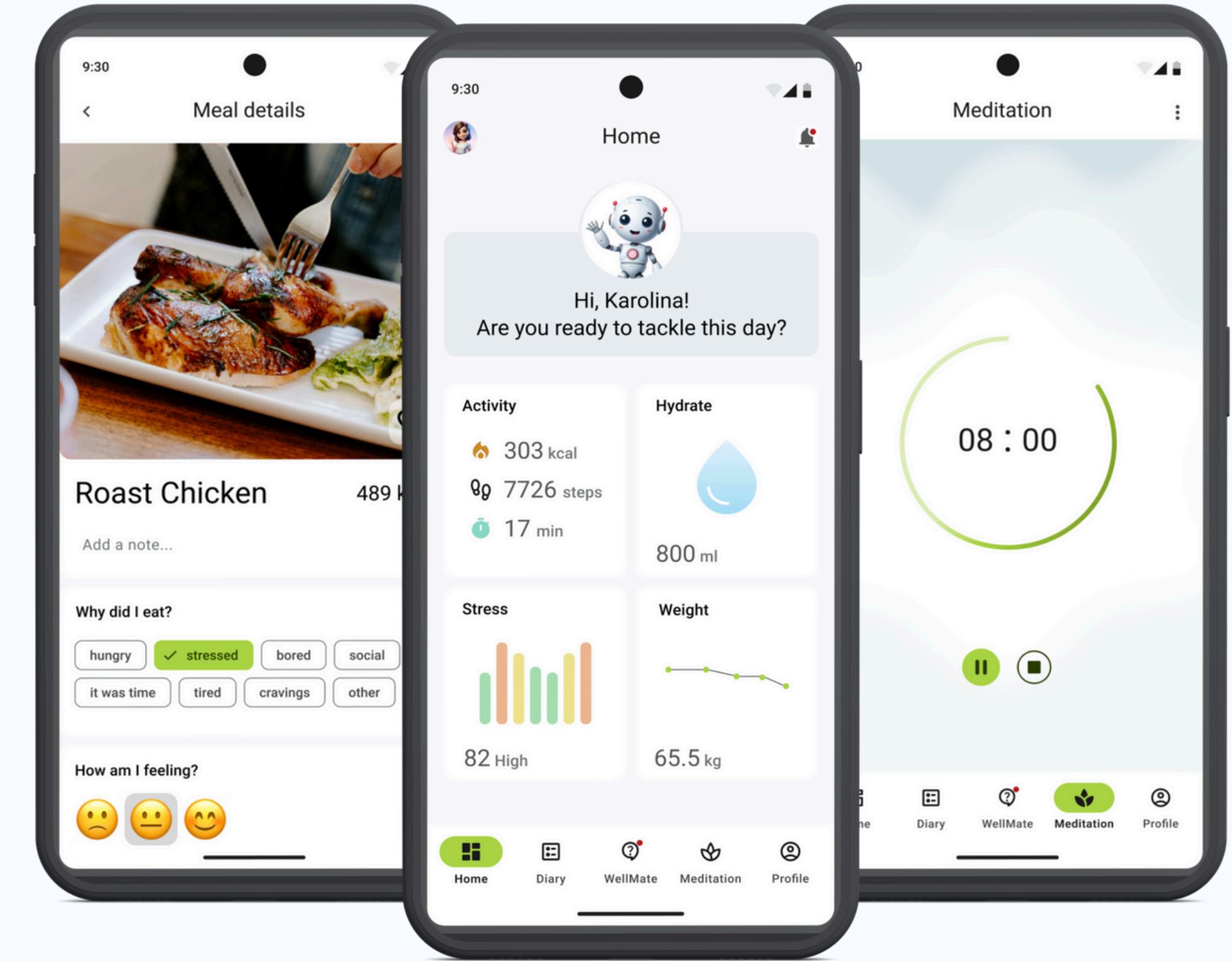


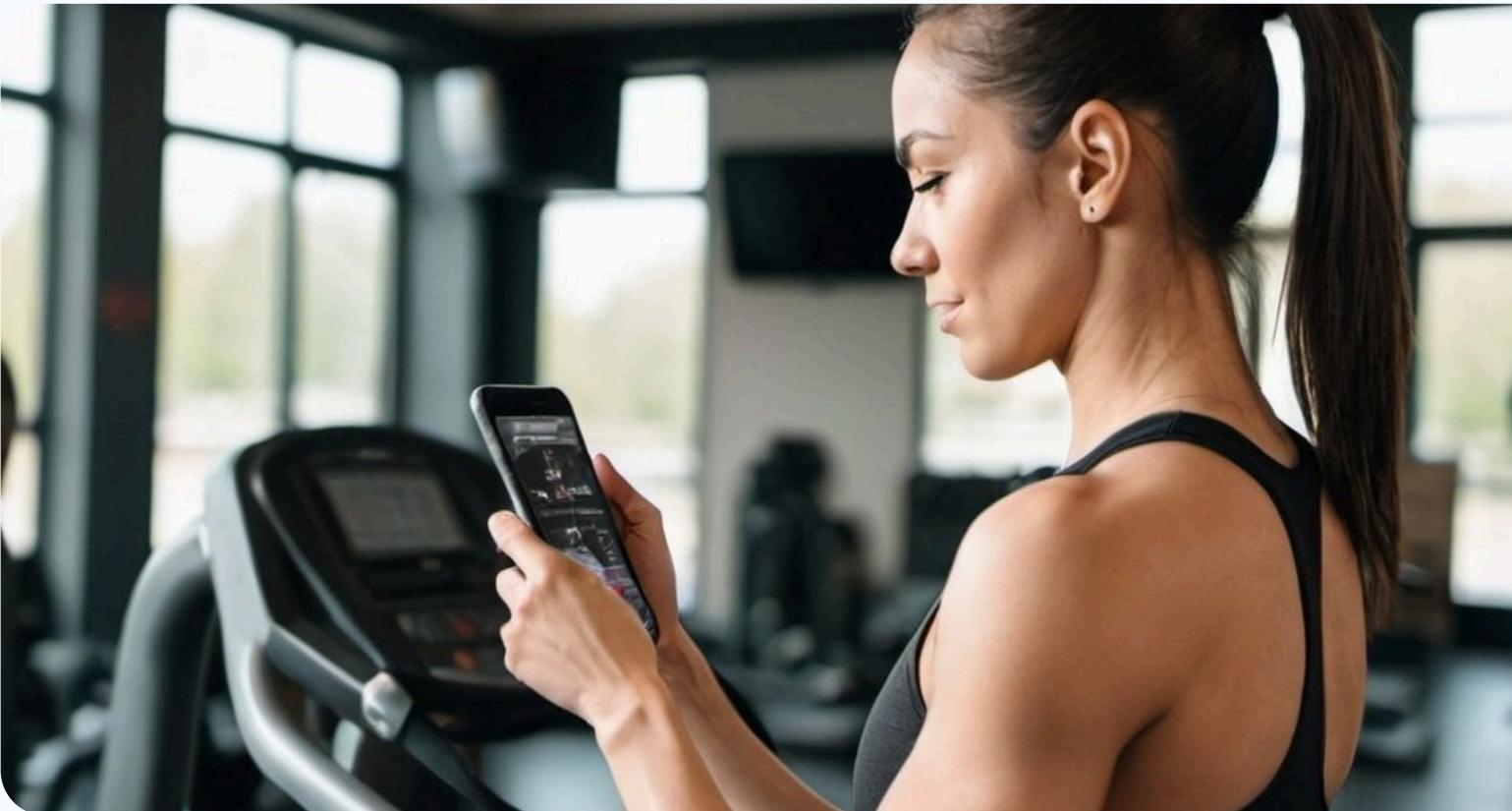


WellMate

YOUR HEALTH ASSISTANT



PROBLEM



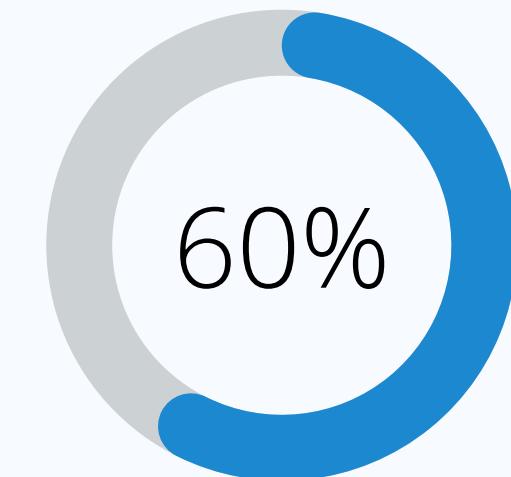
Fitness and wellness mobile app users log and share **enormous** amounts of **data**.

The developers don't use this data to create valuable content for the users, but prefer to sell it to other parties. Often users pay for access to diets or fitness programs that are not **tailored** to them.

1 BILLION

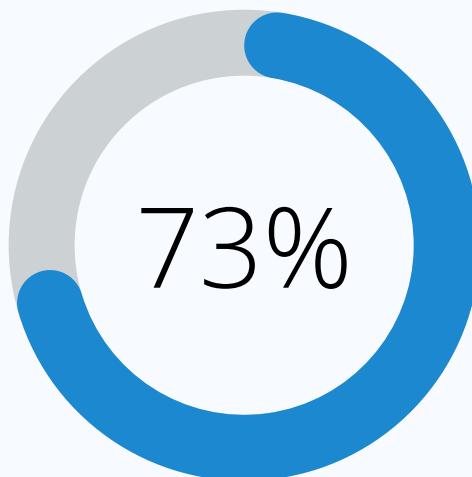
times fitness and
wellness apps were
downloaded in 2023

but



60%

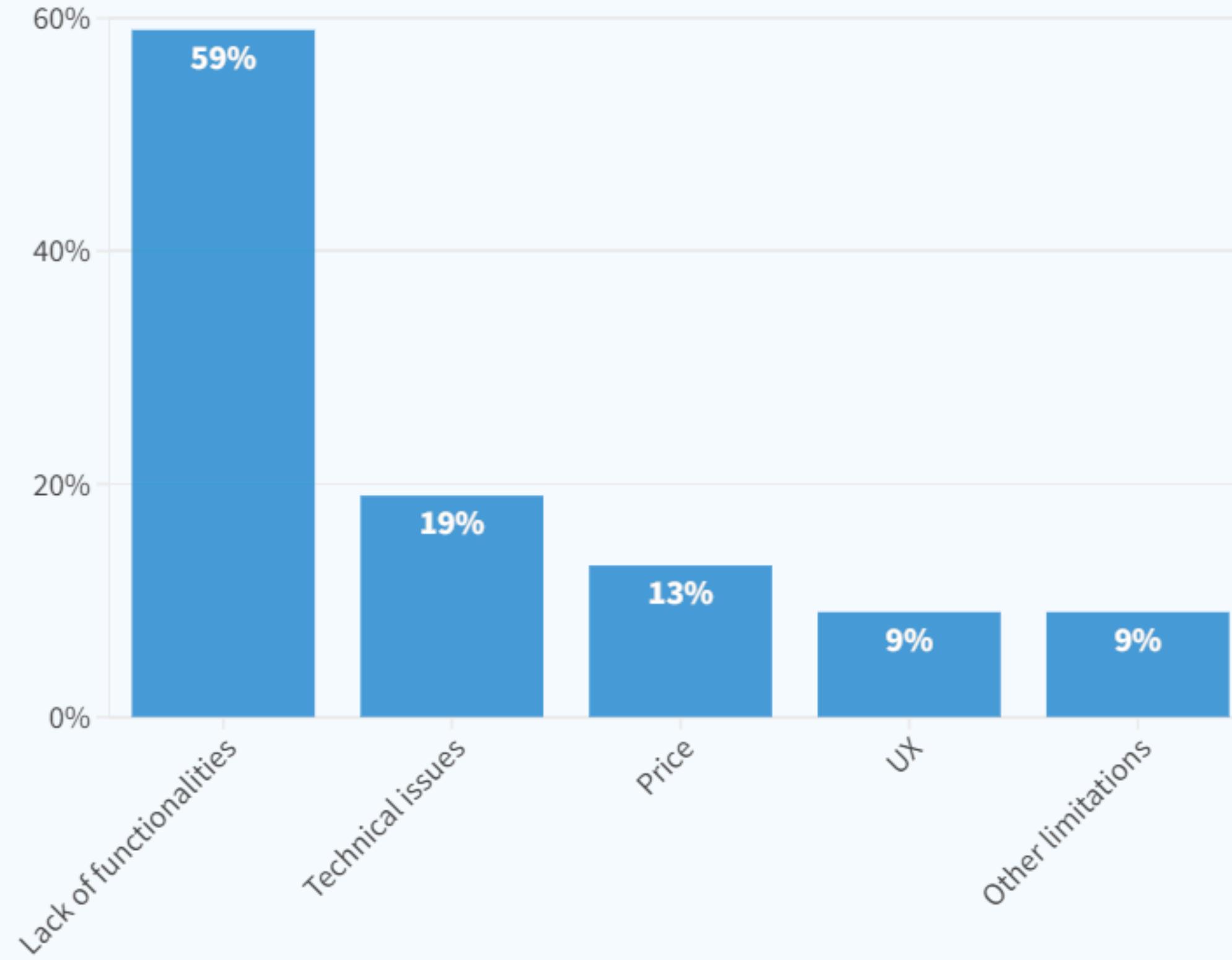
of users stop using
them after the first
24 hours



73%

of users abandon
their apps by
3 months

We have asked users why they abandon fitness apps...



We have created a survey to dig deeper into users' behaviour. Here are some of our findings:

- the main reason for abandoning fitness apps is **lack of important functionalities** (or not being satisfied with existing ones)
- **technical issues**, such as not being able to pair the app with external device (i.e. smartwatch) is another reason,
- some users are upset about **high prices** of the apps,
- our respondents indicate that user-friendly and intuitive **design** of the app might be crucial.

Many existing fitness apps are a problem itself

Current studies indicate that people who use fitness tracking apps, such as:

- step trackers,
- calorie counters

and have pre-existing symptoms of [eating disorders](#) are at risk of developing one.

Medical experts agree that developers should do more to support sufferers and moderate content. We listened to them and created a [new approach](#) to fill in a gap in the market.

While existing apps might be great and beneficial for some users, there is a vast amount of people who need a different, more holistic approach. We do not say that mobile apps are the issue. We say: [the approach is](#).

New research points to potential downsides of fitness apps

The upsides are impressive but the downsides include obsessive behaviour and burnout

@IrishTimes

People recovered from eating disorders share just how dangerous popular apps can be

@Tyla

On Noom, MyFitnessPal, and A Culture of Disordered Eating

@step one of a plan

That Fitness App May Be Sweating Away Your Personal Info

@IDX



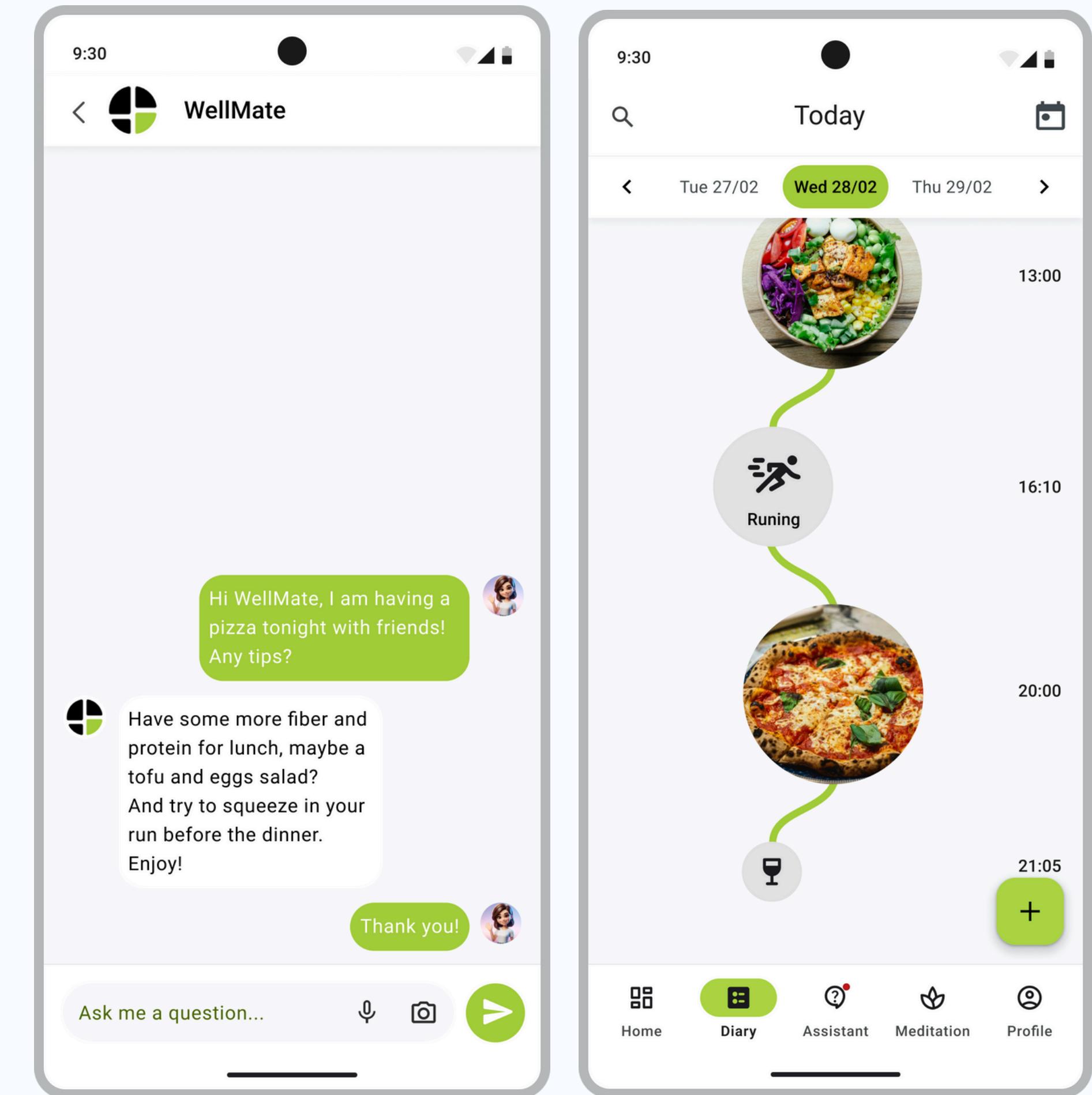
SOLUTION

WellMate

is a completely new approach among fitness and wellness apps. It analyzes user's data about:

- nutrition,
- physical activity,
- mental wellbeing

to provide user with **valuable, personalized advice**, for example in a form of a chat. It uses AI, data registered directly in the app, but also from other sources, like smartwatches.





WHAT IS WELLMATE?

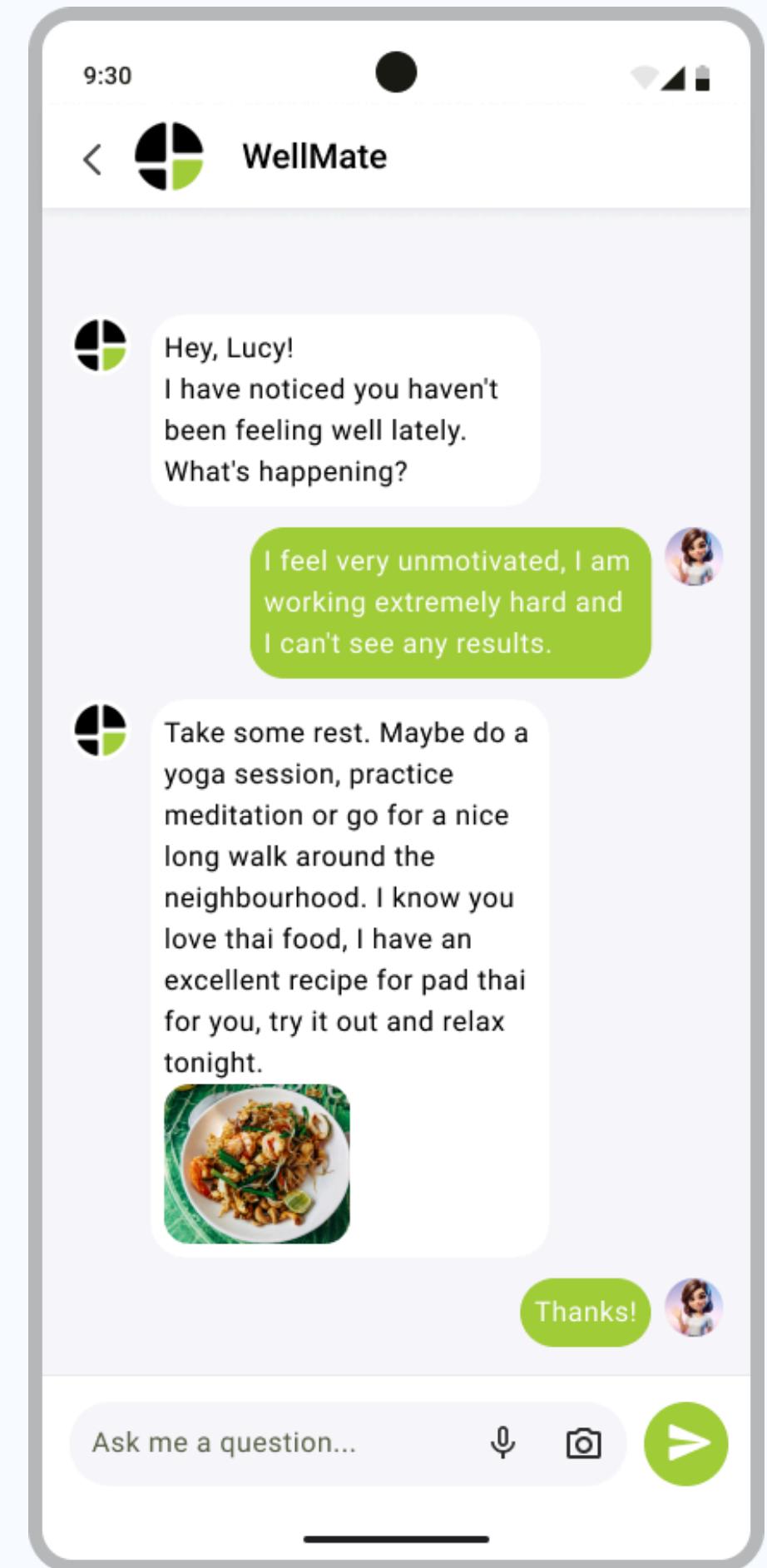
Health Assistant in your pocket

WellMate works just like a personal trainer or a nutritionist in a [digital form](#) - it learns users' current habits, lifestyle, preferences and gives them advice based on that knowledge.

It uses [voice](#) and [image recognition](#) to make logging the meals and activities easier and less triggering.

The user can ask an [assistant](#) (artificial intelligence or a specialist) in the chat for advice or support at any time.

Importantly, this solution is [cheaper](#) than constant cooperation with a specialist and more [personalized](#) than using a ready-made nutrition/training plan.

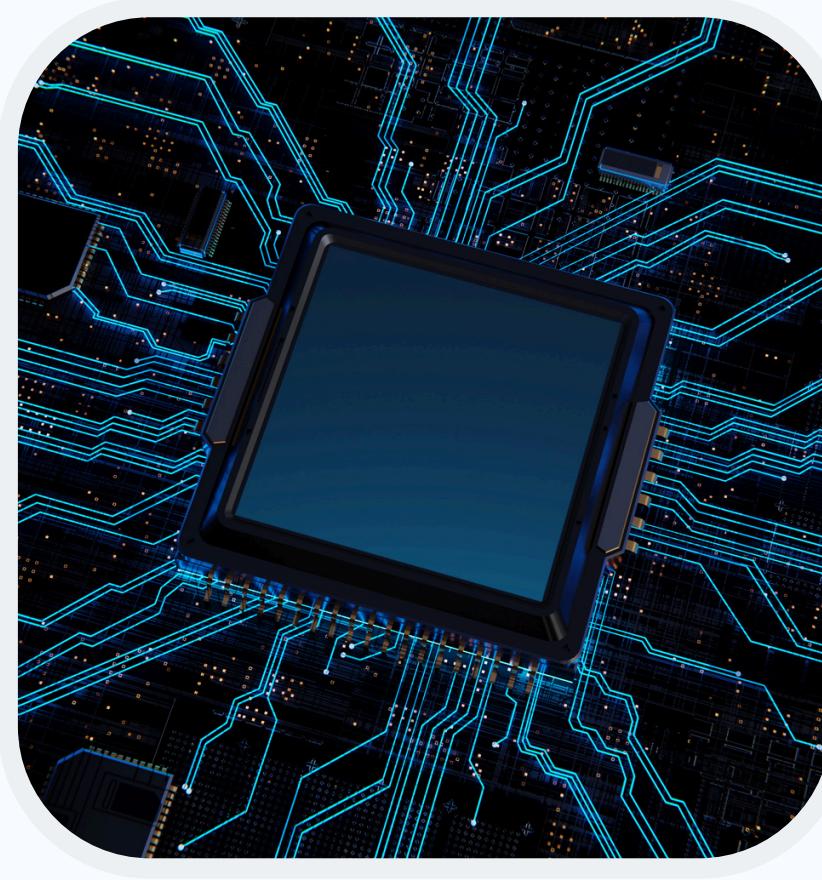


Why now?



Popularity of AI solutions

AI is more accessible and more used in day-to-day life. People are more eager and curious to try new solutions.



Powerful computing

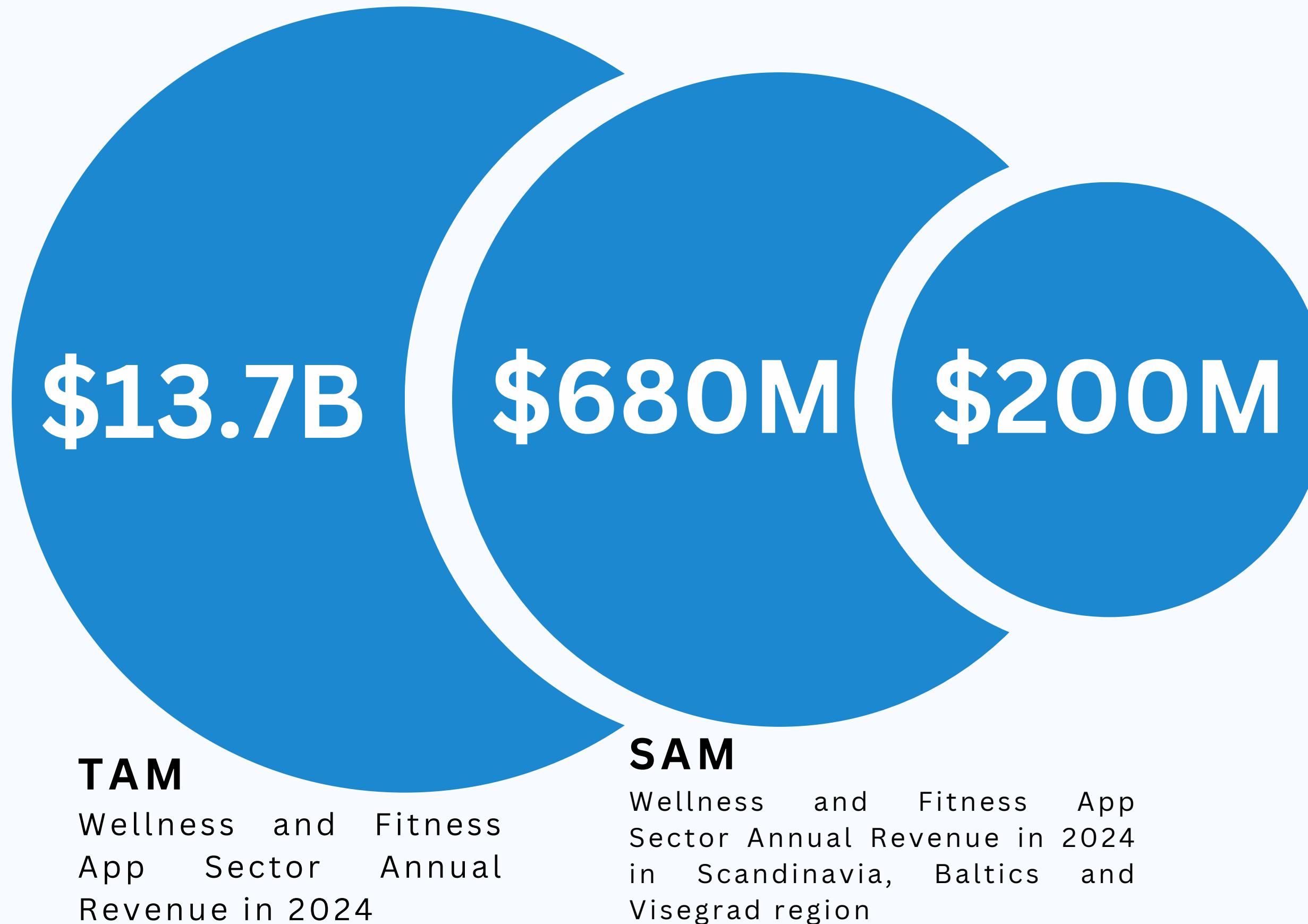
Modern computers and servers have possibilities to analyse big amounts of data quickly.



Need for personalization

People understand that general approach will not work for everyone and are looking for solutions that will be a perfect fit with their lifestyle.

MARKET SIZE



COMPETITION

WellMate combines the best features

WellMate occupies a unique space at the convergence of four elements central to the overall health.

On top of combining all fields we will improve user experience:

- focus on [mental health](#) will be combined with taking care of [physical health](#),
- experts will be available [24/7](#),
- plans and programs will be created [personally](#) for each user,
- tracking activities will be much easier, thanks to [voice](#) and [image recognition](#).

mental health apps



experts



meal and activity trackers



ready plans and programs



Go-To-Market Strategy

CONTENT MARKETING

Creating **valuable content** related to the topics of health, nutrition, sports and mental health, optimized to **SEO**.

Sharing content on the website, blog and social media

Building **engagement**, increasing **brand awareness** and attracting potential users.

STRATEGIC PARTNERSHIP

Establishing cooperation with **top research centres** and **universities**, as well as individual experts in the field of health and wellness.

Collaborative content development, organization of **workshops**, **webinars** and **events**, providing users with additional valuable sources of information and building trust in our brand.

Creating an **ambassador program** to build brand awareness and drive more users to the app.

BUILDING A COMMUNITY

Building a community of like-minded people, who enjoy living a healthy lifestyle, help and support each other.

Creating a referral program where existing users will be **rewarded** for recommending WellMate to their friends.

Expanding our user base with effective recommendations from trusted people.

RETENTION AND SHOWING WE CARE

Focus on retaining existing users through regular app **updates**, providing valuable **features**, and high-quality technical support.

Taking care of **regular** contact, collecting user feedback and adapting activities to the growing needs and expectations.

SOCIAL MEDIA MARKETING

Working with **micro-influencers** with similar values as WellMate.

Sharing valuable **content** on **social media platforms** in collaboration with experts, such as dietitians, personal trainers and psychologists.

Launching **paid marketing campaigns** in social media and search engines.





BUSINESS MODEL

**BASIC MONTHLY
SUBSCRIPTION**
\$9.99

**PREMIUM MONTHLY
SUBSCRIPTION**
\$14.99

**BASIC ANNUAL
SUBSCRIPTION**
\$99.99

**PREMIUM ANNUAL
SUBSCRIPTION**
\$149.99

TEAM



**KAROLINA
RUSZCZYK**

CEO

Data Scientist/Analyst
with 9 years of experience
with medical data
MBA Student
Top 100 Women in Data
Science



**RADOSŁAW
GRYTA**

CTO

Software Engineer
with 5 years of experience
in mobile apps and cloud
content
management
MBA Student



**DORIAN
NOWACKI, PHD**

Scientific Expert

Ph.D. in Medical
Sciences, clinical
dietician, psychodietician
CEO of Health Inn Med
Participant of Top 500
Innovators Program

+3 amazing Mates



ROADMAP



Our financial needs

To support our growth and innovation, we are seeking an investment of **750,000 EUR** in exchange for a **10%** equity stake in our company.



Development of AI model

350 000 EUR



Mobile app development

150 000 EUR



Marketing

100 000 EUR



Operating costs/other

150 000 EUR

Thank you

Let's become Mates

<https://wellmate.io>
info@wellmate.io

