

QUANTUM HEALTH

THE HEALTH MONITORING YOU NEED



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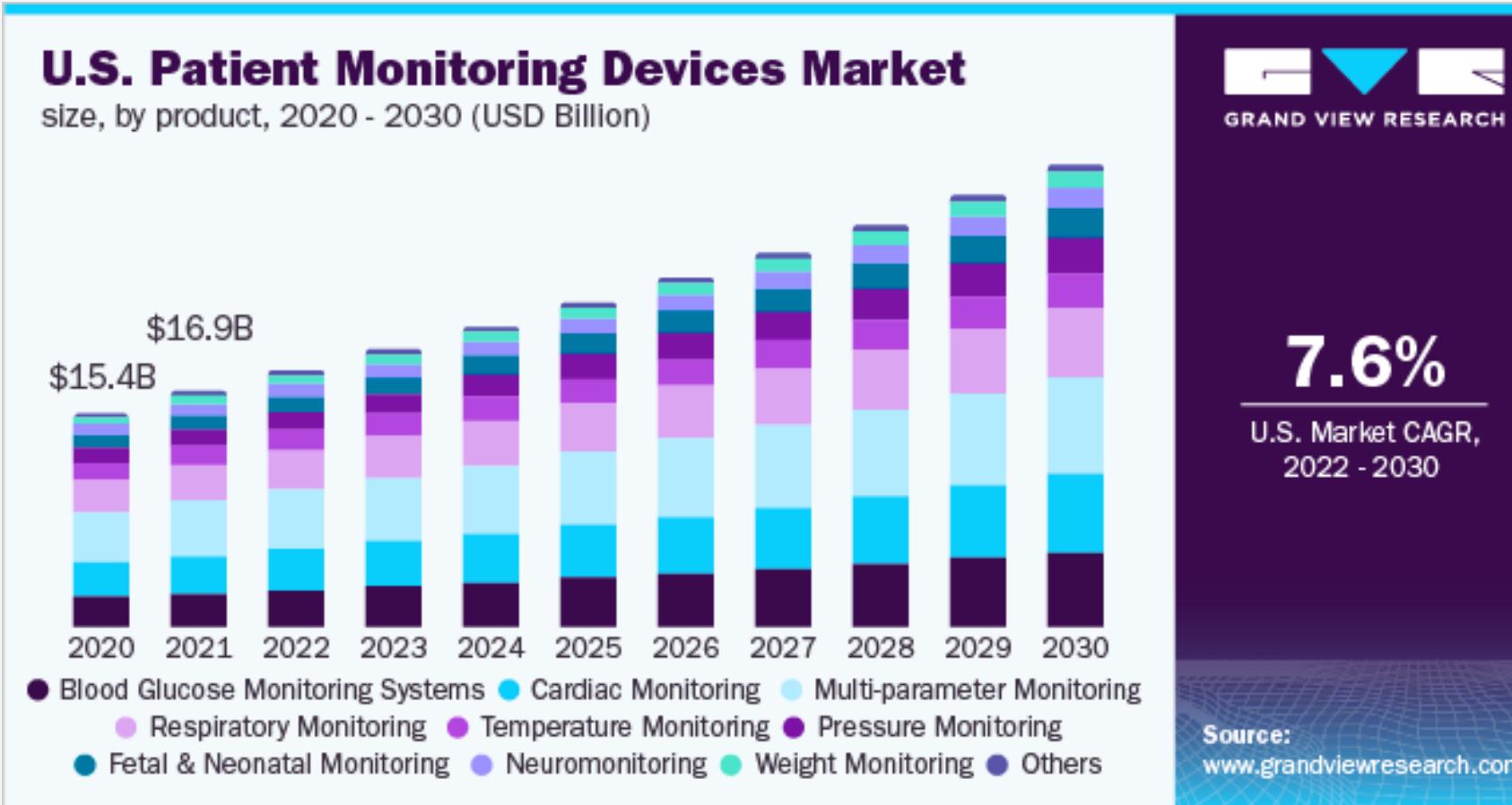
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Health Monitoring Solution

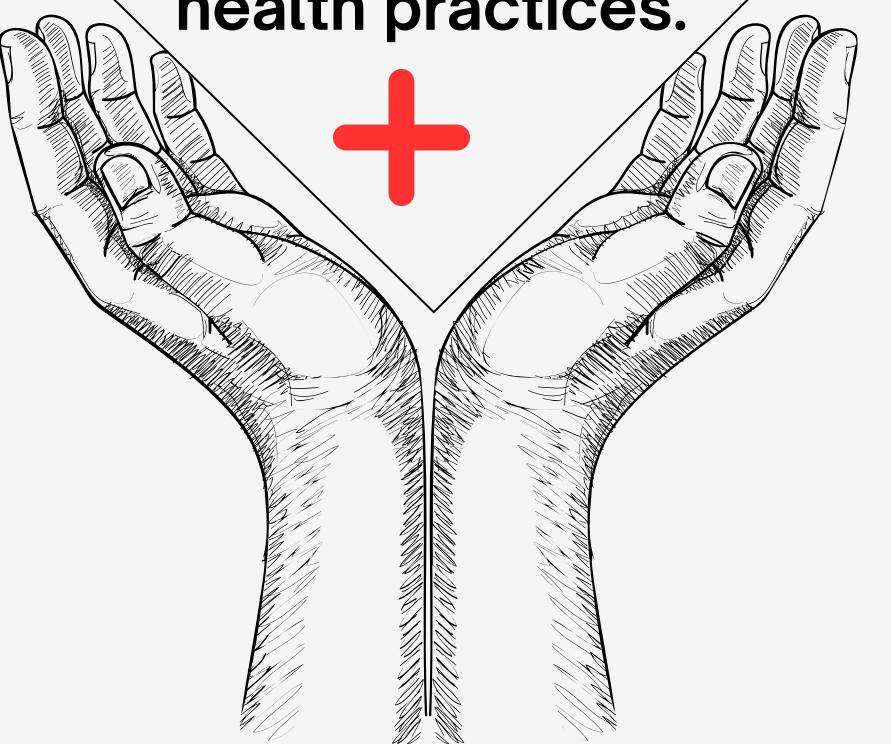


Presently, consumers perceive wellness through a multifaceted and sophisticated scope, spanning beyond mere fitness and nutrition, encapsulating broader aspects of overall behavioral and physical health and appearance. According to recent studies, **78%** of consumers emphasize a holistic view of wellness that incorporates various dimensions.

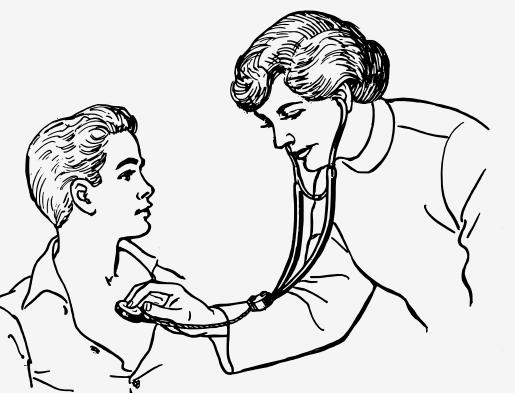
Simultaneously, health promotion has gained significant relevance as an essential tool in this paradigm shift. However, **63%** of health professionals assert the pressing need for novel and innovative approaches to further advance the field.

Need Description

Seeking solutions that enable the consumer to monitor their health (including habits & behaviors), identify areas of concern, and drive good health practices.



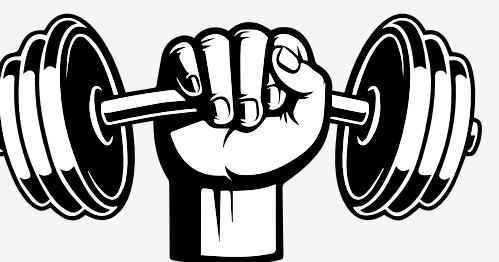
Customers & End Users



Healthcare organizations and providers



Fitness Enthusiasts



Trainers and clients at the gym



Patients with chronic conditions



Healthy Lifestyle Adopters

Jobs-To - Be-Done



- **Main Job**

Monitor health data accessibly and accurately to promote wellness.



- **Related Job**

Enable early disease detection for health betterment.



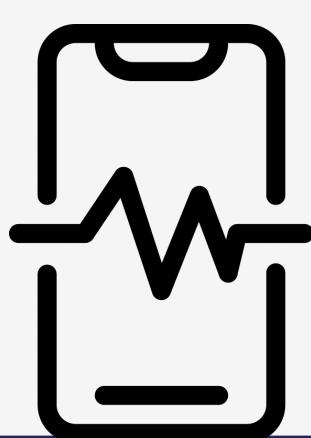
- **Emotional Job**

Empower individuals to prioritize health habits.



Desired Outcomes

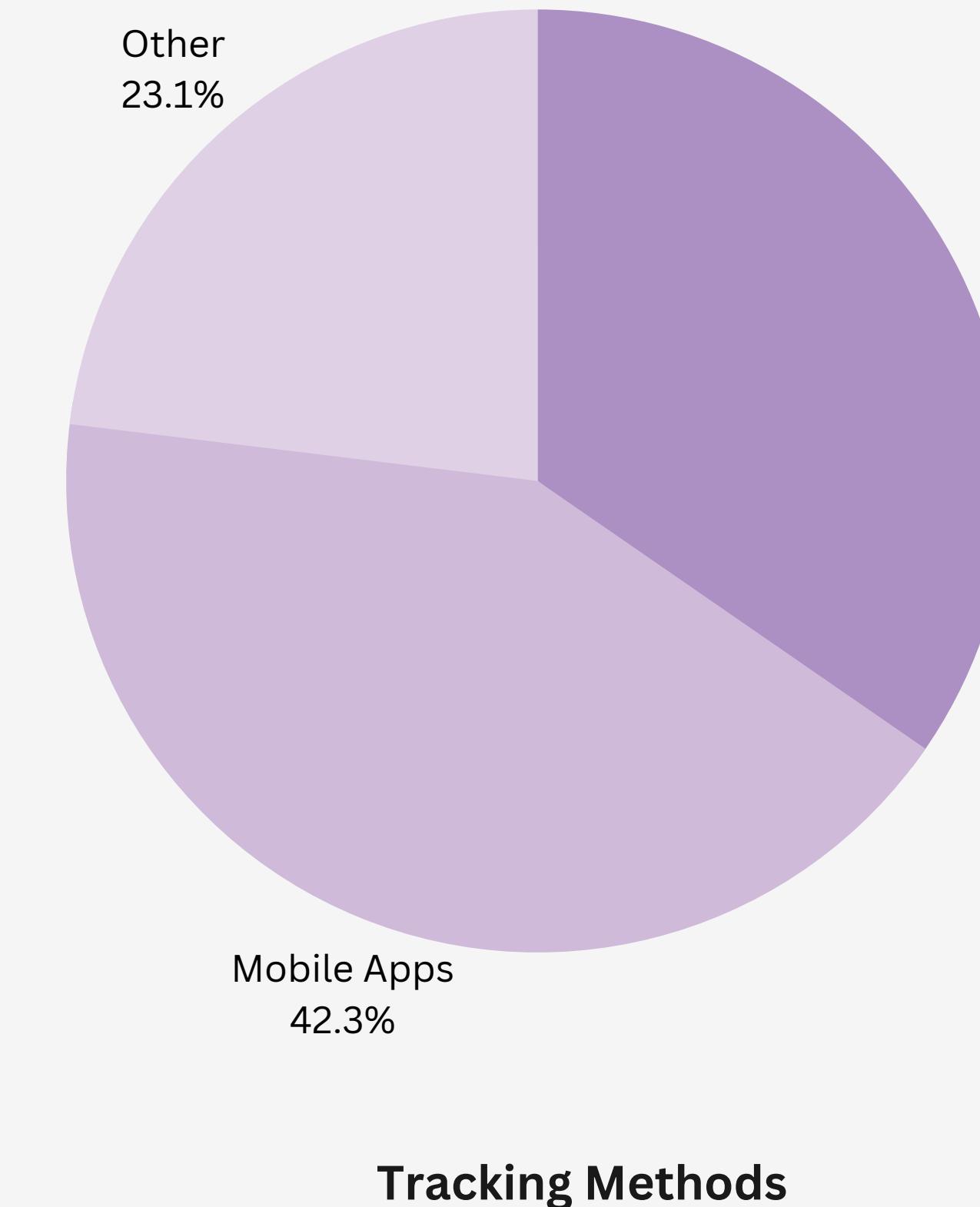
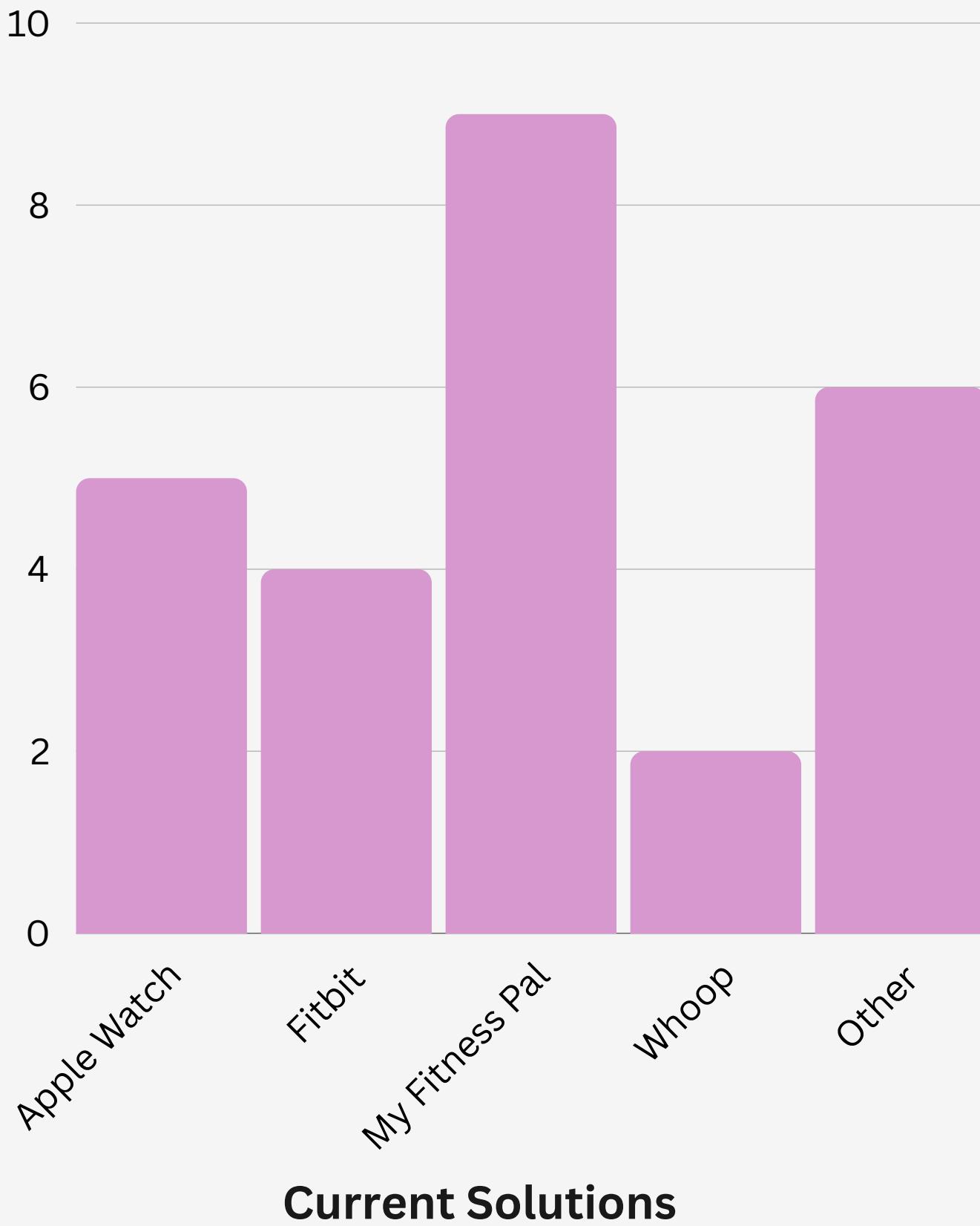
- Deep understanding of health, habits and behaviors
- Identification of potential health concerns and risks
- Empower to adopt and maintain healthy habits



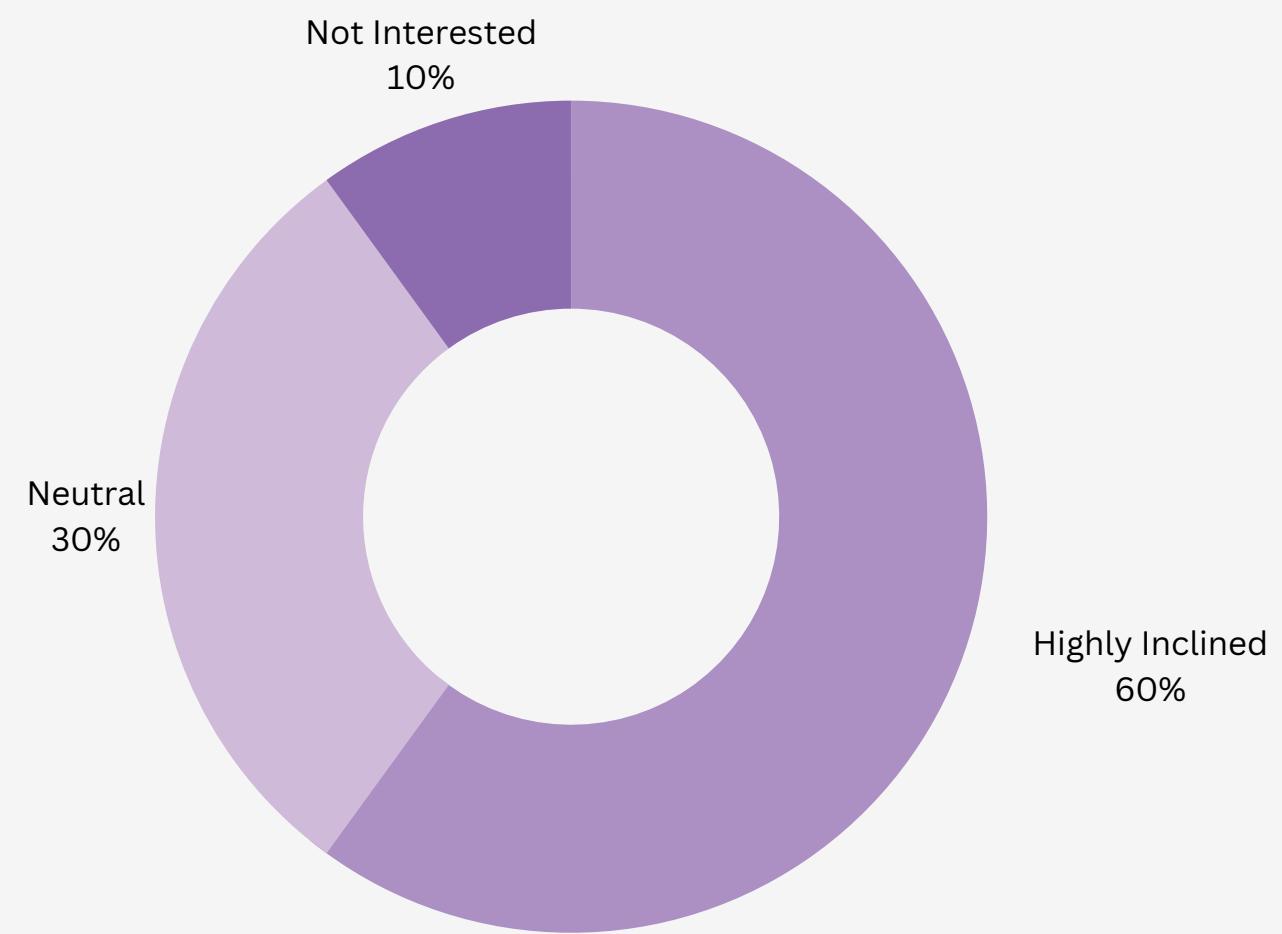
Constraints

- Collection of user data with user permissions
- Support on Android and iOS platforms
- Data and insights to be 95% accurate and reliable.
- Encryption to industry standards. (Data should be 100% Secure)
- The cost should be affordable to major set of demography.

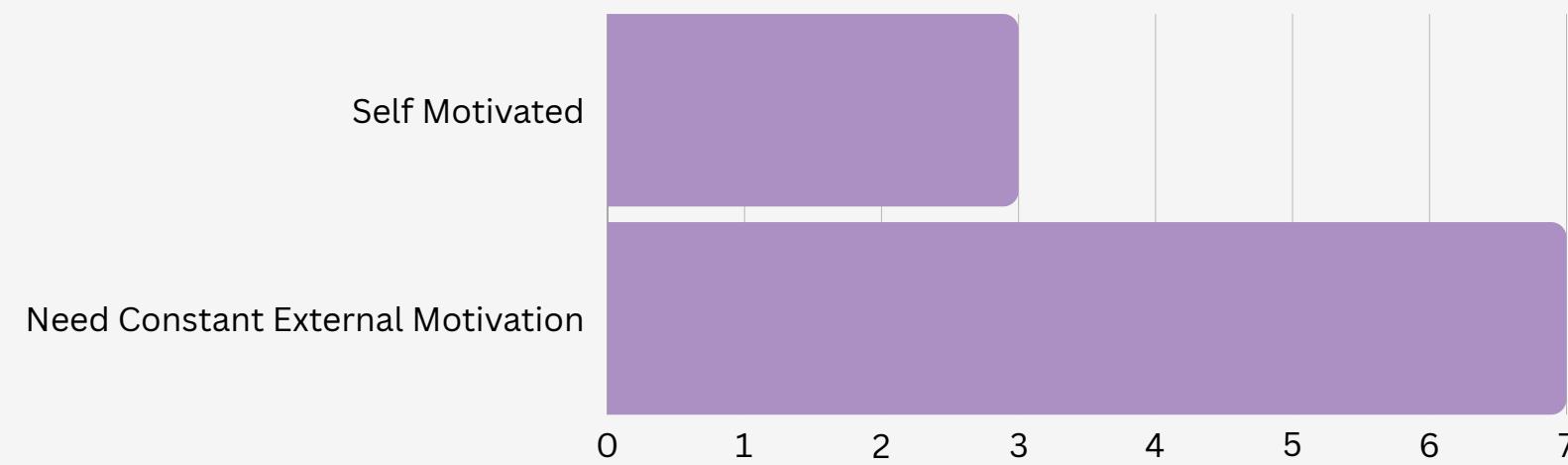
User Interview Results



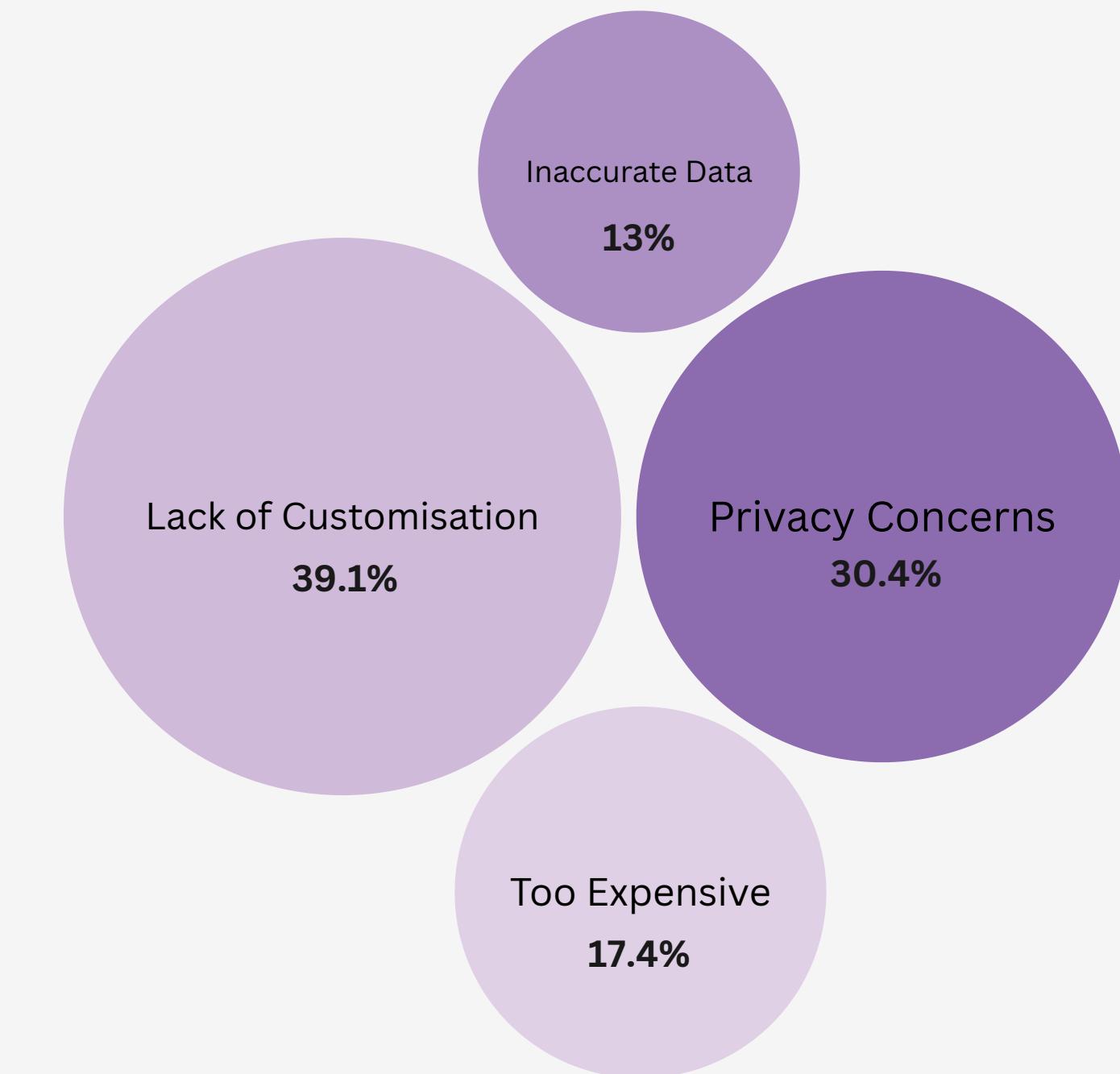
User Interview Results



Interest in Holistic Recommendations



Source of Motivation



Current Solution Challenges

Hypothesis Testing

Pain Points	Hypothesis	Validation	Goal
Need for Health Monitoring Solution	People are consciously tracking their health and looking for solutions to help them	Validated	Build a holistic product to monitor, track and provide insights for betterment of an individual's health.
Need of Customization	Customers and end users want a solution that is more customizable	Validated	Provision to modify pre-structured goals and create & customize new goals and provide customized insights and recommendations
Need for Privacy	People are concerned about sharing private data with a third party	Validated	Ensure that the data captured are encrypted using all security protocols and not shared outside of the security environment
Need for hardware to capture metrics	Customers are willing to invest in hardware to accurately capture data like blood pressure, oxygen levels, ECG, Insulin levels etc. .	Invalidated. [Customers are reluctant to commit to a product and so do not want a solution with a high initial investment]	To provide a freemium subscription of a software solution and eliminate the need of investments in a hardware.

Our Solution

GOAL PLAN WORK OUT NUTRITION PLAN
SLEEP REGIME EMOTIONAL RESOURCES AI THERAPY
GENETIC HISTORY ANALYTICS RECOMMENDATIONS

QUANTUM HEALTH

YOUR GOAL :

Run Boston marathon |

June 2024

SAN	MON	TUE	WED	THU	FRI	SAT
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

SET GOAL >

180 days to Boston Marathon

We are here to help you out!

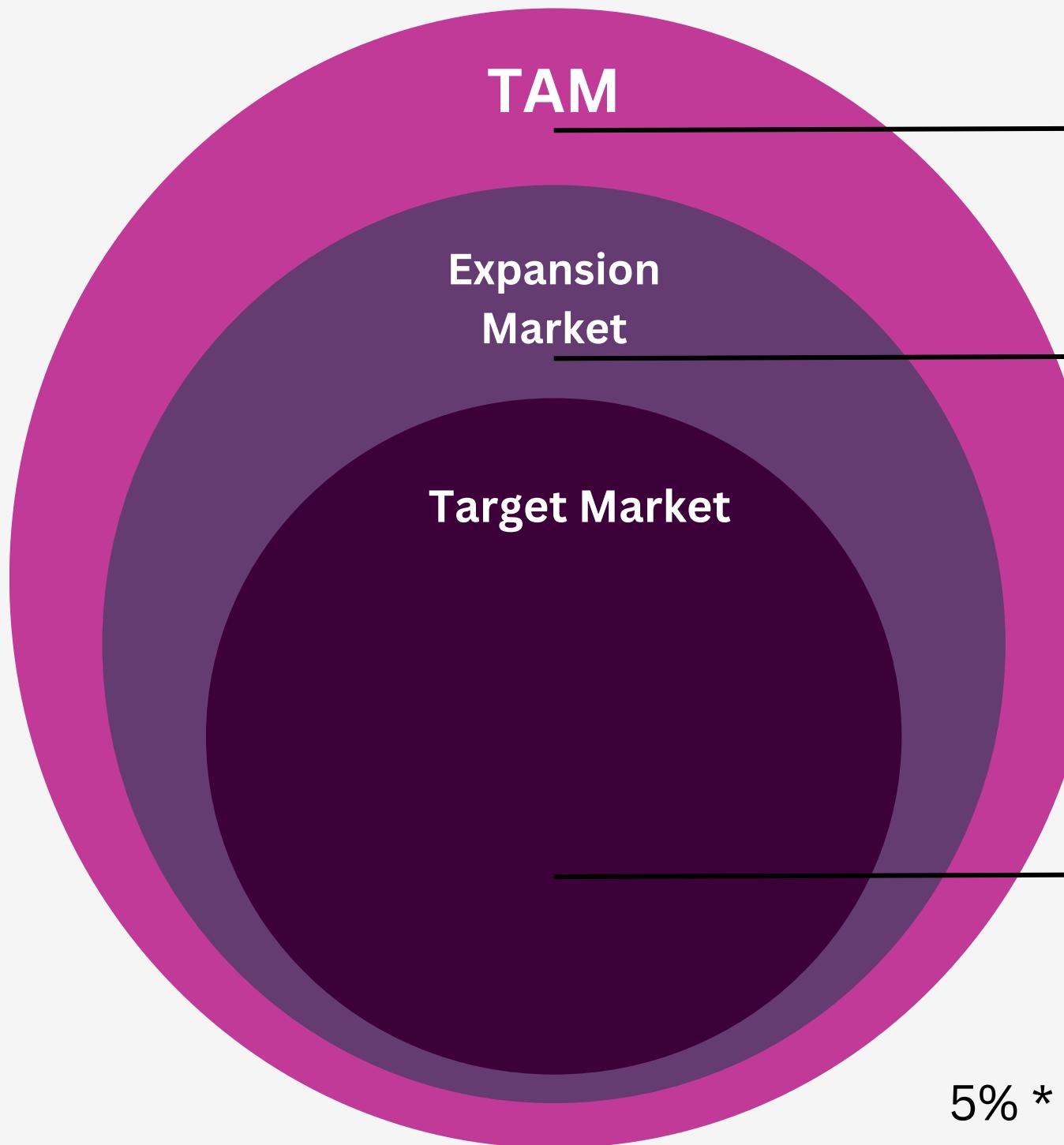
Congrats!
You've set your goal!

Marathon Workout Plan

Sleep Regime

Mind Harbor

Market Size



~160 Billion

~\$53 Billion

- 33% of 160 Billion: Assuming 1/3 of the population tracks their health

~\$2.65 Billion

- 5% penetration of expansion market

$$5\% * \$53 \text{ billion} = \$2.65 \text{ billion}$$

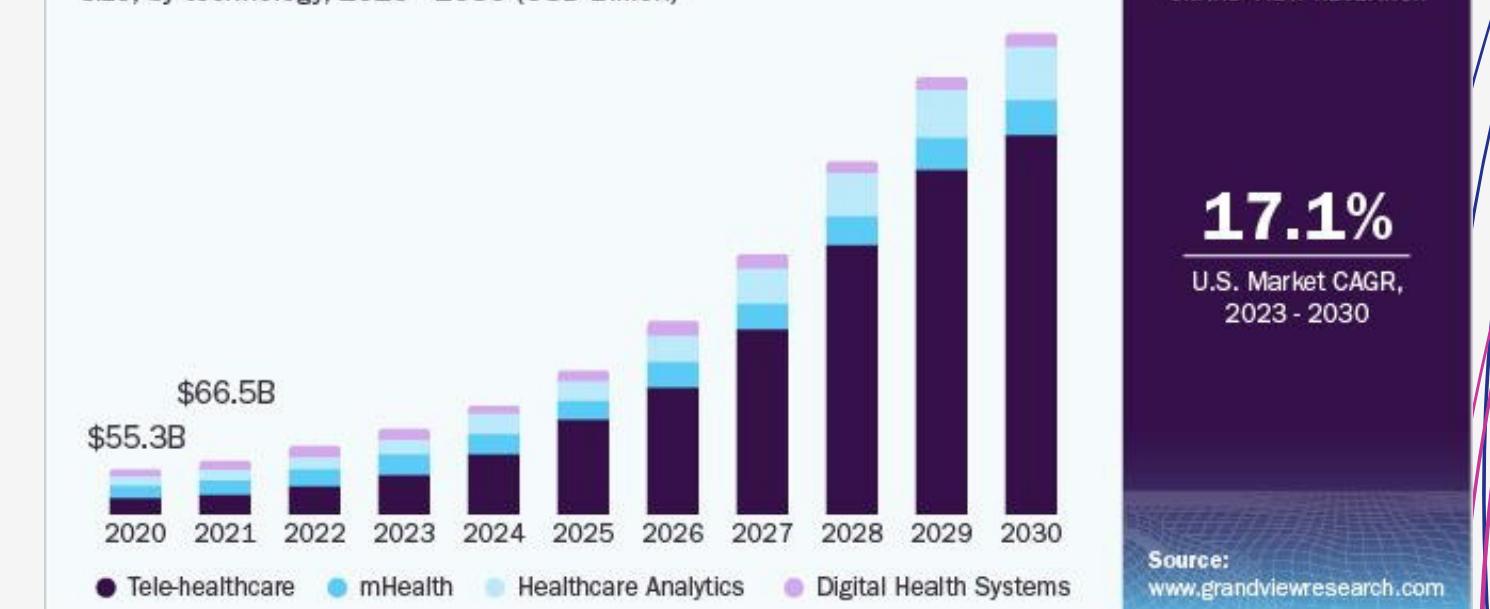
TAM = global population * average healthcare spending * health monitoring solutions market share

TAM = 8 billion * \$1000 * 1-2%^[14]

TAM = \$80-160 billion

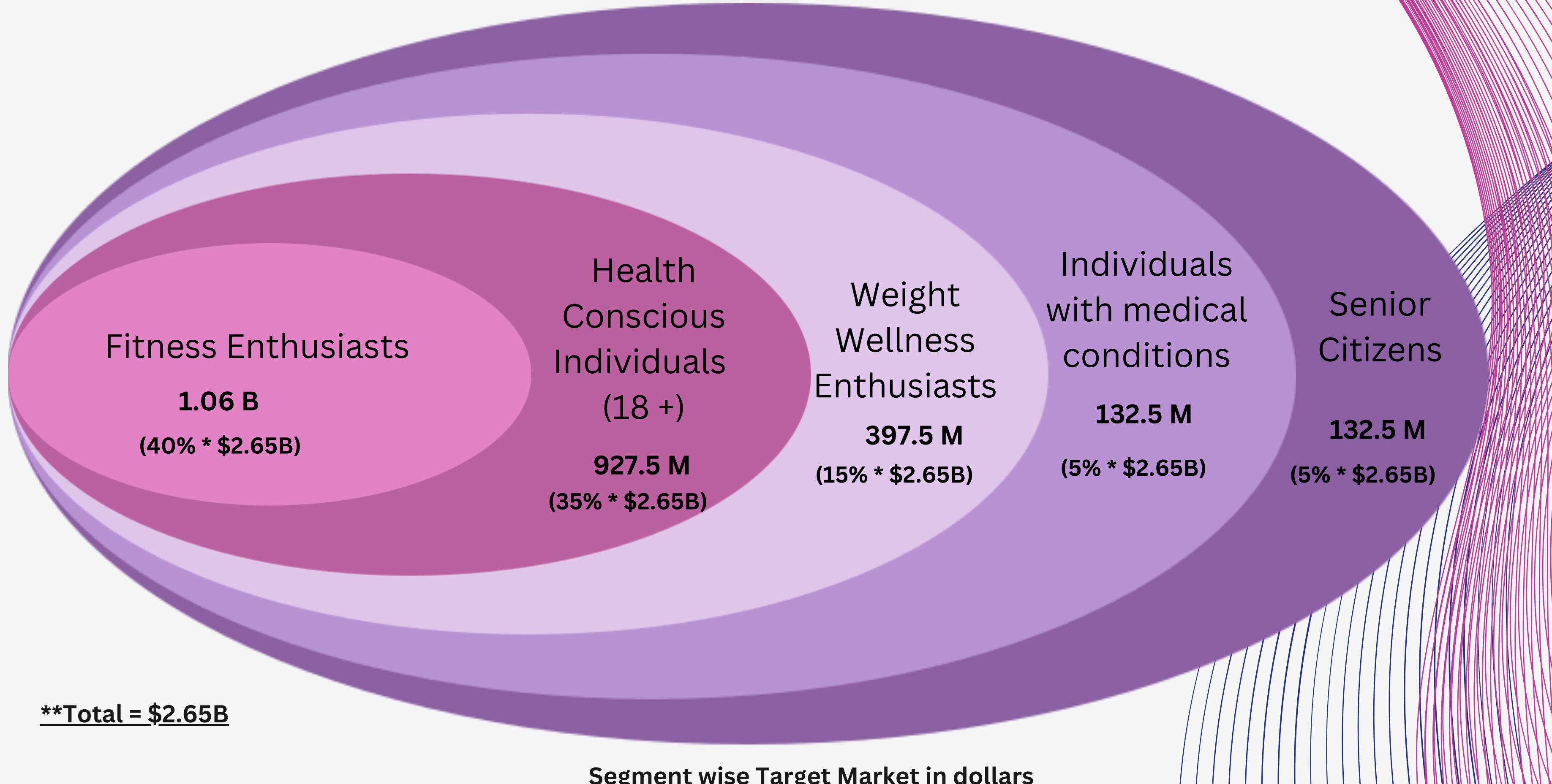
33% * \$160 billion = \$53 billion^[9]

U.S. Digital Health Market
size, by technology, 2020 - 2030 (USD Billion)



Reference no 7

Market Segments



Competitor Analysis



Fitbit/ Apple Watch

S: Accurate

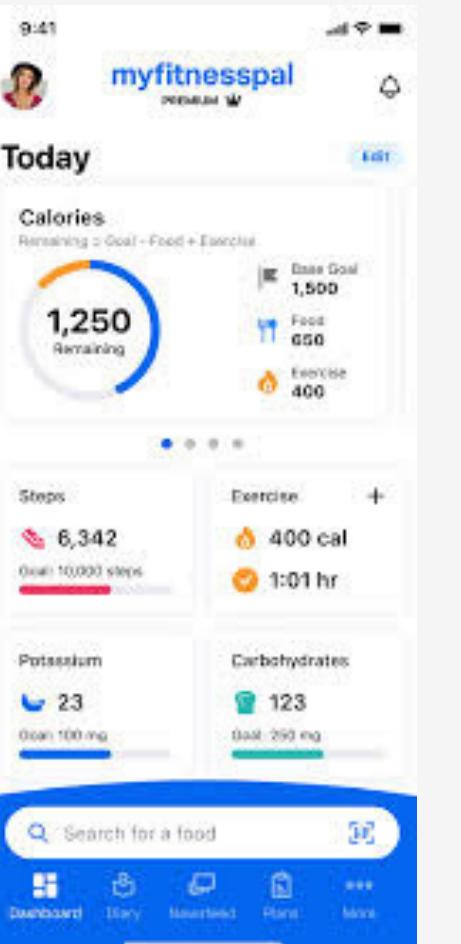
W: Very Pricy



Vivalink

S: Highly efficient

W: Very Pricy



MyFitness Pal

S: Highly Accessible

W: Very Pricy



Omron

S: Highly accurate, ensures data privacy

W: Highly Customizable



Withings

S: Includes a lot of features

W: Not customizable

Competitive Advantage

Parameters		Quantum Health	Fitbit/ Apple Watch	MyFitnessPal	Vivalink	Withings	Omron
Accuracy	✓	✓	✓	✓	✓	✓	✓
Pricing	✓	✗	✓	✗	✓	✓	✓
Data Privacy	✓	✓	✓	✗	✓	✓	✓
Customizability	✓	✓	✓	✓	✓	✗	✗

Business Model

Key Partners



- Health care providers
- Research Institutions
- Behavioural Specialists
- Fitness Enthusiasts
- Investors/VCs

Revenue Streams



- Freemium Model
- Subscription Model
- Revenue via Partnerships
- One time purchase Plans

Key Resources



- Technology Team
- R&D Team
- Cybersecurity Team
- Data Analysts
- Healthcare Professionals
- Marketing & Sales
- Fitness Professionals
- AI Algorithms

Key Activities



- Behavioral & Psychology Integration
- Adaptive Recommendations
- Go-to-Market Strategy
- Implementation of Security Protocols
- Compatibility with existing wearables
- Customer Support
- Integration with AI Driven insight modules

Customer Relationships



- Community Engagement
- Highly Automated Interactions
- Active Feedback Mechanism
- Automated Onboarding

Value Proposition



- Customised Goal Setting
- Customised Insights
- Customised Holistic Recommendations
- Health Risk Assessment
- Nutritional Guidance
- Constant External Motivation to meet the set goals
- Imparting knowledge on human health for informed well-being
- Privacy & Accuracy

Customer Segments



- Fitness Enthusiasts
- Personal Trainers
- Health Conscious Individuals (18+)
- Professional Athletes
- Individuals with medical conditions
- Senior Citizens looking to remain healthy and fit
- Weight wellness Enthusiasts

Cost Structure



- Technology Development
- Marketing Costs
- Operational Costs
- Legal Costs
- R&D
- AI Infrastructure
- Partnership Costs

Channels



- Mobile Apps
- Social Media Marketing
- Partnership with Influencers
- Healthcare Providers
- Partnership with Wearable Brands
- Partnership with Gyms/Brands

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