**AYUNOVA: The AI-Powered Operating System for Personalized Ayurvedic Wellness**

**Big Idea**

**Ayunova** is an AI-powered Ayurvedic wellness platform that transforms user inputs like prescriptions, symptoms, and lifestyle data into dynamic, personalized health routines. It delivers diet, herbal treatment, fitness, sleep, and mental well-being plans tailored to an individual’s prakriti and condition — combining ancient wisdom with modern intelligence.

**The Model: Ayunova OS (Ayurvedic Operating System)**

A 5-layer AI system designed to diagnose, plan, adapt, and guide users through their healing journey:

**1. Prakriti Profiling Engine**

*Discover the user’s unique mind-body constitution*

* Adaptive AI quiz (physical, mental, emotional traits)
* Optional image analysis (skin, tongue, face)
* Dosha determination: Vata, Pitta, Kapha
* Adjustments based on climate, gender, seasonality

**Output:** Foundational Prakriti profile for accurate personalization

**2. Smart Diagnosis Analyzer**

*Reads prescriptions and maps symptoms to Ayurvedic and modern conditions*

* Upload prescription or test reports
* OCR + NLP to extract symptoms and disease patterns
* Maps to Ayurvedic root causes (Agni, Ama, Dosha imbalance)

**Output:** Root-cause analysis and diagnosis from both clinical and Ayurvedic perspectives

**3. Lifestyle Graph Builder**

*Constructs a user’s living context*

* Inputs: Work style, sleep patterns, diet habits, mental stress, menstrual cycle
* AI generates a “Lifestyle Graph” showing misalignments and stress points

**Output:** Context-aware data to customize the treatment plan

**4. AyuPlan Generator**

*Creates a personalized, modular wellness protocol*

* Customized diet plans (dosha-balancing meals)
* Herb/supplement schedules (with brand and timing suggestions)
* Exercise and yoga routines
* Dinacharya (daily rituals) and Rutucharya (seasonal routines)
* Mind-care practices like pranayama, journaling, meditation

**Output:** A detailed, adaptive health protocol delivered through mobile, web, or PDF

**5. Adaptive Intelligence Loop**

*Continuously improves based on user input and seasonal cycles*

* Tracks mood, energy, menstrual health, digestion, sleep
* AI adjusts routines, herbs, or meal plans
* Suggests seasonal transitions and detoxes based on time of year

**Output:** A living plan that evolves with user data and environmental context

**Sample Use Case**

**Nikita**, 20 years old, with PCOS and a Pitta-Vata prakriti:

1. Uploads her medical prescription and fills out the Prakriti quiz
2. AI diagnoses root cause as hormonal imbalance and lifestyle stress
3. AyuPlan includes:
   * Morning triphala + gentle yoga
   * Dosha-calming meals (no coffee/spicy food)
   * Shatavari and Guggul-based herbal support
   * Evening meditation and oil massage routine
4. Nikita tracks her cycle, mood, and sleep through the app
5. AI fine-tunes her regimen every two weeks based on feedback

**Integrations and Add-ons**

| **Feature** | **Description** |
| --- | --- |
| Vaidya Dashboard | Enables Ayurvedic doctors to view AI reports and customize plans |
| Product Recommender | Matches herbs and oils based on user condition |
| WhatsApp Companion | Sends daily tasks, reminders, symptom check-ins |
| AyurGPT | A conversational AI assistant for users |
| Health Device Sync | Integration with wearables and phone sensors for activity/sleep tracking |

**Business Model**

| **Stream** | **Description** |
| --- | --- |
| Consultation-as-a-Service | AI-assisted consults with verified Ayurvedic doctors |
| Ayurvedic Marketplace | Commission from curated health product purchases |
| Subscription Plans | Premium routines with personal coaching and updates |
| White-Labeled API | Licensing to Ayurvedic hospitals, startups, and wellness apps |
| Community Engagement | Paid workshops, wellness circles, seasonal cleanses |

**What Makes Ayunova Different**

| **Parameter** | **Other Platforms** | **Ayunova** |
| --- | --- | --- |
| Personalization | Based on dosha charts | Live AI models using health + lifestyle context |
| Diagnosis | User-reported only | Prescription-reading AI |
| Plans | Generic routines | Adaptive and feedback-based |
| Products | Sponsored ads | Curated, doctor-approved recommendations |
| Seasonal Intelligence | Lacking | Built-in Ayurvedic calendar support |