

# 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

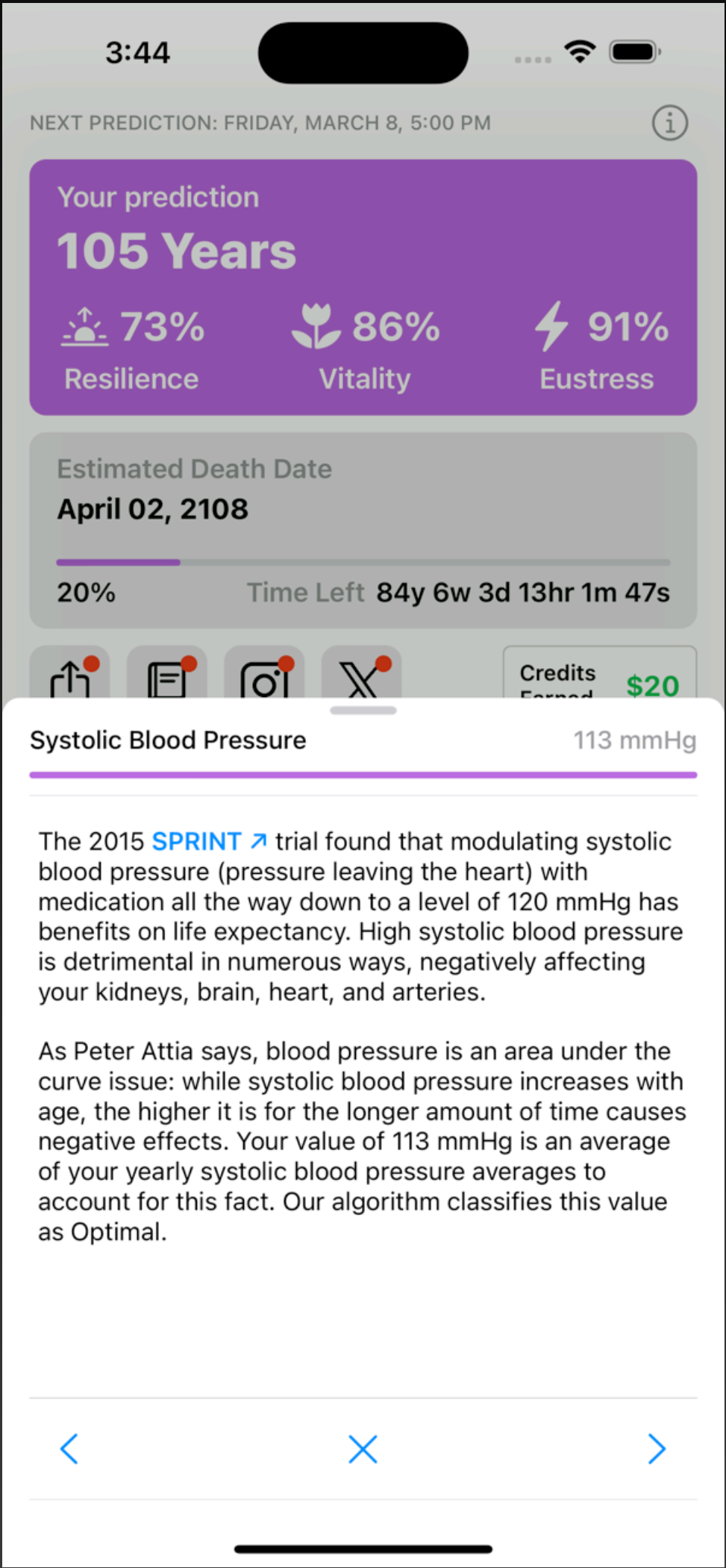
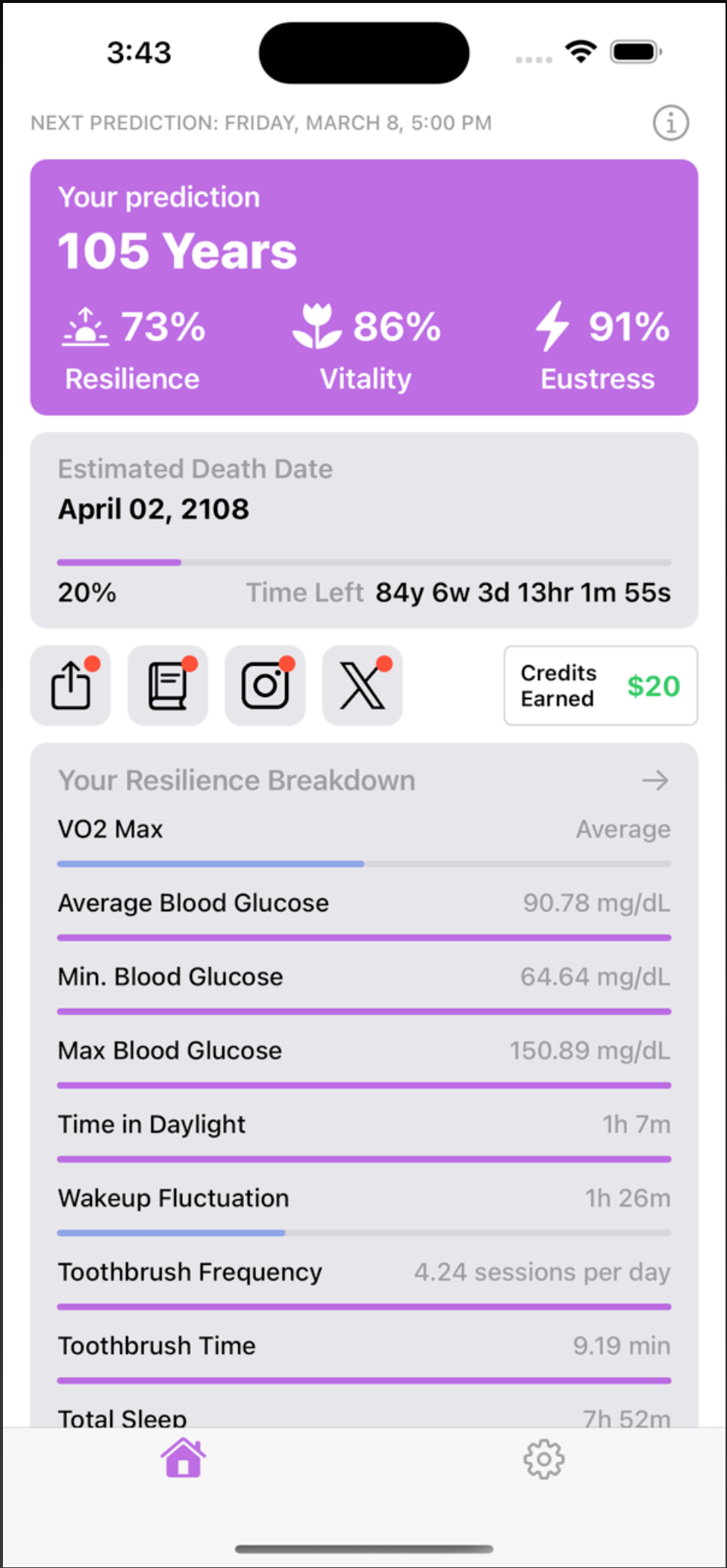
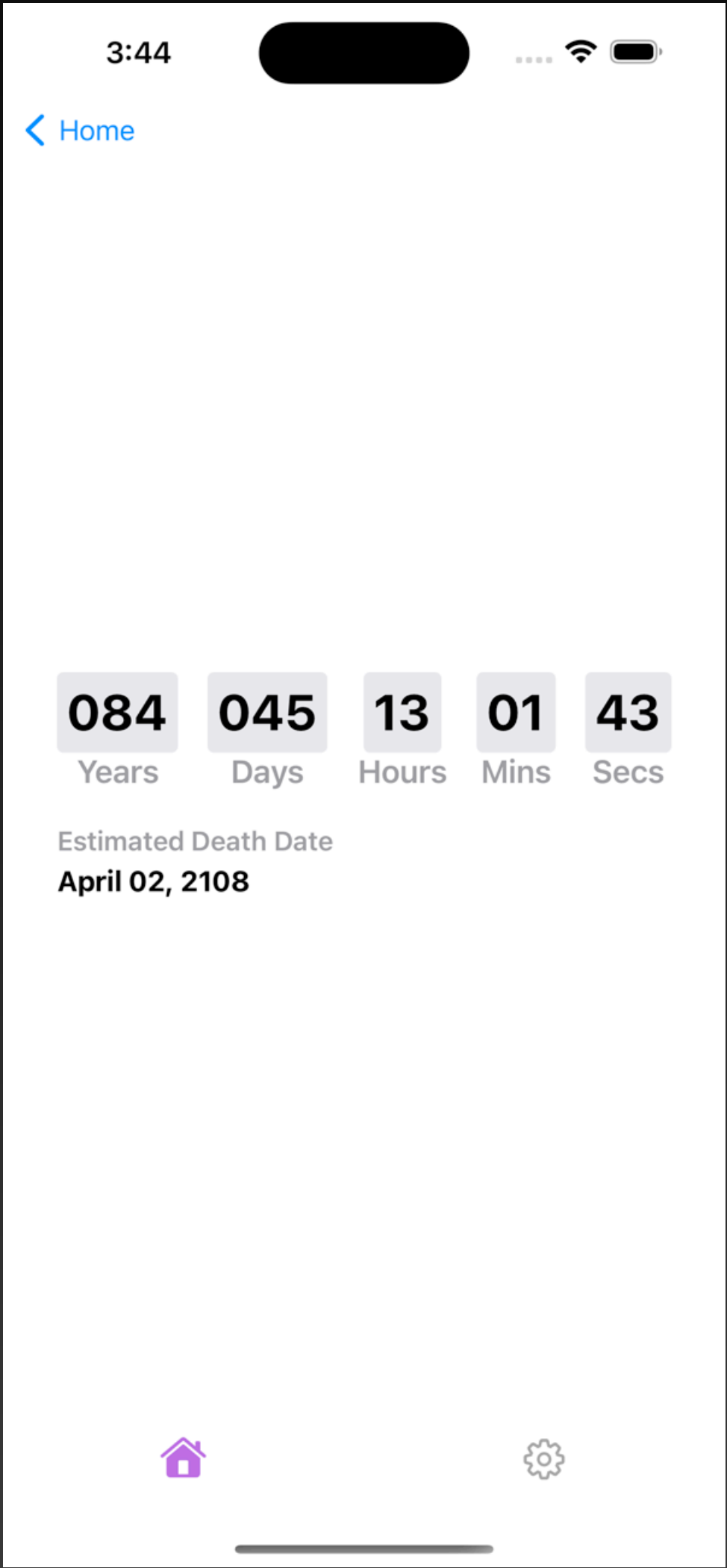
- We will first use our seed funding for phase 1 to gauge market traction and feasibility
- Then we will continue to build on the success of the app by providing premium services for paid customers, which will be phase 2
- Phase 1: A health assistant mobile app
- Phase 2: Premium services

# 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



# 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

## Development

- 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 and Dynamic Links
  - AWS DynamoDB for database
  - AWS SNS for push notifications and Pub/Sub



# 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
- Familiar with AWS platform

