**Leopards Lair Business Competition 2024**

**Name & Surname: Mhangwani Lesedi**

**Student nr: 36427993**

**Business name: The439 Health, https://play.google.com/store/apps/details?id=com.The439health&hl=en\_US&pli=1**

1. **Please BRIEFLY describe your product/service offering in terms of, what exactly are you offering, what need are you satisfying and what problem are you solving? (no more than 200 words):**

|  |
| --- |
| The 439 Health App is a comprehensive health and wellness platform designed to empower users to take control of their health with ease and convenience. Our app offers instant access to healthcare professionals at the push of a button, ensuring timely medical advice and support whenever needed.  Beyond consultations, the app provides a suite of health calculators that cater to various needs, including:  - \*\*Reproductive health:\*\* Calculate pregnancy due dates and ovulation periods to plan or avoid pregnancy.  - \*\*Fitness and weight management:\*\* Determine your BMI, daily calorie needs, and ideal weight for personalized fitness goals.  - \*\*Cardiovascular health:\*\* Identify target heart rate (THR) zones for optimal training.  - \*\*Body composition:\*\* Measure body fat percentage and blood volume for a better understanding of your physical health.  - \*\*Lifestyle management:\*\* Track blood alcohol content (BAC) and daily water intake to maintain a healthy lifestyle.  By offering these tools, the 439 Health App addresses the growing demand for accessible, personalized health information and immediate professional consultation, helping users make informed decisions about their health and well-being. |

1. **Who is your primary target market? (no more than 50 words)**

|  |
| --- |
| Our primary target market includes health-conscious individuals, particularly adults aged 18-45, who seek convenient access to healthcare services and personalized health management tools. This includes busy professionals, fitness enthusiasts, and individuals focused on family planning or managing their overall wellness. |

1. **What is your unique selling proposition – What makes your idea different from existing offerings and competitors? (no more than 100 words)**

|  |
| --- |
| Our unique selling proposition lies in the seamless integration of instant access to healthcare professionals with a comprehensive suite of personalized health calculators, all within a single app. Unlike competitors, The 439 Health App combines convenience with versatility, allowing users to manage various aspects of their health—from consultations to fitness, reproductive health, and lifestyle tracking—without needing multiple apps. This all-in-one approach, combined with user-friendly functionality and immediate medical support, sets us apart by offering a holistic, efficient solution for health and wellness management. |