

Innersight

Your biohacking companion

Henry Li, 2024

The Problem

Know thy enemy

- People are looking for ways to better their health
- People want personalised and actionable insights for their health
- Existing wearables provide data but lack comprehensive analysis and actionable insights



Our solution

Wellness at your fingertip

- We are aiming to create an **all-in-one data-driven health platform**
- Simple and easy to understand - we estimate your biological age, one number to rule them all
- Our app will provide AI-powered actionable insights and supplement recommendation using our proprietary technology

Agenda

Two phases

- We will first use our seed funding for phase 1 to gauge market traction and feasibility
- Then we will continue to build on the success of the app by providing premium services for paid customers, which will be phase 2
- Phase 1: A health assistant mobile app
- Phase 2: Premium services

Phase 1: Mobile app

Product

- A free to download and easy-to-use mobile app for iOS and Android that supports a variety of wearable and smartwatch brands
- The app will be able to connect to users' health data and calculate their biological age. It will be available for free and include features, such as:
 - Connecting to various wearables and smartwatches, such as Huawei, Xiaomi, and Samsung
 - Displaying a breakdown of user data categories, such as sleep, heart rate, and activity
 - Visualising data with graphs, charts, and statistics
 - A simple and user-friendly interface that encourages continuous use
 - Push notifications for daily updates and weekly reports
 - Gamification elements, such as badges, awards, and leaderboards
 - Additional features, such as voice commands and offline support

Phase 1: Mobile app Mockup

The mobile application displays a life expectancy prediction and various health metrics.

Home Screen: Shows a large timer at the top indicating "084 Years 045 Days 13 Hours 01 Mins 43 Secs". Below this, the "Estimated Death Date" is listed as "April 02, 2108". At the bottom are navigation icons for Home and Settings.

Next Prediction Screen: Displays "Your prediction 105 Years". Below this are three status indicators: Resilience (73%), Vitality (86%), and Eustress (91%). The "Estimated Death Date" is again shown as "April 02, 2108". A progress bar indicates "20%" completed, with "Time Left" listed as "84y 6w 3d 13hr 1m 55s". Below the progress bar are four social media sharing icons (Up, Book, Instagram, X) and a "Credits Earned" badge showing "\$20". A section titled "Your Resilience Breakdown" lists several metrics with their average values:

- VO2 Max: Average
- Average Blood Glucose: 90.78 mg/dL
- Min. Blood Glucose: 64.64 mg/dL
- Max Blood Glucose: 150.89 mg/dL
- Time in Daylight: 1h 7m
- Wakeup Fluctuation: 1h 26m
- Toothbrush Frequency: 4.24 sessions per day
- Toothbrush Time: 9.19 min
- Total Sleep: 7h 52m

Systolic Blood Pressure Screen: Shows "Your prediction 105 Years" and the same resilience/vitality/eustress metrics. The "Estimated Death Date" is "April 02, 2108". The progress bar shows "20%" completed, with "Time Left" as "84y 6w 3d 13hr 1m 47s". Below the progress bar are four social media sharing icons and a "Credits Earned" badge showing "\$20". A section titled "Systolic Blood Pressure" shows the value "113 mmHg". A detailed explanation follows:

The 2015 SPRINT trial found that modulating systolic blood pressure (pressure leaving the heart) with medication all the way down to a level of 120 mmHg has benefits on life expectancy. High systolic blood pressure is detrimental in numerous ways, negatively affecting your kidneys, brain, heart, and arteries.

As Peter Attia says, blood pressure is an area under the curve issue: while systolic blood pressure increases with age, the higher it is for the longer amount of time causes negative effects. Your value of 113 mmHg is an average of your yearly systolic blood pressure averages to account for this fact. Our algorithm classifies this value as Optimal.

Phase 1: Mobile app

Marketing

- Establish market presence mainly in Hong Kong and other Asian markets
- To gain market traction, the following marketing strategies will be implemented:
 - Paid social media campaigns
 - Influencer promotions
 - Partnership with local gyms and fitness centres
 - Health and wellness events and workshops
 - Press releases and media coverage

Phase 1: Mobile app

Metrics of Success

- To track the success of the mobile app, the following metrics will be monitored:
 - Number of downloads
 - Number of active users
 - User ratings and reviews
 - Engagement metrics, such as daily/weekly/monthly active users and churn rate
 - Lead generation rate
 - Conversion rate for paid services

Phase 2: Premium Services

Monetisation

- Our app will offer a variety of premium, personalised healthcare services on top of the user data gathered in phase 1 of the mobile app:
 - *Blood Tests and Diagnostic:* Launching our own blood test kit or partnering with clinics and diagnostic companies that can provide epigenetic report. Prices for these tests will range from HKD\$2,000 to 5,000 each test with a discount to app users
 - *Personalised Nutrition and Fitness Plans:* Tailored nutrition and fitness plans based on user's blood test results and lifestyle information. We will charge a monthly subscription fee to access personalised recommendations and ongoing guidance from certified dieticians and fitness trainers
 - *Wearable Devices:* Launching a series of wearable devices, such as continuous glucose monitors and sleep rings, that can track health data continuously and accurately

Phase 2: Premium Services

Collaboration with companies

- *Business Plan:* We are also open to offer customisable wellness programs and insurance packages for businesses to enhance employee health and productivity
- *Cheaper Insurance Plans:* Through partnerships with insurers, app users will receive discounts on life, medical, and dental insurance plans based on their tracked health data from the app

Phase 2: Premium Services

Marketing

- Offering discounts and promotion to mobile app users and website visitors
- Influencer marketing and referral programs
- Paid digital advertising on search and social media platforms
- Regularly publishing whitepapers and guides to increase brand authority in the market

Market Research Ecosystem

- According to McKinsey, wellness and disease prevention market size in Asia are expected to increase up to USD 6.6 billion in 2025, up 23% CAGR from 2020
- According to Grand View Research, the global personalised medicine market size was valued at USD 538.93 billion in 2022 and is projected to grow at a compound annual growth rate (CAGR) of 7.20% from 2023 to 2030
- Overall, the market for healthcare technology and wellness solutions continues to expand

Market Research

Competitors

- According to our research, there are no direct competitors in this space that are based in Hong Kong
- Almost all direct competitors are US-based, for example:
 - InsideTracker
 - TruDiagnostic
 - Jinfiniti

Market Research

Competitors

	Innersight	InsideTracker	TruDiagnostic
Track your results	✓	✓	✓
Offer blood test	✓	✓	✓
Integrate wearables	✓	✓	

Research and Development

Research

- We have gathered the optimal range of around 20 biomarkers for men and women
- We will only promote low risk supplements to reduce risk of dependency
- We are also looking to integrate our platform with the Electronic Health Record Sharing System (eHealth) for better insights

Research and Development

Technologies

- To build the initial version of the mobile app in Flutter, with features allowing for the connection and data collection from supported wearables or smartwatch devices
- Proposed Stack:
 - Flutter for cross-platform user experience
 - AWS Lambda for API, Authentication
 - AWS DynamoDB for database
 - AWS SNS for push notifications and Pub/Sub
 - AWS SQS with Lambda polling to calculate age estimation

Schedule

- App design and development: 3 months for phase 1
- Testing: 3 weeks
- Phase 1 Launch: around 4 months in total
- Research and marketing: Ongoing with development

Risk and Mitigation

- Risks
 - User acquisition and retention
 - Technical issues, such as scalability and security
 - Regulatory barriers
- Mitigation
 - Conduct continuous user research to improve the app
 - Use scalable and secure cloud computing services
 - Collaborate with healthcare organisations and healthcare professionals
 - Follow guidelines and recommendations set by authorities, such as the Food and Health Bureau.

Team

- Hi 🙌 I'm Henry
- A software engineer by trade
- A gym rat by night
- Worked with AWS platform
- Really want to live past 120

