

# Business Plan:

## DoJoy Leela

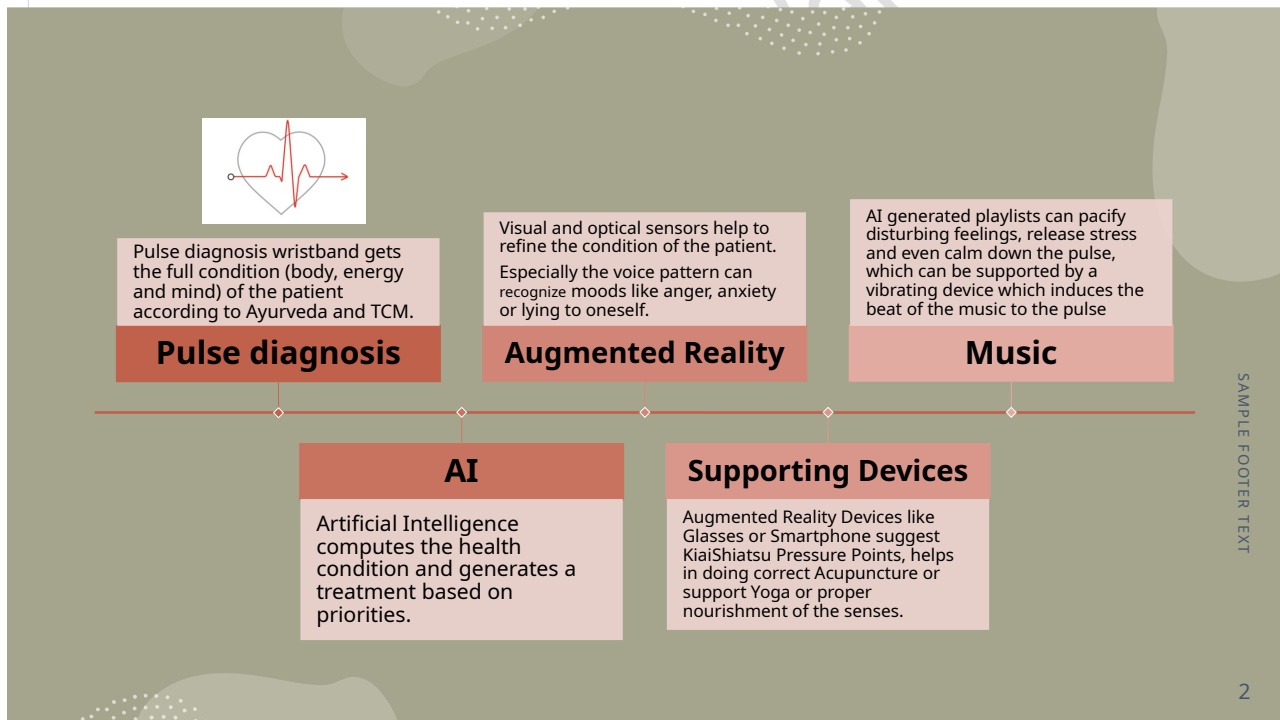
# HealthTech Smartwatch for Holistic Health

## Executive Summary

**Product Name:** DoJoy Leela

**Business Name:** DoJoy.at

**Date:** (c)2023



## Business Overview

DoJoy is committed to revolutionizing professional as well as personal healthcare by introducing the Leela HolisticHealth Smartwatch, an innovative health product that combines advanced technology with traditional holistic healing methods. This smartwatch is equipped with sensors for Western, Ayurvedic and Traditional Chinese Medicine (TCM) pulse diagnosis, artificial intelligence for personalized therapeutic plans, and augmented reality (AR) integration for learning and performing acupuncture and acupressure techniques guided by smartphone or AR glasses. Therapeutic plans include oriental medicine like Yoga or QiGong and western medicine like dietology.

One main goal is to create a platform to collect and integrate health guidance from different medical system, which we want to provide as Smartphone App as well as an Internet platform.

## Market Analysis

### Industry Overview

The global health and wellness market is growing rapidly, with a growing emphasis on holistic and alternative healthcare solutions. People are increasingly seeking personalized, non-invasive, and natural approaches to improving their health and well-being.

### Target Market

Our primary target market includes:

1. **Health Enthusiasts:** Individuals actively seeking holistic healthcare solutions for balanced living.
2. **Alternative Medicine Practitioners:** Such as Ayurvedic and TCM practitioners looking for advanced diagnostic tools.
3. **Fitness and Yoga Enthusiasts:** Interested in integrating holistic practices into their routines.
4. **Traditional western health practices/hospitals:** Assistance in diagnosis and therapy plans.

## Competitive Analysis and Cooperations

While there are various fitness trackers and smartwatches on the market, none offer the comprehensive holistic health solutions that the DoJoy Leela HolisticHealth Smartwatch provides.

There exist some products, which provide a part of the functionality, or only part of the comfort provided by wearing a Smartwatch.

## Project Cooperation with HTL ATN Neufelden and FH Hagenberg

These education institutes have very good students and have the opportunities for project cooperations.

## DoJoy-Leela Conclusion

With this approach we generate a big holistic knowledge base, which we enrichen with our Know-How (KiaiShiatsu, position of the needles, etc.)

## Product Description

### HolisticHealth Smartwatch Features

#### 1. Western, Ayurvedic and TCM Pulse Diagnosis:

- Pulse BPM, blood pressure
- Measures Vata, Pitta, and Kapha pulses with seven depths for Ayurvedic diagnosis.
- Performs TCM pulse diagnosis to assess Yin, Yang, and Qi imbalances.

#### 2. AI-Powered Therapeutic Plans:

- Analyzes pulse data to create personalized therapeutic plans.
- Recommends diet, yoga, Qi Gong exercises, acupuncture, and acupressure techniques and more based on the diagnosis.

#### 3. AR Integration:

- Utilizes AR glasses or smartphone cameras to guide users in learning acupuncture points.
- Provides step-by-step instructions for needle placement or Kai-Shiatsu massage.

- Guides through QiGong or Yoga Sessions

## Benefits

- **Holistic Wellness:** Offers a holistic approach to health, addressing physical, mental, and emotional well-being.
- **Personalized:** Tailors therapeutic plans to an individual's unique needs.
- **Educational:** Empowers users to learn and practice ancient healing techniques with AR guidance.
- **Convenience:** All-in-one wearable device for health tracking and holistic care.
- **Assistance:** Helps doctors/therapists to get a fast second opinion for diagnosis. Assistance generating therapeutic plans

## Revenue Model

1. **Product Sales:** Generate revenue through the sale of the DoJoy Leela HolisticHealth Smartwatch.
2. **Subscription Plans:** Offer premium AI-driven health plans for ongoing personalized support.
3. **Content Licensing:** Partner with experts in Ayurveda and TCM to provide exclusive educational content.
4. **Accessories and Merchandise:** Sell additional AR glasses, straps, and related merchandise.

## Marketing Strategy

1. **Digital Marketing:** Utilize social media, search engine optimization, and email marketing to reach potential customers.
2. **Partnerships:** Collaborate with hospitals, holistic health practitioners and yoga instructors for endorsements.
3. **Health and Wellness Events:** Showcase the product at health expos, yoga festivals, and wellness conventions.
4. **Content Marketing:** Create blogs, videos, and webinars on holistic health topics to establish authority.

## Development and Manufacturing

- Partner with experienced manufacturers to ensure high-quality production. (cooperation between Garmin and Qi LifeTracker preferred)
- Continuously update software to improve pulse diagnosis accuracy and therapeutic recommendations.

## Conclusion

DoJoy.at is poised to lead the healthcare industry by offering a groundbreaking product that merges ancient healing practices with cutting-edge technology. The DoJoy Leela HolisticHealth Smartwatch will empower individuals to take control of their well-being, ushering in a new era of holistic health and wellness. We are confident that this venture will not only be profitable but also contribute significantly to the betterment of society's health and quality of life.