



PotentialHealth.io

potential health

Open Source Ai Health Coach Platform

Friends, Family & Angel Round

May 2025

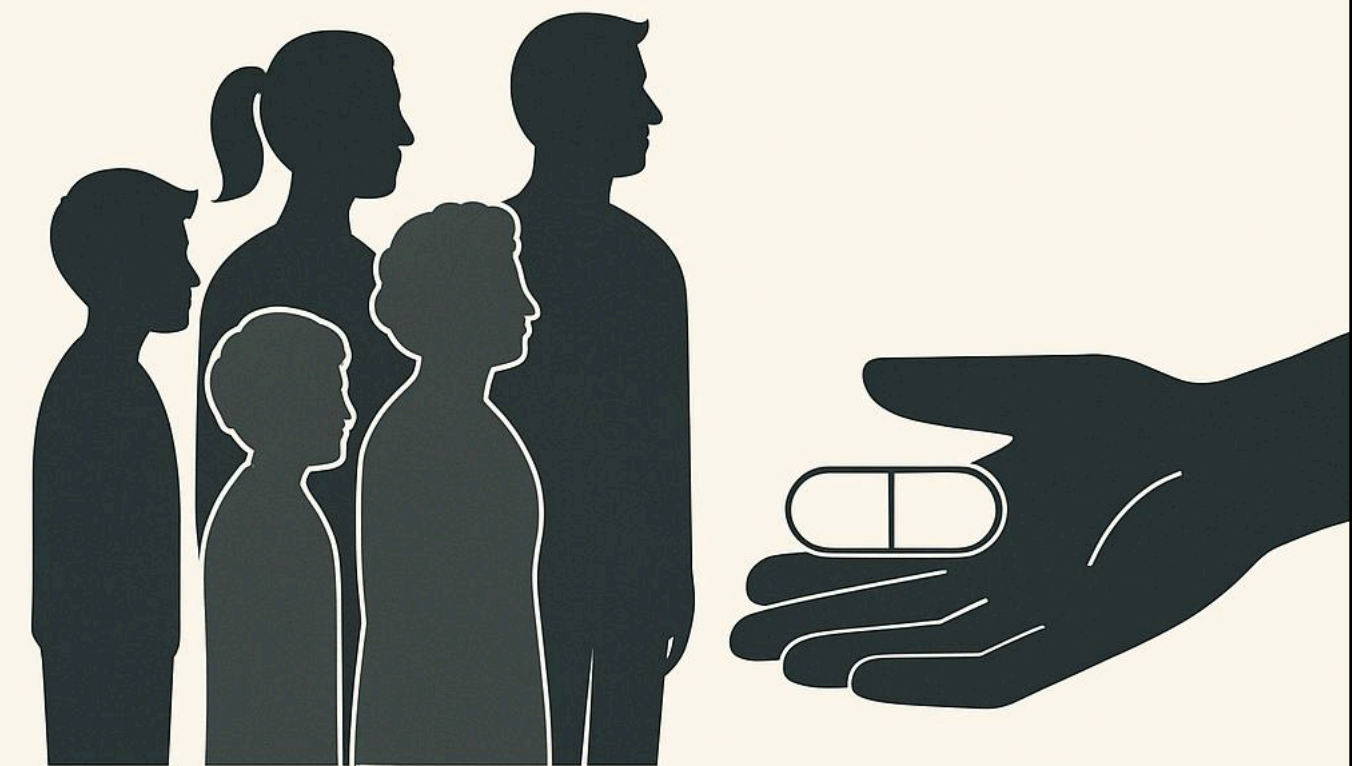
Problem

*“One pill for everyone is
lazy medicine.”
— Potential Health*

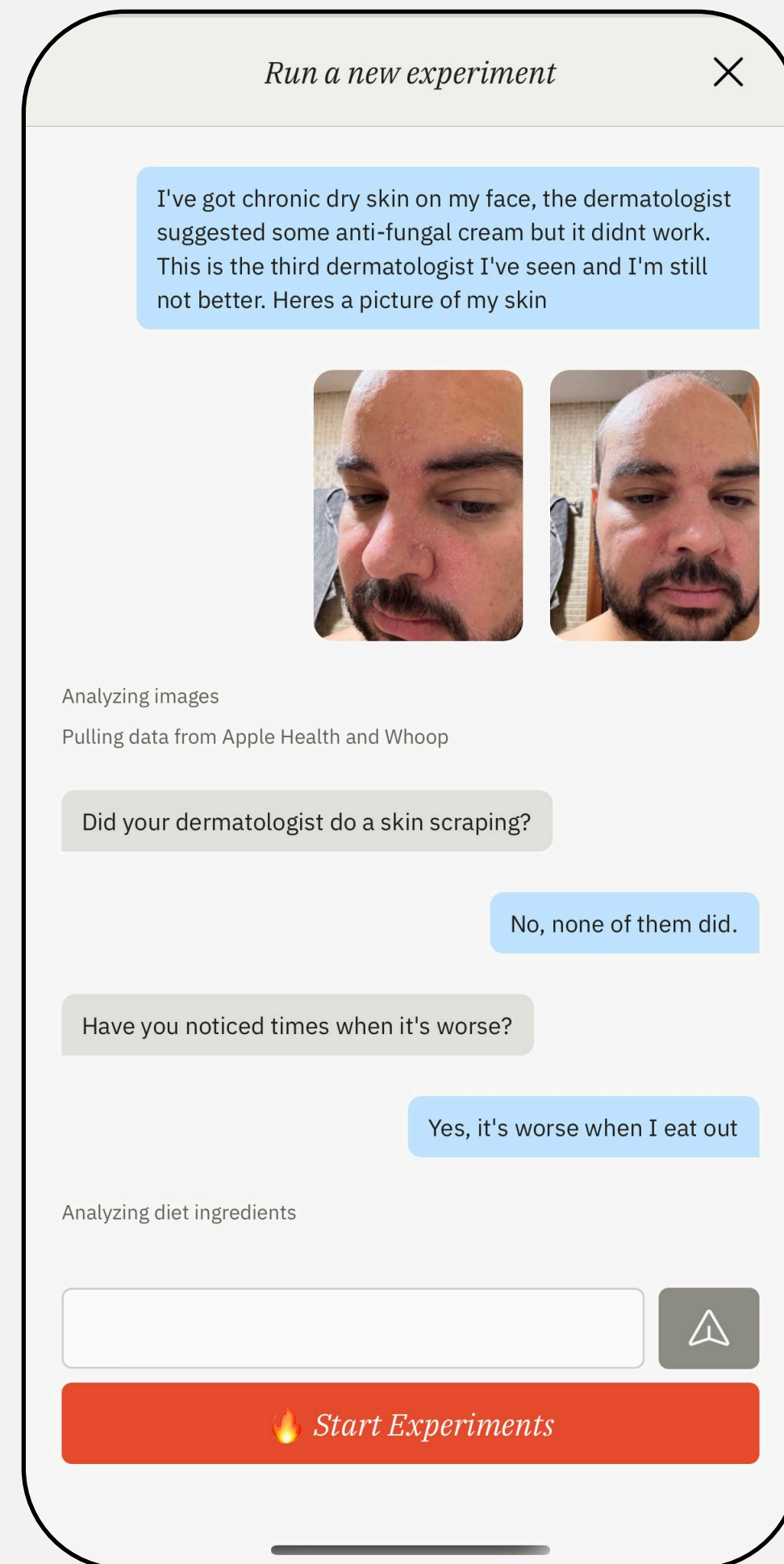
Healthcare treats people like stats, not individuals.

One-size-fits-all treatments fail, especially with chronic conditions.

The result? Care that’s average at best, harmful at worst.



Solution



*“The future of health is personal,
adaptive, and alive.”*

Learns your biology, psychology, and environment.

Runs rapid experiments to validate what works for you.

Evolves your personal plan based on outcomes.

Founder-built from real experience.

The AI guides each user through tailored experiments based on their body and context.

*“Your health isn’t static —
your system shouldn’t be either.”*

Set your health goal

— from energy to anxiety to gut issues

Run 3 short, guided experiments

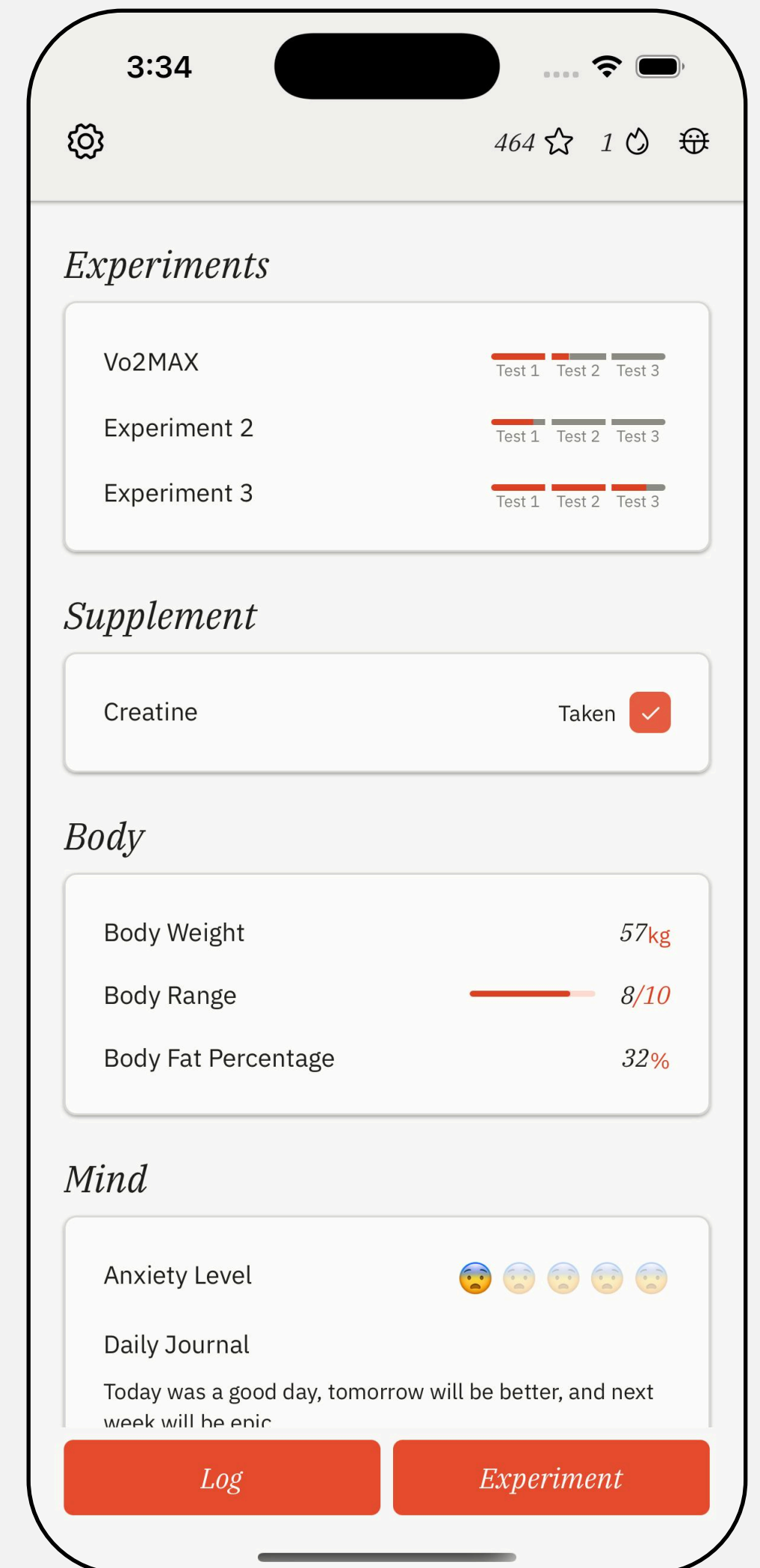
— designed for your biology

Track lightweight check-ins

— results power future recommendations

System adapts over time

— the more you use it, the smarter it gets



Why Open Source

“We’re building an open health ecosystem — because open systems lead to better outcomes.”

Built as a platform, not a silo

— others can build upon.

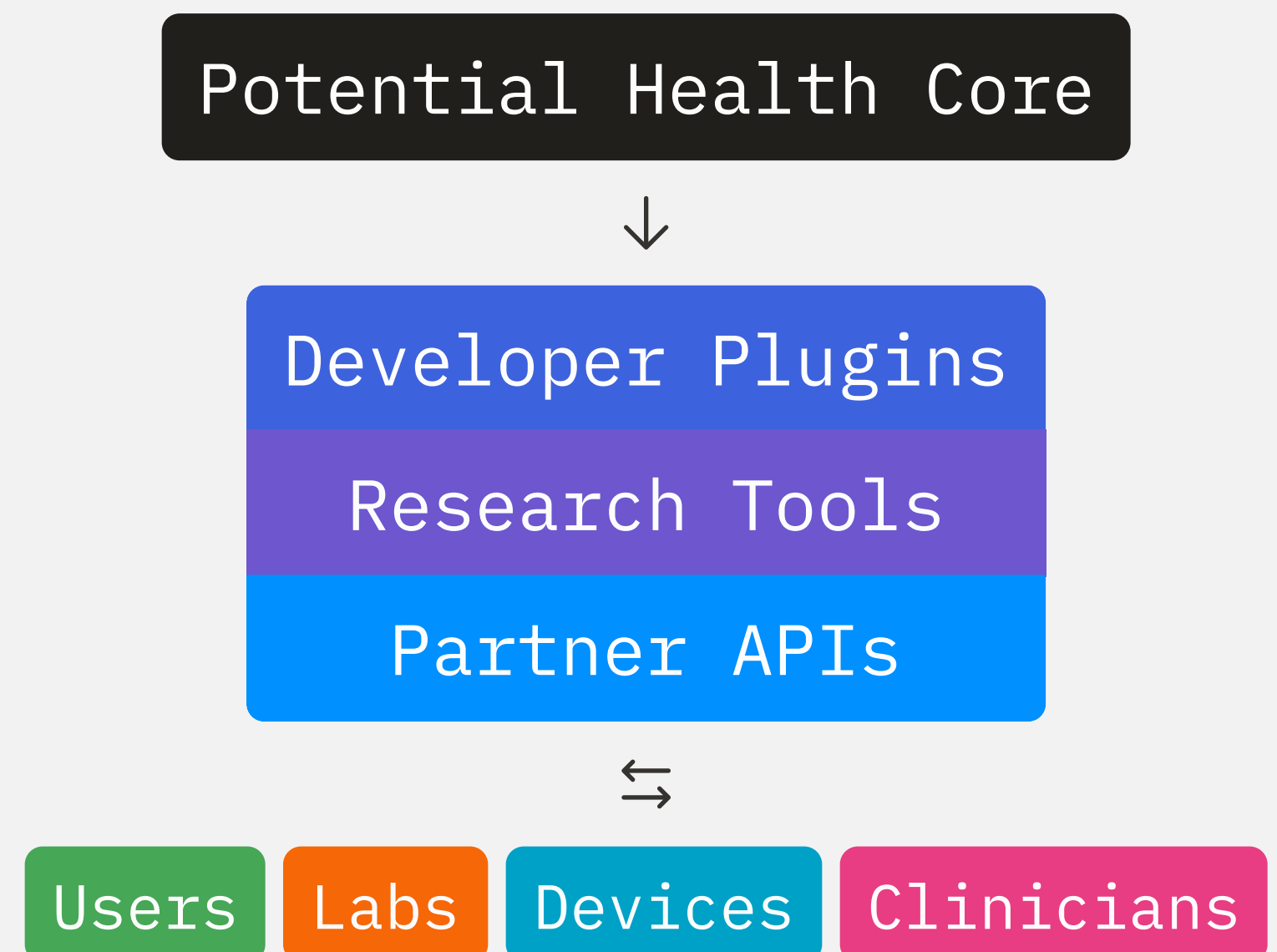
Open source accelerates collaboration

across tech and now health.

Founder with deep roots in open source

— 600+ founder network.

**Open code builds trust, transparency,
and ecosystem momentum.**



Why Now

*“The world is waking up
— health is the ultimate currency.”*

AI has caught up to human biology — personalization is finally possible.

Wearables and biomarkers have gone mainstream — the data is already flowing.

Consumers are shifting from treatment to optimization — health is a lifestyle.

The one-size-fits-all model is breaking — people want precision, not averages.

Market Size

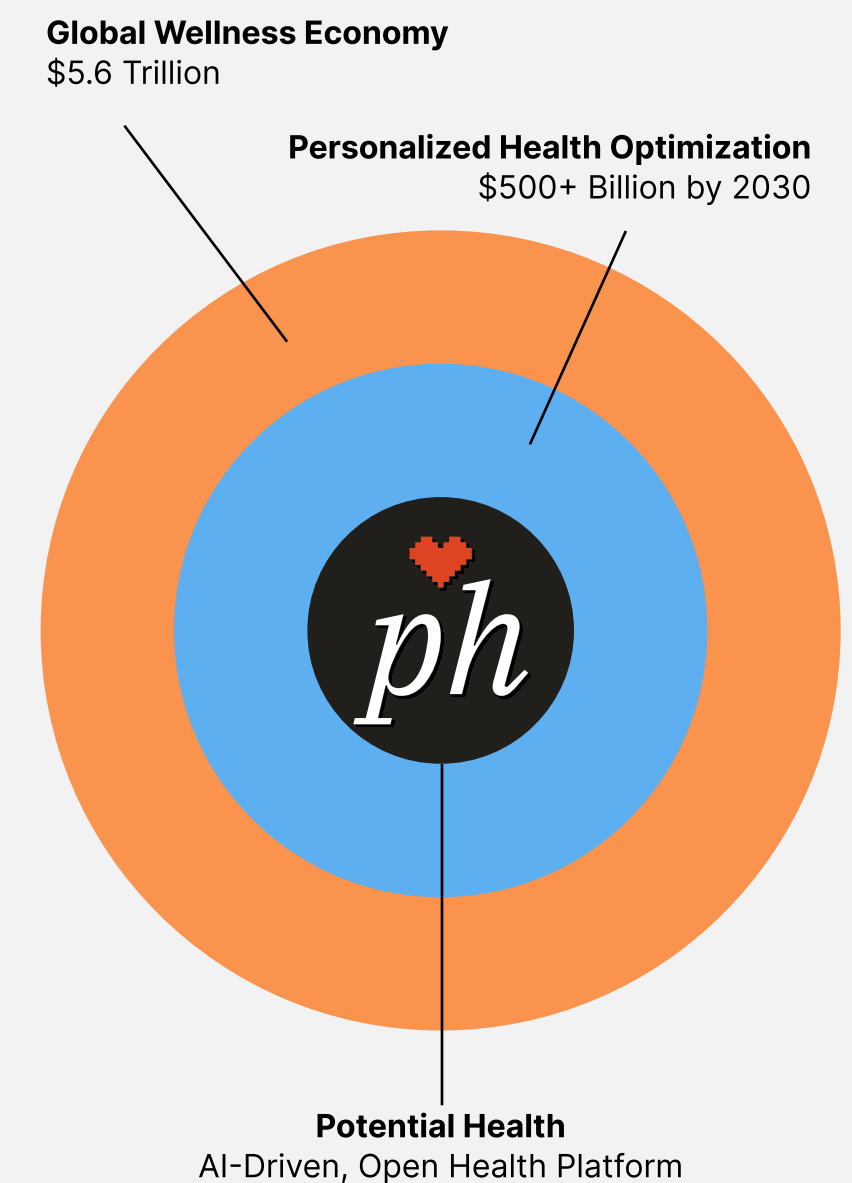
“Personalized health is not a trend—it’s the future of human optimization.”

Global wellness economy valued at \$5.6T (GWI 2023–24)

Personalized health projected to surpass \$500B by 2030

Longevity, wearables, and biomarkers markets
compounding fast

Consumers are investing in optimization, not just treatment



“This isn’t just an app —it’s a health revolution in motion.”


Now:

App already live with early users.
Early feedback shows clear demand.

Public early access launch June 2025.
Targeting 5K+ users within 90 days.

2030 Goals:

 Help 1.5M people reduce or overcome chronic illness.

 Help 3.5M people improve health, energy, and vitality.

Team



*“This is the system I had
to build for myself
—now I’m scaling it for millions.”*

Omar McAdam — Founder & CEO

Self-taught: Left school early to build products and tech from a young age.

Lived experience: Bipolar, ADHD, ASD, IBS, Autoimmune — traditional medicine failed me.

System builder: Developed personal tools through experimentation, data, and optimization.

Technical founder: Pivoted from product to engineering to move faster and ship independently.

Mission-driven: Now turning that system into an AI health coach anyone can access.

Ask

*“We’re not building slowly
—we’re building what’s next.”*

Raise up to \$500K in a capped SAFE to fund launch and early growth

Launch public early access + onboard first 5,000 users

Expand AI capabilities & implement experiment tracking

Build lean, focused team across AI, product, and growth

This is the start of a multi-stage plan to build the future of personal health.

Target runway: 12 months — Goal: early traction, prep for pre-seed.

*“One-size-fits-all healthcare is over.
The future is personal, adaptive, and alive.”*

**Join us in building the future of personalized health
— where everyone can reach their full potential.**

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