

<b>Project Type</b>	<b>Growth Strategy</b>
<b>Company Name</b>	Future Wellness Group Holdings Pty Ltd
<b>Location - City, State/County</b>	Turramurra
<b>Location - Country</b>	Australia
<b>Organisation type</b>	Corporate
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<b>Industry</b>	Health, Wellness and Fitness
<b>Organisation Background</b>	<p><b>Vision:</b></p> <p>Future Wellness Group (FWG) was founded with a mission to shift healthcare from reactive treatment to predictive, proactive, and preventive wellbeing.</p> <p>Its vision is to empower individuals, practitioners, and organisations to make data-informed health decisions before illness develops – improving quality of life, extending healthspan, and reducing the burden of chronic disease.</p> <p>FWG's focus is on integrating human-centred design, adaptive assessments, and intelligent data frameworks (like LifeCheck and Navigator) to create measurable, scalable wellness outcomes.</p> <p><b>Customers:</b></p>

FWG serves a diverse ecosystem of partners and end users across the health, corporate, and community sectors, including:

- Healthcare Practitioners: GPs, lifestyle medicine doctors, psychologists, nutritionists, and allied health professionals using FWG tools to monitor and guide patient wellbeing.
- Corporate Clients: Businesses (e.g., law, finance, education) seeking scalable wellbeing programs for employees aged 40+.
- Academic & Research Partners: Including Monash University and others collaborating on predictive health research, validation, and AI ethics.
- Community Organisations & Pharmacies: Supporting early detection and health literacy in the general population.

#### **Consumers:**

Individuals engaging directly via digital assessments and reports (e.g., LifeCheck) to understand and track their personal health trajectory.

#### **Products:**

- LifeCheck: A 27-question, 90-second digital assessment that provides users with a personalised “wellness score” and practitioner-reviewed report. It serves as a low-cost entry point for both individuals and clinics.
- Navigator Framework: A next-generation AI-driven platform that connects adaptive assessments, predictive analytics, and personalised guidance in one environment – a digital health “engine” designed for practitioners, corporates, and researchers.
- Heart Health Station (HHS): A physical kiosk concept for high-traffic locations (e.g., hospitals, pharmacies, gyms) providing rapid, non-invasive health screenings and linking results to Navigator for ongoing monitoring.

#### **Competitors:**

While FWG operates in a competitive global market, few companies offer its combination of predictive intelligence, adaptive assessment, and privacy-by-design architecture.

Key competitor types include:

- Health Platforms: e.g., Mahalo Health, HealthTap, Thymia—focus on telehealth or static mental health assessment rather than dynamic, predictive wellbeing.
- Corporate Wellness Programs: e.g., Employ Health, BodySmart Perth—offer reactive fitness or EAP-style programs without predictive modelling.

- Government & Public Health Initiatives: e.g., My Health for Life—focused on awareness and risk reduction, but not personalised prediction or adaptive engagement.
- FWG differentiates itself by uniting anonymity, real-time insight, and practitioner integration within a single, ethically designed data ecosystem.

**Business Model:**

FWG operates a hybrid for-purpose and for-profit model combining B2B, B2C, and institutional partnerships:

- Licensing: Clinics, universities, and organisations license FWG software (LifeCheck or Navigator) under monthly or annual agreements.
- Subscription: Individuals and corporates subscribe for periodic LifeCheck assessments (quarterly or annual wellness tracking).
- Data Partnerships: Universities and health networks engage in co-research or co-commercialisation agreements under strict privacy frameworks (e.g., Monash University's Optimal Ageing ARC and RAISE programs).
- Revenue Sharing: Practitioner and partner programs offer percentage-based commissions for assessments and reports.

This diversified structure allows FWG to scale sustainably while maintaining a strong ethical and social impact commitment (targeting 40% free or subsidised users).

**Challenges your organisation faces (relevant to the brief):**

FWG's innovation-first approach brings both opportunities and challenges:

- Market Education: Many practitioners and organisations are still transitioning from reactive care models; understanding the value of predictive health requires education and evidence.
- Technology Integration: Developing compliant, scalable systems (e.g., the Navigator framework) that meet GDPR, HIPAA, and Australian privacy standards demands time and capital.
- Funding and Commercialisation: Converting research-driven partnerships (like Monash collaborations) into commercial revenue streams remains a critical focus for FY25–26.
- Adoption Speed: Corporate wellness programs and healthcare institutions move slowly; early pilots are key to demonstrating ROI.
- Consumer Engagement: While LifeCheck has strong foundations, early uptake has been modest—indicating the need for richer, more personalised experiences that the Navigator framework will deliver.

<b>Project Scope</b>	<p>We are looking for the Student Consulting Team to research current market trends specific to my organisation:</p> <ul style="list-style-type: none"> <li>● Provide a general overview of the current state of our industry</li> <li>● Using secondary research<sup>1</sup> analyse and provide insights on how our customers' needs and habits are changing</li> <li>● Review of how competitors are responding to these changes.</li> <li>● Identify trends and opportunities to help us overcome current challenges and grow our organisation</li> </ul>
<b>Focus Area</b>	<ol style="list-style-type: none"> <li>1. <b><u>Customers.</u> Review existing customers or identify new customers that our product/service now attracts.</b></li> </ol> <p>In particular in the above, to deliver the most value, we would like the team to focus most effort on;</p> <p><b>Objective 1: Understand Customer Segments and Evolving Needs in Predictive Wellness</b></p> <p><b>Associated Tasks:</b></p> <ul style="list-style-type: none"> <li>● <b>Map Current and Emerging Segments</b> Use secondary data to outline existing FWG customer groups and identify emerging segments in the predictive wellness and digital health sector, particularly in Australia and comparable markets.</li> <li>● <b>Analyse Customer Behaviour Trends</b> Review industry reports, academic papers, and reputable media to identify how customer expectations for wellness tools and preventive health solutions are shifting (e.g., toward AI-driven insights, privacy assurance, or personalisation).</li> <li>● <b>Evaluate Adoption Drivers and Barriers</b> Summarise factors influencing engagement and adoption (e.g., trust, usability, integration with practitioners, or workplace wellness ROI), drawing from published research and case studies of similar health-tech products.</li> </ul> <p><b>Objective 2: Identify Market and Competitor Insights to Guide Customer Growth Strategy</b></p> <p><b>Associated Tasks:</b></p>

	<ul style="list-style-type: none"> <li>● <b>Conduct a Competitor Landscape Review</b> Use secondary sources (industry databases, company websites, investor reports, and media coverage) to benchmark FWG against competitors such as HealthTap, Thymia, Employ Health, and BodySmart Perth, focusing on their value propositions, pricing, and customer engagement models.</li> <li>● <b>Analyse Market Opportunities and Gaps</b> Identify unmet customer needs or niche areas (e.g., corporate mental health programs, AI-enabled practitioner tools, or ethical data frameworks) that FWG could target for growth and differentiation.</li> <li>● <b>Develop Evidence-Based Recommendations</b> Synthesize findings into practical insights on how FWG could improve customer engagement, strengthen brand messaging (“predictive health intelligence partner”), and enhance the appeal of LifeCheck and Navigator products within the Australian market.</li> </ul>
<b>Other Notes / links</b>	<p>The more specific information you can provide the team, the more likely they are to deliver a valuable outcome.</p> <p>You can share any additional documents once you get introduced to your student team.</p> <p>Areas of Focus (2025–2027)</p> <p>1. Strengthen Partnerships and Validation</p> <ul style="list-style-type: none"> <li>● Deepen Monash University Collaboration Expand joint development under the Optimal Ageing and RAISE programs to finalise Navigator’s validation and build publishable evidence supporting predictive wellness outcomes.</li> <li>● Engage Clinical and Academic Partners Form alliances with psychologists, GPs, and lifestyle medicine networks to test adaptive assessments and Navigator tools in small, measurable pilot programs.</li> <li>● Establish Advisory Group Include representatives from healthcare, data ethics, and corporate wellness sectors to guide growth and enhance credibility.</li> </ul> <p>2. Commercialise the Navigator Framework</p> <ul style="list-style-type: none"> <li>● Prioritise High-Need Use Cases  Focus on mental health, cardiovascular health, and metabolic wellness – where early prediction reduces clinical and social cost.</li> </ul>

## Develop Sector-Specific Versions

Tailor Navigator modules for:

- Hospitals (reduce readmissions and support post-discharge care)
- Corporate Wellbeing (employee productivity and resilience tracking)
- Practitioners (psychologists, GPs, nutritionists – improve engagement and compliance)
- Leverage AI and Domain-Driven Design
- Use modular “seed” data architecture to allow practitioners to generate insights quickly and safely within their domain.

## 3. Expand LifeCheck and Practitioner Network

- Reposition LifeCheck as Entry Point  
Market LifeCheck as a “first-touch diagnostic” that leads naturally into Navigator subscriptions or practitioner reviews.
- Recruit and Train Practitioner Champions  
Offer incentives and co-branding for early adopters (psychologists, GPs, and allied health providers).
- Integrate LifeCheck into Corporate Wellness Programs  
Bundle periodic LifeChecks with employer health initiatives to generate recurring subscription revenue.

## 4. Strengthen Brand and Market Communication

- Refine Messaging: Shift from “assessment provider” to “predictive health intelligence partner.”
- Highlight Privacy and Ethics: Position FWG’s seed and Navigator technologies as compliant, explainable, and human-centred.
- Create Thought Leadership: Publish white papers and conference abstracts demonstrating real-world results and data validation.

And avoid

### 1. Overextension Across Too Many Sectors

Avoid spreading resources thin across unrelated industries (e.g., sports fitness, wellness tourism, or general consumer apps).

→ Focus on clinical, corporate, and research markets where validation and monetisation are realistic.

### 2. Direct-to-Consumer Scaling Without Support

LifeCheck’s early uptake shows limited traction without practitioner or partner context.

→ Avoid heavy consumer advertising until a strong practitioner-led model

	<p>and evidence base are established.</p> <p><b>3. Building Technology Without Market Proof</b></p> <p>Avoid feature-heavy development without validated user demand.</p> <p>→ Prioritise co-design with practitioners and iterate based on pilot results, not assumptions.</p> <p><b>4. Misalignment with Compliance or Data Ethics</b></p> <p>Do not pursue integrations or partnerships that compromise FWG's commitment to privacy, consent, and transparency – these are key differentiators and essential for regulatory trust.</p> <p><b>5. Competing on Price Rather Than Value</b></p> <p>FWG's strength lies in data integrity, prediction, and wellbeing outcomes, not being the cheapest assessment tool.</p> <p>→ Maintain a premium, evidence-based positioning.</p> <p>Please feel free to provide more detail and context under these points to make them suitable for your company.</p> <ul style="list-style-type: none"> <li>● Understand what we do and where we wish to go</li> </ul>
<b>Project Outcomes</b>	A Draft & Final Report summarising your findings and recommendations

<sup>1</sup>Secondary research or desk research is a research method that involves using already existing data. Existing data is summarized and collated to increase the overall effectiveness of research. Secondary research includes research material published in research reports and similar documents. These documents can be made available by public libraries, websites, data obtained from already filled in surveys etc. Some government and non-government agencies also store data, that can be used for research purposes and can be retrieved from them. (Source: <https://www.questionpro.com/blog/secondary-research/>)