

# Bliss Now

TEAM F  
IE MBD 2020  
RECOMMENDATION ENGINE



# Problem

## MENTAL & PHYSICAL HEALTH

In the United States alone, approximately 47% of adults will experience a mental illness during their lifetime.

## ATTENTION SPAN

The average attention span of any millennial is approximately 8 second, shorter than the average attention span of any goldfish.

## RETENTION RATE

Wellness Apps aren't really helping this problem given they can only retain 10% of their users.





WE STAND BEHIND YOU

"For everyone who wants to maintain or increase their wellness at any time and in any place, **BLISS NOW** provides personalized recommendations for wellness activities thanks to our diverse options, innovative algorithm, and intuitive user interface."

VALUE PROPOSITION

# User Interface



Personalized Recommendation in:

- Meditations
- Breath work
- Journaling
- Wellness podcast
- Exercise
- Beauty (salon, massage etc.)
- Nutrition



# Link - Maintain - Respond - Improve



## CREATE AN ACCOUNT

Create your general profile for Bliss Now to understand who we are helping.

## MAINTAIN & RESPOND

Maintain your daily activities, rather it is work or hobby.

Take 8 second or less to respond to our recommendations

## IMPROVE YOUR LIFESTYLE

Bliss Now's recommendation engine will tailor your wellness activities that will improve your overall lifestyle.

# Business Control & Analytics

EFFICIENCY, ACCURACY & DIVERSITY

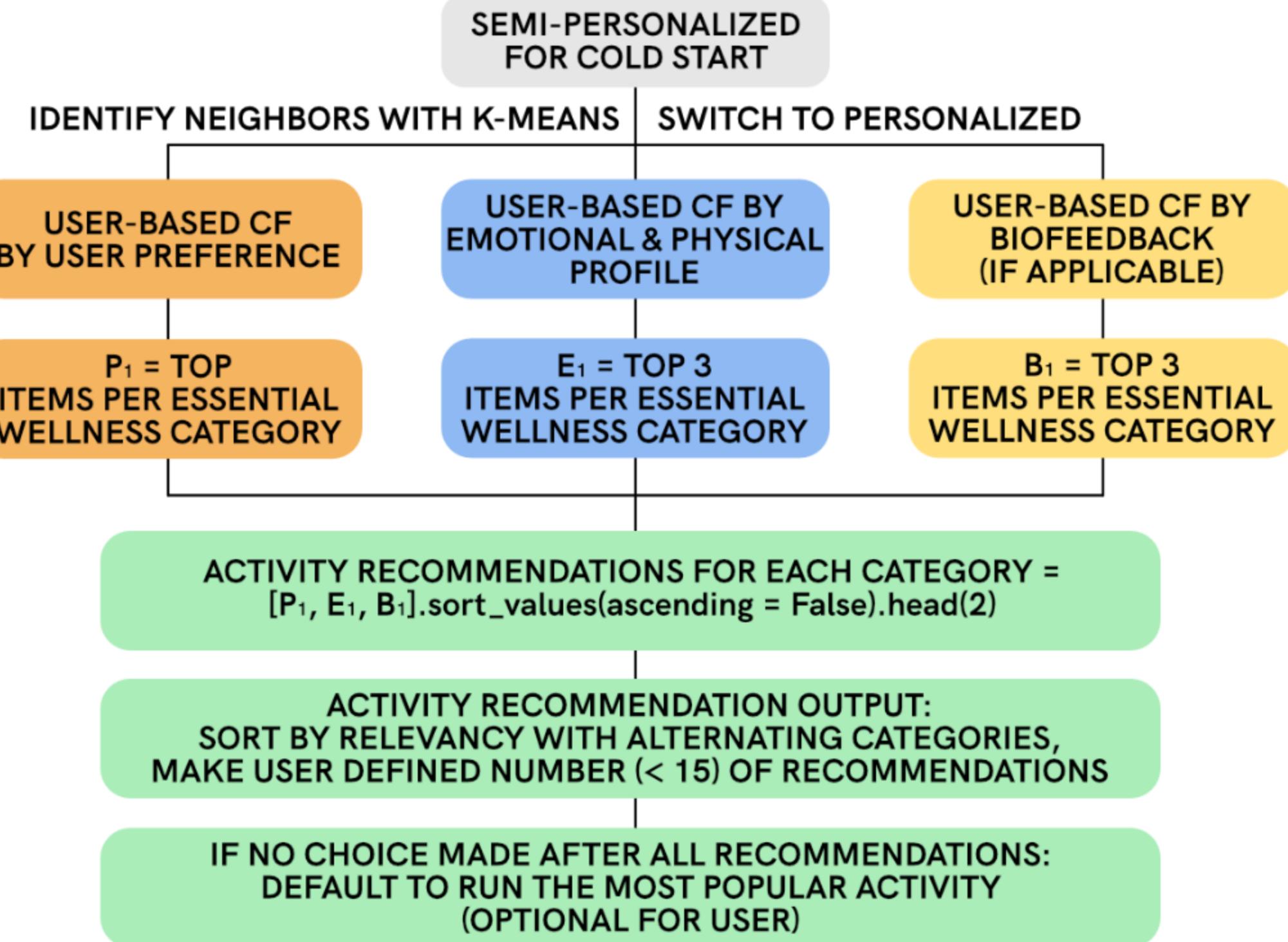
- MAE / MSE / RMSE
- Mean Reciprocal Rank
- Normalized Discounted Cumulative Gain
- Diversity

R E S P O N S E S

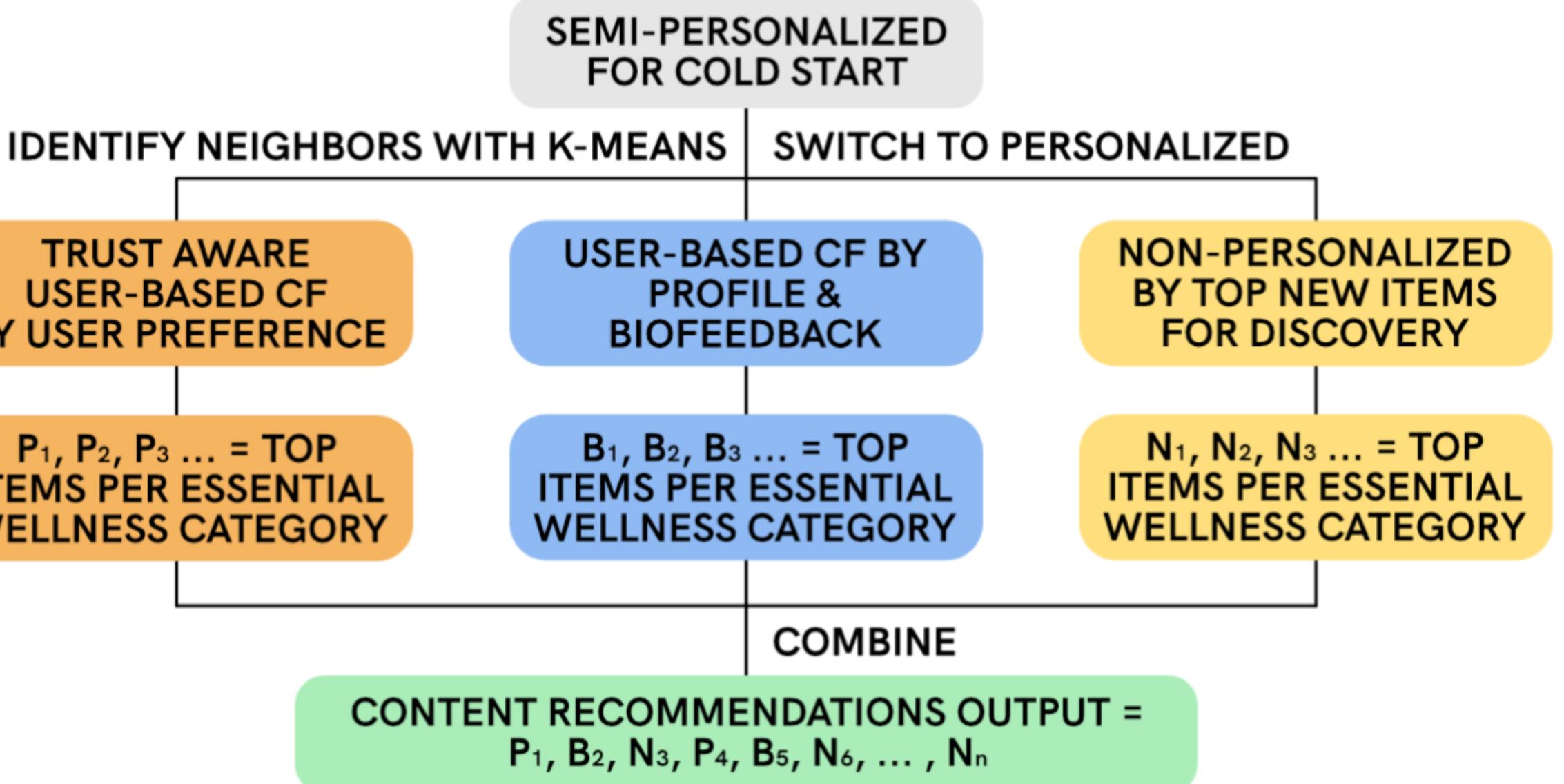
- User Uptake after Notification
- User Biofeedback Before & After
- User Retention



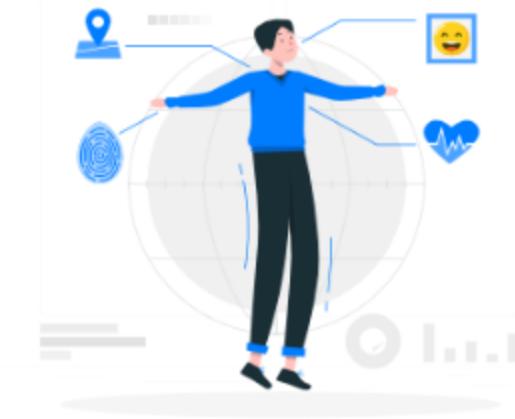
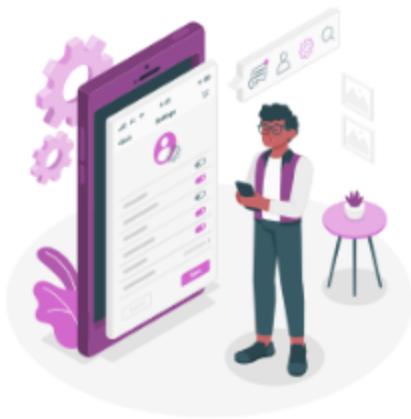
# Knowledge Processing Application



# Knowledge Processing Application



# Knowledge Base



## USER PROFILE

### Explicit Feedback:

- questionnaire answers on gender, profession and goals
- questionnaire answers on preference & status
- feedback on health, feelings and mood

## USER BIOFEEDBACK

### Implicit Feedback:

- heart rate
- stress levels
- biofeedback before and after activity
- biofeedback trend for time of day

## USER PREFERENCES

### Explicit Feedback:

- swipe right +1
- swipe left 0
- favorite +2
- content rating

### Implicit Feedback:

- not swiping right after 5 times within same period
- swiping within same time, month or season
- finish rate on activity content

## SOCIAL NETWORK

### Explicit Feedback:

- friends import from existing social media network

# Business Model

## F R E E M I U M

- Limited Content Availabilities

## P R E M I U M

- 10 EUR/month
- 48 EUR/6months
- 60 EUR/year
- Access to full contents





# NYC Millennials

## NEW YORK CITY

- New Yorkers work more hours every week than any other city in the country
- 3 million millennials currently live in NYC

## MILLENNIALS

- The average attention span of any millennial is approximately 8 second, shorter than the average attention span of any goldfish.

## HEALTH CONCERN

- 32 percent of New Yorkers said their STRESS had gone up since 2010

## FUNDING

### FITNESS and WELLNESS TECH

- The USA ranked first in the total amount of funding at \$4.1B
- NYC had \$1.5B Funding (37%)

**NIKE**

**NTC**

MEDITATION

FITNESS

BREATH

JOURNAL

PODCAST

BEAUTY/SPA

NUTRITION

# Competition

|            | Bliss Now | NIKE TC | Happyfeed | Calm |
|------------|-----------|---------|-----------|------|
| MEDITATION | ✓         | ✓       |           |      |
| FITNESS    | ✓         | ✓       |           |      |
| BREATH     | ✓         |         |           |      |
| JOURNAL    | ✓         |         |           |      |
| PODCAST    | ✓         |         |           |      |
| BEAUTY/SPA | ✓         |         |           |      |
| NUTRITION  | ✓         | ✓       | ✓         | ✓    |

# Market is in your favor

\$4.5 TRILLION MARKET



## FITNESS & WELLNESS TECH TECU SUMMARY

Solutions which helps consumers maintain their physical and mental well-being. Also, includes solutions for provider of fitness services to manage their operations.

- Inclusions:** 1) B2C Solutions:- Wearable Devices: Those devices which are used to track daily activities like calorie burned, steps, distance, time, sleep and are connected to an app. It can be a wristband, headband, footwear or apparel like Fitbit, Athos, Ringly. - Web/Mobile applications: Those websites or mobile apps are covered which is in giving physical or mental fitness as its core offering. It can be used to book fitness coaches, fitness centers, or get membership pass for various fitness centers. Eg. Classpass, CoachUp etc. The app solutions also include companies giving social platforms to users in order to find fitness workout partner or gain motivation by creating challenges and event in the social network. It also includes fitness retailers selling the fitness related products and equipment online.2) B2B Solutions: These solutions include SaaS platforms which either assist the coach in managing their clients and helps them in engagement or helps in facility management i.e., clubs/fitness centers.
- Exclusions:** - Manufacturer of fitness retail products- Offline gym centers and franchisee like Gold's Gym- Fitness blogs
- Excludes funding information of Chinese companies

### Top Companies



## Notable Acquisitions in Fitness & Wellness Tech

| Acq. Date | Company                               | Acquirer                | Deal Size |
|-----------|---------------------------------------|-------------------------|-----------|
| Feb 2019  | Tacx (1957, Wassenaar)                | Garmin International    | \$192M    |
| Dec 2018  | Mindbody (2001, San Luis Obispo)      | Vista Equity Partners   | \$1.9B    |
| May 2018  | Withings (2008, Moulineaux)           | Éric Carreel            |           |
| Mar 2018  | Netpulse (2001, San Francisco)        | eGym                    |           |
| May 2016  | Gaiam (1988, Boulder)                 | Sequential Brands Group | \$167M    |
| Nov 2015  | Misfit Wearables (2011, Redwood City) | Fossil Group            | \$260M    |
| Aug 2015  | Runtastic (2009, Pasching)            | Adidas Group            | \$240M    |
| Feb 2015  | MyFitnessPal (2005, San Francisco)    | Under Armour            | \$475M    |
| Mar 2014  | Basis (2010, San Francisco)           | Intel                   |           |

Unicorns, Semicorns, Minicorns, and Late stage companies are defined based on their valuation.

## MARKET SIZE

Fitness and Wellness is \$4.5Trillion Market

## NICHE MARKET

Fitness & Wellness Technology space is currently growing significantly.

- 4 Unicorns
- 21 Semicorns
- Over 96 Buyouts

## NOTABLE ACQUISITION

There are some notable acquisitions:

- Mindbody 2001: \$1.9B
- MyFitnessPal 2005: \$475M
- Fitbit 2007: \$2.1B

# Financial Projection

YEAR 1

## METRIC TARGETS

- > 8,000 active users
- > \$15,000 monthly revenue
- > 1,000 subscribers

YEAR 5

- \$84,000 monthly revenue
- > 7,000 subscribers
- > 29,000 active users

## ASSUMPTIONS

- 20% of App Store visitors download the app
- 3% initial churn rate
- 10% of users become subscribers
- \$1 per month for each non subscriber in Ad Revenue

- \$2.40 non subscriber revenue/month
- 1% churn rate
- 20% of users become subscribers

- \$11,500 monthly advertising spending
- 64% of revenue from subscription & 36% from Ads
- > 600% revenue growth

## OTHER IMPORTANT FIGURES

- \$10,000 monthly spending on online advertising
- 55% of revenue from Subscription & 45% from Ads
- Funding is focused on achieving 1.5-2% monthly growth rate on both segments.



# Investment

## SEEKING

\$350,000 seed rounding for 10% Equity

## VALUATION

Bliss Now is currently valued at \$3.5million

## HOW ARE WE GOING TO SPEND

- \$150,000 Software & Technology Development
- \$175,000 Marketing & Sales (70/30 split)
- \$25,000 General Expenses



# Team

## GROUP F

Allison Black

Deborah Cheng

Guillermo Germade

Eun Suk Hong

Roberto Picon

Vasilis Sagiannos



# Thank You

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