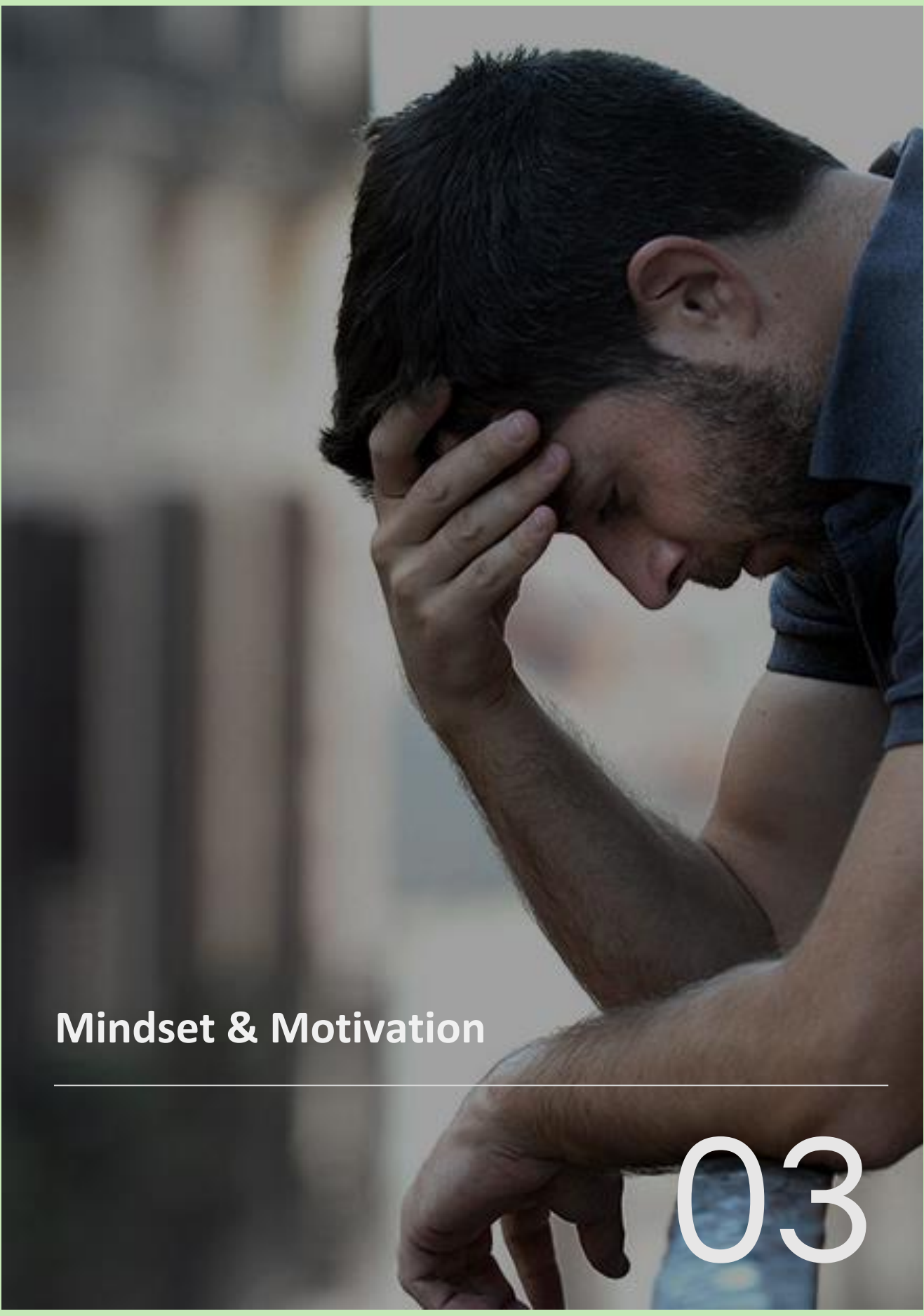
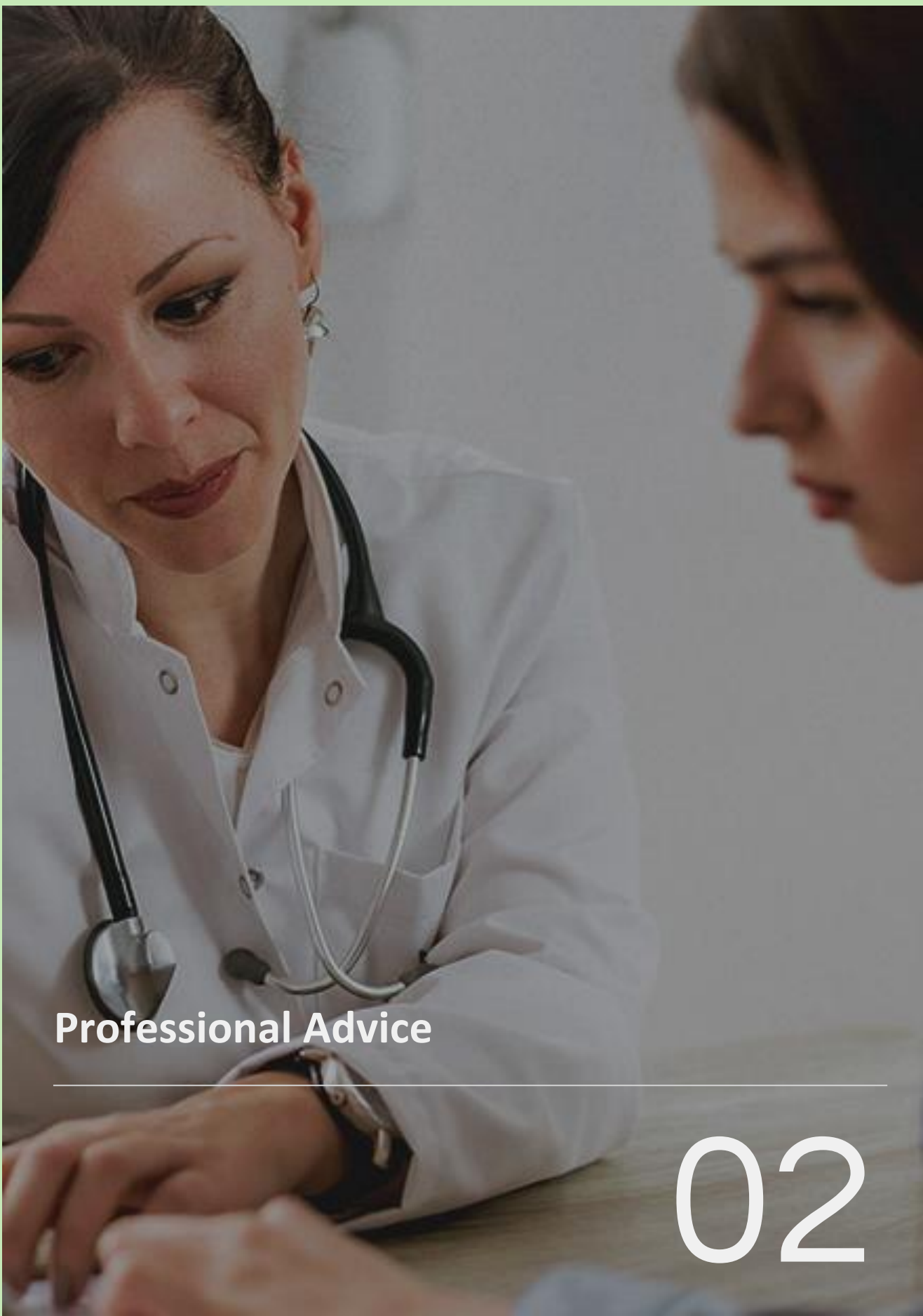
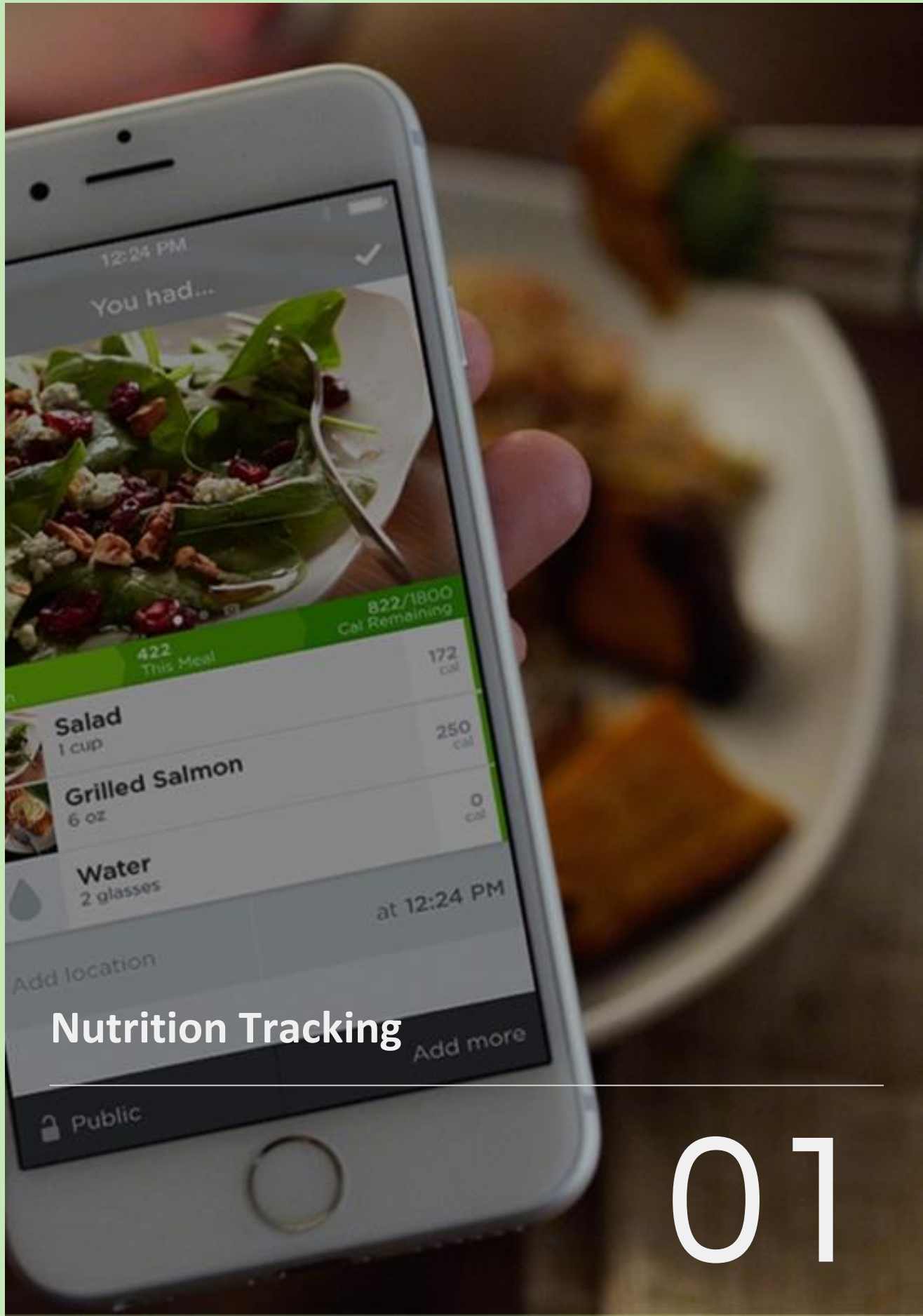




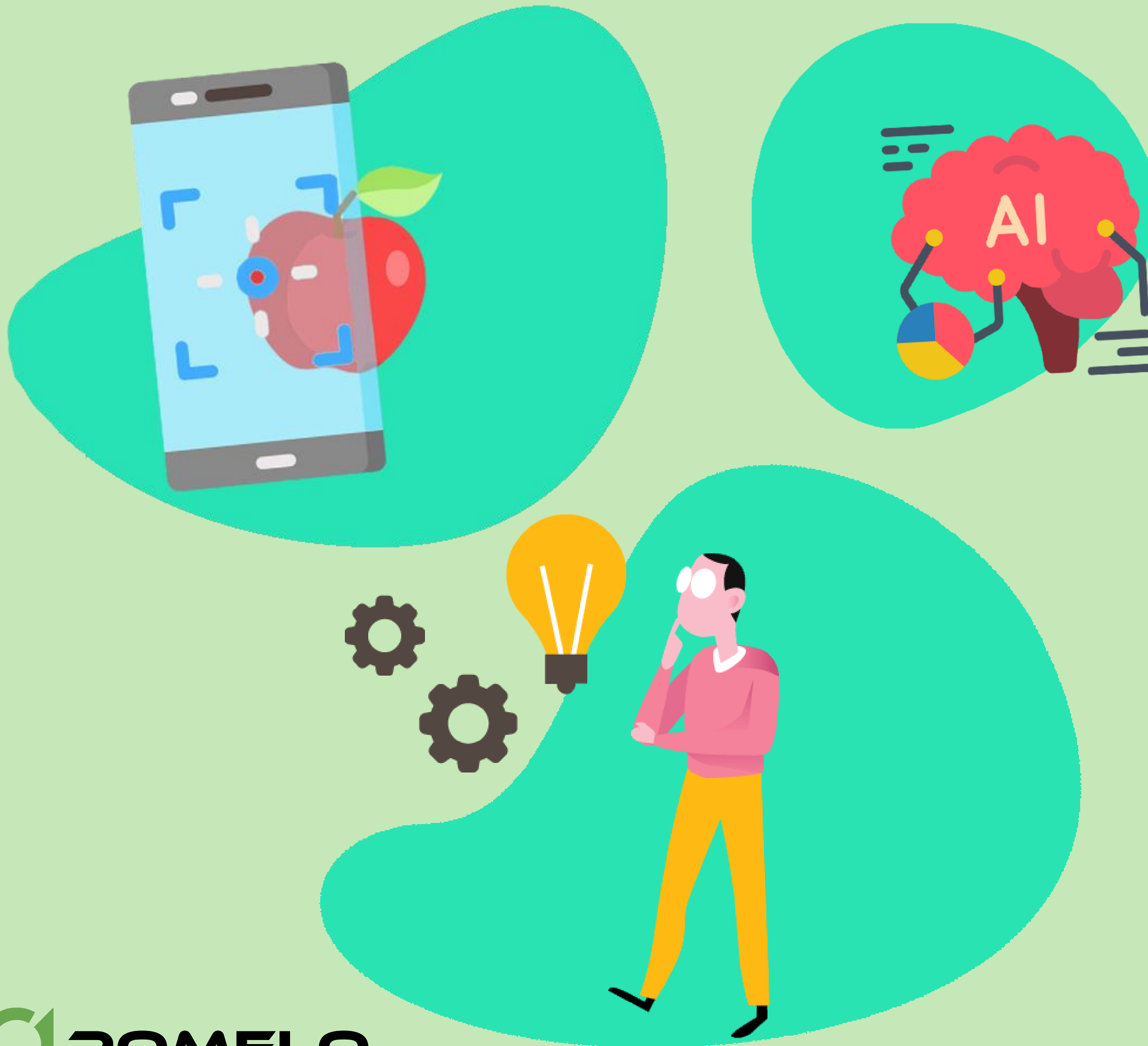
# POMELO

HELPING INDIVIDUALS TRANSITION AND MAINTAIN A  
HEALTHY LIFESTYLE THROUGH EMERGING TECHNOLOGIES

# THE ISSUE AT HAND







## THE POMELO WAY

Pomelo is a Health & Lifestyle app on iOS and Android devices that uses a 3-panel user interface to provide users with a digital lifestyle coach, personalized health analyses, a habit tracker, health-related articles, and Nutri-Scan.

We leverage Artificial Intelligence (AI), Machine Learning (ML), and Augmented Reality (AR) to provide users easy usage and excellent personalization.

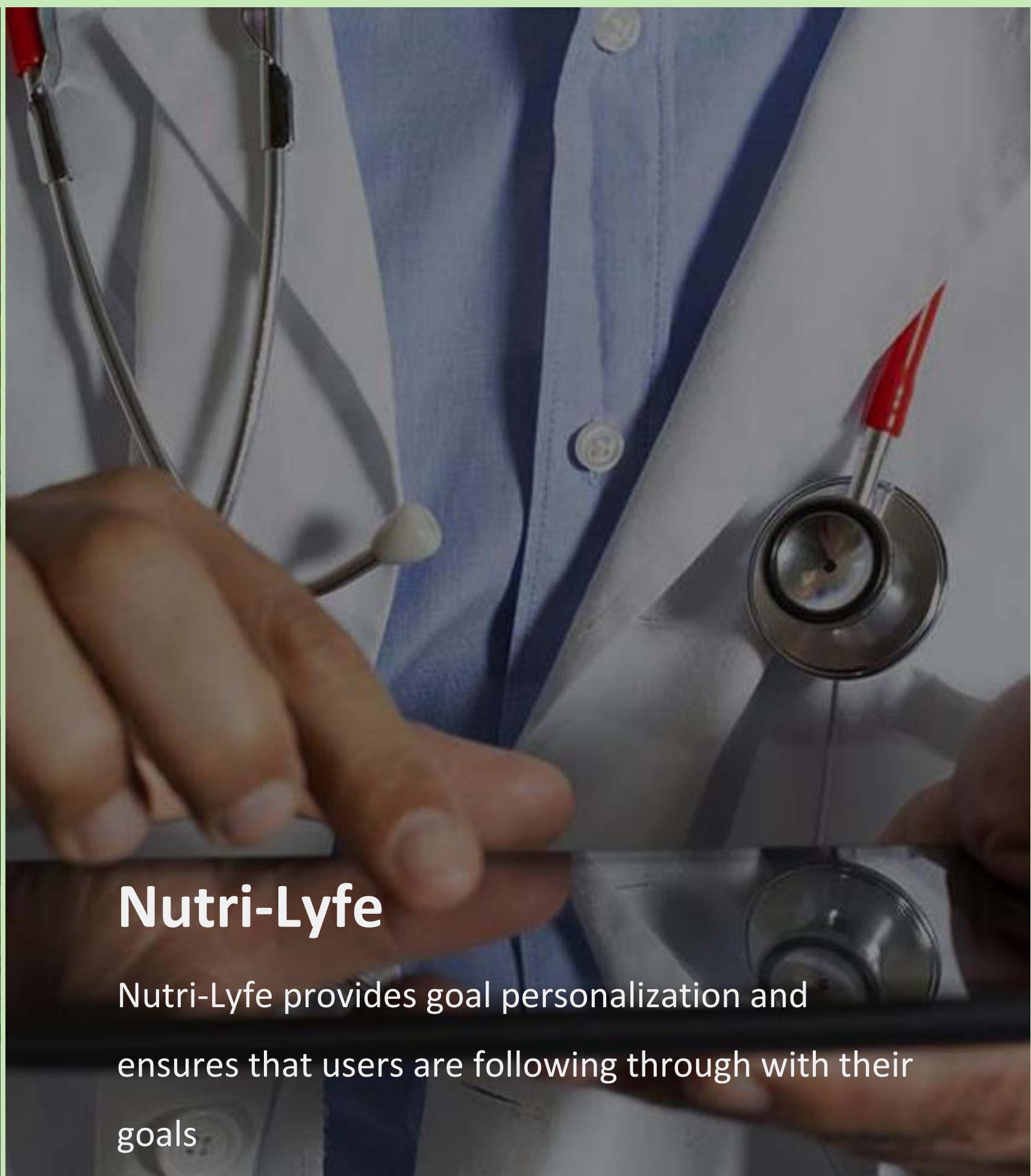


# REACH YOUR FULL POTENTIAL



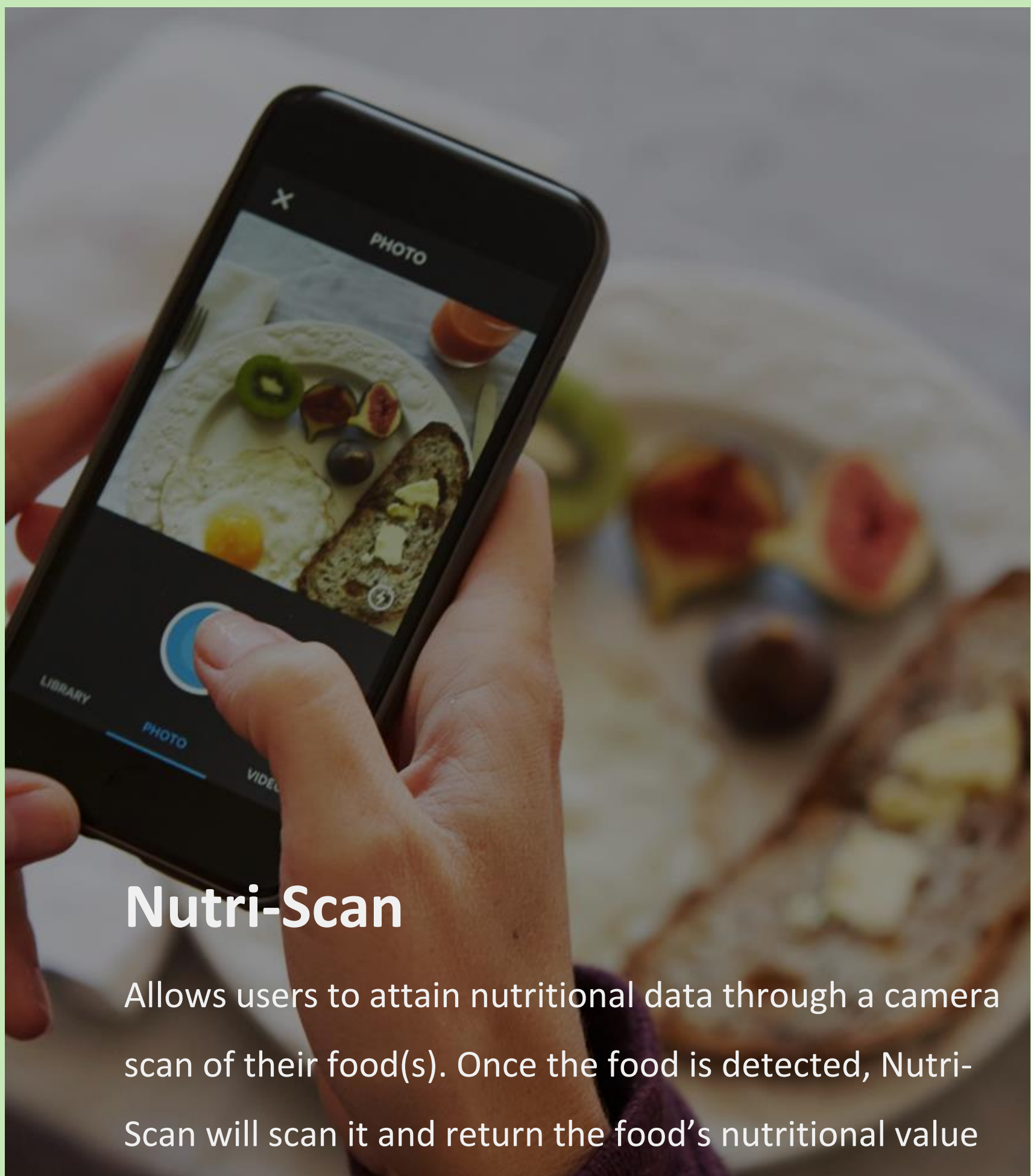
**Newsstand**

We have partnered with various newspaper companies to provide executive articles that are only available for paying users



**Nutri-Lyfe**

Nutri-Lyfe provides goal personalization and ensures that users are following through with their goals



**Nutri-Scan**

Allows users to attain nutritional data through a camera scan of their food(s). Once the food is detected, Nutri-Scan will scan it and return the food's nutritional value

LEFT

< SWIPE <

HOME

> SWIPE >

RIGHT



# TARGETING THE BEST



## Primary Target Market

**Athletic male university graduates**

They will be living in an urban area, holding a stable job with a salary between \$55,000-\$65,000 and will be visiting the gym between 3-5 times per week. They are very health-conscious and their generation ranks wellbeing as their second most important value



## Secondary Target Market

**Athletic high school students**

These students will be living in an urban area, studying full-time with approximately 75% of the students working part-time, earning \$22,000 per year. These students frequently visit the gym and participate in various sports teams within their school

# TRENDS IN THE INDUSTRIES



Gym/fitness club membership has grown by 36%, with 62.5M members having a gym/fitness club membership



Augmented Reality and Artificial Intelligence subindustries are projected to be worth more than \$450B USD in 2025



The Health & Wellness Industry is \$4.2T USD and has been growing by 6.4%, representing 5.3% of global economic output

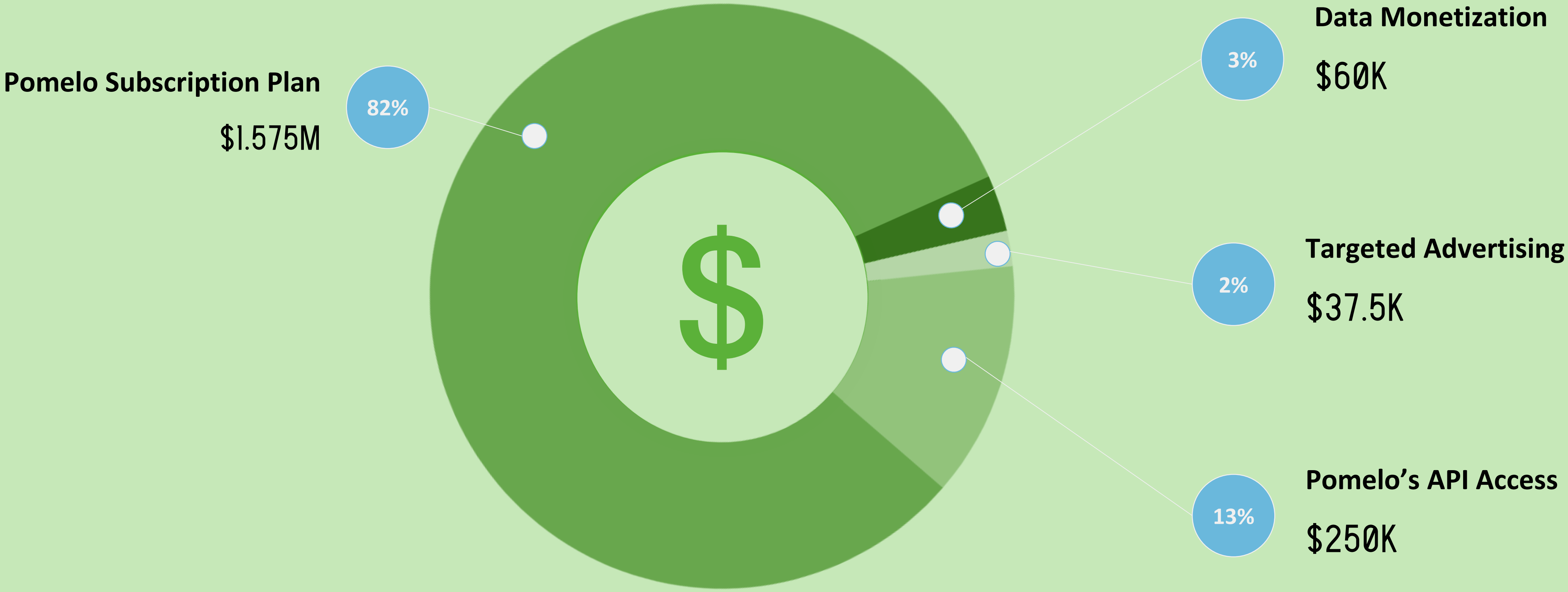


Wellness Tourism contributes to 14% of the \$3.2T USD total global tourism revenue and has shown an annual growth of 9%

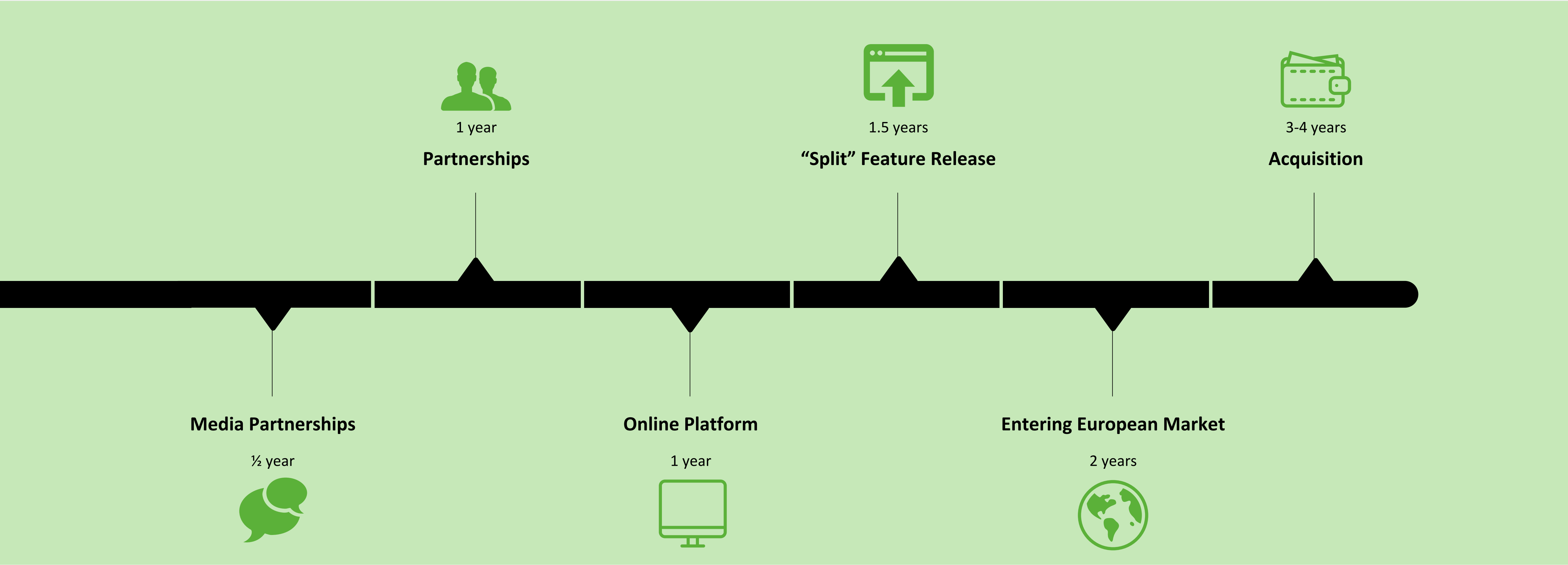


65% of commercial respondents stated that cost was the most significant factor when seeking care

# POMELO'S REVENUE STREAM



# HEADING INTO THE FUTURE







VISIT **POMELOLIFE.XYZ** TO VIEW OUR 1-PAGER  
AND TO LEARN MORE

MOBILE WEBSITE IS CURRENTLY BEING DEVELOPED

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## MEET THE FOUNDERS



Ryan Lam



Godwin Lewis