

zen

On-demand
massage service



Massage therapy is a cultural treatment

- **reduce pain & stress**
- **enhance nutrient delivery**
- **shorten surgical healing time**

Officer workers



Pregnant women



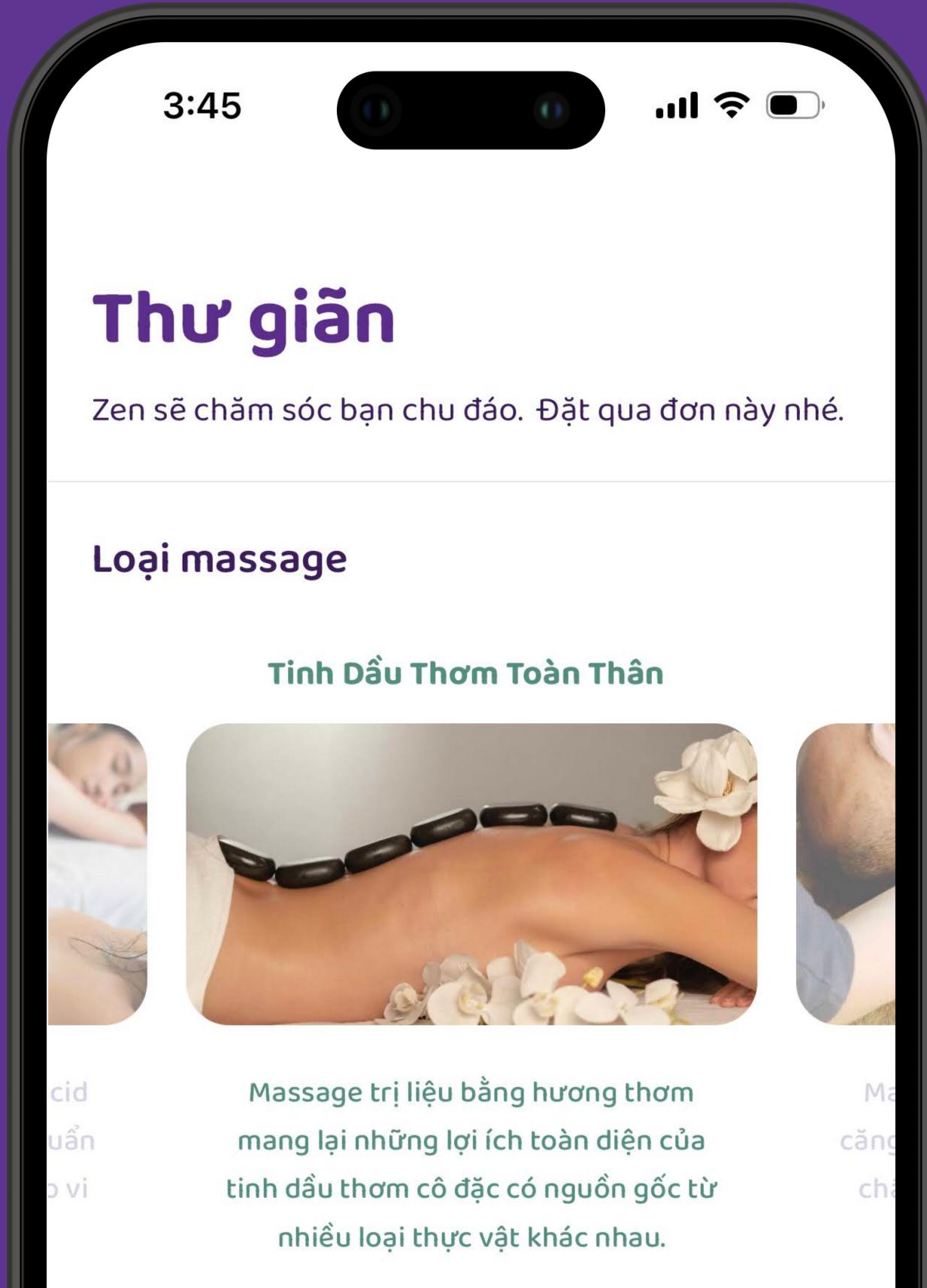
**Patients with
chronic conditions**



Problem

Access to professional massage service is hindered by cultural stigma & is technologically outdated for clients seeking health & wellness.

Solution



A mobile app that let massage providers

Connect
with wellness seekers

Prove
professionalism

Make money
\$2,140 more than spa job

Business Model

B2C

On-demand Marketplace
50% commission

B2B

Corporate events
Anywhere wellness package
on-boarding kit, anniversary rewards, birthday gifts, maternity leave gift

2 Premium Features

with paid subscription (exclusive massages, packages, high-end users, spa experience)

3 Education

Additional training for specially designed innovative massage services through paid educational services.

4 Revenue from brand

massage essentials (i.e., massage & essential oil, candles, wellness products, etc.)

5 Affiliate marketing

and ads in our large, high-quality health & wellness community.

Traction

351

Facebook inquiries
in one month

225

bookings made since March 2022

2

apps developed
for therapist & customer

59

signed vetted
therapists

Partnerships

- Health / Maternity centers
- Training Academies
- Digital Agency

Market

Southeast Asia



**Adults book 12
massages annually**

**1/3 population is
in urban areas**

10% share

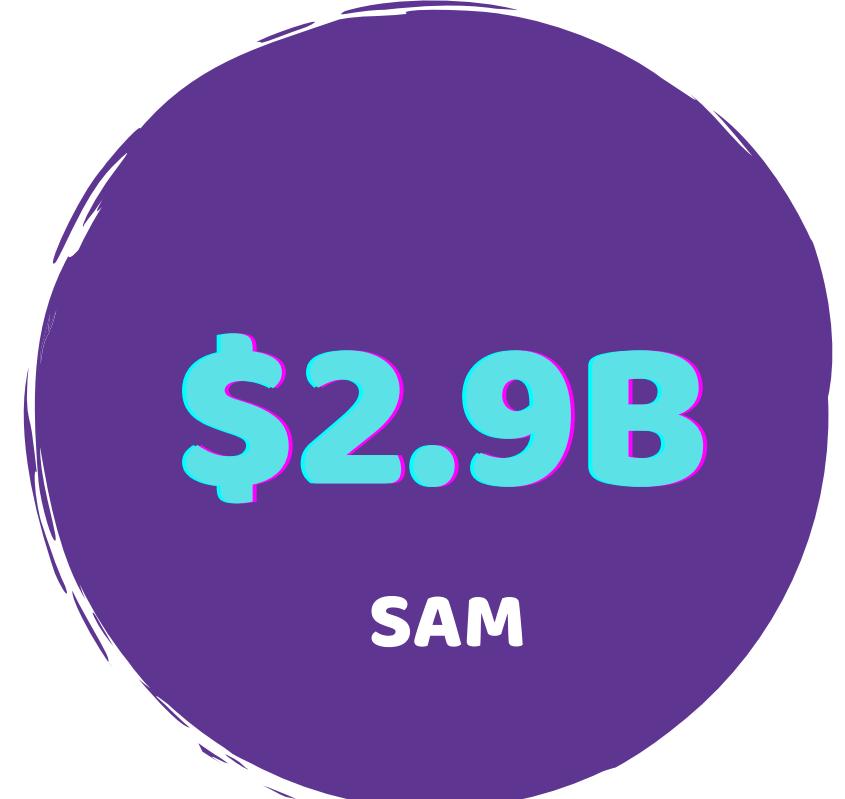
Market

Vietnam 



+\$8.7B

TAM



\$2.9B

SAM



\$290M

SOM

**Adults book 12
massages annually**

**1/3 population is
in urban areas**

10% share

Competitors



Locally

- **Massage centers**
- **Freelance therapists**

→ Current valuation

Team



Poppet Celdran **CEO**

- 20+ years as a director, producer and DOP in the media & ent. industry
- Co-Founder of Mazik Space
- Serial entrepreneur with 3 e-commerce & internet businesses
- University of the Philippines MS Dev. Communication



Tri Nguyen **CTO**

- Software Engineer at Ubisoft & Future Super
- ML research assistant at Vietnam Nation University
- Deakin University BS Computer Science

Vision

YEAR 4 - Wellness as a service

5. Own the physical layer of healthtech

YEAR 2

4. Rollout to SEA: starting with Cambodia & Philippines

**3. Product development: exclusively designed massages,
sports massage, yoga, PT**

YEAR 1

2. Rollout to the 5 other major cities in Vietnam

1. Partnerships with hotels, cafes, maternity centers