

Ugoki

Value Proposition & Business Overview

A simple way to stay focused and full of energy while you work

We can help you gain that extra quality time where it counts the most – with family and friends; to start a new hobby or take up an old pastime again; help get that promotion; make that business idea you thought of some time ago a reality. We can do this together using our own AI assisted, unique platform.

Our mobile product will be designed as a well-being, health and human performance optimisation platform. A suggestive analytics and data modelling engine will be at the core of the product, to help and advise you on your success journey, with personalised approach to your body type, suggestive meal planning, physical performance, fitness the most natural way possible.



Long Term Benefits


When you implement our health programs in your daily routine:

- Saving you money you might spend on dietician services, gym membership and personal trainers
- Increasing your mental clarity and concentration
- Helping with weight and body fat loss
- Reducing heart rate, lowering blood pressure and blood cholesterol levels, reversing type 2 diabetes
- Boosting energy levels permanently
- Detoxifying body
- Increasing HGH (Human Growth Hormone)
- Reducing inflammation, ageing signs and increasing your general well-being
- Autophagy – cell rejuvenation
- Save time (automation, efficiency)
- Certainty (analytics, reporting)
- Simplicity (easy setup)
- Personal growth (feel sharper and see actual results)

When you sign up, we'll ask a few simple questions so we can better understand your current level of well-being.

We'll then mentor you on how to achieve a successful Intermittent Fasting programme (starting the fasting, breaking the fast, nutrient absorption, duration of the fast, body type fast, what to absorb during fast). Importantly, this doesn't mean reducing your calorie intake - you can still enjoy your favourite foods and we'll offer some tasty, nutritious suggestions and simple recipes as well.

You'll also always get immediate access to members-only content when it's published on our platform.





The Problem


As busy professionals we work long hours, get exhausted and our productivity drops. We can become demotivated understand the life cycle of a product. and our health can suffer. We eat on the run and frequently don't eat properly. We don't have enough time to find out about good nutrition, exercise and other healthy habits that will increase our well-being.

In fact, lack of sleep, exercise and good nutrients can significantly increase the chance of Alzheimer's and cancer. And also lead to allergies, bloating, inflammation and brain fog.

Example Scenario

Let's look at an example. Oscar is leading an important sales pitch in the morning at his company. He prepares weeks in advance and he stays up very late the night before to make sure he has everything covered. In an attempt to stay focused, Oscar drinks a couple of coffees, a Red Bull, has a quick bite as he works.

How does Oscar feel on the morning of the presentation? Not great. The lack of sleep and caffeine have made him tense and he's 'not on the ball'. The meeting went OK, but it could have been great if Oscar had been relaxed, focused and had a clear state of mind.






Target Market

Our aim is to generate an interest from busy professionals that have limited time throughout the day due to a working schedule or other business activities, however who still appreciate the value of physical activities.

Ideally we would like to see a person from the ages of 20-60 to use our product almost daily. Platform will be suitable for male and female customers, living/working any proximity to the larger city.

UK wellness economy: £172 billion (2022), with health & fitness sector at £5.7 billion (2024). UK fitness app market specifically: £1.35 billion (2023), projected £10.12 billion by 2035. Total addressable market: 10 million gym memberships in UK alone, 14.9% penetration rate. London boutique fitness market: 278 studios offering 15,806 classes weekly, serving 9,629 concurrent users






Some key Facts of the market


The 2023 London Boutique Studio Report shows that the London boutique studio market continues to expand. There are over 326 boutique studios across the city: 159 Cardio studios, 102 Mind & Body studios and 65 CrossFit studios. While specific weekly class data is not publicly available in the 2023 report, the sector has grown 17.4% from 2018 to 2023. The 2023 report highlights that 56 per cent of London's adult population (6.98 million) now lives within one mile of a boutique studio. Over 300 studios were operating in London as of 2023, marking sustained growth since the 2018 peak.

This compares to a total of 61 in 2018. F45 Training, with 44 London studios, is the leading boutique operator (by number of sites). They continue to lead in London locations since their 2018 expansion. On top of it there are approximately 800 gyms in London within M25, with the population of 9.1 million, with approximately 15.9% penetration rate in the UK fitness market, roughly 1.45 million people in London use gym or any other health and fitness club.


The number of boutique studios in London is over 326. There are 159 Cardio studios, 102 Mind & Body studios and 65 CrossFit studios. Over 300 studios are operating in London as of 2023, up 17.4% from 278 in 2018. While specific weekly class counts and capacity data for 2023 are not publicly available in current sources, the market shows continued growth and consolidation.

Information was gathered via: <https://www.leisuredb.com/publications> and <https://www.healthclubmanagement.co.uk/health-club-management-news/UKs-boutique-fitness-market-finding-its-feet-again-with-record-high-number-of-sites-in-London/352135>





This shows there is an increasing interest for healthy lifestyle, and we would like to reach this market as much as possible with our platform, that will be designed for HIIT, research on KETO, other diets and IF that will be consolidated in manageable and informative portions of knowledge and plans of action.






User Profiles


Profile - Arthur (35)

Arthur is a manager at a buzzing real estate agency office in London city, agency has many high profile customers who are looking for best quality office space or living area to rent/buy in central London. Naturally Arthur's schedule is very active, and there is rarely any real time for an hours break, if Arthur can free some time for lunch, usually it is a sandwich at the desk or on the go. In his spare time on weekends Arthur likes to socialise, cook some delicious food with his friends and family, as he's single at the moment. Arthur used to play rugby throughout his secondary school and university. He was really considering taking on gym classes, however it was too much of an effort and time because of the schedule.

Profile - Eleanore (42)

Eleanore is mother of three children (2yo; 4yo; and 7 yo). She is a senior trader at Merrill Lynch office in London. Eleanore's day consists of deep data analysis; spotting industry trends; implement test plans; understand performance objectives to set programmatic strategies etc. Eleanore likes to keep everything on schedule and her breaks are always on time at 1pm. She understands the value and long term benefits of exercise and right nutrition. Currently she is a member of a local gym, however does not find a value of a traditional workout to be working for her. When Eleanore is at home it is often late for her to cook and put kids to sleep, but she would love to be able to do that herself. On the weekends there is always loads of activities around kids (swimming, tae kwon-do, dance, horse-back riding, birthday parties etc.). Eleanore really enjoys socialising with her friends on weekends too, plus there is always time needed for her own projects (studying, reading, chess).






The Product (Solution) / Market positioning

The platform is designed to successfully optimise our customers health activities around their agenda. Commonly users would free 15-25 minutes of their time for a physical HIIT workout, which would still give people time for lunch, if they would like to break fast after training. There are few other ways to make IF work for different times of the day, or any other time they feel comfortable with. When people have reached the comfortable level with 16/8 Protocol, there is a 24h Protocol for increased level of benefits from IF, however this should not be practiced more than once in couple of weeks. The most common way to do IF is to use 16/8 Protocol - Fasting for 16 hours and then only eating within a specific 8-hour window. For example, only eating from noon-8 PM, essentially skipping breakfast.

- If you start eating at: 7AM, stop eating and start fasting at 3PM
- If you start eating at: 11AM, stop eating and start fasting at 7PM
- If you start eating at: 2PM, stop eating and start fasting at 10PM
- If you start eating at: 6PM, stop eating and start fasting at 2AM

The above routine will be a part of suggested feature list of the application, that can be easily personalised. In combination of the above features, customers will be able to socialise with other platform members to organise clubs and gatherings, collaborative activities to work towards personal goals of IF.






Addressing the problem:


Sven is a sales lead at the sales department in Bloomberg EMEA office in London. His schedule is extremely busy because of the fact that he deals with multiple time zones for his sales meetings. He rarely has time to have the whole hour off for him. To remedy the situation Sven has a reminder set up on the platform when it is time for him go for a 20 minute HIIT workout 10 minutes away from the office less crowded area. Workout was arranged with Anthony when they both were on the platform trying to see if anyone else will go for a workout.

Right after the workout Seven receives a notification on his mobile phone about what stage he is now, and how far it is to get to one his goals - endurance increase, he arranged when setting up his user account. The above is just one goal Sven has set up for himself, one other goal is to increase his focus and concentration levels through IF and diet.

On the way to the office Sven goes in to a supermarket, there he scans the food items for a home delivery. Items he scanned were suggested by the platform from various, nutritious recipes of KETO diet he was reading about in the blog on the way to work that day. After returning to the office Sven still has time to order the grocery list for a delivery to his address in the evening. All Sven has to do now, is prepare the items that were delivered to his home, and add those in the slow cooker for dinner to be ready for tomorrow.

The direction we want to take is to allow our users in long term not only to recover or improve their physical condition and mental clarity, but in the process save funds which otherwise would possible be spent on other activities.






Our platform will be available as paid membership and free user access plans.



Application Features


The list of the application features will include (List of features continued on the next slide):


Free membership:


- Sign up/sign in (using Facebook; Gmail etc..) (anonymously as an option).
 - Browse library of training videos/research (limited access).
 - Reminders for full membership access.
 - Like/Comment on other user videos/posts/success stories.
 - Notifications on IF and HIIT benefits, limited guides (limited access).
 - Online consultation/chat.
 - Bulletproof drinks/recipes
 - Daily / Weekly analytics on progress
 - A character / avatar grows with you
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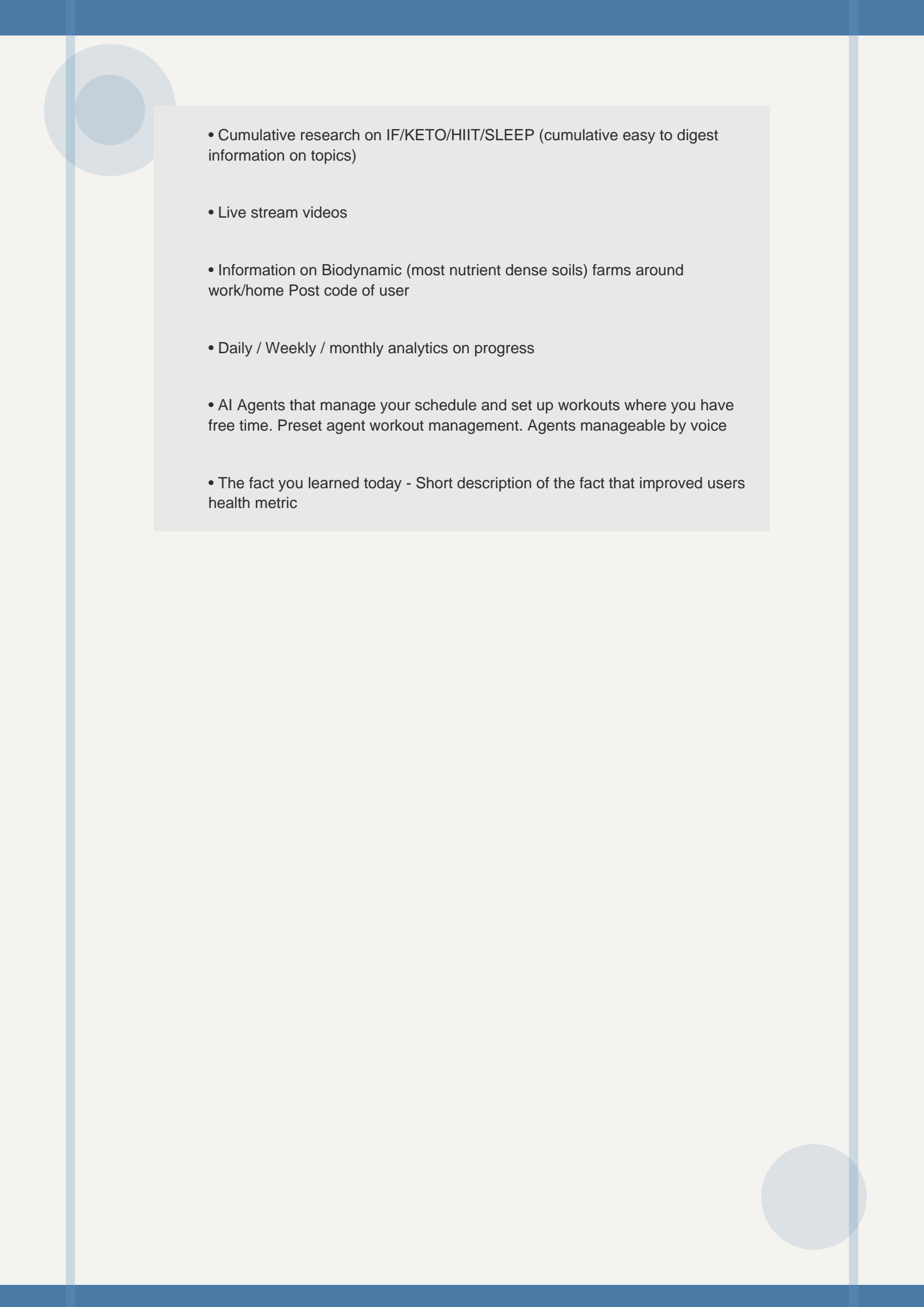


Paid membership:

- Sign up/sign in (using Facebook; Gmail etc..) (anonymously as an option).
 - Cumulative research around the web/science portals on IF HIIT benefits (full access), research backed list of benefits for both.
 - Social network aspect - follow influencers/users, interact via chat (option to snap an image in chat and forward it while in conversation)/post comments, create groups, meet-ups for collaborative activities to work towards personal goals of fitness or IF.
 - Platform integration with social networks (Twitter, Facebook, other).
 - Organise groups for a local workout around offices.
 - A system to suggest workout areas around users location.
 - Randomised/personalised preload of new content and facts on IF/HIIT/health upon login.
 - Meditation Hub
 - Reminders on meal plan preparation/meal suggestions.
 - Barcode product scanner, for ingredient, calorie information/adding to the shopping list
 - Survey of body type/fitness level/list of health issues upon signup.
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- Body fat calculator upon signup
 - Dashboard for tracking progress of fitness/health improvements/weight
 - Personalised weekly meal plan suggestions according to preferences. Suggestions for alternative meals, allergy suggestions/bulletproof drinks
 - Extensive information on IF and KETO lifestyle benefits on health.
 - Online consultation/chat
 - Keep track of funds spent on meals.
 - Option to make a grocery shopping list, with notifications to restock.
 - 10-20 minute HIIT workouts (personalised for body fitness level) with notification cycle.
 - Explanation why this or other HIIT workout is beneficial to the body, suggestions how to avoid injuries.
 - Pre-set exercise routines.
 - Rewards for completing the milestones of workouts and IF (gamification, healthy competition with other members)

- Platform syncing with wearable devices (HealthKit, Google Fit) for live data display in the application.
 - Geolocation enabled route planner (workout area tracker)
 - Suggest puzzles and training to increase mental capacities
 - Pounds to Kilos converter.
 - Sleep planner (Circadian rhythm tracker)
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- Cumulative research on IF/KETO/HIIT/SLEEP (cumulative easy to digest information on topics)
 - Live stream videos
 - Information on Biodynamic (most nutrient dense soils) farms around work/home Post code of user
 - Daily / Weekly / monthly analytics on progress
 - AI Agents that manage your schedule and set up workouts where you have free time. Preset agent workout management. Agents manageable by voice
 - The fact you learned today - Short description of the fact that improved users health metric



Marketing and Sales

Initially in the first year me personally as a founder will be focusing on product/product design/marketing/sales, with a help from outsourced/hired Sales and Marketing person. I will be as well working on frontend design, as the backend developer will be building out the platforms architecture/analytics/AI.

How I'm planning to get customers attention?


I plan to utilise other marketing channels and the more known ones as - social media, SEO, blogging. Small gifts for first 100 customers (discount/price reduction?). Information and overview how we can save them time and money. I will be putting effort as well in - content marketing, offline events (seminars, conferences, festivals), community building, partnering with other brands, contacting niche Bloggers/Vloggers, Making a referral system.

How will I encourage customers to use our services?

Communicate on a regular basis - notifications, feedback, personalised newsletters, product support SLAs, explanation of long term benefits when sticking to the routine.

What marketing for existing customers?

Making the existing customers VIPs. Gather more data on existing customers to improve their experience. Getting them involved to build up the community. Acknowledge special days (birthdays, anniversaries, milestones).





Competitive Landscape

The wellness app market is fragmented but rapidly consolidating. Success factors include user retention (industry average 5-10% after 90 days), community engagement, and holistic feature sets that address multiple wellness pillars.

Direct Competitors [Illustrative]:

1. MyFitnessPal (Acquired by Under Armour for \$475M)



- Strengths: 14+ million food database, strong calorie tracking, 100+ million downloads, wearable integration
- Weaknesses: No IF-specific features, limited workout content, passive tracking vs. active coaching, aging UI
- Market Position: Nutrition tracking leader, highest revenue (\$10M monthly)
- Differentiation: We integrate IF protocols with nutrition, add personalised HIIT, and build active community vs. passive tracking

2. Noom (Valued at \$3.7B)

- Strengths: Psychology-based approach, personalised coaching, clinical research backing, strong retention
- Weaknesses: Expensive (\$59/month), weight-loss focused only, no fitness integration, limited IF support
- Market Position: Premium weight management segment
- Differentiation: We offer comprehensive fitness + nutrition at 1/5 the price, with IF as core methodology rather than add-on

3. Zero (50+ million downloads)



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- Strengths: IF tracking leader, simple interface, circadian fasting options, research-backed
 - Weaknesses: Tracking-only tool, no fitness component, no nutrition guidance, no community features
 - Market Position: IF tracking specialist
 - Differentiation: We build comprehensive platform around IF with integrated workouts, meal planning, and social engagement
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4. 8fit (10+ million downloads)

- Strengths: Combines meal planning with workouts, personalised plans, clean design
- Weaknesses: No IF focus, basic workout variety, limited community features, no social networking
- Market Position: Mid-market fitness + nutrition
- Differentiation: We add IF expertise, advanced HIIT protocols, research hub, and robust social features

5. Strava (50+ million downloads, \$5M monthly revenue)


- Strengths: Social fitness leader, GPS tracking, athlete community, 16% market share
- Weaknesses: Running/cycling focus only, no nutrition, no IF, no guided workouts
- Market Position: Social fitness tracking
- Differentiation: We offer complete wellness solution beyond cardio tracking with nutrition, IF, and varied workout modalities


Additional Significant Competitors [Illustrative]:

6. Headspace (50+ million downloads, \$4M monthly revenue)


- Focus: Mental wellness and meditation
- Differentiation: We integrate meditation within comprehensive fitness platform rather than standalone mental health focus

7. Calm (\$2B valuation, \$6M monthly revenue)

- Focus: Sleep and relaxation
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- Differentiation: We include meditation/sleep as component of holistic wellness with fitness and nutrition core

8. Peloton (\$7.7B valuation)

- Strengths: Premium content, live classes, strong community
 - Weaknesses: Expensive (\$44/month), equipment dependency, limited nutrition features
 - Differentiation: We eliminate equipment barriers, cost 1/3 as much, and add IF methodology
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9. Nike Training Club (Free with ads)

- Strengths: Brand recognition, free content, quality workouts
- Weaknesses: No personalisation, no nutrition, no IF, limited community, ad-dependent model
- Differentiation: Personalised AI-driven approach with comprehensive nutrition and IF integration


10. Lose It! (10+ million downloads)

- Focus: Calorie counting and weight loss
- Differentiation: We emphasise IF and HIIT for metabolism optimisation vs. simple calorie restriction

11. Fabulous (Habit building)

- Focus: Behavioural change and routine building
- Differentiation: We offer specific wellness protocols (IF, HIIT) vs. general habit formation

12. HealthifyMe (India's leading app, AI-powered)

- Strengths: AI coaching, regional customisation, strong nutrition focus
 - Weaknesses: India-centric, limited UK market presence
 - Differentiation: We focus on UK/European market with culturally relevant content and community
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Competitive Advantages

1. Integrated Four-Pillar Approach

Only platform combining IF, HIIT, personalised nutrition, and active community

Competitors address 1-2 pillars; we deliver complete ecosystem

IF fasting timer with personalised fasting plans and coaching

KETO and PALEO diet protocols integrated with IF methodology

Weekly meal planner with customisable recipe options

Optional slow cooker recipes for time-efficient meal prep

2. Science-Backed Content Hub

Curated research on IF, HIIT, nutrition, sleep optimisation

Weekly suggestions for breaking the fast based on latest research

Research-backed info on IF and KETO/PALEO diet synergies

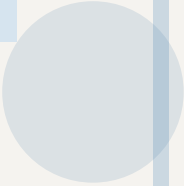
Research-backed info on IF and exercise timing optimisation

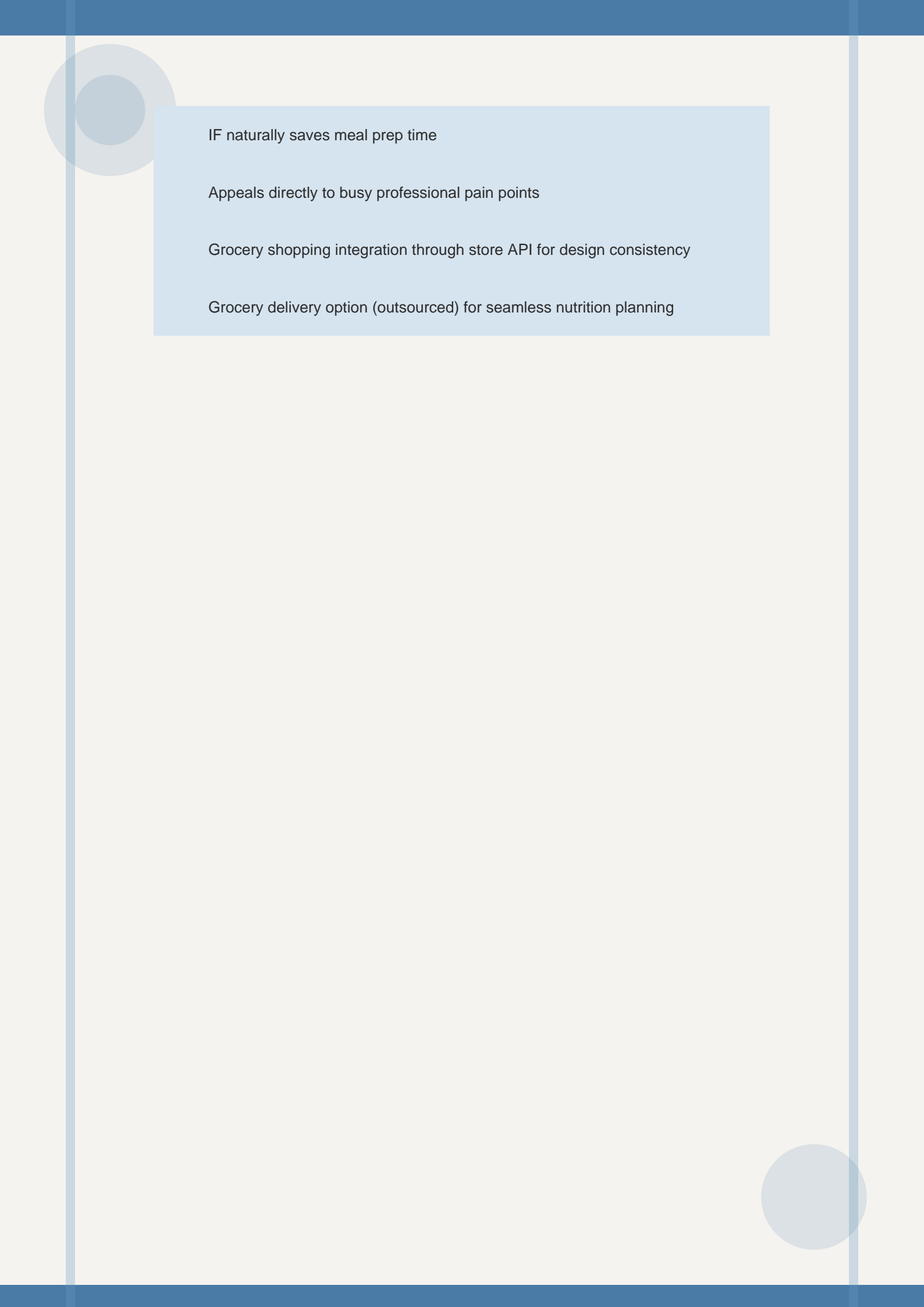
Educational component builds trust and engagement

Positions platform as authority, not just tool

3. Time Optimisation Focus

15-25 minute workouts vs. 60-90 minute gym sessions





IF naturally saves meal prep time

Appeals directly to busy professional pain points

Grocery shopping integration through store API for design consistency

Grocery delivery option (outsourced) for seamless nutrition planning



4. AI-Driven Personalisation

Body type assessment

Schedule integration

Adaptive workout and meal recommendations

Progressive difficulty adjustment

Personalised fasting plans with timer and coaching advice

Weight and BMI tracking with progress notes

Smart notifications for fasting windows and workout reminders

Wellness goals determined upon signup (comprehensive onboarding)

Fitness level measurement and progressive tracking

Diet preference recording (vegetarian, vegan, pescatarian, etc.)

Meal exclusions for allergies and preferences (gluten-free, dairy-free, nut-free)

Analytical tool providing immediate action suggestions based on data


Biometric device integration for health data point optimisation


5. Community-First Design

Social networking features

Local workout group organisation

Location-based HIIT workout matching with other members





Influencer ecosystem

User blogging and content creation platform (progress as influencer)

Gamification and challenges

Fitness challenges with community participation

Online consultation chat for expert guidance and support

6. Affordability

£12.99/month vs. £50-60 (Noom, Peloton)

Replaces gym (£45/month - £100/month)

7. Simplified Tracking Philosophy

No calorie calculator - focus on IF timing and food quality over quantity

Note-taking for meals, moods, and progress observations

Streamlined tracking vs. complex calorie counting (differentiates from MyFitnessPal, Lose It!)

Weight and BMI monitoring without obsessive calorie restriction

Pounds to kilos converter for international user convenience

