



Last year Matateu was promoted to General Manager on his Company. Despite of all efforts that he tried to exercise he did not have time on his routine to go to Gym or to perform exercises and after some time he become fat. He tried to understand what he needed for to lose weight, eating healthier. So he talked with couple of friends that showed him, a bunch of apps form home workouts to nutrition assistance, but he ends feeling disgusting because he did not found any app that combines workouts, nutrition and healthier tips with tracking goals, and he realize the opportunity to make some impact, he decided to organize his team to work on a solution that will disrupt fitness & health sector an help a millions of American like him.

That is how the Healthier Guru app was born”. The Healthier Guru app is a artificial intelligence personalized coaching / trainer and nutrition guru accessible everywhere, any time, anywhere as a mobile app that walk by with you and proactive advice or provide tips about how you can improve a little on daily basis and stand out on long term.

On 01st May, after one year of hard working, we launched Healthier Guru, with premium features available to Kaiser Permanente Patients in USA. In the five weeks after launching, we achieved 15.000 users. So far, we helped around 30.000 users improving their physical activity, eating healthier and prevent them from diseases. On the next year, we are going to expand this app on every USA states and partner with major health service provider, add more features based on our customer feedback and later on looking to launch internationally!

This launch would not be possible without the hard work of all the members of our team.

On behalf of Kaiser Permanente,

Nélio Macombo,
Product Manager