



Executive summary



Habitus is a computer software that provides bad posture and other bad habits correction in front of a computer through image detection using the computer camera. It also helps users to engage in new healthier habits. This innovative habit tracker was created by a team of 5 Electrical and Computer engineering students from Instituto Superior Técnico.

The customer gets a real-time warning making this an easy-to-use habit tracker since the data input is automatic. The software is customizable allowing the client to select which habits to correct.

Our clients are mainly people who spend a lot of time in front of a computer. These may include university students, office workers, people who work from home or even gamers. The customer is someone who wants to be healthier at the computer. This includes people who wish to correct some kind of visible habit like bad posture or nail biting, for example. It may also include people who just want to be reminded to engage in new healthier habits that are usually forgotten when at the computer, like drink water or have more sanitary practices (e.g. coughing into the elbow, wash hands).

The company will use digital advertisement and will be disclosed through social media and word of mouth. The product will be available for purchase on online platforms that sell software and through Habitus' official website

A client can get the software for free, in which case the version will include advertisement which will serve as a way of financing the company. The premium version is available in 3 different packages: For 2€/month the client can get a package that consists in just posture correction; The medium package costs 6,5€/month and contains posture correction plus 2 extra features chosen by the client; and for 8€/month there is the pro package which has all the features included.

The first version of the product will only be meant for posture correction in order to have the product ready sooner. The software is currently under development and it's estimated to take another 4 months until the first release for beta users. We estimate that it will take another 3 months for the first release into the market.

We are seeking an initial investment of 120 000€. Around 70% of this investment will be spent on salaries since the initial stage consists of research and product development. About 10% will cover the office rent and 20% will be for brand design, marketing, digital advertising and other expenses. We predict to reach the break-even point after the first 3 years.