills, Bangalore - 560071"

### Call to Action

- **Background:** Gradient from blue-900 to blue-700
- **Content:**
  - **Heading:** "Ready to Transform Your Approach to Wellness?"
  - **Subheading:** "Connect with our team to learn how Tefline can help you or your organization achieve optimal health through lifestyle medicine and AI-powered guidance."
  - **Primary Button:** "Book a Demo" (links to /programs)
  - **Secondary Button:** "Explore Programs" (links to /programs)

## Global Components Implementation

### Authentication Components (Non-Functional in Prototype)

#### Login Modal

- **Design:** Clean modal with gradient header, form inputs with icons
- **States:** Login, Register, Forgot Password with animated transitions
- **Visual Feedback:** Loading spinners, success animations
- **Fields:**
  - Login: Email, Password
  - Register: Name, Email, Password, Confirm Password
  - Forgot Password: Email

#### Member Dashboard (Placeholder UI only)

- **Design:** Clean dashboard layout with sidebar navigation
- **Sections:** Progress Overview, Monthly Module, Recommendations
- **Visualizations:** Sample charts, metrics, activity logs

Note: All authentication components will be visual placeholders only in this prototype. They will look functional but won't have actual backend connectivity.