



The friendliest habit tracker yet!





## The Team



**BRUNO  
FIGUEIREDO**

Financial



**CARLOS  
ANTUNES**

WebDev



**JOANA SÁ**

Design



**MARIANA  
CUNHA**

Sales



**CAROLINA  
GUARIGLIA**

Software  
Developer





## Problem

**80%**

Percentage of the workforce who possess physically inactive jobs.

**\$54  
billion**

Cost of the musculoskeletal disorders caused by a lack of ergonomics.

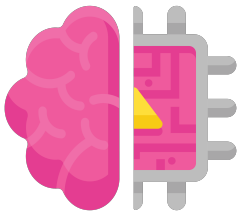
**30%**

Percentage of workers who say having an ergonomic preoccupation while seated would make them more productive.





## Solution



**IMAGE RECOGNITION  
ALGORITHMS**



**WEBCAM USAGE**

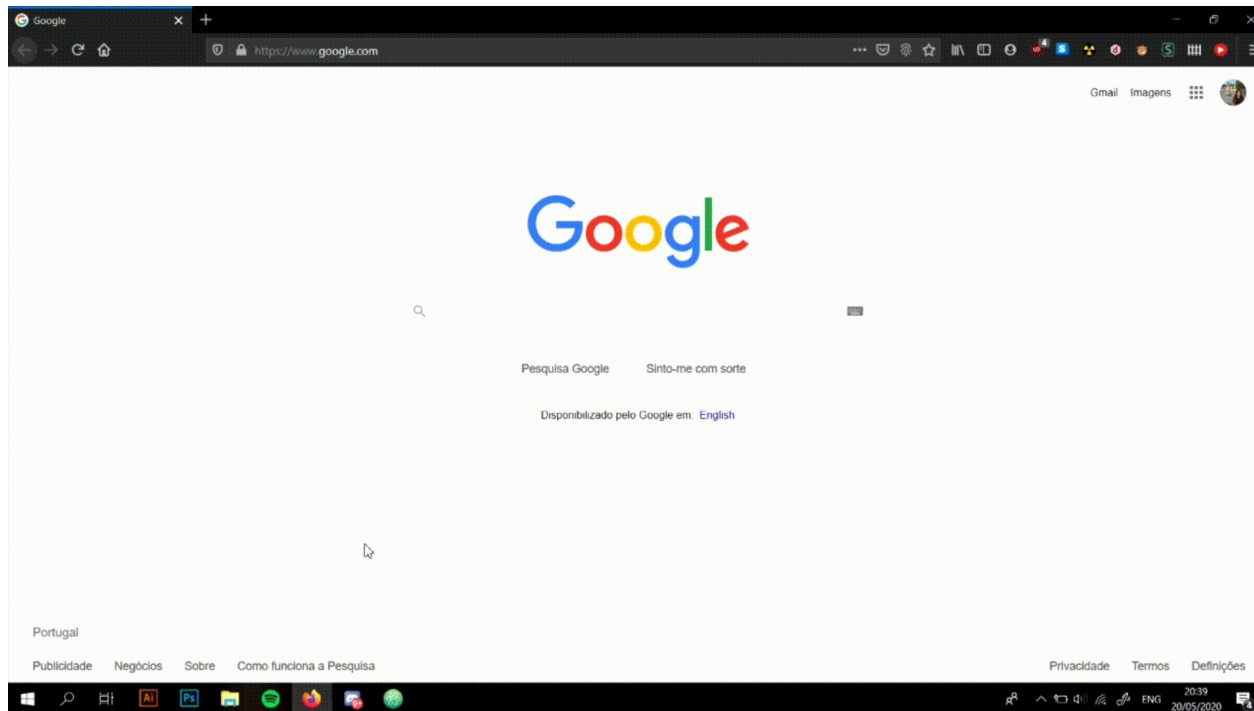


**NO USER INPUT  
NEEDED**



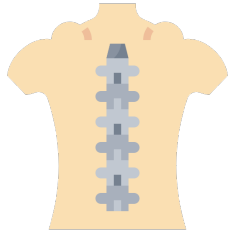


# Product

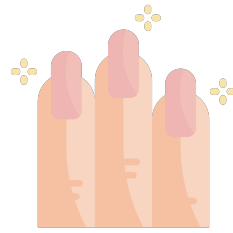




## Product



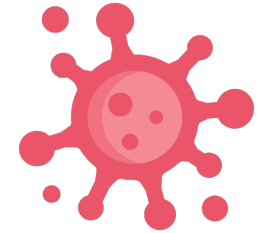
**POSTURE  
CORRECTION**



**NO MORE  
NAIL BITING**



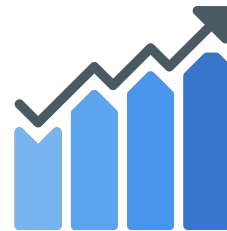
**WATER  
REMINDER**



**SANITARY  
PRACTICES**



**COSTUMIZABLE  
FEATURES**



**STATISTICS**



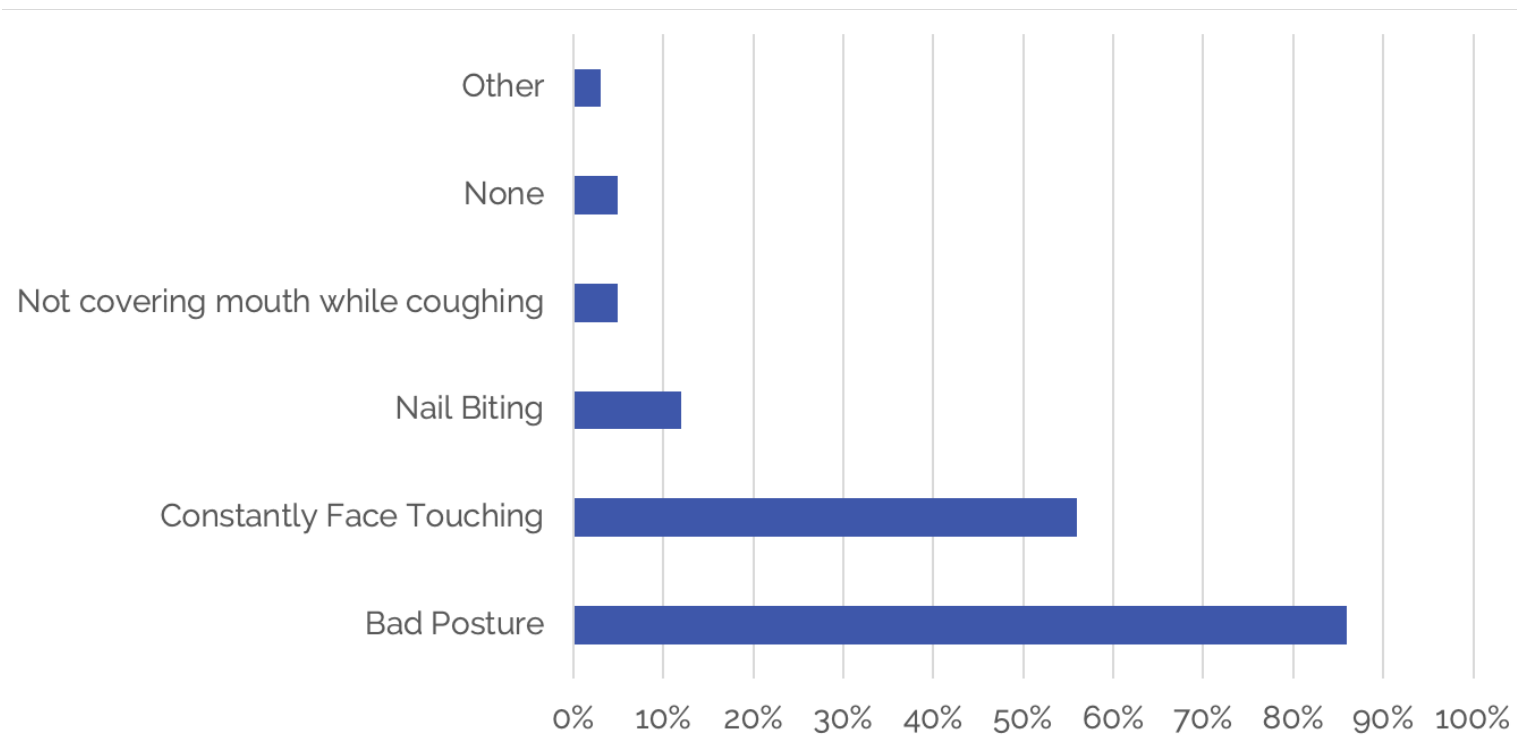
**COMPATIBLE WITH  
OTHER APPS**





## Market Research

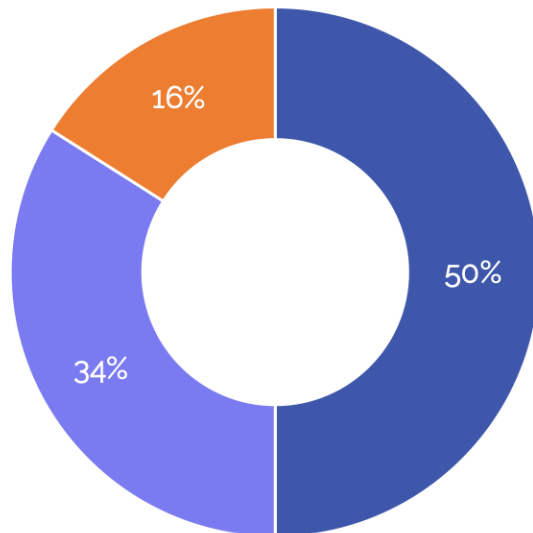
**What bad habits do you have that you would like to improve?**





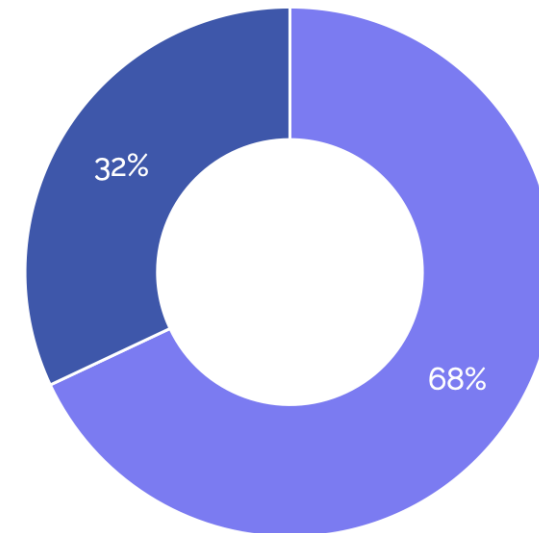
## Market Research

**Do you use an habit tracker? If not, why?**



■ I still use it ■ I kept forgetting to input data ■ It didn't help me

**Would you use a habit tracker that used your webcam?**



■ Yes ■ No, I would never use it







## Target Audience

**Anyone who spends a lot of time at the computer!**



**UNIVERSITY  
STUDENTS**



**OFFICE WORKERS**



**HOME WORKERS**































**GAMERS**

**People who wish to be healthier at the computer**





## Competitors

		 PostureMinder	 postureminder workstation wellness	 Fix posture
No input data needed				
Compatibility with other apps				
Uses Image Recognition				
Works without an internet connection				
Customizable notifications				
Includes other bad habits' features				





## Plans

**BASIC**  

**€2** /month

Posture Correction

Customizable Notifications

Compatible With Other Apps

Ad Free

~~Extra Features~~

 **DOWNLOAD NOW**

**MEDIUM**   

**€6.5** /month

Posture Correction

Customizable Notifications

Compatible With Other Apps

Ad Free

2 Extra Features

 **DOWNLOAD NOW**

**PRO** 

**€8** /month

Posture Correction

Customizable Notifications

Compatible With Other Apps

Ad Free

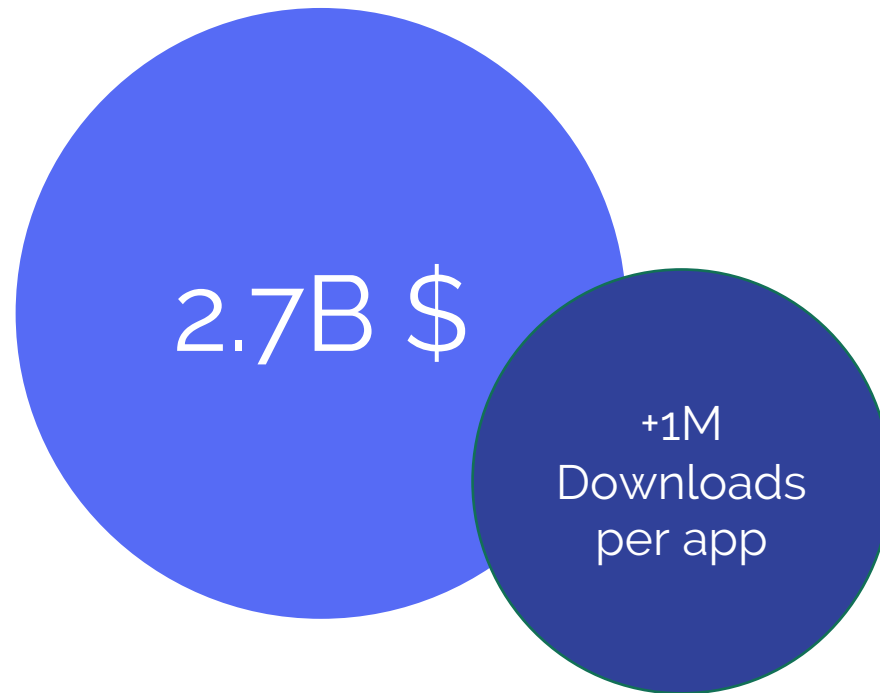
All Features Included

 **DOWNLOAD NOW**





## Market Size

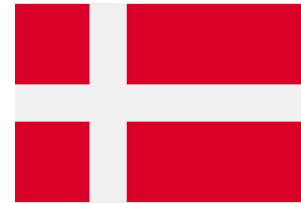


Markets



739K

11% Remote workers



317K

38%



1.77M

31%



700K

33%



4.96M

27%

59%

%65

Workers  
wants to stay  
in remote  
work

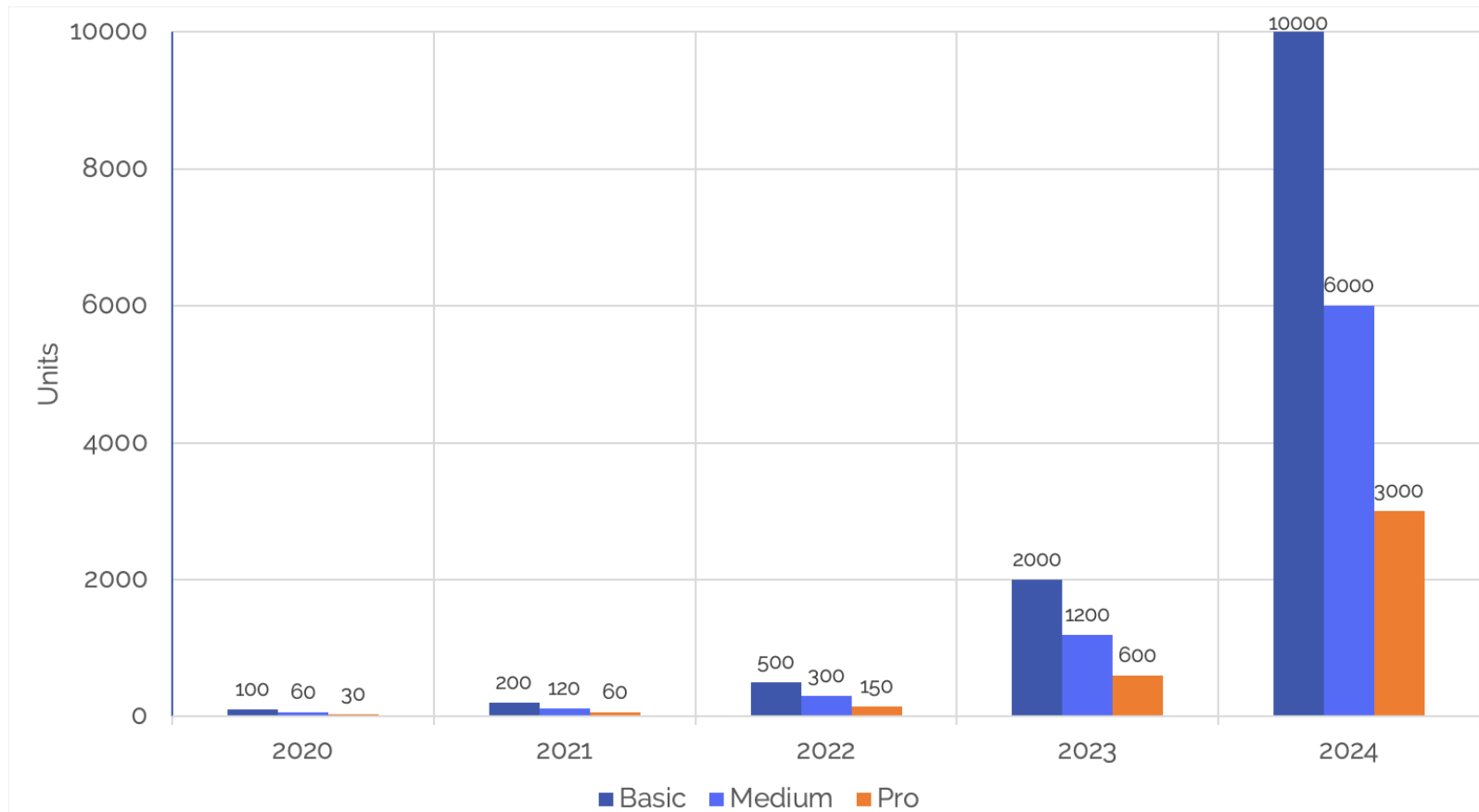
20K

Portuguese  
government wa  
nts to keep **10%**  
in remote

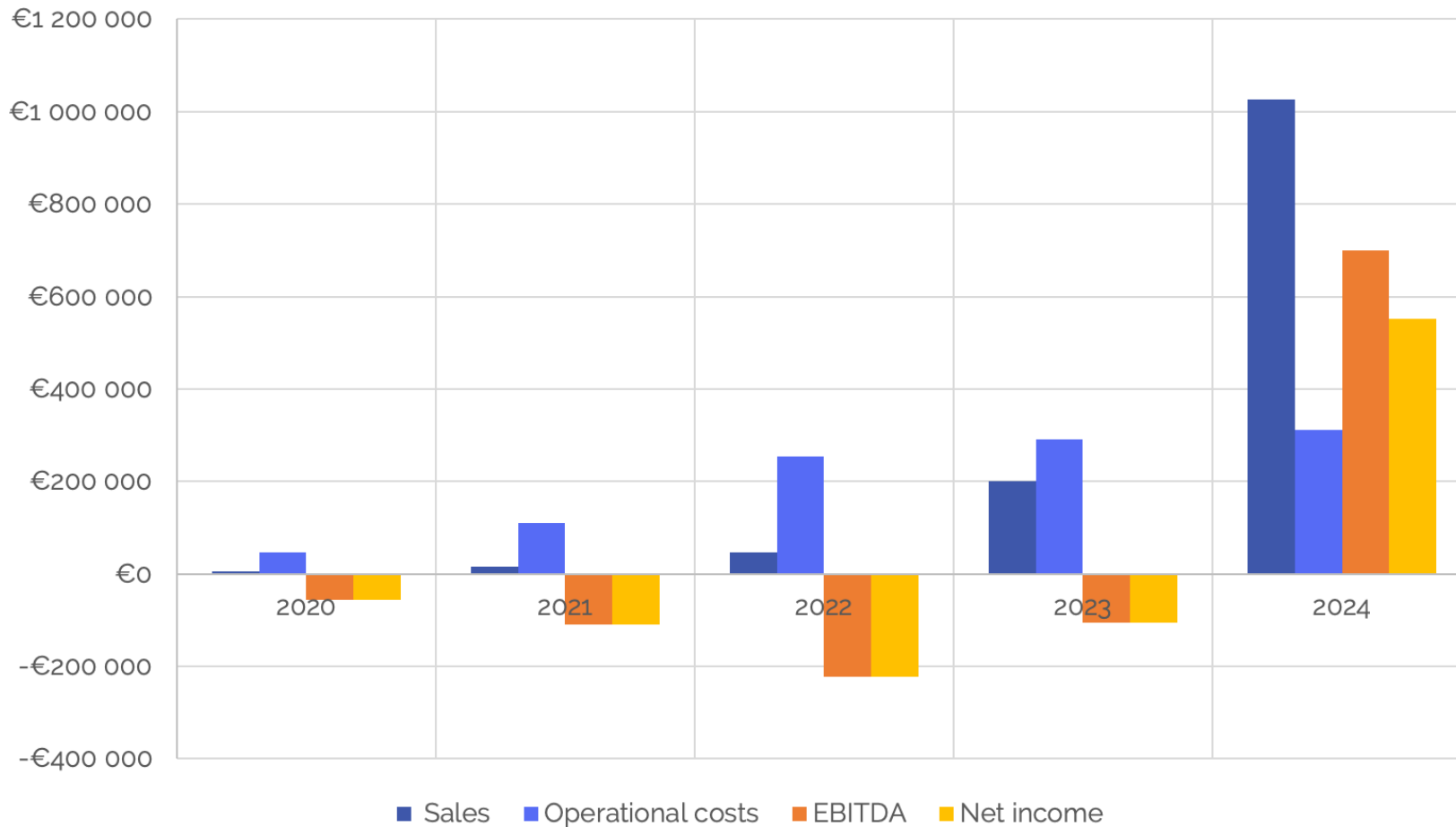




## Sales Projection



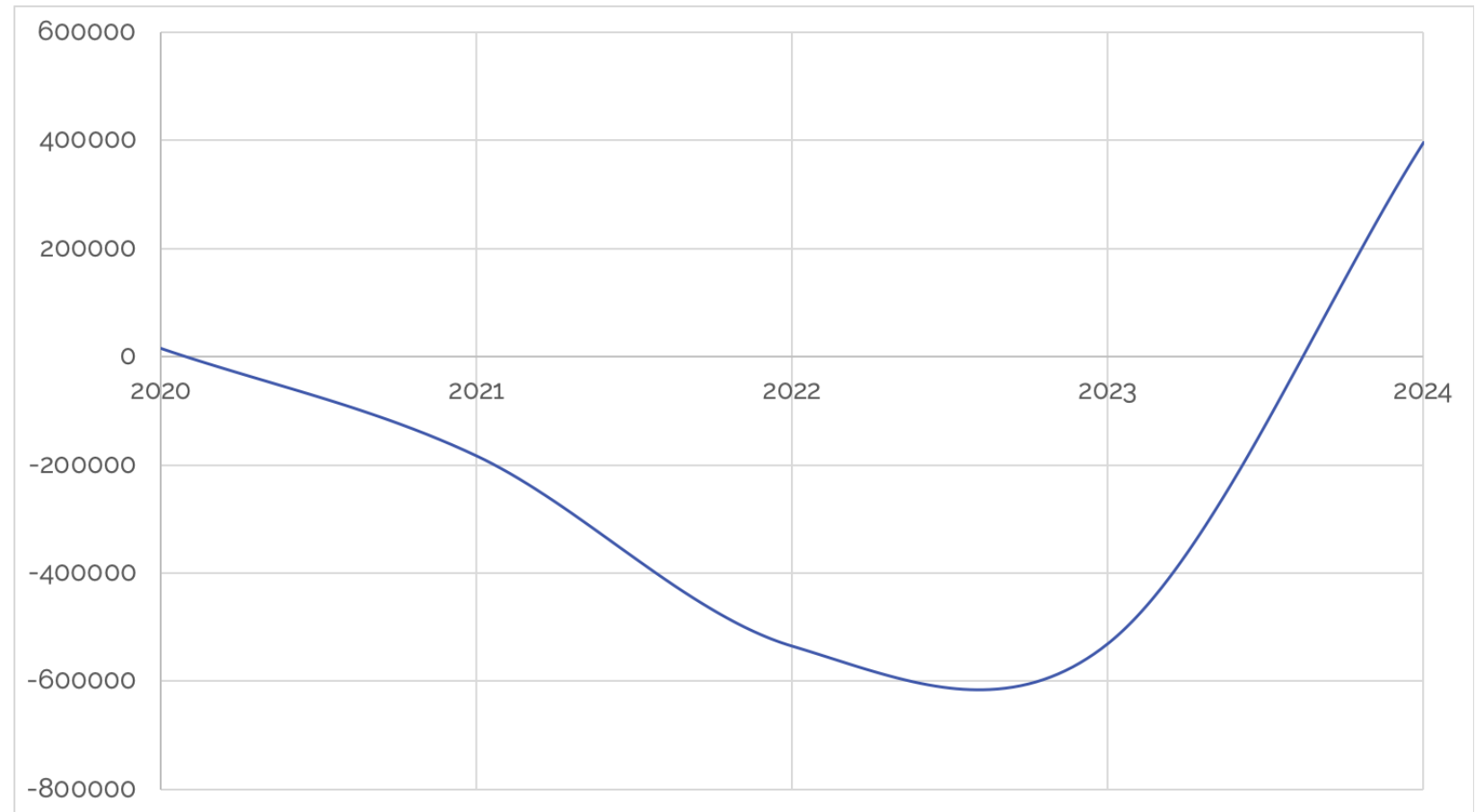
## Income & Expenses Projection



## Accumulated Cashflow Projection

**Initial Investment**

€ 120 000







# Road Map



1 May '20  
Webpage



21 May '20  
Pitch



Oct '20  
1st Release for  
Beta Users



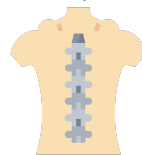
Feb '21  
Start Development of  
Other Features



10 May '20  
Software  
Design



Jun '20  
Posture Correction  
Software  
Development



Jan '21  
1st Release into  
the Market





# Contacts



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## Welcome to habitus

The friendliest habit tracker yet!



GET STARTED

WINDOWS MACOS

You can get in touch with us through our website:

<https://joanaasaa.github.io/habitus/>

