StrongBody.ai

GLOBAL SERVICE ONLINE PLATFORM

STRONG BODY

Lion Rose – Founder

We are a startup with extremely high international ambitions. Our target market is worth 12 trillion dollars. This is a tech social marketplace platform startup. A global online service marketplace with wellness and healthcare as its core. After establishing a strong core, we will transform into a powerful P2P social global app, focusing on service transactions between individuals

Wind Kim – Investor relationship

I represent StrongBody and Lion Rose in writing to you. I am very pleased to assist you, dear investors, in the next steps.

INTRODUCTION TO NETWORK STRONGBODY.AI

StrongBody.ai is a healthtech platform based in SINGAPORE, operating as a global network that connects users with healthcare, wellness, and freelance professionals across more than 170 countries.

We leverage voice translation artificial intelligence (AI) to help users understand each other.

International market coverage:

Active in 172+ countries, including: United States, China, India, Indonesia, Brazil, Vietnam, Germany, Thailand, etc.

Target Customers: Individuals, businesses, healthcare professionals, and global service providers.

Core Service Areas:

1. Healthcare & Medical Services:
- Medical Professional
- Nutrition Consultant
- Physical Care
- Mental Services
- Pharmacy
- Medical Travel
- MediSupport

3. Family & Personal Care:
- Child Care
- Family Service
- Elderly Care

2. Beauty & Wellness:
- Beauty Service
- Massage

4. Freelance & Digital Work:
- Freelance Digital Work
- Freelance Creative Work
- Freelance Administrative Work
- Freelance Technical Work
- AI Business Solutions

STRONG BODY

The Future of Personalized Health

FUNDRAISING TARGET:

‒ $3 Million Investment for 10% Equity.

‒ Purpose: Accelerate global user and expert acquisition, deepen AI integration for personalization, and scale te Multi.Me community.
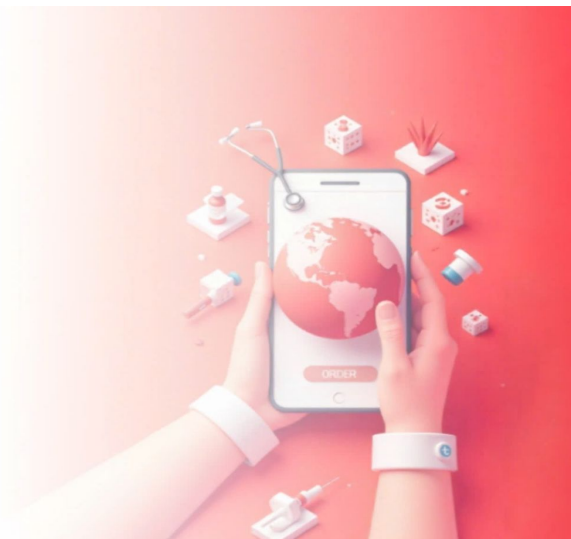
YOU ARE A GOOD MATCH IF YOU ARE IN THESE FIELDS:

‒ Fitness Technology & Digital Health

‒ AI-Driven Platforms

‒ Community-Centric Growth

‒ Global Marketplaces

‒ Hybrid Business Models (B2B2C & C2C)

WHAT ACHIEVEMENT WE HAVE MADE

‒ **Global Reach & Impact:** Connects users with health & fitness experts across **171 countries,** demonstrating significant international traction.

‒ **Thriving Expert Ecosystem:** Platform empowers a large network of professionals, with thousands of experts building their businesses.

Personalized Wellness, Globally Connected.

Strongbody.ai is building a global wellness marketplace, bridging the gap between individuals seeking personalized health & fitness guidance and a worldwide network of expert professionals. With a multi-trillion dollar market opportunity, we're seeking $3M investment to scale our MARKETPLACE platform and connected community.

WHAT YOU WILL GET FROM STRONGBODY.AI

- Online assistant service for stronger
- Nutrition consultant
- Mental service
- Travel medical Professional and assistant
- AI service and consultant
- Childcare
- Family Service

Problem & Solution:

Finding the right health or fitness expert is tough—especially across borders, with high costs and generic advice making it even harder. StrongBody.ai solves this by connecting users to trusted experts in 171+ countries through smart matching, personalized support, and our global Multi.Me community. Quality care, finally accessible and affordable.

Market Strategy:

The global health & wellness market is projected to surpass $4 trillion in 2024. Within this, the digital personalized care segment—including online fitness, nutrition, and mental health—is growing fast, with a reachable market (SAM) of $300B, expected to hit $500B soon.
StrongBody.ai aims to become a category leader in the next 5-7 years, targeting to scale from $1M revenue in Year 1 to $100B within a decade, by delivering unmatched personalization, expert access, and community-driven wellness.

Business Model:

StrongBody.ai operates with a diversified revenue strategy through transaction fees, service charges, and value-added offerings. Revenue comes from tiered service fees for sellers (7%–10% based on order value) and a consistent 10% buyer fee. The platform also earns from Multi.Me subscription plans, offering access levels from free to $200/month. Additional revenue streams include translation tools ($3–$15/month) and staff management features ($10 per staff/month). Projected operating costs are allocated as follows: 30% to tech development, 40% to marketing and user acquisition, 20% to operations and support, and 10% to administration. Based on current data and projections, the model shows high efficiency with an LTV/CAC ratio of 20×.

Market Strategy:

Our market strategy hinges on a powerful viral engine, where each user is incentivized to refer to new individuals, aiming for significant organic growth. This will be amplified through targeted campaigns across key social media platforms and strategic collaborations with synergistic B2B partners within the health and fitness sector. Our primary focus in the initial phase is to rapidly scale our user base, targeting 1 million registered users within the first year by leveraging these combined strategies and the inherent network effects of our integrated Multi.Me community, ensuring high engagement and long-term retention.

Performance and Development Milestones:

Currently (5.2025), Strongbody.ai has achieved remarkable milestones with around 35,000 users across 171 countries, along with 15,000 services registered on the platform. We are confidently on track to achieve our ambitious growth targets, aiming for 1 million users by the end of 2025, followed by 10 million by 2026, 40 million by 2027 and a long-term vision of 1 billion users by 2030.

Team

Founder has 16 years of experience in the healthcare industry, exporting to 40 countries. Professional technology and marketing team with a solid healthcare background.

Financial forecast

Expected revenue is $1 million in 2025 ($2 million loss), $50 million in 2026 ($10 million profit), and $200 million in 2027 ($50 million profit). Break-even point after 18 months.

Competitive Analysis

Direct competitors include private US hospitals and telehealth recovery providers. Indirect competitors include platforms like Fiverr and Upwork, used informally for health-related tasks but lacking specialization or clinical oversight. Our competitive advantages lie in: Lower cost and higher speed compared to traditional providers, AI-enhanced personalization and multi-service integration, Access to a global pool of certified experts, High viral potential through the Multi. Me social wellness network

Investment Call

Looking for $3M for 10% equity to invest in tech and marketing development, expert training, and expansion into Southeast Asia/US, with expected ROI of 2–20× over 5 years via acquisition (60%), IPO (20%), or secondary sale (20%).

PITCHDECK GLOBAL HEALTHCARE PLATFORM

STRONG BODY

Executive Summary

Problem

Healthcare costs in developed markets like the U.S. are excessively high, while qualified medical professionals in lower-income countries remain underpaid. This disparity presents a clear opportunity to rebalance the system by removing geographical barriers via digital platforms, tapping into the global trend of remote work and job-based online services.

Useful Features of Online Healthcare
Virtual medical consultations
Prescription delivery
Sharing test results and images
Health monitoring and medical record management
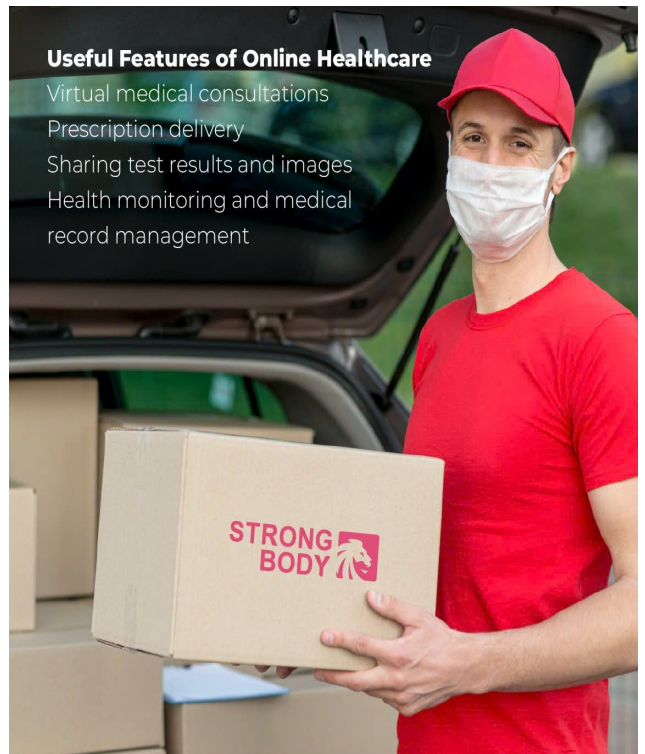
Solution

StrongBody.ai is a global platform that connects patients and individuals in need of personal care services with certified health and wellness experts worldwide—leveraging AI tools, expert-vetted marketplaces, and integrated video consultations.

Market Size

We are targeting a share of the global healthcare and wellness market estimated at $12 trillion, driven by digital transformation, aging populations, and growing demand for accessible, affordable care

Business Model

StrongBody.ai adopts a hybrid B2B2C and C2C model

Investment Ask

We are raising **$3M for 10% equity**, to accelerate AI development, expert onboarding, and market expansion in Southeast Asia and North America. Projected **ROI of 2–20× over 5 years** with exit options including strategic acquisition (60%), IPO (20%), or secondary sale (20%).

Problem & Solution

Pain   Points:

- **Buyers** face high costs for healthcare, service access, and hiring.
- **Sellers** (medical professionals) need better income, global exposure, and tools for service packaging.

Solution

StrongBodyAI provides a platform where healthcare providers can list and package services, while clients can easily search, negotiate, and make secure payments — all in one place.

Unique Selling Point (USP)

MVP Status

We bridge global healthcare gaps by seamlessly connecting providers and users across borders.

Functional and available.

Market Analysis

Total Addressable Market (TAM)

Global healthcare market estimated at **$12T in 2024**, growing to **$16.9T by 2030**, spanning services ($8.7T), pharmaceuticals ($1.4T), medical equipment ($1.3T), and insurance ($0.6T).

Serviceable Available Market (SAM)

Targetable segments worth **$1.2T**, including **telemedicine ($400B)**, **digital health ($500B)**, and **online health services ($300B)**.

Serviceable Obtainable Market (SOM)
 Growth trajectory:

- Year 1: **$1M–$3M**

- Year 2: **$5M–$10M**

- Year 3: **$15M–$30M**

- Year 5: **$100M**

- Year 7: **$500M**

Market Trends

Rapid digital transformation and global demand for affordable, cross-border healthcare solutions.

Customer Segments

Healthcare service providers and global users seeking affordable, personalized care.

Business Model

Revenue Streams:

- 7–10% seller fee (depending on order value)

- 10% buyer fee

- Monthly Voice Translation Fee: $15/month

- Multi.Me Subscription Plan: from free to $200/month

- AI Translation Tool: $3–$15/month

- People Management Features: $10/person/month

Pricing Model:

- Freemium: Free plan for basic users

- Premium plans for professionals and organizations: $29, $99, and $200/month

- Hospital Plan: $2000/year

Cost Structure:

- 30% for technology development

- 40% for marketing and user acquisition

- 20% for operations and support

- 10% for general administration

Unit Economics:

- Customer Acquisition Cost (CAC): $5/user

- Lifetime Value (LTV): $100/user

- LTV/CAC Ratio: 20×

Go-To-Market Strategy

Channels:

All social media platforms (Facebook, Instagram, LinkedIn, TikTok, X, etc.)

Cross-country targeting

Partners:

B2B email campaigns

Referral program for professionals & organizations

Strategy:

User-centric

Referral model

Growth Tactics:

Viral campaigns

Content marketing

Search engine optimization (SEO)

Timeline:

Target to reach 1 million users by 31.12.2025

Traction & Milestones

Strategic partnerships:

Facebook integration to expand connectivity and share services quickly.

User growth projection if we get investment:

2025: 1 million users

2026: 10 million users

2027: 40 million users

2030: 1 billion users

Current (05.2025):

25,000 registered users

15,000 listed services

Covering 171 countries

TEAM

Founder

16 years of experience in the healthcare industry.

International experience

Exported to 40 countries.

Industry

Technology & Marketing

Expertise

Strong background in the healthcare industry.

Company employee: More than 60 people

The Team Structure:

- **HR Team:** 3 members
- **IT Team:** India (5 members), Vietnam (30 members) – Total of 35 IT members
- **Marketing Team:** 30 members
- **Operation Team:** 4 members

Competition

Direct

Direct competitors include US private hospitals and telehealth providers.

Indirect

Fiverr,
Upwork

Advantages

Our competitive advantage lies in: Lower costs and higher speeds than traditional providers, AI-enhanced personalization and integration of multiple services, Access to a global pool of certified professionals

Position

Market leader

Barriers

Complex Model

Investment ask

- **Funding need :** $3M
- **Equity offered :** 10%

Use of funds:

- Reserve: 10%
- Marketing (MKT): 40%
- Tech development: 30%
- Operation: 20%

Financial Projections Conservative Case:

2025: 1.5×

2026: 3×

2027: 6×

2030: 15×

Best Case (20% probability):

2025: 3×

2026: 8×

2027: 15×

2030: 50×

Base Case (70% probability):

2025: 2×

2026: 5×

2027: 10×

2030: 25×

Exit Scenarious

- **IPO (20% probability):**
  Timeline: 2029–2030

  Target Valuation: $1B+

- **Secondary Sale (20% probability):**
  Private equity or later stage investors

  Partial exit option for early investors

- **Strategic Acquisition (60% probability):**
  Targeted Buyers: Big Tech or Healthcare companies

  Expected Timeline: 2027–2028

  Valuation Range: $200M – $500M

Thank You, StrongBody SG