

# Marketing Guide

## Background:

Due to an increasingly busy routine, health care is not always a priority. The result is that most people still seek medical treatment only when the symptom of the disease has already manifested. The market is beginning to understand the impact of technology on health in the way of treating and preventing diseases.

In addition to allowing patients with type 2 diabetes to do their daily follow-up, through more intelligent monitoring, with individualized information and recommendations for activities that can prevent future problems and assist in maintaining health.

## Market background:

### Target Audience

- Type 2 diabetes patients who want to monitor and track blood glucose levels.
- People who want to control their weight, to do physical activities and register it.

### Competitors

- mySugr - Diabetes App & Blood Sugar Tracker: A diabetes registration book that helps control the disease. It also allows measurements to be made using blood meters.
- adidas Training by Runtastic: It offers free and paid exercises divided by categories. In addition to the exercise program, it offers videos demonstrating the execution of the exercise.

## Product Background and Positioning

### Product Value Proposition

Allow patients with type 2 diabetes to keep a record of their daily blood measurements. In addition to measurement records, the solution will offer preventive actions that can generate positive impacts on people's health conditions and reduce the negative impacts of a disease on their daily lives.

## Key Features

- Blood Measurements: Record blood measurements, manual or synchronized with the meter used by the user. Based on the measurements, graphs will be generated to allow the user to track their evolution.
- Physical Activities: Suggestions of physical activities that can be performed daily.
- Weight Measurements: Record of body weight measurements. Based on the measurements, graphs will be generated to allow the user to track their evolution.
- Daily Tips: sending simple suggestions that can be adopted daily.

**BLOOD MEASUREMENT**

Date/Time

Blood Sugar mg/dl

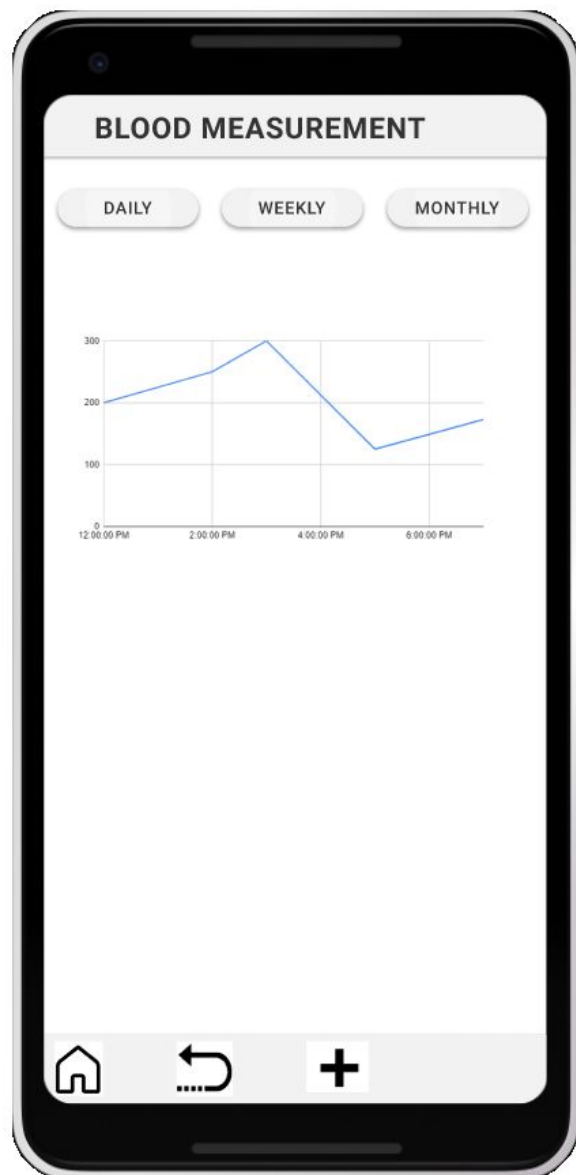
Carbs g

Pills

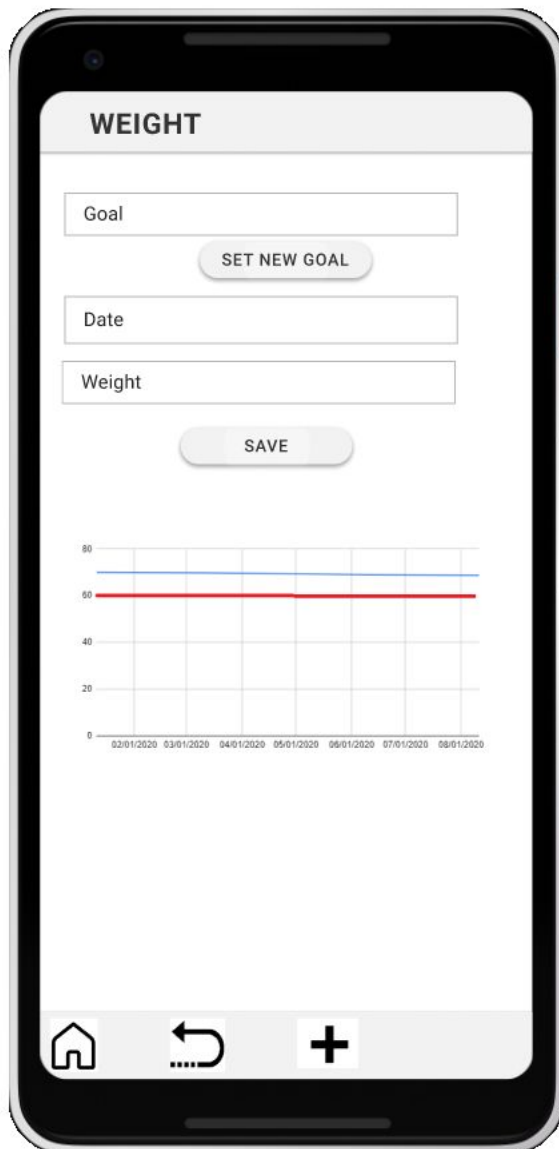
SAVE

Home, Back, Add icons

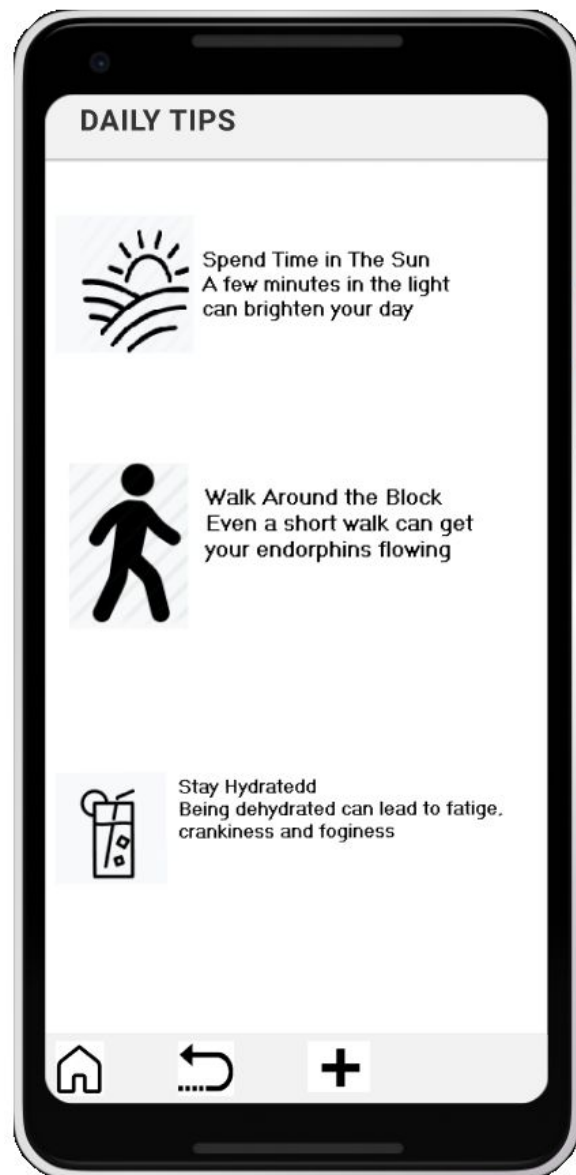
Blood measurement record



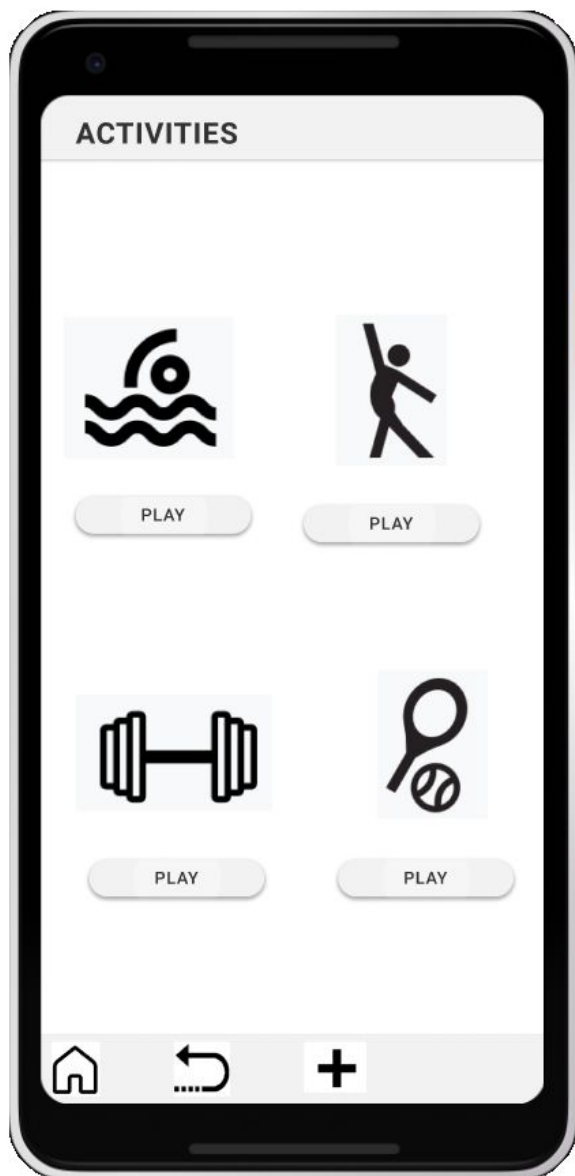
Blood measurement chart



Record and weight chart



Receive daily tips



Physical activities

## Where to find our product

- Download app from Google Play.
  - Open Google Play.
  - On your phone, use the Play Store app Google Play.
  - On your computer, go to [play.google.com](https://play.google.com).
  - Find our App youHealth.
  - When you pick the app, tap Install.
- Download app from App Store.
  - On your iPhone or iPad, open the App Store app.
  - Search for youHealth and download.
  - Tap the Get button. If you see the "Open" you have already downloaded the app.

## How to use the product

- Users can download the app from the Google PlayStore or App Store.
- At the user's first authentication an account is created. The account is created based on the user's email.
- After authentication, all features will be available for use.
- For users without a subscription plan, the following options will be available: registration and weight control, registration and control of blood measurements, exercises, recipes and daily tips.
- For users with a subscription plan, in addition to all the options available in the non-subscription plan, they will have access to personalized exercise plans and personalized menus.