

Pitch

Starting Sketch :

[Scene: Two people are standing center stage. **ELO** is holding their chest and coughing noticeably.]

Hamza: (concerned) "Hey, are you okay? That cough sounds bad."

Elo: (catching their breath) "It's my asthma... sometimes, I feel like it's controlling my life."

Slide 2: **Hamza** looking at the audience

Actually, Asthma isn't just a word; it's a daily battle for 4 million French citizens. In France, it results in 63,000 hospitalizations yearly, highlighting its severity.

Moreover, 65% aspire to lead active lives and practice sports but fear asthma attacks.

Finally, we actually found out that stress is a key factor in handling asthma since it can cause a 15 to 30% reduction of the diameter of the bronchi, which can lead to a crisis.

Slide 3: **Elo**

That's why we have decided to develop 'Breathe Well'. Breathe Well aims to manage stress during crises caused by exercise-induced asthma.

This app introduces users to Well-b, a virtual **VOCAL** companion designed to assist individuals in managing asthma.

Well-b focuses on prevention by giving the user knowledge about sport and stress as well as a daily follow up, Moreover, it offers immediate support during asthma attacks through guided conversations and meditation techniques.

Picture this: an asthmatic runner, he's doing an effort, he feels the crisis arising. Panic sets in. Suddenly, he calls out for Well-B. Instantly, Well-B responds, offering calming advice and guiding him through breathing exercises, averting the crisis.

Slide 4: **Anna**

But it is not the only use-case, there are many others such as Tailored chatbot for asthma knowledge.

Slide 5: **Elo**

Following Paul Graham's philosophy: 'Do things that don't scale', we decided to start by addressing a niche first.

Thus, our target market is young people between 16 and 36 years old who suffer from asthma and are practicing sport. *(It represents roughly **0.8** million people.)*

Slide 6: Anna

To find out if our market is convertible we conducted a survey among asthmatics.

It highlighted sports as a trigger but also a passion—a passion often left unexplored due to fear.

Slide 7: Mellila

Thanks to the feedback section, we find out another key point: Stress.

People are willing to find support to monitor their asthma and manage their stress.

Slide 8 – PRÉSENTATION FIGMA : Anna

Let us introduce our prototype of Breathe Well

First Breathe well is a well-designed app. When you first download the app, you are welcomed by well-b your companion. Well-b asks you questions about your medical background – your medication and type of asthma for example. Then you can access the home page. This page hosts daily and intuitive questions to create a follow up of the customer. From there you can access three main pages: the chatbot, the follow-up and the advice.

First the ChatBot is a place where you can discuss with well-b, asking for information or telling him that you need to relax because you are having a crisis. If you paid the premium version, you will be able to talk to him directly and well-be will answer with a voice. Moreover, the chatbot of the premium version will use the information of the follow up to give more precise answers. It allows a more tailored and relaxing experience.

Then, the follow-up page is a place where you can find your background info and a calendar where you can declare exceptional events like a sports session or a crisis.

Eventually, the recommendation section gathers videos about sports, meditation and medical tips about asthma.

Slide 8 – Demo chatbot: hamza

You can Experience Well-b firsthand on our promotional website, it allows the users to experiment one of the features of the basic plan.

We can ask questions 'What is asthma' or even 'I am doing a crisis help me'.

Our differentiation from the competitors it is that that our vocal AI is tailored for asthma and will be trained in collaboration with doctors and sport coach to make him as sophisticated and precise as we can.

Slide 9: Mellila

Our main source of income will be the premium version. The idea is that it will cost roughly 10€ per month. Our pricing was based on other competitors.

Our main source of funding will be the French health insurance and fundraising, since it will make them avoid 314 million euros per year.

Slide 10: Mellila

Our app will reach users through fitness centers, sports shops, and medical referrals. We could also be recommended by doctors and the health insurance.

Our main cost will be the doctors and sport coach for medical expertise, hired to train Well-b and finally the cost of technological development of the app.

We are also very aware that we have to foresee the GDPR standards for the storage of personal data and the legal responsibility towards user's health, since it is a sensitive topic.

Slide 11: Hamza

Babylon, Ada, and Buoy are leaders in AI health advice and symptom checking around the world.

Slide 12: Mellila

At BreatheWell, we've identified four key differentiators that set us apart and pave the way for our success in supporting individuals with asthma.

Slide 13: Hamza

But our main key factor is our dream team, we have complementary skills and through this project we discovered each other working together. That's why we believe in our product and us!