

Healthify

Personalize Your Health
Management with AI



Why you need Healthify?

Imagine receiving your health report and being confused about a list of abnormal indicators...

Healthify will come to help with:

- **AI-Driven Analysis**

Healthify uses advanced machine learning algorithms to interpret your health data and identify key areas of concern.

- **Personalized Health Plans**

Healthify generates daily health plans customized to your needs, including diet, exercise, and medication reminders.



Market Analysis

In 2023, the estimated value of the worldwide market for digital health was **US\$ 241.3 billion**. This industry is projected to demonstrate growth (CAGR - 2024 to 2030) of **21.6%** to reach an estimated revenue of **US\$ 947.1 billion**

There is a growing trend of **preventive healthcare**, with more people seeking to proactively manage their health to prevent chronic conditions. Digital health tools are pivotal in enabling this proactive approach. Patients are increasingly using **health-related apps**, with around **63.4%** of U.S. adults having used such an app in the past 12 months

Healthify meets the needs of target customers by providing a comprehensive platform that leverages AI to **analyze health reports**, and **offer personalized health plans**.

Reference:

Digital Health Market by Revenue Model (Subscription, Pay per service, Free apps), Technology (Wearables, mHealth, Telehealthcare, RPM, LTC monitoring, Population Health management, DTx), EHR, Healthcare Analytics, ePrescribing & Region - Global Forecast to 2028.

Competitive Analysis

Current & Potential Competitors:

- Existing health management apps. e.g. Apple Health, MyFitnessPal
- Traditional healthcare providers. e.g. Clinics and Hospitals with integrated digital health solutions

Differentiation from competitors:

- Based on factual health reports for personalized recommendations.
- Focus on actionable daily plans rather than generic advice.
- Unique blend of AI and healthcare expertise.

Healthify's competitive advantage lies in offering a **preventive, AI-driven health analysis** and **daily health plan**, which is unique compared to current market offerings.

Usage of VIP Award

Budget = product development + product testing = \$450/month*10 months + \$50/person*30 person = \$6000

Product Name	Description	Estimated Price
Google Cloud Compute Engine	Virtual machines for running your applications and services. Used for hosting the backend servers, APIs, and other computational tasks.	\$150/month
Google Cloud Storage	Scalable object storage for storing and accessing health data, reports, and user files.	\$50/month
Google Cloud SQL	Managed relational database service for storing structured data, such as user profiles and health records.	\$100/month
Firebase	Backend as a Service (BaaS) to build and manage mobile and web applications. Includes real-time database, authentication, and hosting services for the Healthify app.	\$50/month
Google Cloud BigQuery	Fully-managed data warehouse for running analytics and generating health insights from large datasets.	\$100/month
Total		\$450/month