

# Marketing Guide

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## Background

### Background information about the industry and the problem

We have identified three major parts that are important for our product:

- Only 1 in 4 US adults and 1 in 5 high school students get the recommended levels of physical activity - [source](#).
- Sedentary lifestyles increase all causes of mortality double the risk of cardiovascular diseases, diabetes, obesity, increase the risks of colon cancer, high blood pressure, osteoporosis, lipid disorders, depression, and anxiety.
- The physical activity market is estimated to be \$1.1 trillion in 2023 and growing - [source](#)

### Problem Statement

We want to save lives, prevent health issues and diseases with AI-centered mobile application that people love.

### Product Goals

We are connecting our business model to generate savings - the application is, and will be free AI prepared, doctor and health facility checked fitness and food plan customized for each client. Trackable and proven results.

## Market background:

We are in a preventative health care market which is a part of the physical activity market with a TAM of \$ 104 B.

## Target audience

Our target audience is our current customer base. During the first three years, we plan to convert 15% of our current customer base (5% each year) to actively use this application with a plan to recruit new customers in the future from year 4.

## Target market

Our target market is people of age 15+ who want to improve their eating and fitness habits or people currently affected by health problems actively communicating with their doctors and health agencies.

## Competitors

Our main competitors are the preinstalled applications Apple and Samsung Health, sharing circa 30% of TAM, Fitbit(1%TAM), and FitnessPal (0.1%TAM).

## Product Background and Positioning:

### Product value proposition

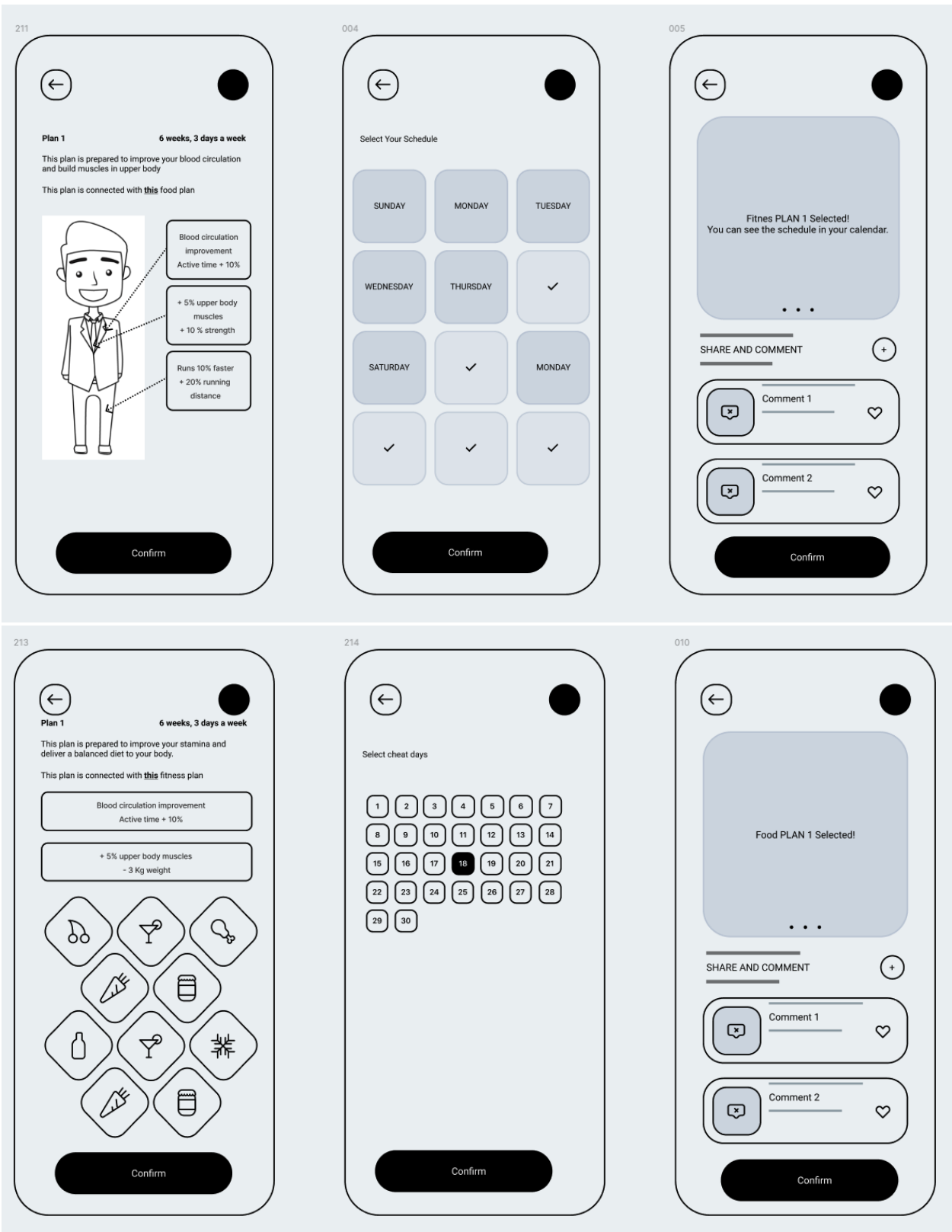
Our free Preventative Healthy Habits Applications is improving lives by getting people more healthy and preventing diseases.

The application is communicating with our partner agencies as is Doctors, Health Care Facilities, and consultants, and together with them preparing individual fitness and food plans for each of our customers. Every user can see not only his progress but even what will change if he will follow selected programs. This motivates him to use our application and improve his life.

### Main features

- AI creation of fitness, and food plans unique for each individual.
- Tracking of results, and on-time notifications with advanced scheduling
- Connection with Doctors, Health Care Facilities, and other health agencies

# Main visual elements



Available on Apple and Google Store. Preinstalled in our partner agencies, doctors, and health care facilities.