

Health Harbor Business Case Presentation



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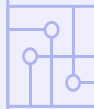
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& Financial Plan**





Health Harbor
Anchor Your Health

Executive Summary

Overview

Health Harbor offers a revolutionary platform, integrating fitness, mental health support, medical records, habit tracking, calorie tracking, and financial management into one user-friendly interface. Our goal is to become the leading wellness and financial management platform, catering to individuals seeking holistic solutions. With initial investment estimates of **\$40 million**, revenue will be generated through subscriptions and partnerships. Our commitment to innovation and user satisfaction positions us for success in the digital health solutions market.



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Company Description

Mission Statement

"Empowerment through Integration: Enabling a holistic approach to well-being by providing a unified platform for managing physical health, mental wellness, and financial stability."





Core Values

User-Centricity

We prioritize the needs and experiences of our users, ensuring that Health Harbor is intuitive, accessible, and responsive to their evolving needs.

Innovation

Continuously advancing our technology to provide state-of-the-art services that meet the complex demands of modern life.

Privacy and Security

Upholding the highest standards of data protection and privacy to safeguard our users' sensitive information.



Wellness for All

Committing to inclusivity and accessibility to support the diverse wellness journeys of individuals from all walks of life.

Sustainability

Promoting practices within our operations and through our services that contribute to the long-term well-being of our planet and its inhabitants.



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Key Goals

Unified Platform Excellence

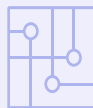
To be the leading provider of integrated wellness and financial tracking services, offering a fluid and cohesive experience across various aspects of users' lives.

User Growth and Engagement

To achieve rapid user acquisition and maintain high levels of engagement by delivering exceptional value, user-friendly design, and personalized experiences.

Innovation and Expansion

To continuously innovate and expand our service offerings based on user feedback and emerging trends in health, wellness, and technology.



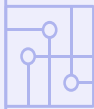
Community and Support

To build a supportive community around Health Harbor, offering resources, support, and motivation for users to achieve their personal health and financial goals.



Sustainability and Impact

To operate sustainably and ethically, making a positive impact on society and the environment through our business practices and community initiatives.



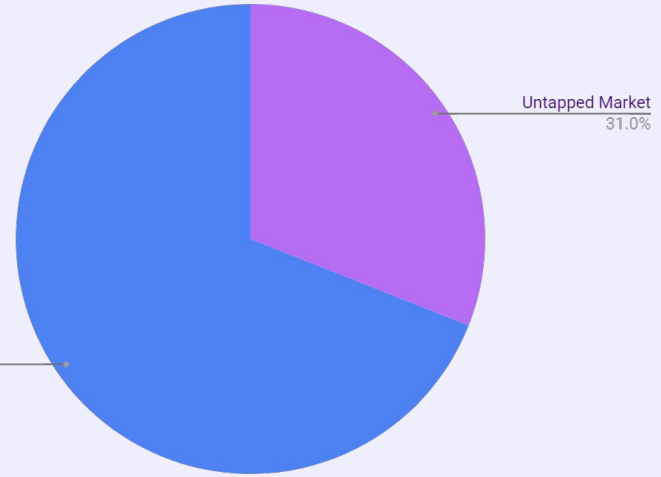
Introduction to Industry & Market

Wellness Market for Employers

The wellness market for employers is already well established because of the direct correlation between employee wellness and work production.

Why Wellness is Important in the Workplace

Absenteeism costs were \$661 per year compared to presenteeism costs of \$6,721 per year. Presenteeism is where companies want to target to save money. Health Harbor services directly improve workplace productivity



Follow the link in the graph to modify its data and then paste the new one here. **For more info, click here**



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Product

Product Sections

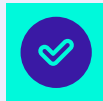
Medical Records



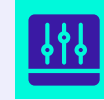
Calorie Tracking



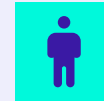
Habit Tracking



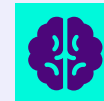
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Financial Tracking



Physical Fitness



Mental Health
ChatBot

Home Page



HealthHarbor
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[Login](#)[Logout](#)[Home](#)[Fitness](#)[Calorie Tracker](#)[Finance](#)[Mental Health Chatbot](#)[Habit Tracker](#)[Medical Records](#)

Welcome!

Your personal wellness pod is a gateway to the various wellness services you utilize. Your pod is a centralized location for all of your wellness information.

Physical Wellness

Create customized workout routines or select from existing workout routines. Then, track and visualize your workout progress.

Calorie Tracker

Monitor your dietary intake and stay on top of your nutrition goals with our calorie tracker.

Finance Wellness

Manage personal budgets, and credits.

Mental Health Chatbot

Mental Health AI Chatbot.

Habit Tracker

Track your habits.

Medical Record Management

Upload Medical Records and View History



Financial Tracking



Financial Wellness

Manage personal budgets, and credits.

Budget

Create a new budget or manage other saved budgets.

Goals

Set savings goals.

Debt Repayment Calculator

Determine strategies for paying off debts

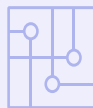
Financial Chatbot

Consult our financial chatbot for information on budgeting, saving, investing, and more finance related queries.





Physical Fitness



TRANSFORM YOUR LIFE

Caring for your physical fitness is an investment in your present and future health and happiness. Prioritizing physical activity and adopting a healthy lifestyle can lead to a happier, more fulfilling life.

[READ MORE](#)

GETTING STARTED

Here's a step-by-step guide to help you begin your journey



BEGINNER PROGRAMS

Ready to embark on your fitness journey? Find a program that inspires and motivates you



ADVANCED PROGRAMS

Increase muscle mass and overall body size through targeted exercise, nutrition, and lifestyle strategies

GET FIT

Get-Fit is a feature of Health-Harbor that focuses on physical fitness. The programs include gym workouts, yoga sessions, cardio exercises, and calisthenics routines.

PROGRAMS

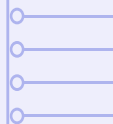
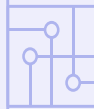
Yoga
Gym
Cardio
Calisthenics

USEFUL LINKS

Your Account
BMI Calculator
Blog
Help

CONTACT

Houghton, MI 49936, US
jdwall@mtu.edu
+01 234 567 88
+01 234 567 89





Medical Records

Medical Records

Details of your personalized medical records

Appointment

Users can now update their appointments history on this platform. Users can track their appointments scheduled with ease and without any worry.

Insurance

Users can easily update their insurance data and link all their appointments with insurance data. This will be very handy while selecting the doctors for appointment tracking and scheduling.

Allergies

Users can track all their allergies at a single point of access. When needed users can share this data with doctors or health infrastructure with ease. Any necessary medications need will also be assigned here.

Vitals

Users can track, record, update and analyse their vital history with their health care centers for better understanding of the patient's medical history.

Vaccines

Users will be able to keep all their vaccination records at one place. They will be able to schedule and track vaccinations. Users will be able to share this data to other institutions (Health Care/Schools/Government institutions etc.

Medicines

Users can have data of all their active medical needs at the tip of their fingers. All medical needs associated with their allergies and other conditions like diabetes, cholesterol will be available here.

Lab Reports

Users will not be able to store all their lab report data together. This data can be shared with other medical care institutions with ease. People will be able to get this data.



Vitals Dashboard

Temperature:

Respiration Rate:

Blood Pressure:

Submit

Insurance Dashboard

Insurance Provider:

Policy Number:

Expiry Date:

Submit

Allergies Dashboard

Allergy Type:

Severity:

Select Severity



Submit

Appointment History Dashboard

Appointment History

Which Type of Doctor?:

Select Which Type of Doctor?



Covered By Insurance:

☐

Yes

☐

No

City / Pin-code:

Preferred Date:

Mental Health Chatbot

- Utilize artificial intelligence and natural language processing to facilitate mental health assistance.
- For an accessible, personalized mental health support.
- Equip participants with knowledge and skills to effectively utilize the chatbot for mental health management.
- Offer interactive exercises, training materials, and real world scenarios for enhanced comfort and proficiency.
- Personalize chatbot solutions to meet the specific requirements of every participant.

Mental Health Chatbot

Track habits and converse with an AI for mental health support.

AI Chatbot

Engage with our AI chatbot for guidance, support, and mental health resources.

Mental Health ChatBot

Hello!

Recent

Type your message...

Habit Tracker

- Encourage healthy habits while helping to eliminate bad habits
- Monitor personal objectives
 - Track advancement and progress
 - Motivation through scheduled reminders
 - Encouraging quotes
- Personal statistic reporting
- Social integration – share your progress with friends & family!

Habit Tracker

Track habits and converse with an AI for mental health support.

Habit Tracker

Monitor and maintain your daily habits for better mental health.

Calorie Tracker

Calorie Tracker

Monitor your dietary intake and stay on top of your nutrition goals with our calorie tracker.

Dashboard

Visualize and track your daily, weekly, monthly, and yearly calorie intake and burn progress with analytics and graphs.

Food Log

Record and manage your daily calorie intake by entering food details and viewing total calorie consumption for each day, with the ability to edit previous entries.

Exercise Log

Track and monitor your daily exercise routine, highlighting the total calories burnt and remaining calories to meet your daily goal.

Dashboard Food Log Exercise Log

Good Morning, Hishibi!

Here's what's happening with your body today.

12th January, 2024

CALORIES BURNT

2,894 kcal

View progress

CALORIES GAINED

3,568 kcal

View progress

CALORIES GOAL

2,614 kcal

View progress

PROGRESS STATISTICS

12,585

Calories Burnt

16,568

Calories Gained

983

Net Calories

+18.92%

Performance Stats



Dashboard Food Log Exercise Log

12th January, 2024

CALORIES GOAL

2,614 kcal

View progress

CALORIES GAINED

3,568 kcal

View progress

TODAY'S CALORIE BREAKDOWN



BREAKFAST

NAME	CALORIE	FAT	PROTEIN	CARBS	
Enter food name	Enter Calorie value	Enter Fat value	Enter Protein value	Enter Carbs value	ADD ITEM
Cookie and Cream	2356 kcal	56 gms	854 gms	235 gms	

LUNCH

NAME	CALORIE	FAT	PROTEIN	CARBS	
Enter food name	Enter Calorie value	Enter Fat value	Enter Protein value	Enter Carbs value	ADD ITEM
Cookie and Cream	2356 kcal	56 gms	854 gms	235 gms	

DINNER

NAME	CALORIE	FAT	PROTEIN	CARBS	
Enter food name	Enter Calorie value	Enter Fat value	Enter Protein value	Enter Carbs value	ADD ITEM
Cookie and Cream	2356 kcal	56 gms	854 gms	235 gms	

Dashboard Food Log Exercise Log

12th January, 2024

CALORIES GOAL

2,614 kcal

View progress

CALORIES BURNT

2,894 kcal

View progress

EXERCISES

NAME	TIME	CALORIES LOST	
Enter Exercise Name	Enter Time	Enter Calorie Value	ADD ITEM
CYCLING	2 hrs	600 kcal	
WALKING	1hrs	256 kcal	
RUNNING	2 hrs	1620 kcal	
WEIGHT LIFTING	0.5 hrs	110 kcal	

STEP COUNT

10,652 steps

View progress

SLEEP TIME

6 hrs 54 hrs

View progress



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Marketing

Target Marketing & Strategy

Target Market

- Demographic: Working aged adults
- Broad Audience: Newer corporations with a health focused culture
- Leverage insights: Create targeted campaigns based on market trends.

Marketing Strategy

Emphasize shared value: conventions, trade shows, and word of mouth.

Corporate Sales Approach

- Scale efficiently: Onboard entire organizations as clients.
- Shared value: Integrate wellness app into companies' benefits package.
- Stable Revenue Stream: Long term contracts.





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Pricing Strategy

Pricing Strategy

Competitor Analysis

Wells Steps, corporate wellness program which typically cost employers between \$3 to \$7.5, equating to \$36-\$90 annually.

Value Proposition

1. Prioritizes Health and Wellness, empowering users to better care for themselves.
2. Our platform offers broad platforms covering all bases unlike other platforms where they focus on specific aspects of health and wellness



Pricing Model & Sales Forecast

Initial Pricing

- Offering a flat fee of \$10 per employee per year.
- Penetrative pricing attracts users & create reliable user base.

Gradual Price Increase

- Steady increase of price by 20% annually.
- Reflects commitment to continuous improvement.

Sales Projections

- Conservative Scenario: With 1% penetration rate, forecasted sales of \$2.1 million.
- Moderate Scenario: With 1.5% penetration rate, forecasted sales of \$3.15 million.
- Optimistic Scenario: With 2% penetration rate, forecasted sales of \$4.2 million.





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Operations



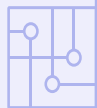
Operations

Continued Development

- Agile Framework
- Market research
- Customer interviews

Management

- G&A
- R&D
- Marketing
- Sales
- Customer Service



Quality Assurance

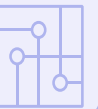
- Unit Tests
- Integration Tests
- Performance Tests

Hosting

- Hosting in Google Cloud
- Kubernetes Engine
- Advanced security features
- Managed services
- Stackdriver Monitoring
- Data privacy and security



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Management

Management

Management Structure

- Executives
- Middle management
- Developers

Advisors

- Attorney
- CPA
- Cyber security advisor
- Healthcare advisor
- FHIR advisor
- Nutritionist

Talent Acquisition

We plan to acquire talent through:

- Internal promotions
- Targeted recruiting
- Partnerships
- Networking



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Startup Expenses & Financial Plan



Assumptions

Market Size

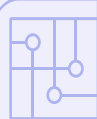
The U.S. has an estimated 20,868 employers with over 500 employees

Average Company Size

1,000 employees per company

Operational Assumptions

Fully remote workforce.
No outsourcing of development.



Target Market Share

1% of the market with a 1.5% annual increase

Initial Price

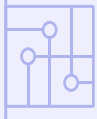
\$10 per employee with a 20% annual increase

Startup To Profitability

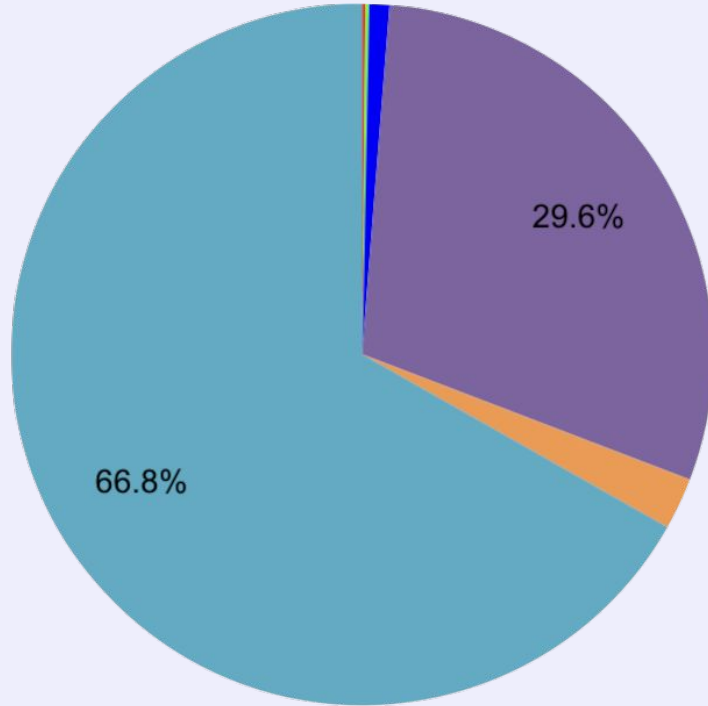
\$40.1M



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Breakdown of Initial Investment



Total Salary

Marketing

Travel Expenses

Hardware

Cloud
Infrastructure

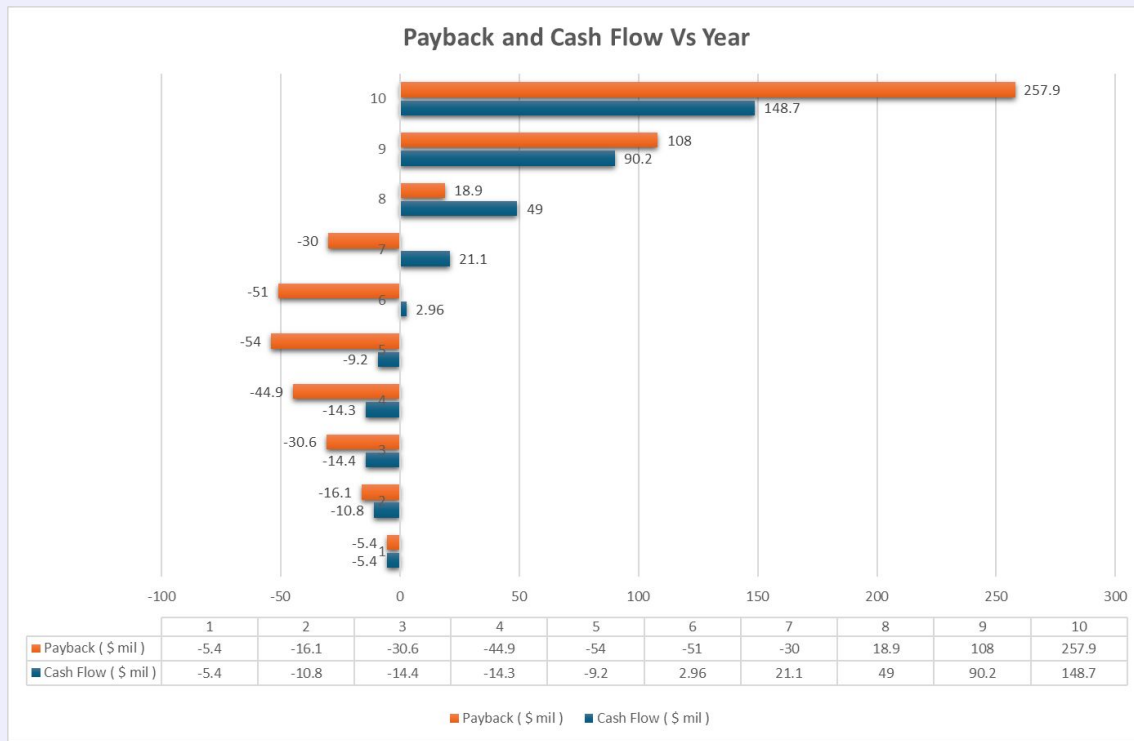
Software
Licensing

Financial Timeline

Metric	Milestone	Year	1	2	3	4	5	6	7	8	9	10
Cash Flow	Positive Cash Flow in Year Six	(\$ mil)	(5.4)	(10.8)	(14.4)	(14.3)	(9.2)	2.96	21.1	49	90.2	148.7
Payback	Break even point is in 7.61 years	(\$ mil)	(5.4)	(16.1)	(30.6)	(44.9)	(54)	(51)	(30)	18.9	108	257.9



Financial Timeline



Business Model Canvas

Key Partners	Key Activities	Value Proposition	Channels	Customer Segments																																																
<ul style="list-style-type: none">Insurance CompaniesCorporations	<ul style="list-style-type: none">Development of SoftwareMarketingSalesMaintenance and after sales support	<ul style="list-style-type: none">Unified PlatformInterconnected solutionsComplete one stop solution	<ul style="list-style-type: none">Marketing TeamSocial MediaBusiness FestsEmail	<ul style="list-style-type: none">CorporationsIndividuals																																																
Pricing Strategy <ul style="list-style-type: none">Basic Cost of \$10 per employee per year20% annual increment		Revenue Streams <table><tr><th>Metric</th><th>Milestone</th><th>Year</th><th>1</th><th>2</th><th>3</th><th>4</th><th>5</th><th>6</th><th>7</th><th>8</th><th>9</th><th>10</th></tr><tr><td>Cash Flow</td><td>Positive Cash Flow in Year Six</td><td>(\$ mil)</td><td>(5.4)</td><td>(10.8)</td><td>(14.4)</td><td>(14.3)</td><td>(9.2)</td><td>2.96</td><td>21.1</td><td>49</td><td>90.2</td><td>148.7</td></tr><tr><td>Payback</td><td>Break even point is in 7.61 years</td><td>(\$ mil)</td><td>(5.4)</td><td>(16.1)</td><td>(30.6)</td><td>(44.9)</td><td>(54)</td><td>(51)</td><td>(30)</td><td>18.9</td><td>108</td><td>257.9</td></tr></table>												Metric	Milestone	Year	1	2	3	4	5	6	7	8	9	10	Cash Flow	Positive Cash Flow in Year Six	(\$ mil)	(5.4)	(10.8)	(14.4)	(14.3)	(9.2)	2.96	21.1	49	90.2	148.7	Payback	Break even point is in 7.61 years	(\$ mil)	(5.4)	(16.1)	(30.6)	(44.9)	(54)	(51)	(30)	18.9	108	257.9
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Thanks!

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