



HEALTHICA Business Plan



Executive Summary:

Team Name: U&I

Team Member Names:

- Uysal Fatma
- Kamolova Sevinch
- Sharifkhanova Kholida
- Tulanova Dilnurakhon
- Matyakubova Iroda

Business Name and Location: U&I LLC, Tashkent, Uzbekistan.

Product Name (Mobile Application): Healthica

The Product and Services offered:

"Healthica" is an innovative solution in the form of a Mobile Application developed to combat a sedentary lifestyle caused by a global pandemic and long working hours, specifically by motivating users to build regular running habits. The application includes daily challenges that are rewarded if completed successfully.

Problem:

"Sitting is more dangerous than smoking, kills more people than HIV and is more treacherous than parachuting. We are sitting ourselves to death,"

Sedentary lifestyle increases:

Death rate by

71%

Cardiovascular disease risk by

147%

Cancer risk by

66%

In addition, sitting for more than 7 hours daily increases the risk of depression by 47% compared to those who only sit for 4 hours a day or less

However:

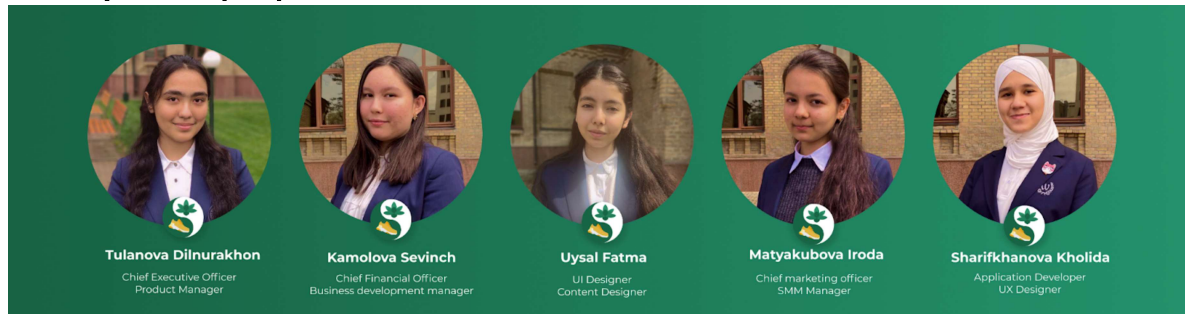
- Moving just 2 minutes every hour can decrease premature death risks by 33%.
- Standing from time to time when working – will lessen the negative impact of a sedentary lifestyle.

Company description:

Business Type: Social Enterprise

Mission Statement: "To make people run towards the best version of themselves by combining real life and gamification"

The important people in U&I:



Target Audience:

We are planning to expand our application among teenagers from 13 to 18 because it is the period when they think about the meaning of life and set some goals at the same time being subjected to different psychological issues owing to puberty changes.

History of our Company:

2020 brought a lot of surprises alongside the global pandemic and lockdown, making us spend our best years inside our rooms isolated and immobile. We understood that it is something that has been experienced by millions and we didn't want to let these circumstances limit us from living an active and happy life.

Objectives:

Our goal is to make people understand that a sedentary lifestyle is dangerous. With the help of our app we want to make movement both beneficial and pleasant. We do believe our app can show people that moving at least 20 minutes a day can make their life much brighter.

Product description

Description:

"Healthica" combines gamification and healthcare. We want to make sure our users feel like main characters of a game and we provide them with a map that contains different challenges. Accepting and accomplishing these challenges will add up to their physical and mental health progress. Also we reward them with motivational letters from their future, which we believe will feel special to everyone.

Currently we have the following points:

- running point
- meditation point

Users need to accomplish at least 3 running and 1 meditating point daily to stay healthy and to get a motivational letter.

Next points are on development stage:

- time capsule- users will be able to leave some letters on these points and these letters will only be available after a certain time and only on the given point.
- gratitude point- where people can leave a message saying what they are grateful for anonymously and they will be able to see what other people have written on this point.
- healthy food eating points- users will be challenged to visit some sponsor cafes and restaurants and buy their products like salads and sponsor businesses will give them QR code to scan if they accomplish the task.

Future Updates:

In the future we want to validate accomplishment of tasks using face and items recognition technology that can help us expand diversity of our challenges. Also we want to implement Augmented Reality Technology to make our app more interesting.

Market analysis:

Market overview:

Past few years showed us how important it is to keep a healthy lifestyle, which resulted in creation of a big amount of applications devoted to health issues. However, none of them provide practical solutions with effective results.

Thus, our application "Healthica" decided to diagnose strengths and weaknesses. Fortunately, present problems are considered to be solvable, that is why, after some improvements we will be able to present our app on the market successfully.

	Healthica	Competitors
Strengths	<ul style="list-style-type: none">- Monitors accomplishment of daily challenges according to geolocation- Connects people in communities- Rewards people mentally or materially if the task is accomplished	<ul style="list-style-type: none">- Already established on the market- Has huge audience (10M+ downloads)
Weaknesses	<ul style="list-style-type: none">- Cannot be accessed by iOS users- Supports 1 language- Established in several regions of Tashkent only	<ul style="list-style-type: none">- Cannot validate accomplishment of daily activities- Does not effectively motivate to accept challenges

Customer Research:

According to the survey that we carried out among the population of Tashkent we found out that the majority are suffering from a sedentary lifestyle and facing problems concerning their well-being. In order to summarize our survey, we have built 3 Customer Personas.

	Consumer 1	Consumer 2	Consumer3
Name	Mushtary	Amir	Valeriya
Age	16	22	27
Location	Tashkent, Uzbekistan	Tashkent, Uzbekistan	Tashkent, Uzbekistan
Occupation	A high school student	A university student	A teacher
Interests / daily routine	dancing, drawing, math	sport, learning languages, reading	teaching, reading, IT
Exposure to sedentary lifestyle	daily	daily	daily
Healthica: proposed values	Mushtary will find " Healthica" quite useful, as she can spend her time properly and with fun. Furthermore, as a high school student she does have some time when she is in depression, so by the task that Healthica will provide its consumers, she will not solely have a blast, but also solve her life problems psychologically.	By using " Healthica ", Amir can spend more time in nature, where he will be able to gain more desire to study. Moreover, as he is the person, who loves sport, Amir will be impressed by some tasks of this app	"Healthica" will be useful for Valeriya, as she meets a lot of stress because of her work, thus, she'll be more confident and optimistic by doing tasks in this app. Moreover, this app can change her life dramatically, cause she'll start to have a much healthier life, for it's crystal clear that due to her job she spends most of her time by sitting.

Competitor analysis:

N°	Name of the app/Features	Healthica	Fabulous	7-minute Workout	BodBot Personal Trainer	Daily Workouts
1	Motivation to movement	+	-	-	-	-
2	Validation of a task	+	-	-	-	-
3	Progress Record	+	+	+	-	-
4	Uniting Community	+	+	-	-	-
5	Motivational Reward	+	+	-	-	+

Initially we wanted to focus on a psychologist support and interesting in-door activities. But then decided to relocate these activities outside to motivate our users to walk.

Marketing Plan

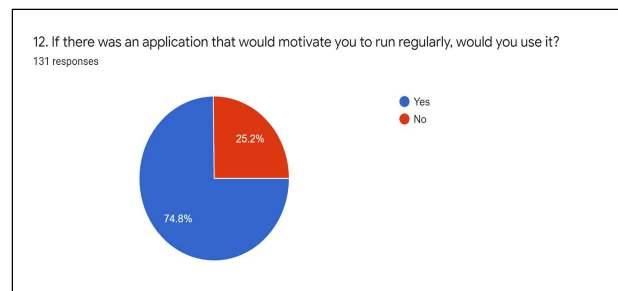
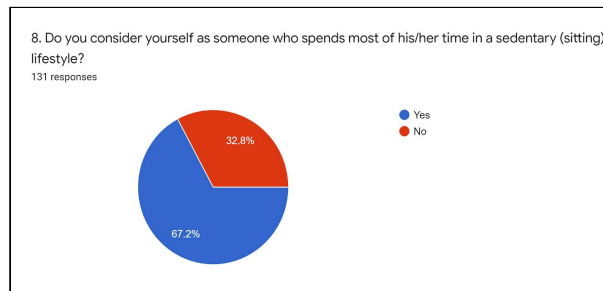
Branding:

Our logo is inspired by chinese “Yin and Yang” symbol and represents harmony between physical and mental well-being.

Initial Feedback:

To evaluate the impact of Healthica, we surveyed over 131 people:

- 51,1% do not run at all
- 62.6% spend 2-5 hours in front of computer
- 67,2% consider themselves as a person who leads sedentary lifestyle
- Nearly 75% claimed that they would use an application that would motivate them to run.



Project Promotion:

Acquisition	Activation	Retention	Referral	Revenue
1. Promoting our product via advertisements (Google Ads, Social Networks) 2. Hosting monthly events like Treasure Hunt 3. Sponsorship promotions, where we include the location of business sponsors in our Challenge Map , where they will promote our app with QR code.	1. Social Network Accounts for news and updates 2. Offer purchasing battle passes for additional rewards 3. Notifications to remind people about their daily challenges and importance	Email sending	Free Beginner Battle Pass for 5 friends joining the app	Based on in app purchases in the form of battle passes

Pricing:

Application is free of charge and does not require premium subscriptions for additional functions. However, people can buy Battle Passes. “Battle pass” contains 10 different harder challenges (besides regular challenges) and accomplishment of those challenges will be paid off with some special material rewards. A person will receive a reward only if he/she completes all the challenges within a month.

There are 2 types of Helthica Battle Passes:

- Beginner Battle Pass costs 1\$
- Advanced Battle Pass costs 2\$

Employment:

Within 2 month of establishment we are planning to increase the amount of administrators, developers and hire writers to bring the emotional aspect of our app on a higher level.

Financial plan

Startup Capital:

Our team showed initiative to invest their personal savings into project and also Academic Lyceum of Westminster International University in Tashkent showed interest in supporting start-ups of their students.

Revenue:

Our income is mostly focused on Battle Passes and Monthly live events we are planning to host like “Family Treasure Hunt” or “Letter for myself” Essay Contests. 59,4% of our Customers agreed that buying a battle pass if it costs less than 1\$ and the rest very ready to pay 2\$ for it. That’s why we decided to create 2 different Battle Pass types namely “Beginner” and “Advanced” ones. We expect 40% of our users purchase Beginner Editions and 20% of our users to purchase Advanced editions. Moreover, every month users can sign up for our huge events paying 5\$ entry fee.

Operating Costs:

We should also take additional costs into account like development equipment like software and the domain and server costs. Also expanding our activity will require additional workforce.

	Year 1	Year 2	Year 3	Total
Startup Capital				
Team’s Personal Investment	100\$	200\$	500\$	800\$
ALWUIT Investment	200\$	0.0\$	0.0\$	200\$
Ministry of Innovation Support Projects	0.0\$	0.0\$	1000\$	1000\$
Private Fitness Clubs and Food Businesses	0.0\$	100\$	300\$	400\$
Start-up Contests and Projects	0.0\$	500\$	500\$	1000\$
Total:	300\$	800\$	2300\$	3400\$
Revenue				
Target Audience count	1000	3000	6000	10000
App Cost	0.0\$	0.0\$	0.0\$	0.0\$
Premium Subscriptions	0.0\$	0.0\$	0.0\$	0.0\$
In-app Purchases (Beginner Battle Passes- 1\$)	600\$	1200\$	2400\$	4000\$
In-app Purchases (Advanced Battle Passes - 2\$)	600\$	1200\$	2400\$	4000\$
Merch	500\$	1000\$	3000\$	4500\$
Monthly Events	500\$	2000\$	5000\$	7500\$
Total:	2200\$	5400\$	12800\$	20000\$
Operating Costs				
Equipment (computers, servers, network, Internet etc)	800\$	2000\$	2000\$	4800\$
Software (soft for game development, testing etc.) We will have to buy pro version once pure income is 500\$	0.0\$	500\$	500\$	1000\$
Hosting (AWS)	100\$	150\$	250\$	500\$
App store and Google Play fees	125\$	100\$	100\$	325\$
Marketing & advertising	200\$	800\$	1500\$	2500\$
Employee salaries	500\$	1000\$	2000\$	3500\$
Total:	1725\$	4550\$	6350\$	12625\$
Income:	475\$	850\$	6450\$	7775\$

References:

“Healthica” Problem Identification Google Form Survey:

https://docs.google.com/forms/d/1LWT1aH2P4yssZ5Z-Vwj8rxzGBchI6tAAGU_7fbhQIZM/edit?ts=606c4b00&gxids=7628

“Uzbekistan to reward citizens who take a daily walk”

<https://www.reuters.com/article/us-uzbekistan-fitness-idUSKCN26E2FM>

“What are the consequences of a sedentary lifestyle?”

<https://www.medicalnewstoday.com/articles/322910>

“COVID-19 patients with sedentary habits more likely to die, finds study”

<https://www.thehindu.com/sci-tech/science/covid-19-patients-with-sedentary-habits-more-likely-to-die-finds-study/article34315711.ece>