CONSTANT PRESENTS

"FITMETRIC"

"DECODE YOUR HEALTH,
ELEVATE YOUR LIFE"

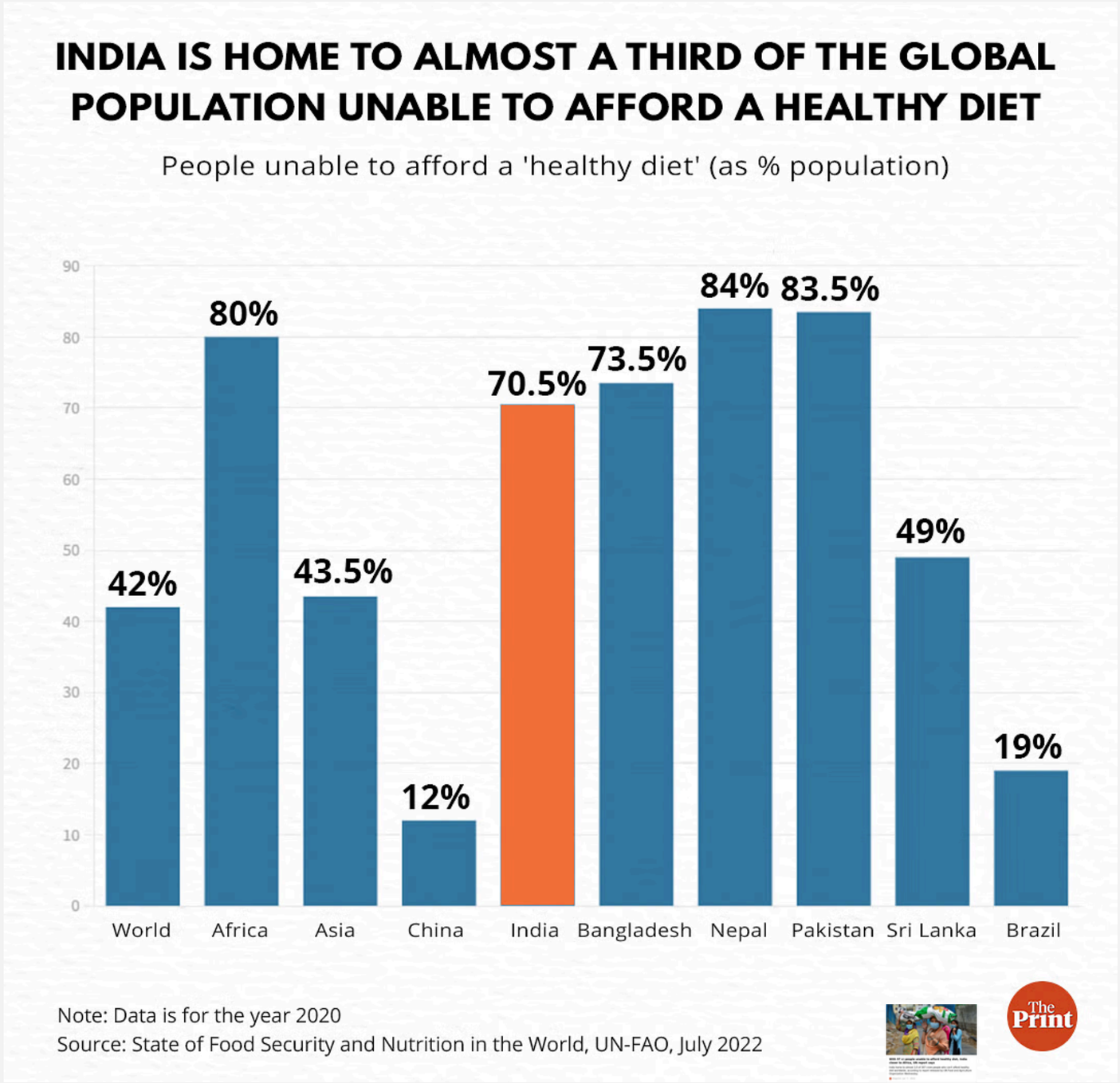
PROBLEM STATEMENT

➢ IN OUR FAST-PACED LIVES, HEALTH MANAGEMENT IS OFTEN HINDERED BY THE SCATTERED INFORMATION AND THE **ABSENCE** OF A UNIFIED PLATFORM.

➢ CHALLENGES INCLUDE **UNCLEAR NUTRITIONAL** GUIDANCE, LIMITED ENERGY EXPENDITURE INSIGHTS, AND LACK OF TOOLS FOR **MENTAL HEALTH** AND **EARLY DISEASE DETECTION.**

➢ THIS HIGHLIGHTS THE NEED FOR A USER-FRIENDLY PLATFORM CONSOLIDATING HEALTH ASPECTS FOR HOLISTIC SOLUTIONS IN NUTRITION, MENTAL WELL-BEING, AND **PREDICTIVE ANALYTICS.**

➢ BRIDGING THESE GAPS IS ESSENTIAL FOR **INDIVIDUALS NAVIGATING** THE INTRICATE LANDSCAPE OF HEALTH AND WELLNESS.



WITH 97 CR PEOPLE UNABLE TO AFFORD HEALTHY DIET, INDIA CLOSER TO AFRICA, UN REPORT SAYS

INDIA HOME TO ALMOST 1/3 OF 307 CRORE PEOPLE WHO CAN'T AFFORD HEALTHY DIET WORLDWIDE, ACCORDING TO REPORT RELEASED BY UN FOOD AND AGRICULTURE ORGANIZATION WEDNESDAY.

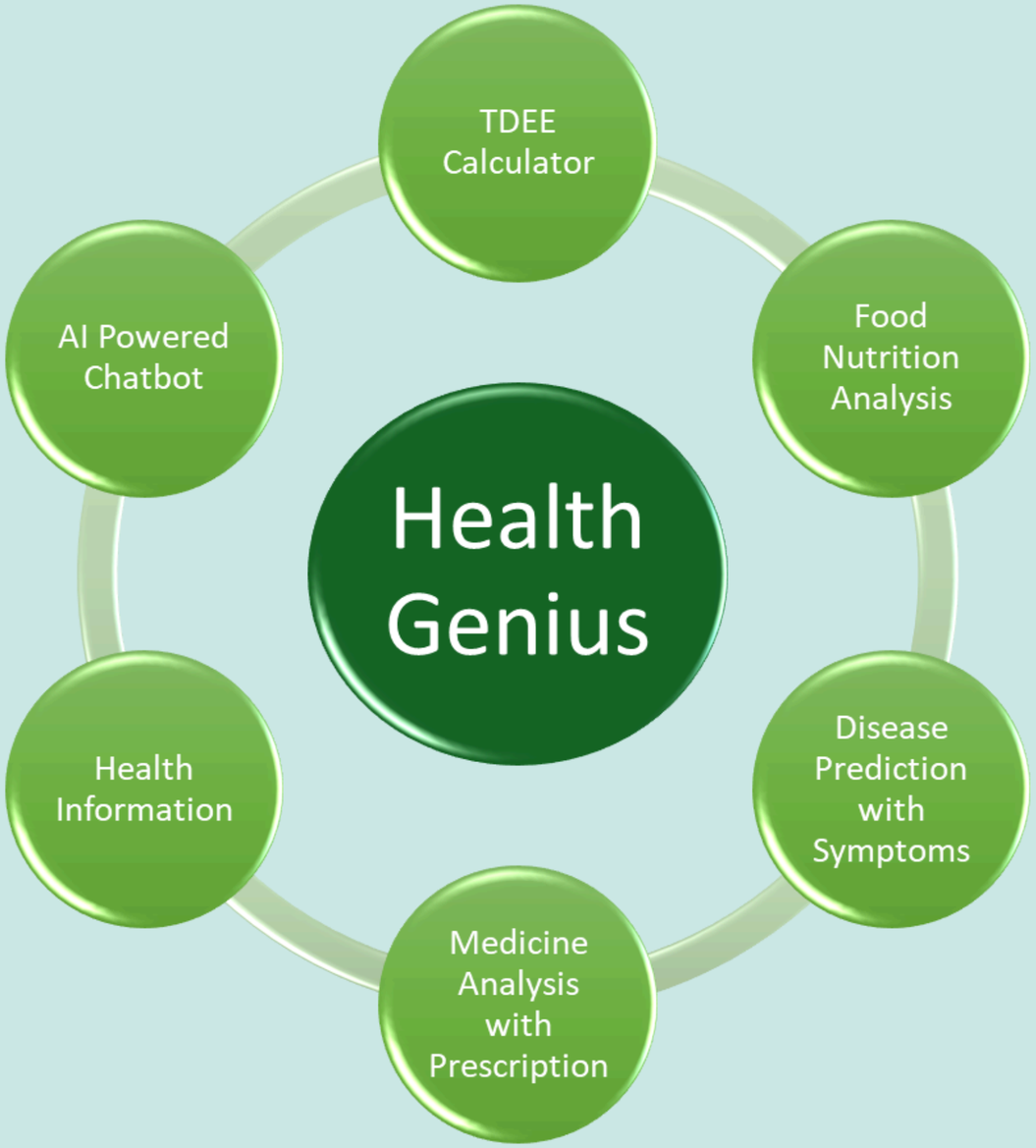
OUR SOLUTION

- WE ENVISION A COMPREHENSIVE WEBSITE DEDICATED TO **INDIVIDUAL HEALTH PROMOTION** .THE PLATFORM INCLUDES KEY FEATURES:
- **HEALTH TRACKING TOOLS:** BALANCED DIET TRACKER, NUTRITION ANALYSIS, DAILY ENERGY EXPENDITURE CALCULATOR.
- **PERSONALIZED HEALTH INSIGHTS:** AI-DRIVEN CHATBOT FOR TAILORED ADVICE.
- **EARLY DETECTION STRATEGIES:** SYMPTOM-BASED PREDICTION FOR TIMELY DISEASE DETECTION.
- **REMOTE HEALTH MONITORING:** CONNECTIVITY TO HEALTH PROFESSIONALS.
- **HIGHLIGHTING:** HEALTH CAMPS AND UPCOMING EVENTS.

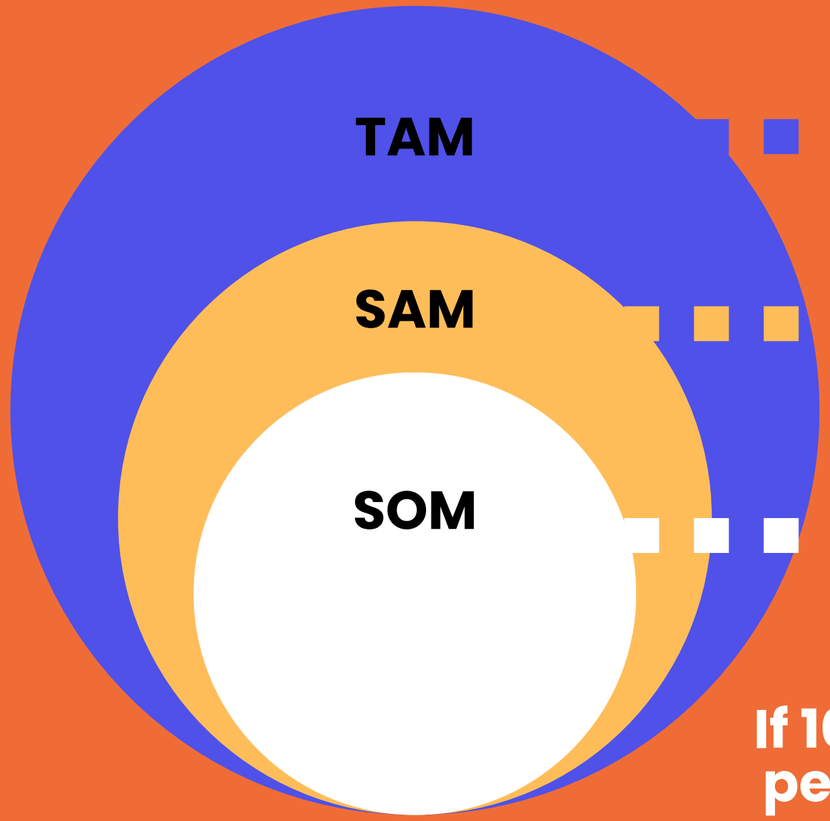
UNIQUENESS

OUR VISION MATERIALIZES IN A HOLISTIC HEALTH PROMOTION PLATFORM, UNIQUELY DESIGNED TO ELEVATE INDIVIDUAL WELL-BEING. DIVE INTO PERSONALIZED HEALTH INSIGHTS WITH OUR **AI-DRIVEN CHATBOT**, PROVIDING TAILORED ADVICE. EMBRACE EARLY DETECTION STRATEGIES THROUGH A **SYMPTOM-BASED DISEASE PREDICTION TOOL**, **MEDICINE DETECTION FROM PRESCRIPTIONS**. MONITOR YOUR HEALTH REMOTELY WITH SEAMLESS CONNECTIVITY TO HEALTH PROFESSIONALS. STANDOUT FEATURES INCLUDE A **TDEE CALCULATOR, NUTRITION ANALYSIS**, AND AN ARRAY OF HEALTH-CENTRIC **BLOGS**. JOIN US ON THIS DISTINCTIVE JOURNEY TOWARDS A HEALTHIER AND MORE INFORMED YOU.

Functionality Flowchart



MARKET STUDY



Total Addressable Market
50 Crore

Serviceable Addressable Market
15 Crore

Serviceable Obtainable Market
03 Crore

If 10% of SOM buy the subscription at ₹ 100 per month we can get ₹ 30 Crore Monthly

Lean Canvas BMC

Problem

Fragmented health information and lack of guidance hinder holistic well-being. Users struggle with unclear nutrition advice, limited energy understanding, and no mental health support.

Existing Alternatives

Current options like Healthify offer food analysis, while Practo aids doctor connections. Yet, no platform combines nutrition guidance, energy insights, and mental health support holistically.

Solution

Balancing accessibility and profitability, ensuring accurate AI-driven insights, and maintaining user trust amid sensitive health data handling pose challenges.

Key Metrics

Platform Development
Event Management
Content Creation
Partnership Building
Marketing and Promotion

Unique Value Proposition

AI chatbot offers tailored insights and mental support. Detect diseases early and connect with doctors remotely for personalized care. Enjoy features like TDEE calculator, nutrition analysis, and health events.

High Level Concept:

Receive personalized insights, connect with doctors remotely, and access tools like the TDEE calculator and nutrition analysis.

Unfair Advantage:

Our edge? Unbeatable affordability, rich features, and pinpoint accuracy. We prioritize value without compromise, offering reliable results and unmatched benefits for our customers.

Channels

Social media engagement, word of mouth referrals, free subscriptions, and participation in health events, fostering brand awareness and generating leads effectively.

Customer Segments:

Our platform caters to health-conscious individuals, chronic condition sufferers, fitness enthusiasts, caregivers, and healthcare professionals, offering tailored solutions for proactive health management, regular monitoring, and caregiving support.

Early Adopters:

Our early adopters are health-conscious individuals, caregivers, and healthcare professionals seeking innovative solutions for proactive health management.

Cost Structure:

Marketing, website/app development, hiring healthcare professionals, and hosting/domain charges. Optimization ensures financial sustainability.

Revenue Streams:

1) Host health events, fees ₹1000-₹10000. Earn 20% commission on ticket sales.
2) Free daily searches. Ultra subscription ₹100, premium ₹250. Video call consultations ₹100.
3) Free "Know Your Disease" and "Scan Prescription" features for all users.

GO-TO MARKET STRATEGY

1) **EVENT PAGE:**
- OFFER A PLATFORM FOR HOSTING HEALTH-RELATED EVENTS, RANGING FROM HEALTH CAMPS TO SEMINARS, WITH EVENT FEES RANGING FROM ₹1000 TO ₹10000.
- EARN REVENUE THROUGH A COMMISSION OF 20% FROM PAID TICKETS SOLD THROUGH THE PLATFORM.

2) **SUBSCRIPTION MODEL:**
- PROVIDE **10 FREE SEARCHES DAILY** FOR CHATBOT, MENTAL HEALTH ANALYSIS, NUTRITION ANALYSIS, AND TDEE CALCULATOR **TO ATTRACT USERS.**
- OFFER AN **ULTRA SUBSCRIPTION** PRICED AT **₹100**, GRANTING ACCESS TO ALL SERVICES BEYOND THE FREE LIMIT.
- INTRODUCE A **PREMIUM SUBSCRIPTION** PRICED AT **₹250**, PROVIDING USERS WITH ACCESS TO CONSULTATION WITH A DOCTOR BASED ON THEIR DISEASE.
- OFFER VIDEO CALL CONSULTATIONS WITH DOCTORS AT A FEE OF **₹100** FOR USERS WITHOUT A SUBSCRIPTION.

3) **FREE SERVICES:**
- PROVIDE **FREE ACCESS** TO "KNOW YOUR DISEASE" AND "SCAN PRESCRIPTION" FEATURES TO ALL USERS.
- UTILIZE THESE FREE SERVICES AS A MEANS TO **ATTRACT** MORE CUSTOMERS AND **ENCOURAGE ENGAGEMENT WITH THE PLATFORM.**

N Venkat Swaroop
Backend Developer

Amit Kumar Singh
Machine Learning

Akshat R Hedge
Frontend Developer

We are the team Constant