



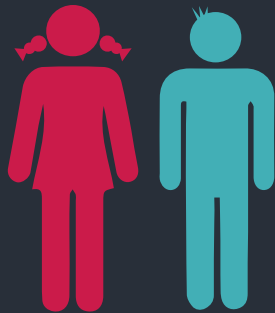
JALfit

Vedanarayanan Mahadevan
Radhika Kesavan
Asit Piri

Analysis

1

45%



68%



78%



HydroSafe

JALfit

Vedanarayanan Mahadevan
Radhika Kesavan
Asit Piri

What we learned?



Sr. Citizens **Mr & Mrs. Srikanth**

MOTIVATIONS

- Shouldn't be a burden on my children
- Independently do all my activities
- Lead a purposeful life
- Contribute to the society

FRUSTRATIONS

- Being dependent on others
- Have to be aware of my health limitations
- Fear of getting injured and being bed-ridden



60+

Retired professionals.home makers

Enjoys sharing his/her life experiences, focusing on second innings at family and learning new things they desired to learn in their prime. Very cheerful.

Mindful Mihir

MOTIVATIONS

- Give best care to my child & parents
- Want to be fit
- Would want to inculcate good habits for my family

FRUSTRATIONS

- Concern about basic safety of my parents & child
- Concern about keeping healthy habits amidst busy working day



35+

Urban lifestyle

Ultra busy professional. Patient and good listener. Empathetic & compassionate. Non-judgemental with children. Balancing elders and children in the family.

What we learnt from our connect sessions?

SAYING

I want to ensure my parents are safe and healthy

I do not mind monitoring round-the-clock

I am not confident about my health

There are no easy way to receive SOS alerts from my parents

THINKING

How can I monitor while giving adequate privacy?

How can I keep them healthy and safe?



DOING

Consciously monitor the time spent for each activity and call out in case of any exceptions
Keep calling multiple times in a day to verify normalcy

Always ensure company for the elders

FEELING

Anxious about safety

Burnt-out having to monitor constantly

Feel overwhelmed being responsible for everyone's safety

Elders feel dependent on others

Elders frustrated to lose autonomy



- Medicines taken on time
-
- Peace of mind
- Elders can lead an independent confident life



- Unpredictable incidents affecting safety and health
- Illness can take an adverse turn
- Medications are missed
- Unhealthy scarring and mental conditioning

JTBD



- Look out for my parents well being on a daily basis
- Ensure they take their medications on time
- Ensure they eat well, are hydrated and sleep well
- Ensure they do only those physical activities that they are capable of
- To keep track and monitor 24/7 their vital parameters
- Ensure their safety when they're outside



Web application that enables

- Local currency payment
- Ability to network within members using messaging platforms
- Curated speakers and attendees

- Improved quality of living



- Helps reduce churn



- Improved credibility of meetup groups



- Manifold Learning



- Stronger community relationships



- Allow organizers to take payments in all the currencies.



- Messaging Platform



- Screening Process (AI)



Types of People

The super conscious
fitness enthusiast



The indifferent



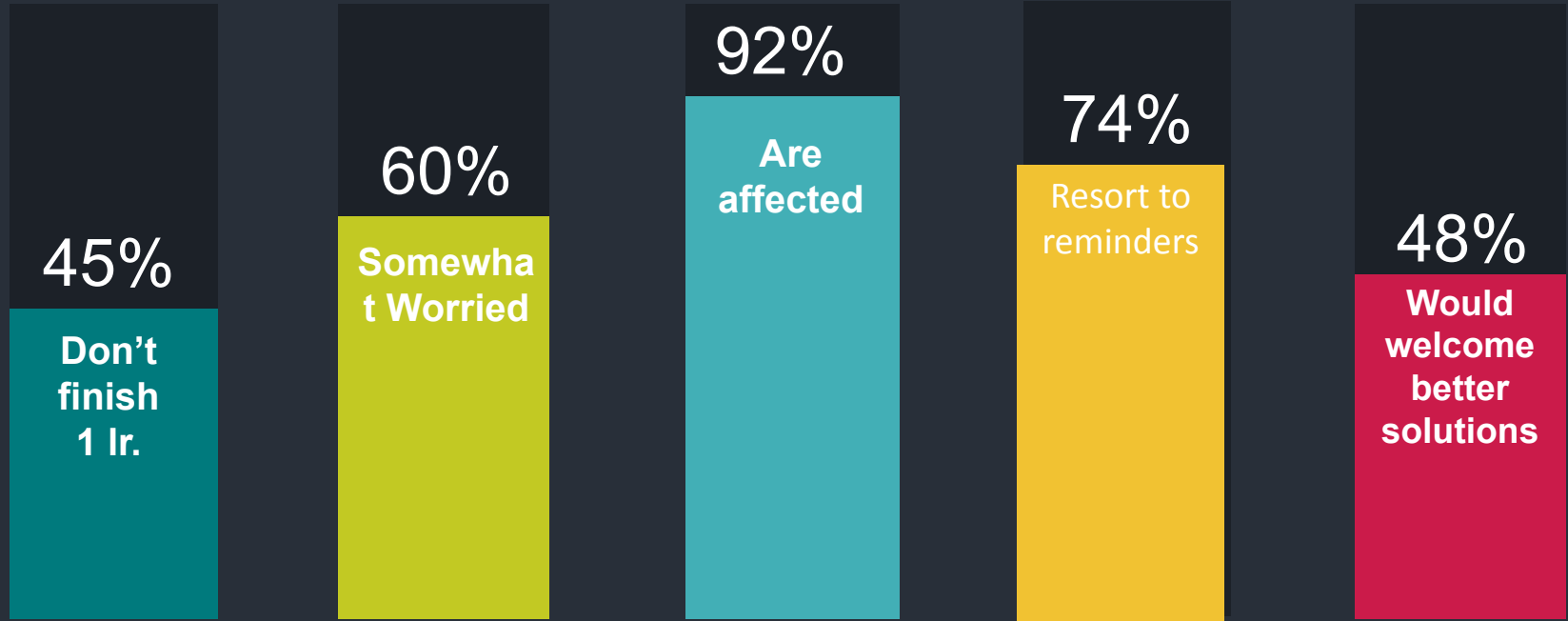
The in-betweens who
need motivation



What we learned?



Secondary Research



All-rounder Aarohi

MY MOTIVATIONS

- Fun loving banter with my friends
- Competition & games (how many steps did you take?)
- Exploring new ideas & Novelty
- Setting goals and making plans
- Rewards

MY FRUSTRATIONS

- Too many things to do in a day!
- What is entertaining for me is distractions for my parents!
- Parents are always checking on me to eat and drink right



9+ years

Smart Child, pursuing many avenues of learning in any given day - from dance to music to art to martial arts to coding. All while being enthusiastic and playful.

Super-Mom Archana

MY MOTIVATIONS

- Ensure my children are well fed and well watered on time and are emotionally balanced
- Elders in my family should be happy and relaxed
- Want to have a good quality time with fami

MY FRUSTRATIONS

- Worried about elders when outside my influence
- Need to pre-empt issues that may be arising for children



35+

Working professional, urban lifestyle

Exemplary mother, successfully managing home, children while having a full time job. They know when and where they need help and seek it actively. She runs/walks 4 times a week.

SAYING

This is not a major concern, we are managing it reasonably well

DOING

- Trying out different ways to remind themselves and kids
- Use gadgets to set an alarm



THINKING

- Do not think this should be a problem. Wasnt a problem for them when they were kids.
- Dehydration can cause only direct physical issues like constipation

FEELING

- Shouldnt depend on another gadget
- Want to be safe than be sorry
- Frustrated that the responsibility is on their head



- Users will be encouraged to maintain good hydration levels, making them happier and motivated
- Keeping up good hydration levels increases multitude of health benefits
- Users who are conscious of keeping good hydration levels can form their own "cohort" to motivate and inspire more
- Users can share their achievements of the day on their social media



JTBD



- Ensure children



- Children coming back from school shall no longer suffer from headaches, crankiness, urinary infection or have negative impact on academic performance due to dehydration
- Parents will be relieved and happier for their children's health and fitness
- Children of elderly patients are relieved and happier for their parents to get timely water intake reminders



A device

- JALfit is to be provided as a super low cost stand-alone wearable device as wrist/chest patch or a watch
- Alert in the form of vibration given on reaching a low hydration level and/or on pre-set time intervals
- JALfit device is to be integrated with mobile apps for easy tracking
- Reports shall be shared with concerned guardians/physicians
-



Product offerings

Hydration Level Monitoring

Built-in GPS

24*7 Heart Rate Monitoring

Sports & Daily Activities Tracking and Monitoring

Scientific Sleep Monitoring

SpO2 Monitor

Body Temperature Tracking

Blood Pressure Monitor

Vibration Alert

GuardianTag

Best Battery backup of ### hours

Minimal SAR metrics - Safe for children and Elders.

Who are our competitors?

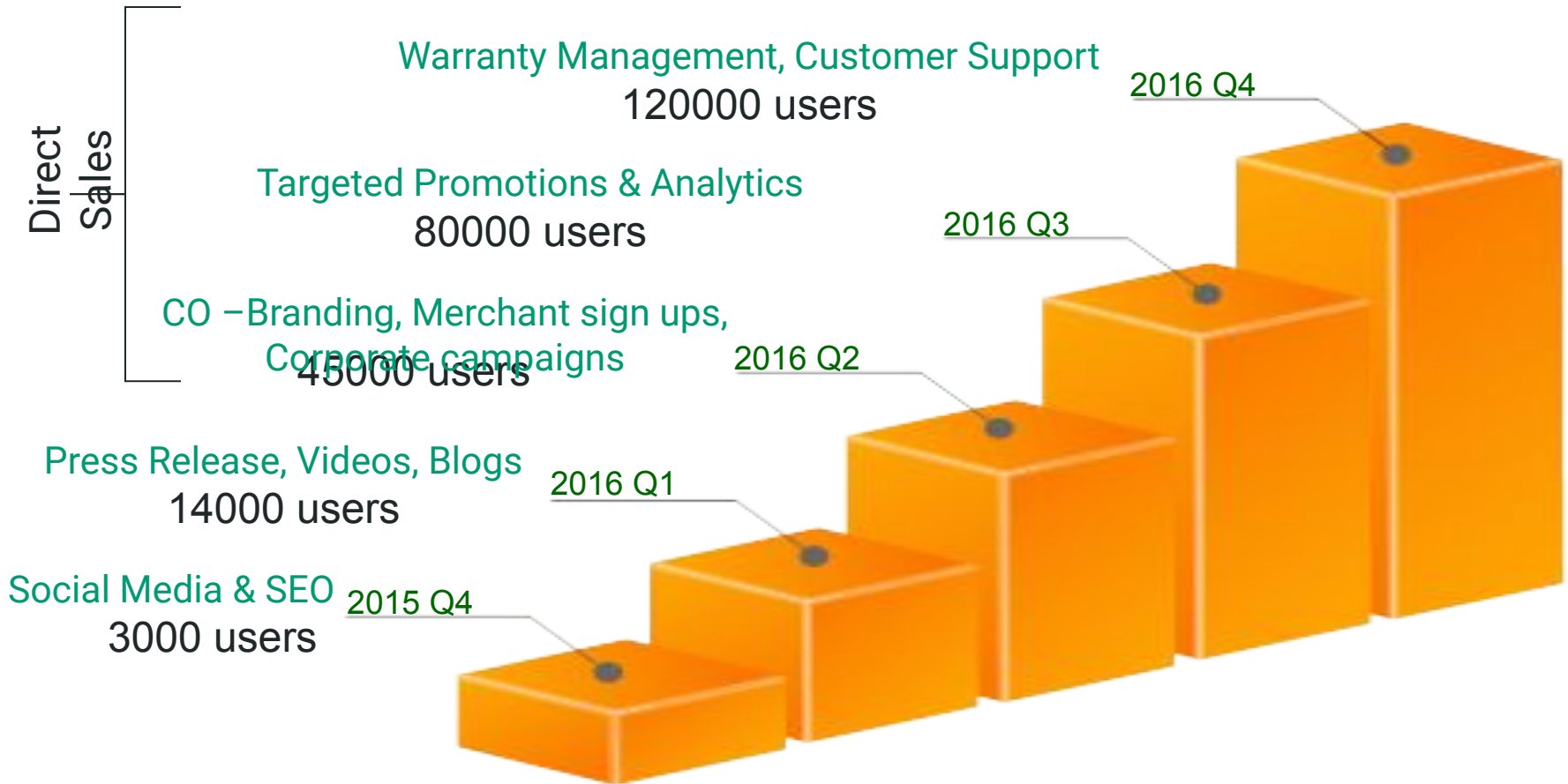
Product Offerings



Features	HydraSafe	GOQii Vital	Fitplus FP04	HONOR Band 5
Hydration Level Monitoring	👍	👎	👎	👎
Built-in GPS	👍	👎	👎	👎
24*7 Heart Rate Monitoring	👍	👍	👍	👍
Sports & Daily Activities Tracking and Monitoring	👍	👍	👍	👎
Scientific Sleep Monitoring	👍	👍	👍	👍
SpO2 Monitor	👍	👎	👎	👍
Body Temperature Tracking	👍	👍	👎	👎
Blood Pressure Monitor	👍	👍	👎	👎

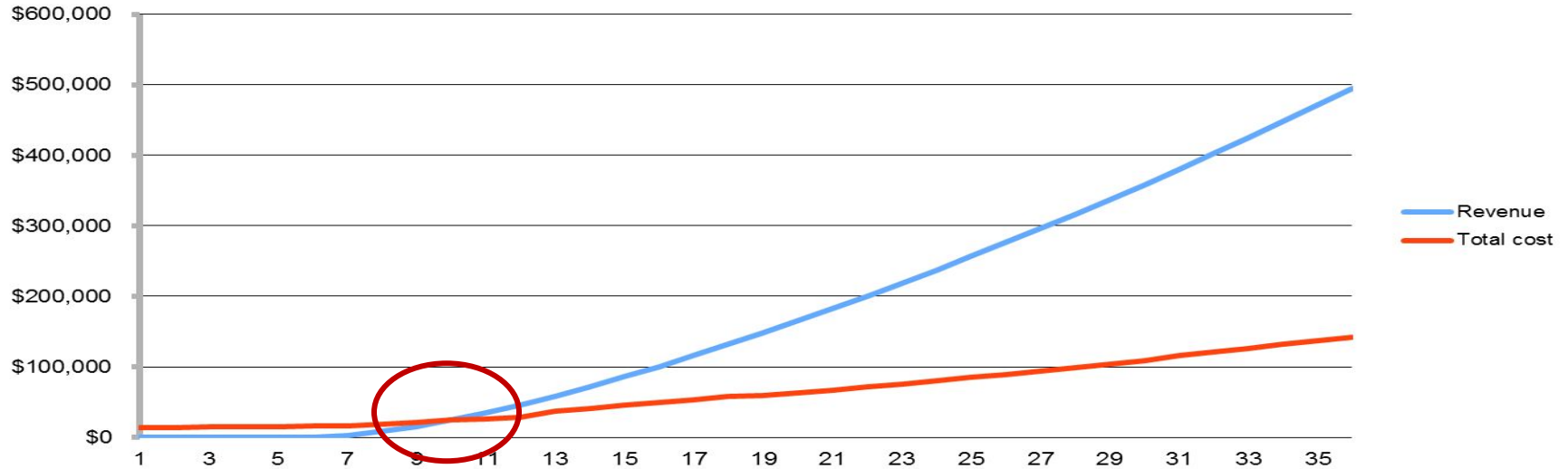
What's the market opportunity?

How are we going about acquiring customers?



Cash Flow Projections for the next 36 months

Total cost vs. revenue



\$500 thousand business at the end of 3 years

Marketing Strategy

ProHeal

The Zomato of Healthcare

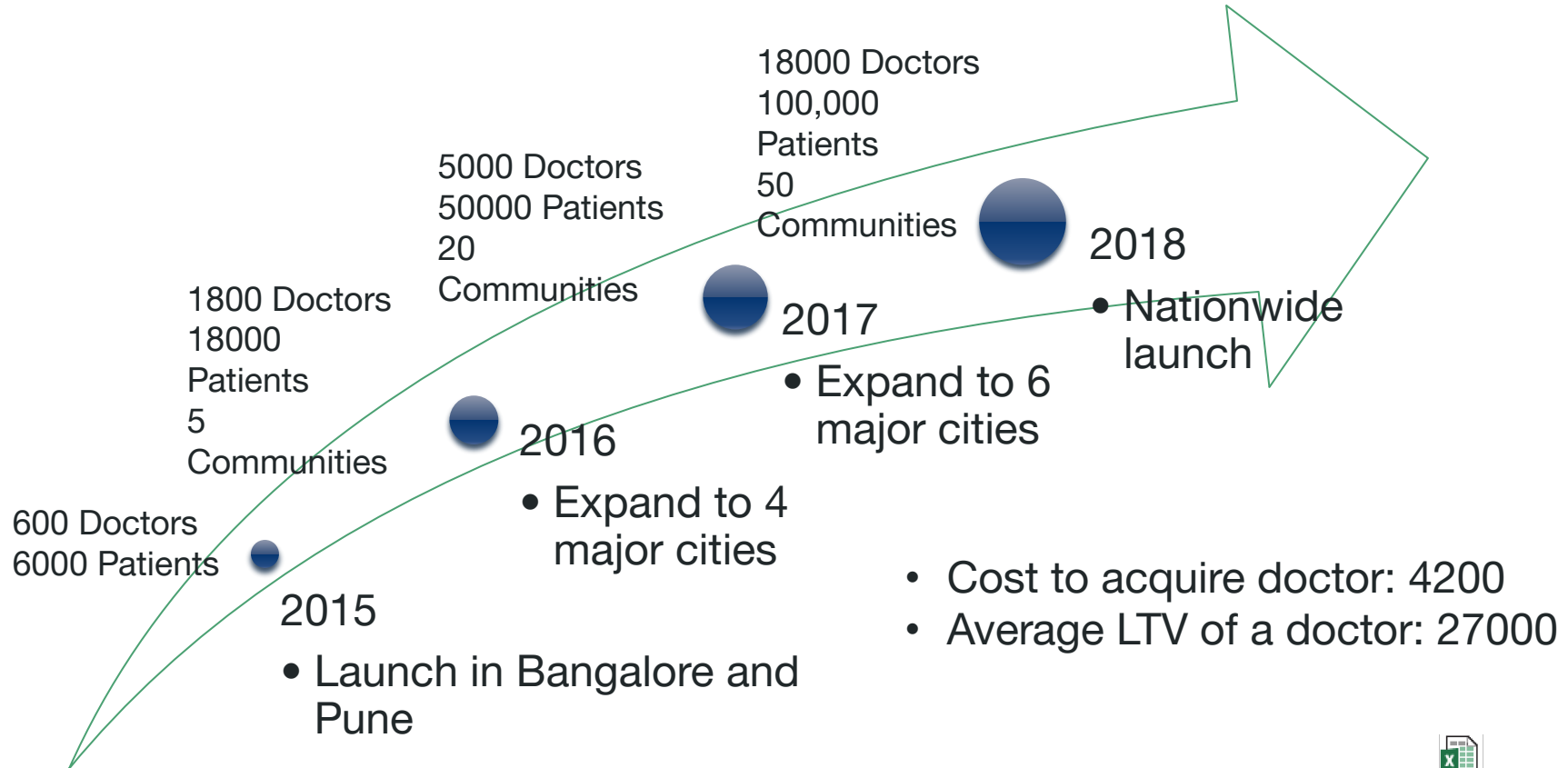
Adwords

Events

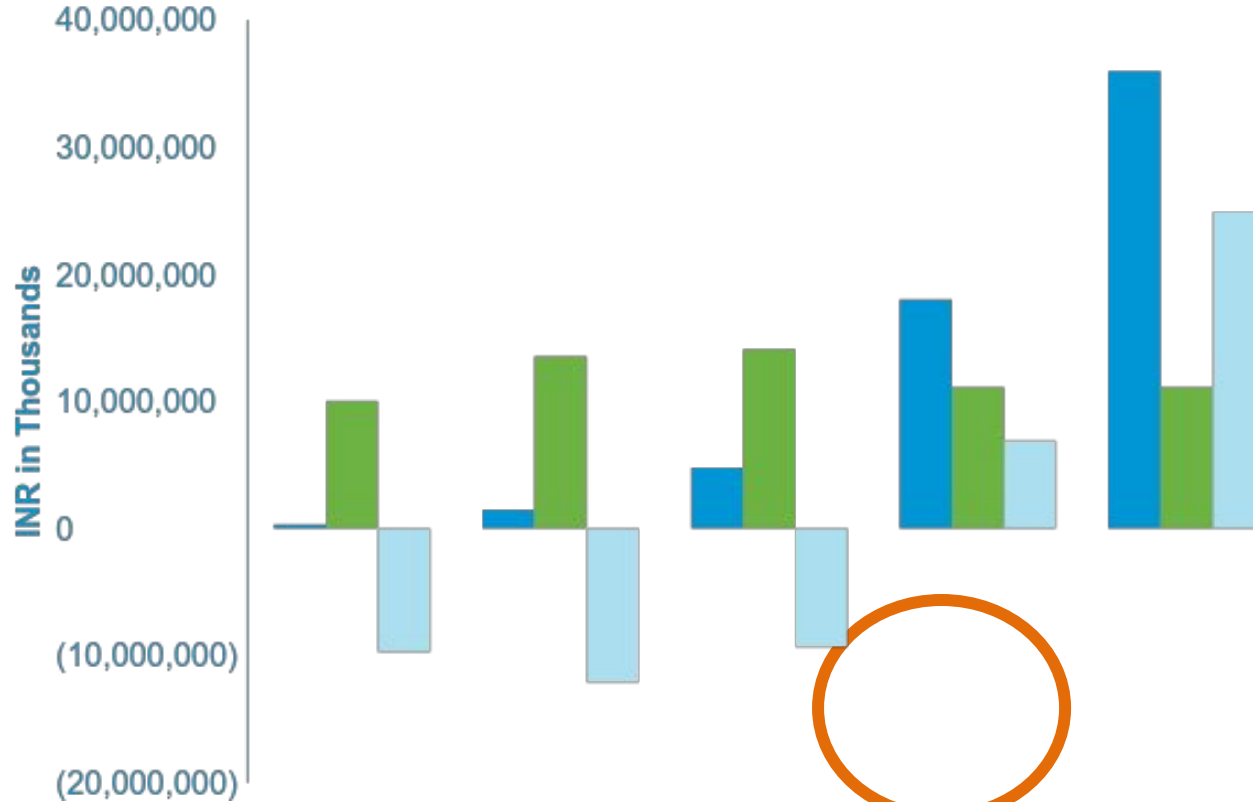
Brochure

Direct Sales

Market Penetration Strategy

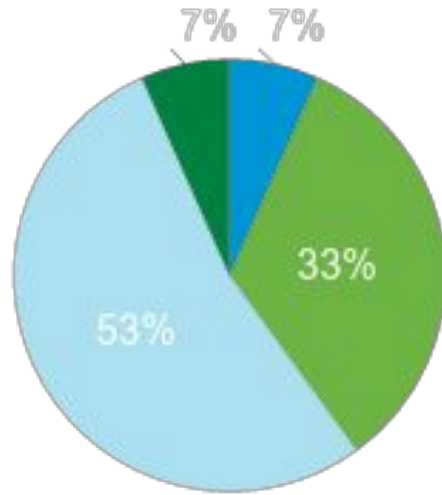


Cash-flow Projection



Cash-flow positive in 4th year

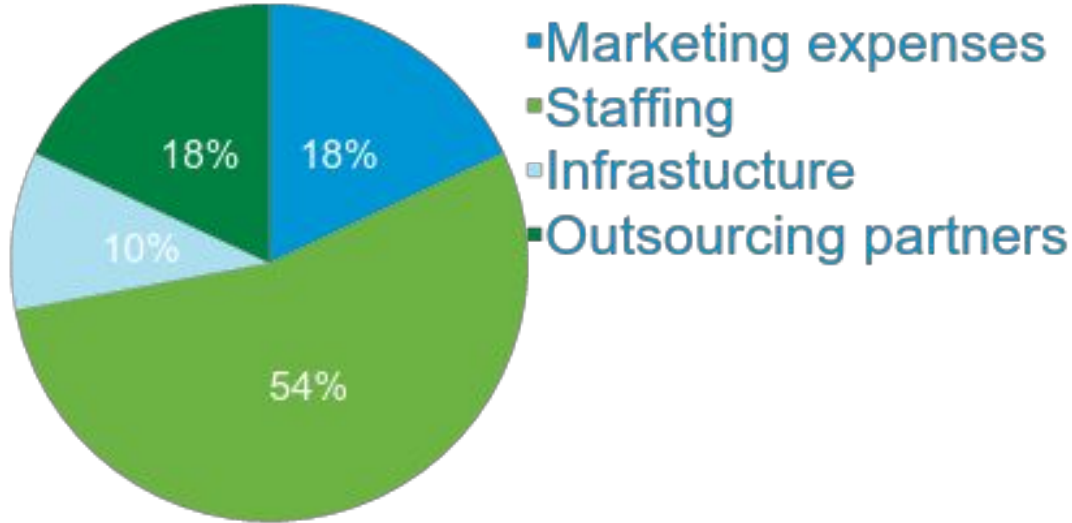
Revenue Drivers



- Online Ads (0.2 Rs/unit)
- ProHeal Magnum (500 Rs/month)
- ProHeal Magnum Plus (1000 Rs/month)
- ProHeal communities (2000 Rs/month)

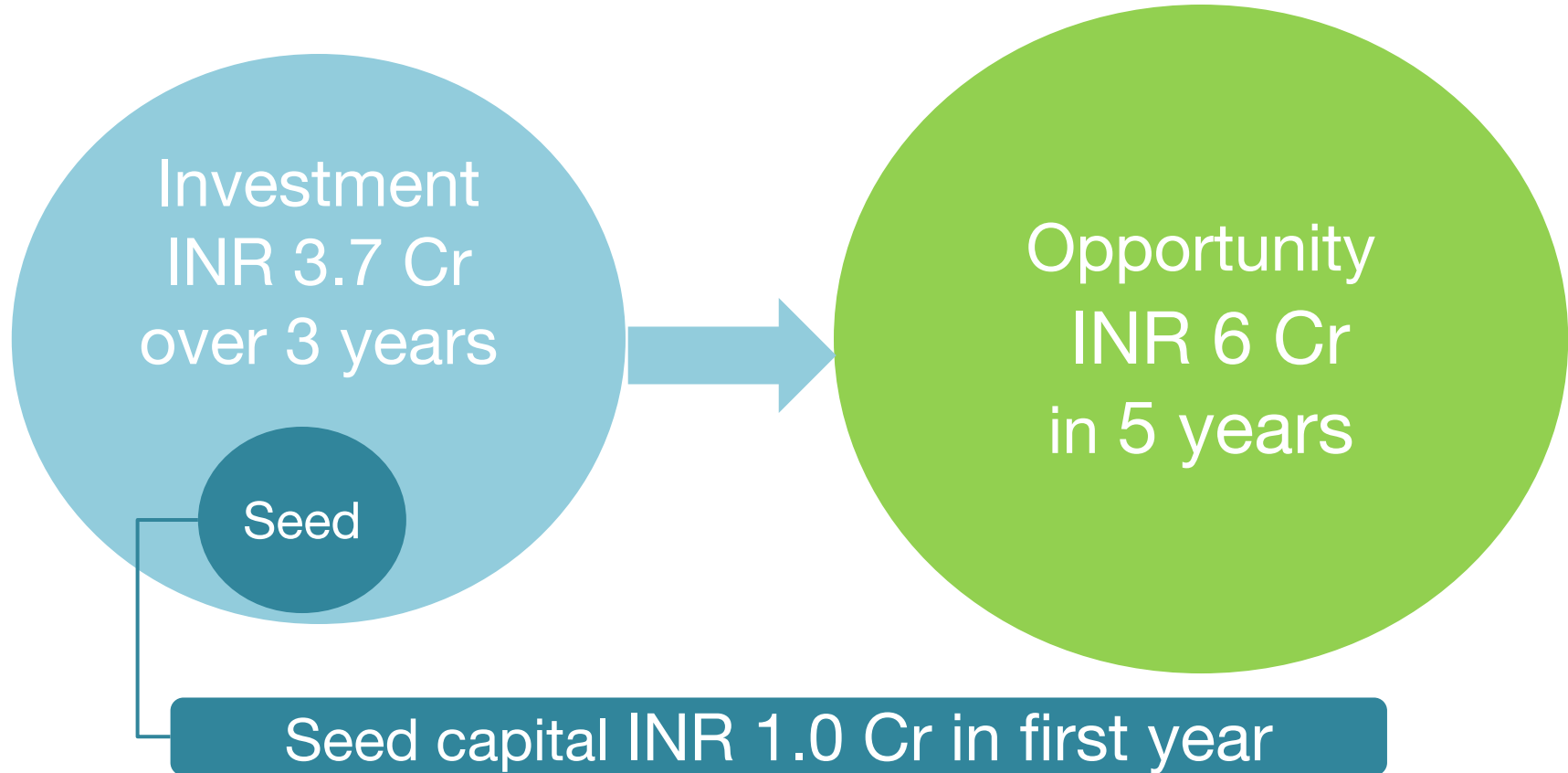
Year 2018 revenue distribution (INR 1.8 Cr)

Cost Structure



Year 2018 cost distribution (INR 1.1 Cr)

Investment Required





Key Activities

▪

Key Resources

▪



Key Partners

▪



Value Proposition

Gain Creators:

Pain Relievers:



Customer Relationship

▪

Channel



- School (PTMs, annual days)
- Direct Sales
- Digital marketing (SEO, SEM, Email)
- Telesales
- Conferences
- Referrals & Testimonials



Customer Segments

C



Cost Structure

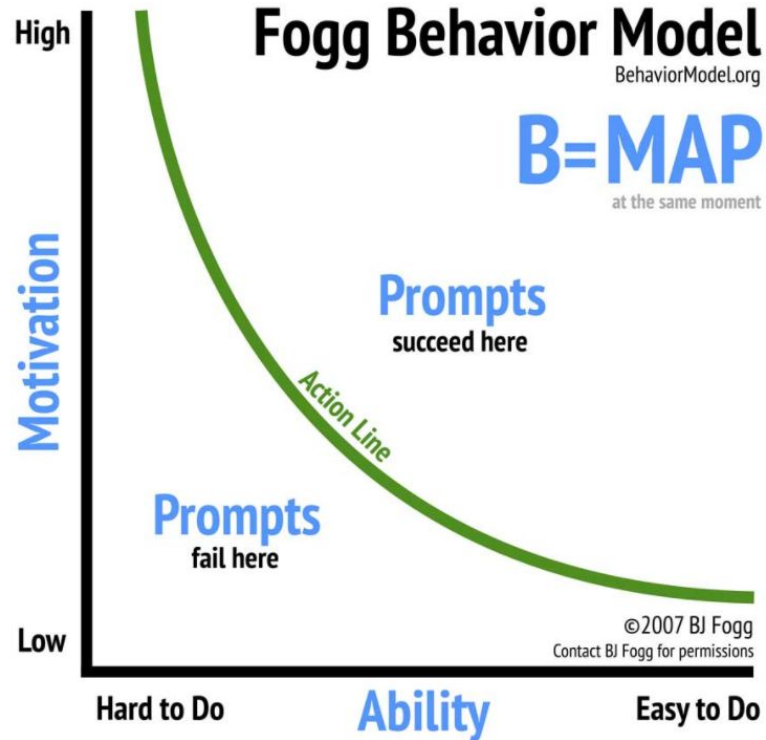
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Revenue Stream

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Simplicity changes behavior



1. TAM, SAM and SOM
2. Market sizing?
3. Cost structure & revenue projections?
4. Investment?
5. Roadmap?
6. Customer acquisition & market penetration