

PregaFit

Fit Your Pregnancy



HELLO!

I am Asif Al Mahmood

I am here because I'm going to pitch an idea for a mobile app.

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Problem



- In Bangladesh, there is no all-inclusive platform for finding everything a pregnant woman and new mother need.
- A pregnant woman or new mother must be aware of many aspects of her pregnancy, such as her dietary needs, physical workouts, and emotional well-being. So, she needs a unified platform where she can find answers to all of her queries regarding her pregnancy.
- Online retailers currently offer some comparatively expensive products (apps) that don't offer everything at once. And these apps are not very suitable for our country's women.

**What,
when, and
how?**

**What are some ideal
stretches I can
perform during this
tenure?**

**Is my food
plate full of
nutrition?**

**What
would my
diet
consist
of?**

**Is there any all-in-
one platform to
help me?**

**How do I maintain my
physical and mental
health? I need some
wellness coaching.**

**I require daily
and weekly
actionable goals
that are
personalized for
me**

**How would I
maintain my
fitness
during my
pregnancy?**

**My body is
taking on a
new look.
How would I
cope with
these
changes?**

??



Solution

PregaFit can be an all-in-one solution for coaching women on how to improve their physical, nutritional, and emotional health.

PregaFit focuses on moms. It's all about her lifestyle.



The user has access to both.

Exclusive 7-day trial:

- Free subscription
- Daily Bites: insightful tips from your coach, relevant reads
- The free trial ends after seven days.

The paid-for premium experiences:

- detailed video coaching for better clarification.
- step-by-step guidance on diet, workouts, and wellness
- Podcasts and infographics



Premium offers: unlock full access



PregaFit

FIT YOUR PREGNANCY

- An expert-led, safe workout program tailored for you
- Nutrition made simple and easy for you: personalized dietary guidance, meal plans, and simple recipes from an expert nutritionist are only for pregnant women and new mothers.
- Wellness yoga coaching to help you manage the most common stressors in fertility, pregnancy, and motherhood

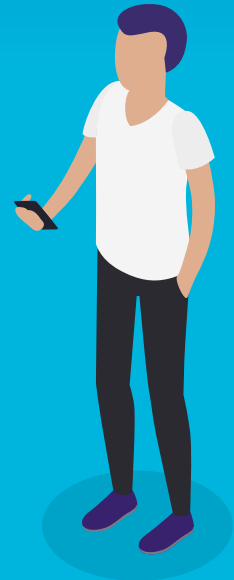
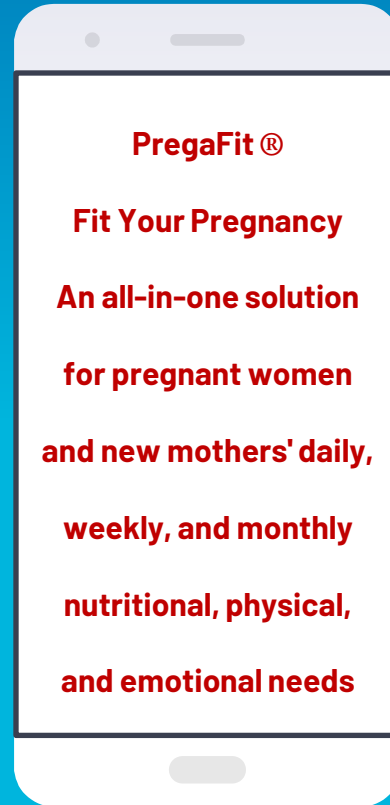


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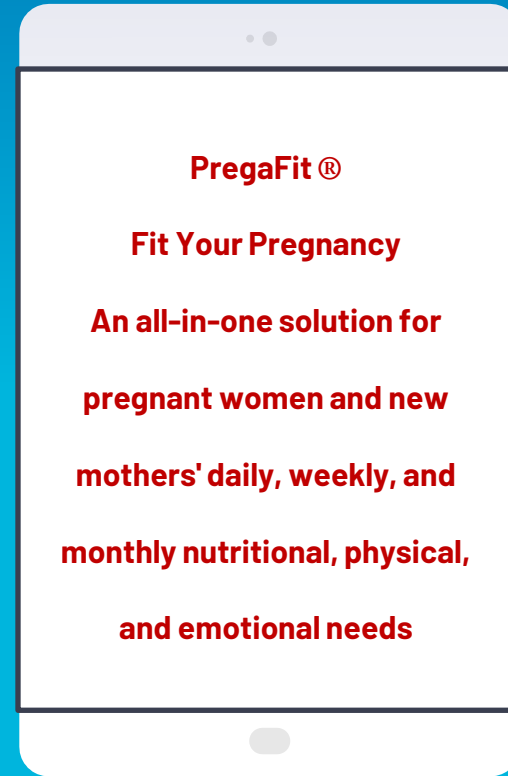
Whoa! That's a big number,

Three million mothers become pregnant each year in Bangladesh.

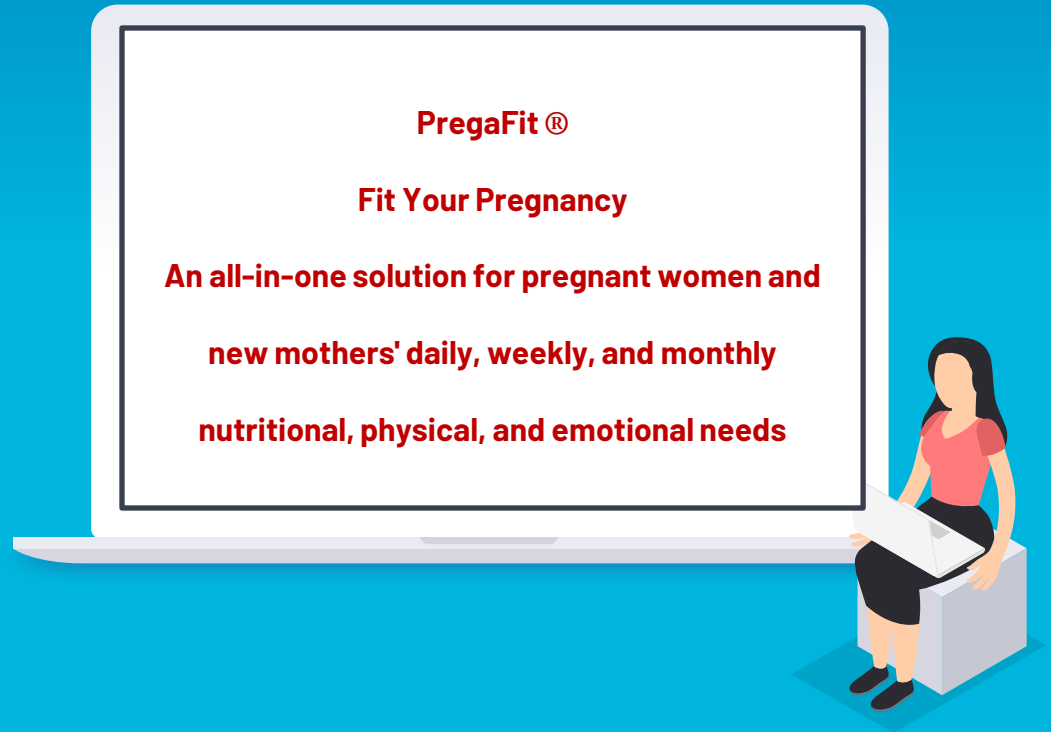
Mobile version: How does it look on Android?



Tablet view:
It's also available
on tablets.



Desktop project:
If it is required, we
can move on to the
desktop version.



SWOT Analysis

- Anywhere access
- Language: both English and Bengali
- Cost effective
- A 7-day trial version is available.



- Do we have the budget?
- difficulty of creating
- The need for updates and support



- SMS Communication
- customer database for personalized marketing
- AI-powered app can perform faster.



- Data leakage
- Competitors with better strategies
 - Lack of data storage security
- Substandard authentication and authorization



THANKS!

Any questions?

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