

youHealthy

Health within hands

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Background

With increasingly busy days, it is difficult to remember one of the most important things in our life: taking care of health. Today, with technology, we can help you have a healthier life.

Business Case

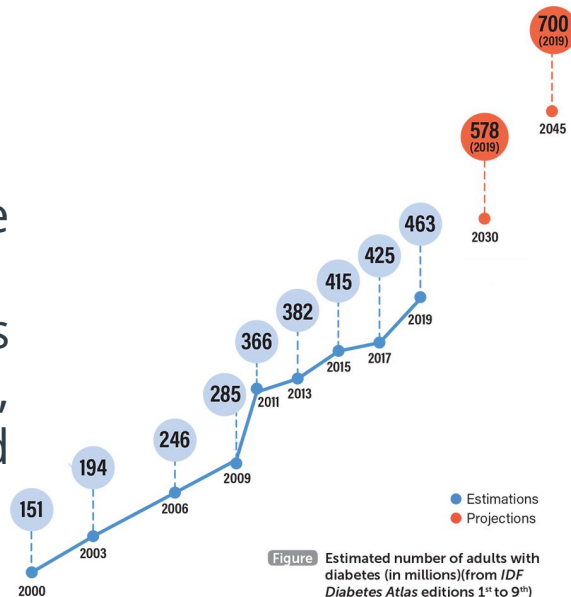
Initial Focus

- More than 422 million people have diabetes.
- Diabetes is a major cause of another diseases.
- In 2016, an estimated 1.6 million deaths were directly caused by diabetes.
- Diabetes can be treated and its consequences avoided or delayed with diet, physical activity, medications in addition to regular exams and treatment of complications.

Source:

<https://www.who.int/>

<https://diabetesatlas.org/en/sections/worldwide-toll-of-diabetes.html>



Opportunity

Higher medical expenses:

- Medicines.
- Doctor's appointments.
- Hospital care.

Total USA population: 328 million

Average revenue per user: \$5

TAM: $(328 \times 5) \times (12 \text{ months}) = \19 billion

Source:

<https://www.diabetes.org/resources/statistics/cost-diabetes>

<https://www.cdc.gov/diabetes/data/statistics/statistics-report.html>

<https://www.cdc.gov/heartdisease/about.htm>

Proposal

The main idea is to create a mobile platform where you can share:

- Food and exercise tips aimed at preventing a disease.
- Promote the exchange of information between health professionals and the community.
- Create custom programs for users.
- Allow the user to keep historical information stored.

Return On Investment

For the development of this project, the following values will be considered:

- Investment in Application Development: \$1,000,000
- Earnings from using the app: \$15,000,000
- ROI: 1400%

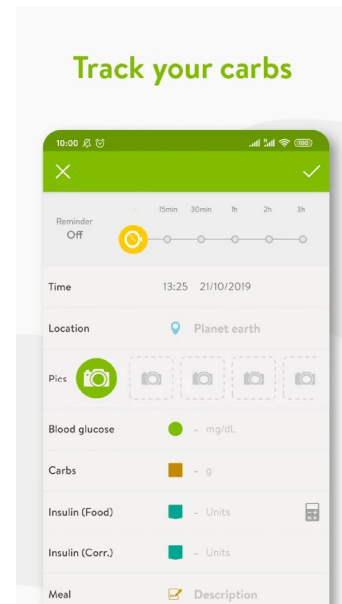
Measurement

- Number of downloads.
- Retention rate.
- Number of active users.
- Daily active users / Monthly active users.
- Devices.
- Average screens per visit.
- In one year, 3 million paying users.

Competitors

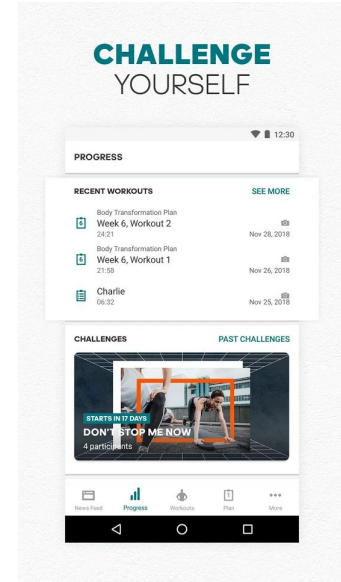
mySugr - Diabetes App & Blood Sugar Tracker

- Offer a free diabetes registration book that assists in controlling the disease.
- Users can play challenges previously defined in the application.
- Integration with blood sugar meters.
- Integration with Eversense App and Google Fit.
- Over 1 million downloads.



adidas Training by Runtastic - Workout Fitness App

- Provides free and paid drills and exercises divided by categories.
- Allows the user to define their goal.
- Offers videos demonstrating the execution of the exercise.
- Over 10 million downloads.



Our Advantages

- Offer program customization.
- Promote the improvement of the quality of life.
- Reduce or avoid possible treatment-related costs.

Roadmap and Vision

Roadmap Pillars

To be a reference platform and recognized as the best option to promote well-being through complementary and innovative health services.

Information Tracking

Tracking of users personal information:

- Weight.
- Daily activities.
- Daily meals.

Exercises and Recipes

- Suggestions for practicing physical activities that allow training to be done at home with few devices (or none).
- Present several healthy recipe options, separated by categories.

Personalized Menus and Exercise Plan

Subscribers can hire specific professionals to develop physical activity plans or develop a menu to meet their particular demands.

Daily Tips

Sending tips daily tips on:

- Food.
- Healthy food exchanges.
- Physical activity suggestions.

Lectures and Events

Health promotion lectures and events.

- Events held by health professionals with tips and suggestions.
- Live events.

Where do we go from here?

- Increase the number of diseases that can be preventively treated (Obesity, Hepatical cirrhosis, skin Cancer, etc)
- Integration with market wearables.
- Analysis of data reported by users to define prevention projects.