

<div>PROBLEM</div> <div>People struggle with maintaining consistent healthy habits (diet, exercise, sleep). Lack of personalized, real-time health guidance. Overwhelming and fragmented health information online. Mental health support is often inaccessible or stigmatized.</div>	<div>SOLUTION</div> <div>AI agent that tracks user habits and provides tailored suggestions. Conversational interface for daily check-ins and motivation. Integration with wearables and health apps for data-driven insights. Mood and stress detection via text or voice for mental health support.</div>	<div>UNIQUE VALUE PROPOSITION</div> <div>Real-time, personalized health recommendations. Integrated support for physical and mental wellness. Empathetic, conversational interface that adapts to user needs.</div>	<div>UNFAIR ADVANTAGE</div> <div>Proprietary AI model trained on holistic health data. Emotionally intelligent agent that builds trust and engagement. Continuous learning from user interactions to improve personalization.</div>	<div>CUSTOMER SEGMENTS</div> <div>Health-conscious individuals seeking personalized guidance. People with chronic conditions needing daily support. Busy professionals aiming to improve lifestyle. Wellness coaches and healthcare providers looking for AI support tools.</div>
<div>EXISTING ALTERNATIVES</div> <div>Fitness & Wellness Apps Human Coaches Mental Health Apps</div>	<div>KEY METRICS</div> <div>Daily active users and engagement rate. Improvement in user-reported health metrics (sleep, activity, mood). Number of personalized interventions delivered.</div>		<div>CHANNELS</div> <div>App stores (iOS, Android). Partnerships with fitness and wellness platforms. Social media campaigns targeting health communities. Referrals from healthcare professionals and coaches.</div>	
<div>COST STRUCTURE</div> <div>AI development and training (NLP, health data models). App and backend infrastructure. Marketing and customer support.</div>			<div>REVENUE STREAMS</div> <div>Referrals from healthcare professionals and coaches. Data insights for anonymized health trend analysis (ethical use only).</div>	

