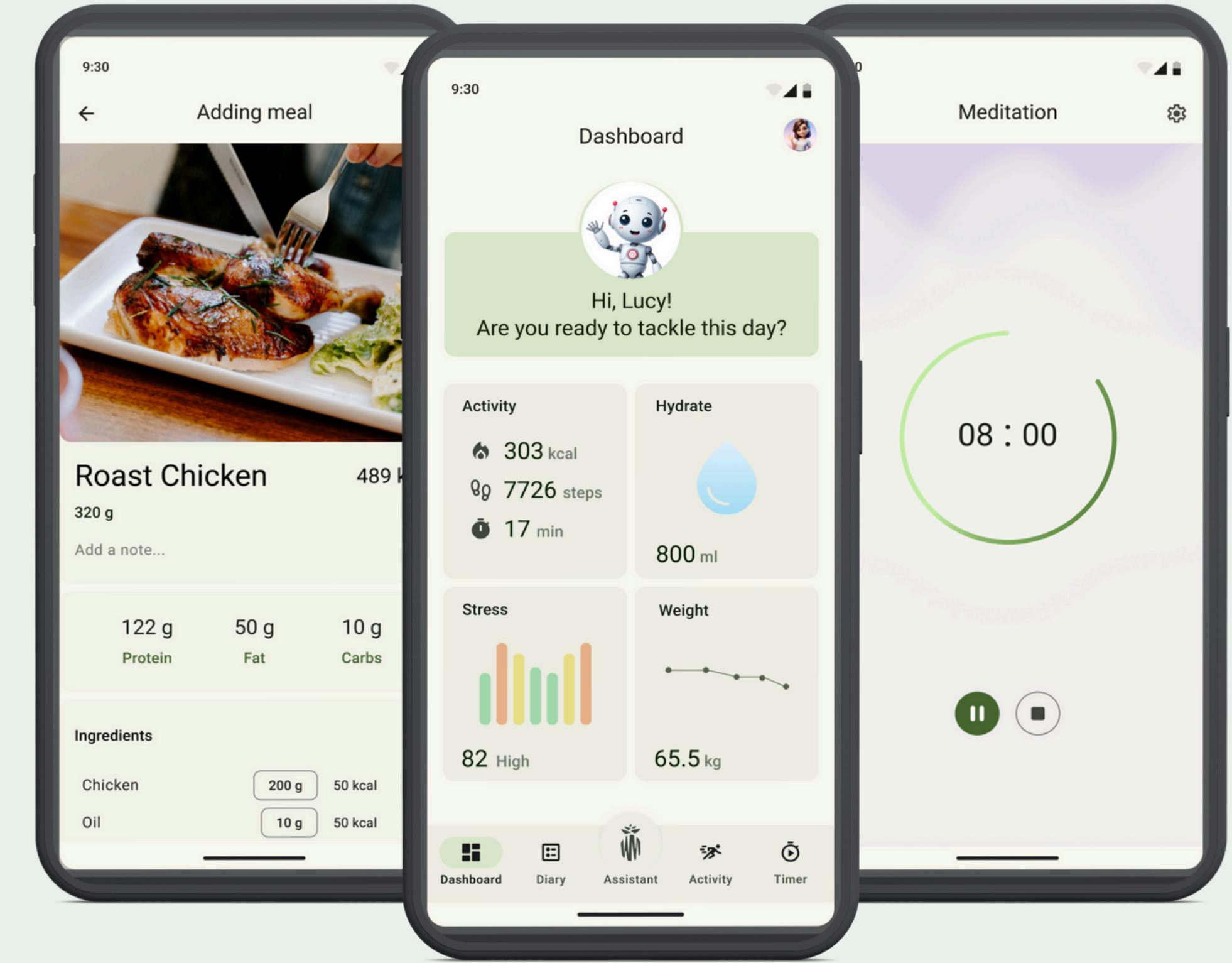


WellMate

health assistant



There are
350,000

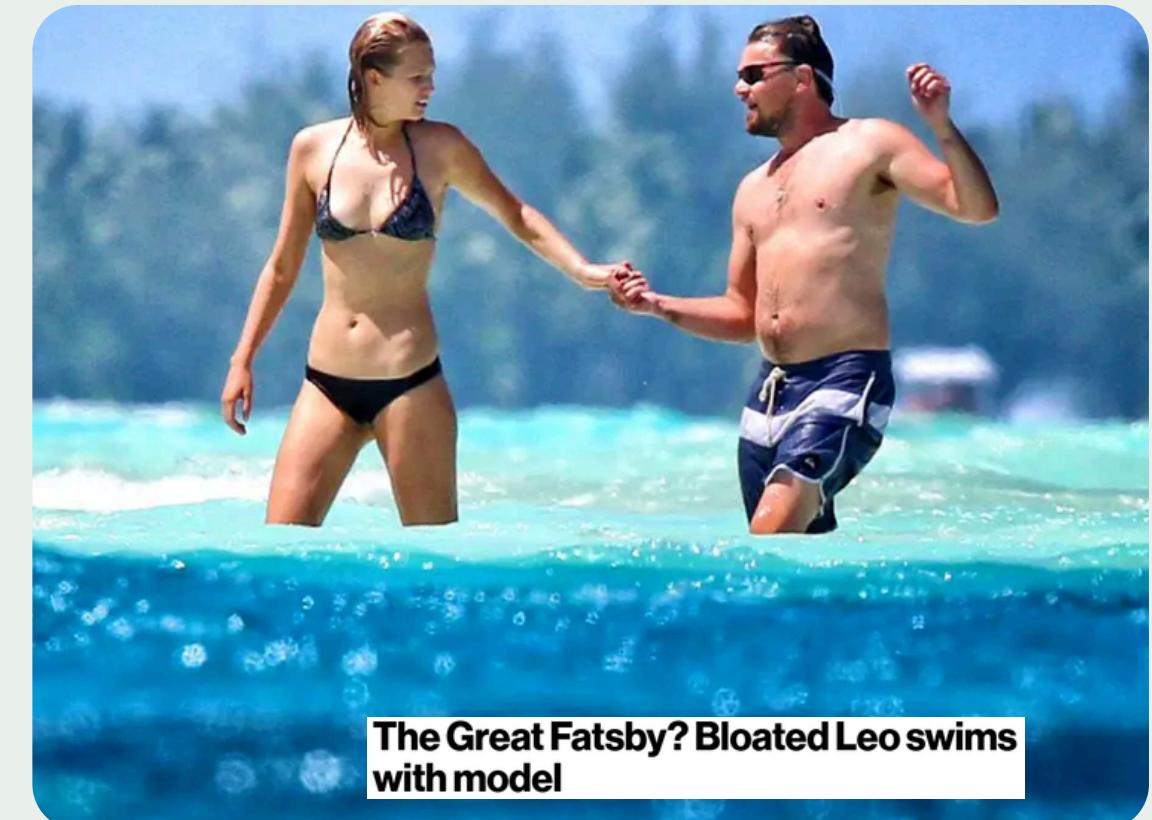
fitness, wellness and health apps in
the marketplaces.

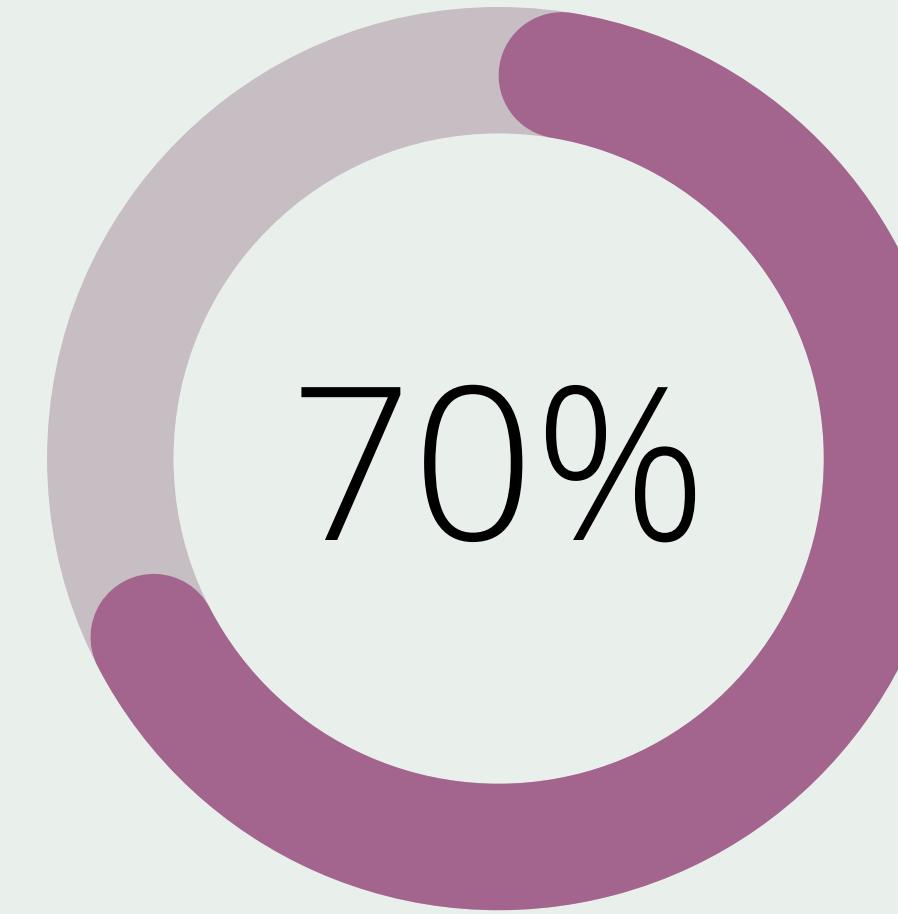
In reality almost none of them meets
the needs of busy, stressed out
millennials who lack **control** over their
health.

Millennials grew up in an era where the media constantly **body-shamed** celebrities in the early 2000s, setting impossible standards.

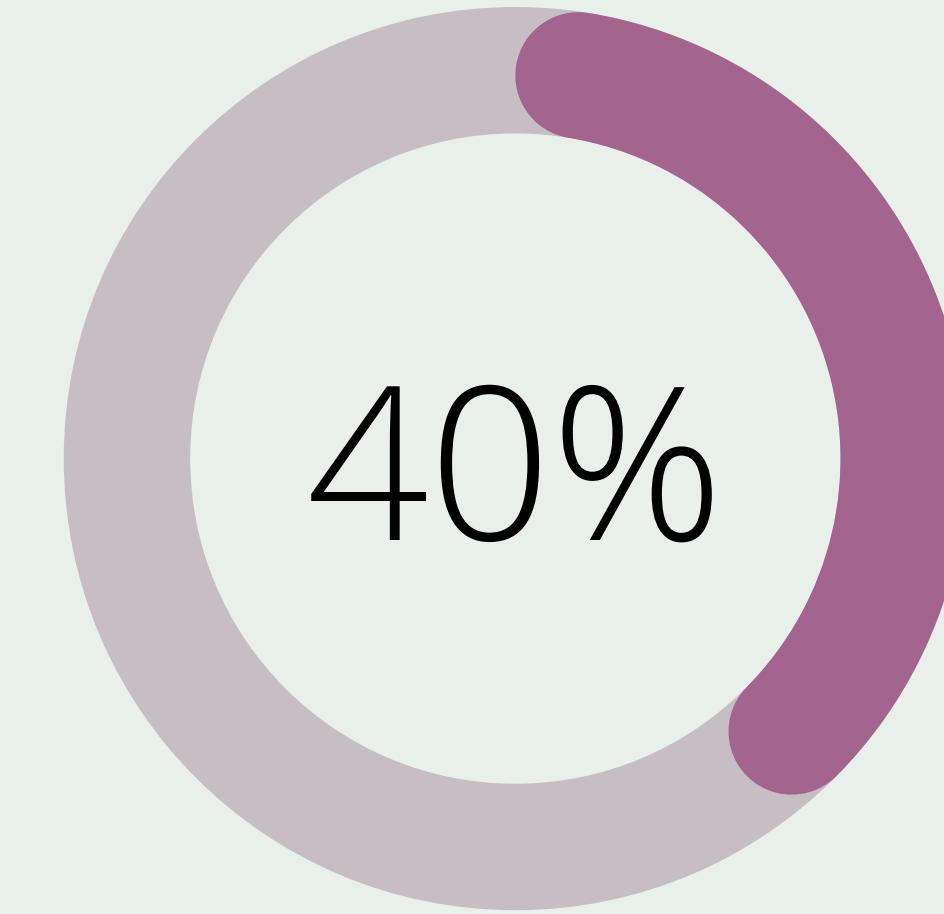
Tabloids criticized stars for gaining weight, praised unhealthy thinness, and fueled harmful **diet culture**.

This taught them to equate self-worth with appearance, leaving many with long-lasting **insecurities**.





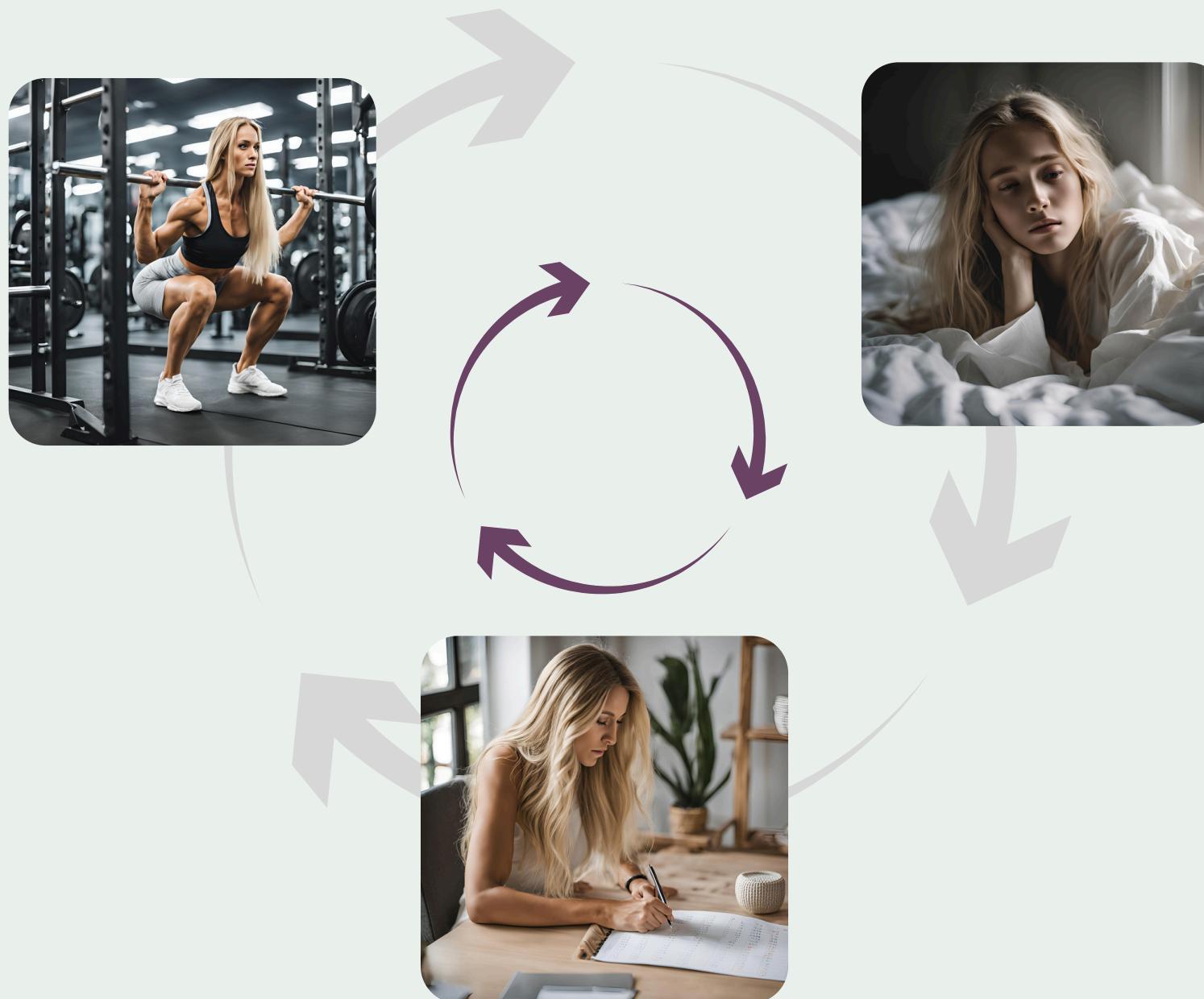
millennial women



millennial men

have experienced body image dissatisfaction at some point, with pressure to conform to body ideals

Meet Lucy



Lucy wants to take **control** over her health.

She sets **unrealistically** high standards, like “clean” diets, crazy workout plans and consistent mindfulness exercises.

Here is where the **vicious circle** begins: Lucy overworks to achieve her goals, pours enormous amounts energy into her health, but inevitably falls short.

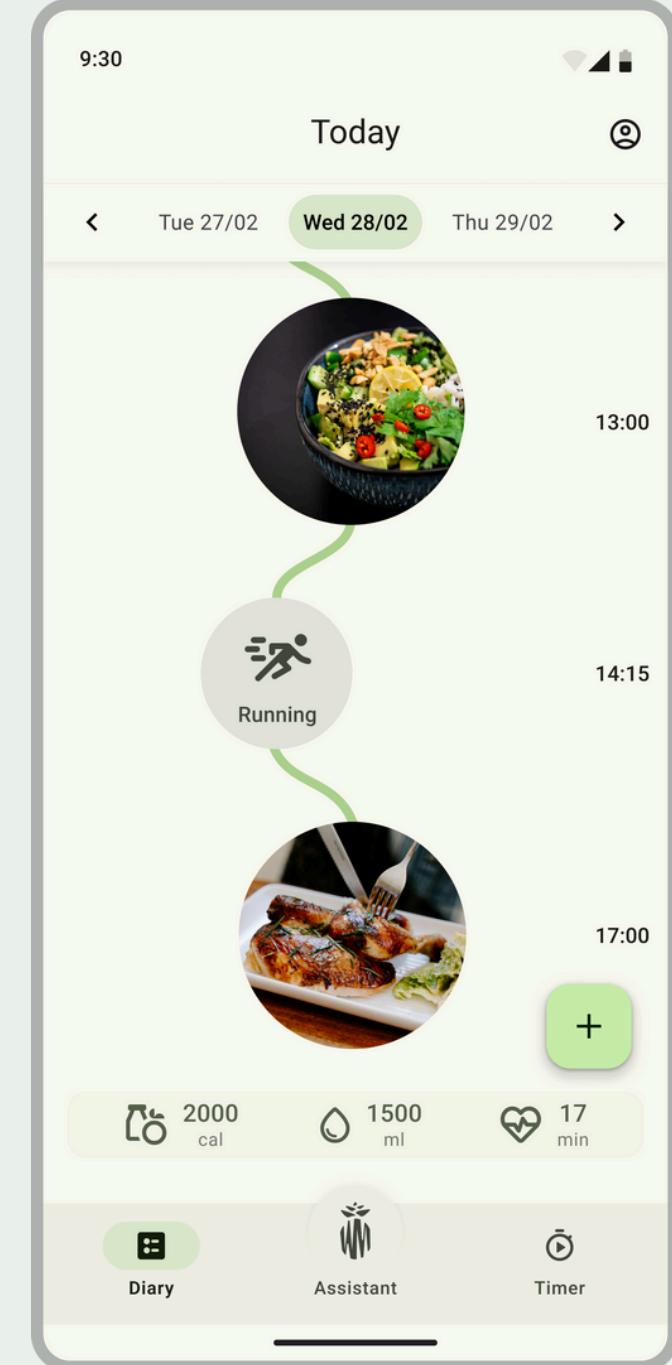
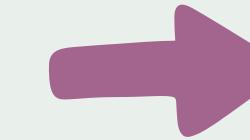
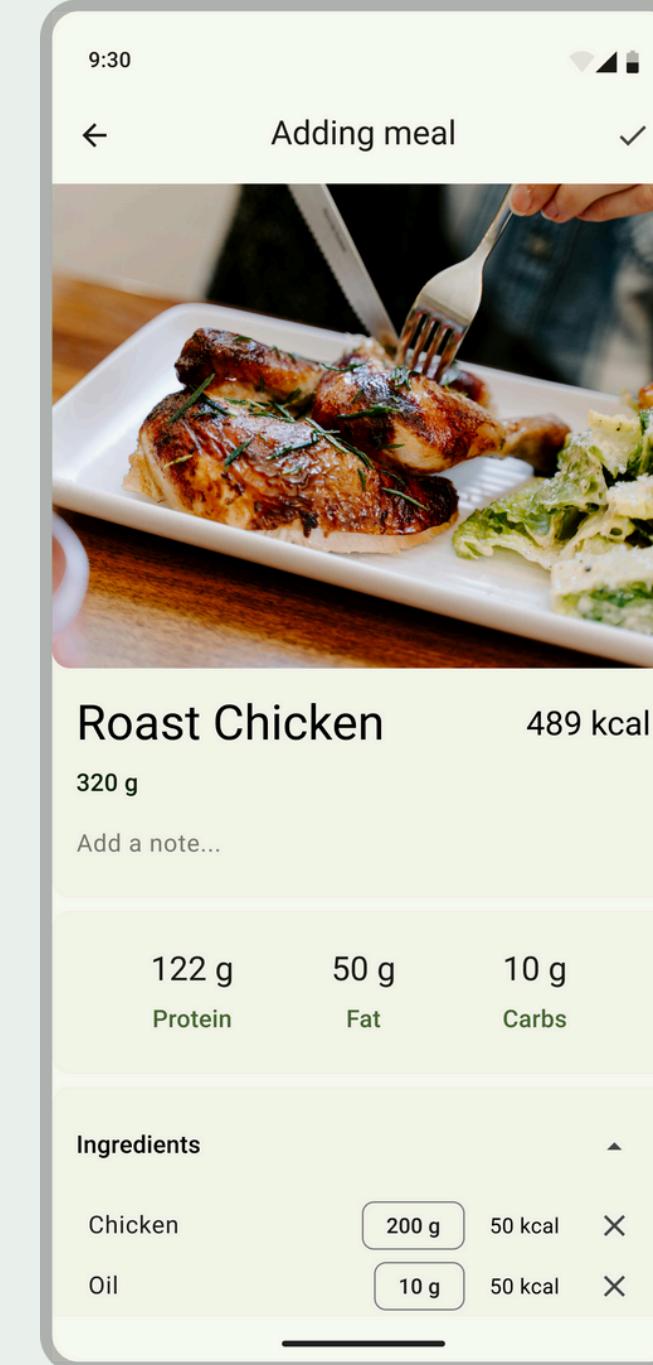
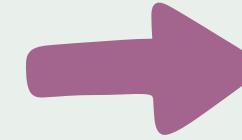
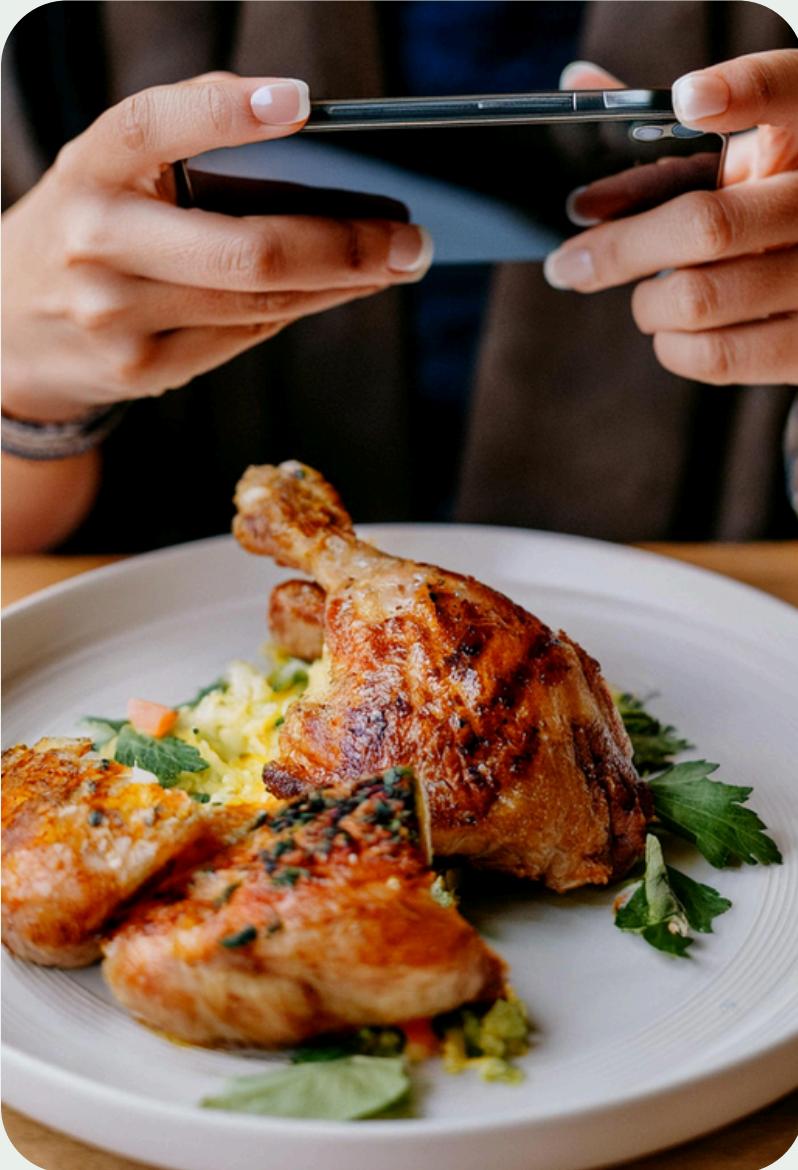
To “fix” the “failure”, she sets even stricter rules and pushes through **fatigue**. The **burnout** happens again and the circle goes on and on.

wellMate

was created to help Lucy **break the circle** and manage her health without **restrictions**.

The assistant in the app will prevent Lucy from having a burnout or an injury by detecting any worrying signals.

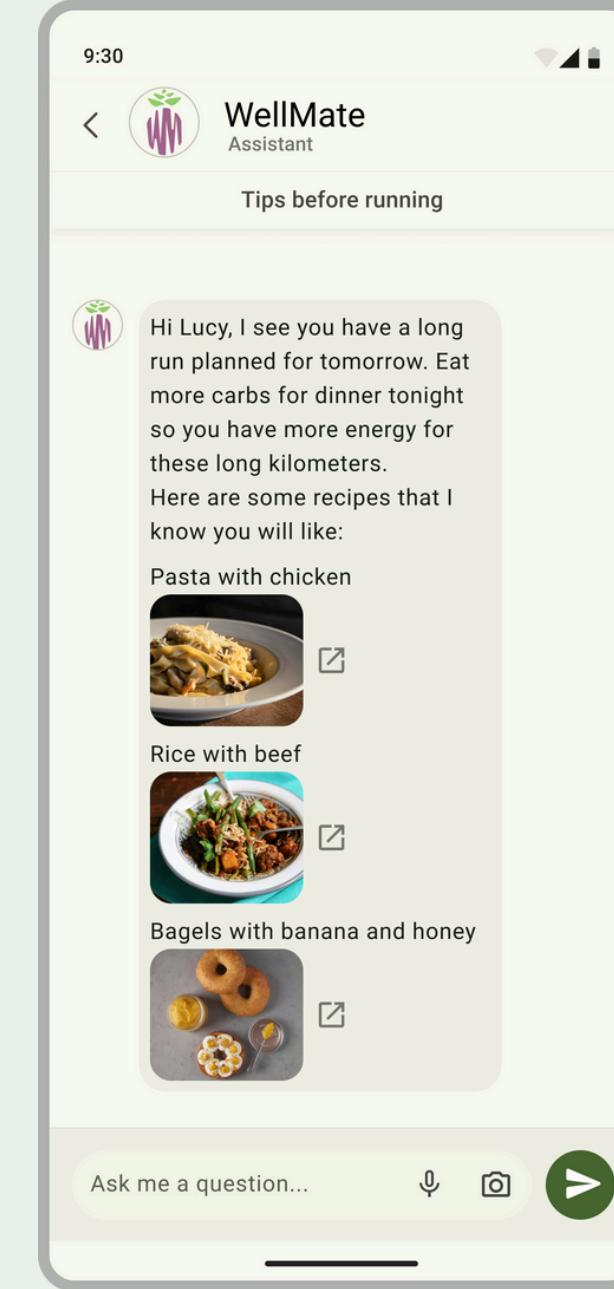
How do we do that?



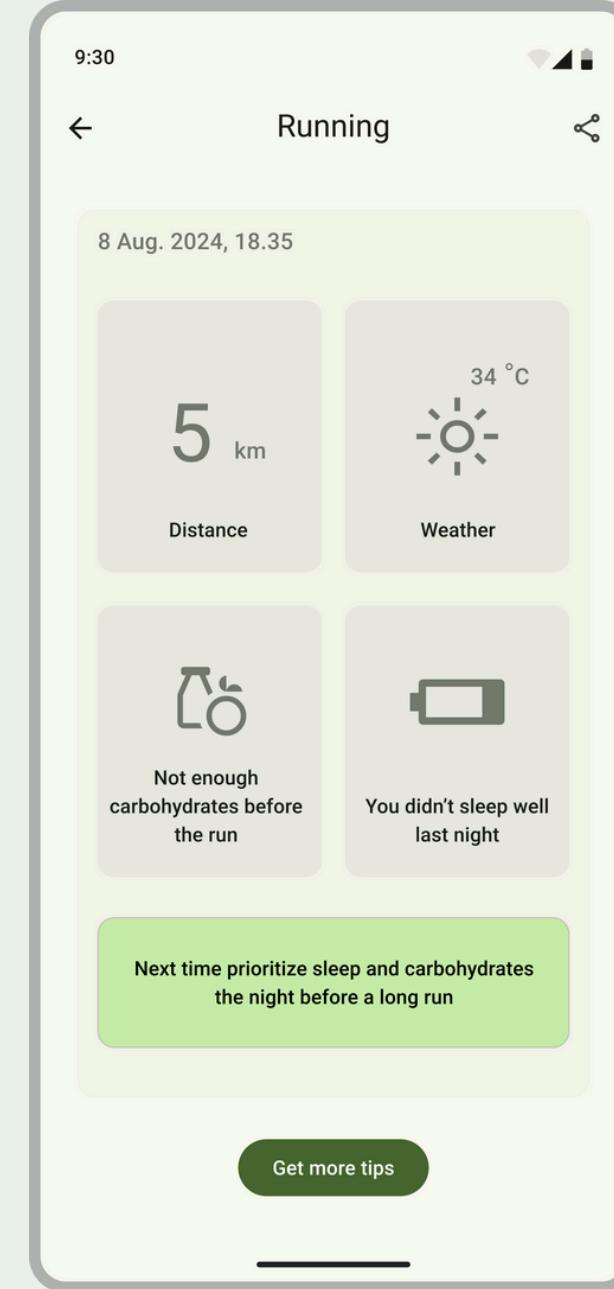
Lucy has to take a **picture** of her meal or register an activity and that's all - no need for scanning the codes, measuring the ingredients and entering the numbers like in the classic apps.

WellMate performs the **analysis**. Lucy can edit the ingredients or the measurements if she wants to - but for her health goals taking a picture is enough.

WellMate puts it in the **diary** so that Lucy doesn't have to worry how many calories or macronutrients she has left for the day or how this meal will affect her workout tomorrow.

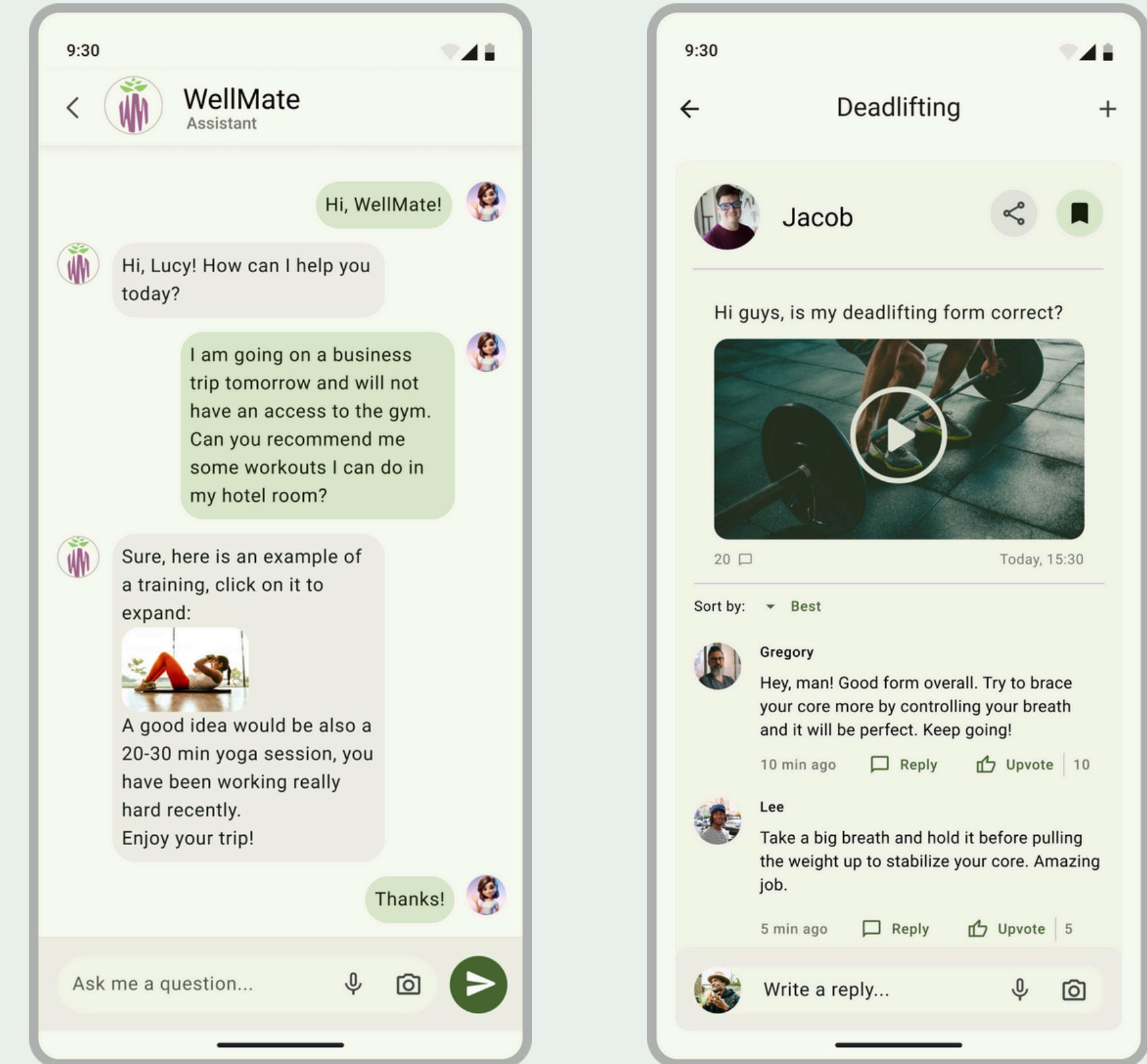


WellMate will analyze the input and prepare a **report** about the day, week or specific activity with tips on how to improve in the future.



Machine Learning algorithm WellMate can detect any **anomalies** in Lucy's wellbeing and give advice to **prevent** her from another burnout or a physical injury that is caused by overtraining.

If she still has more questions she can ask the **AI assistant** or in the **community**, because who doesn't need a human connection and support in this digitalized world?



9:30 WellMate Assistant

Hi, WellMate!

Hi, Lucy! How can I help you today?

I am going on a business trip tomorrow and will not have an access to the gym. Can you recommend me some workouts I can do in my hotel room?

Sure, here is an example of a training, click on it to expand:



A good idea would be also a 20-30 min yoga session, you have been working really hard recently. Enjoy your trip!

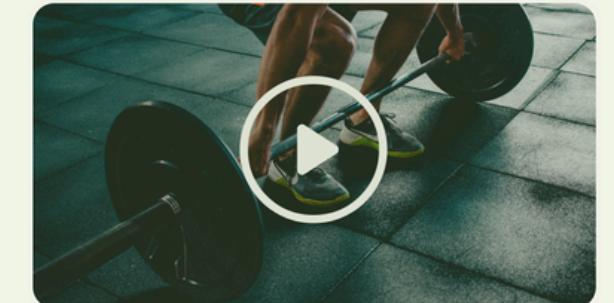
Thanks!

Ask me a question...   

9:30 Deadlifting

Jacob

Hi guys, is my deadlifting form correct?



20 Today, 15:30

Sort by: Best

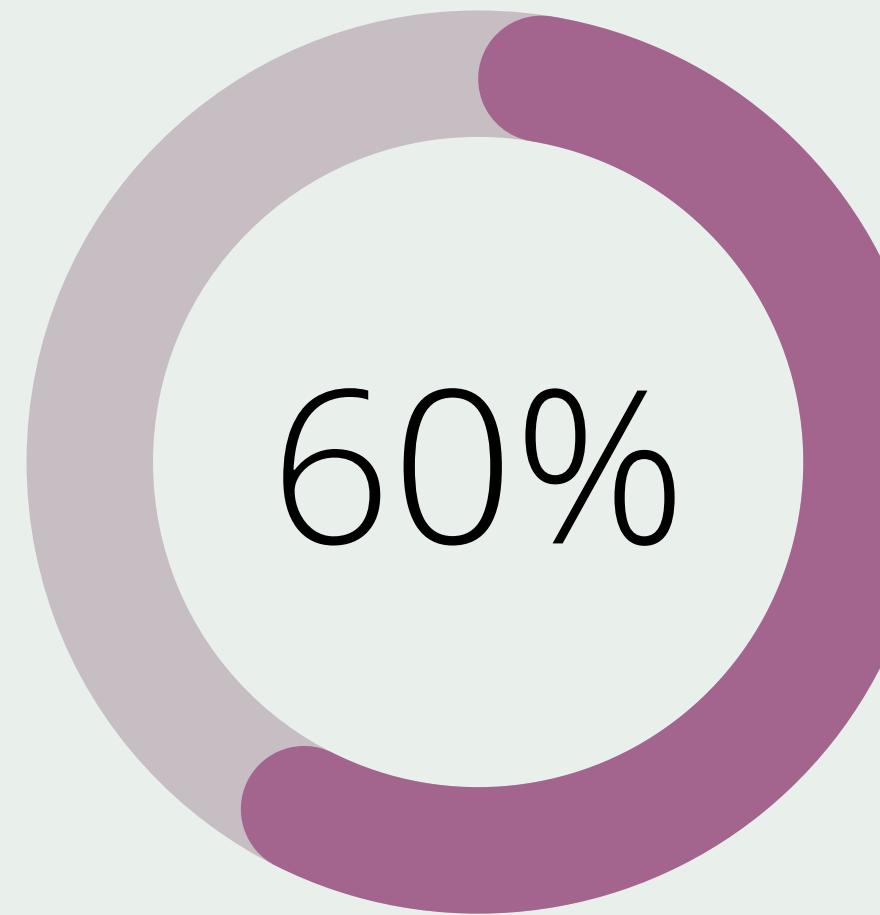
Gregory Hey, man! Good form overall. Try to brace your core more by controlling your breath and it will be perfect. Keep going!

10 min ago   10

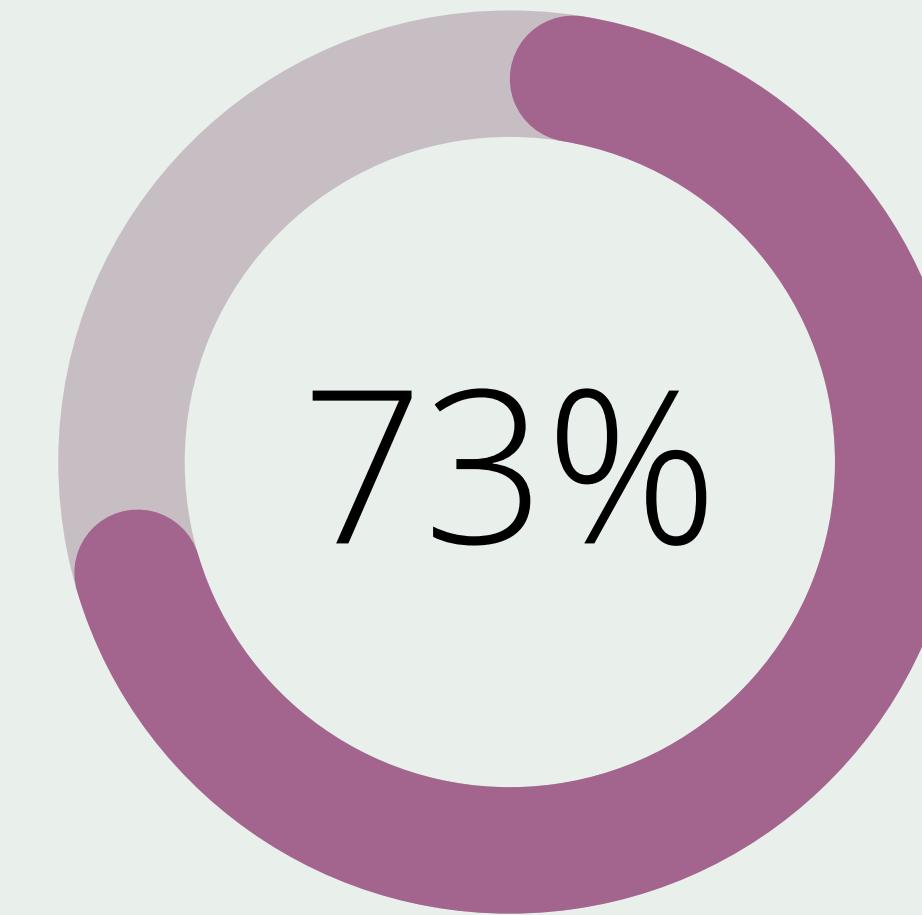
Lee Take a big breath and hold it before pulling the weight up to stabilize your core. Amazing job.

5 min ago   5

Write a reply...  



of users stop using their health apps after the first 24 hours



of users abandon their health apps by 3 months

Our goal is to significantly **reduce** this number by showing users that living a healthy lifestyle can be balanced, enjoyable and non-restrictive.

*And be their **buddy**, rather than just an app.*

We provide holistic approach and take care of **physical**, **mental** and **emotional** health of the user at the same time - other apps usually focus only on one of these aspects.

To reach the goal of being an app that users actually want to use, we take the most important features of other solutions that are known to users, make them **better** and more **balanced** and combine them in one product.

Combination of these elements is the power.

mental health apps



experts



meal and activity trackers

ready plans and programs



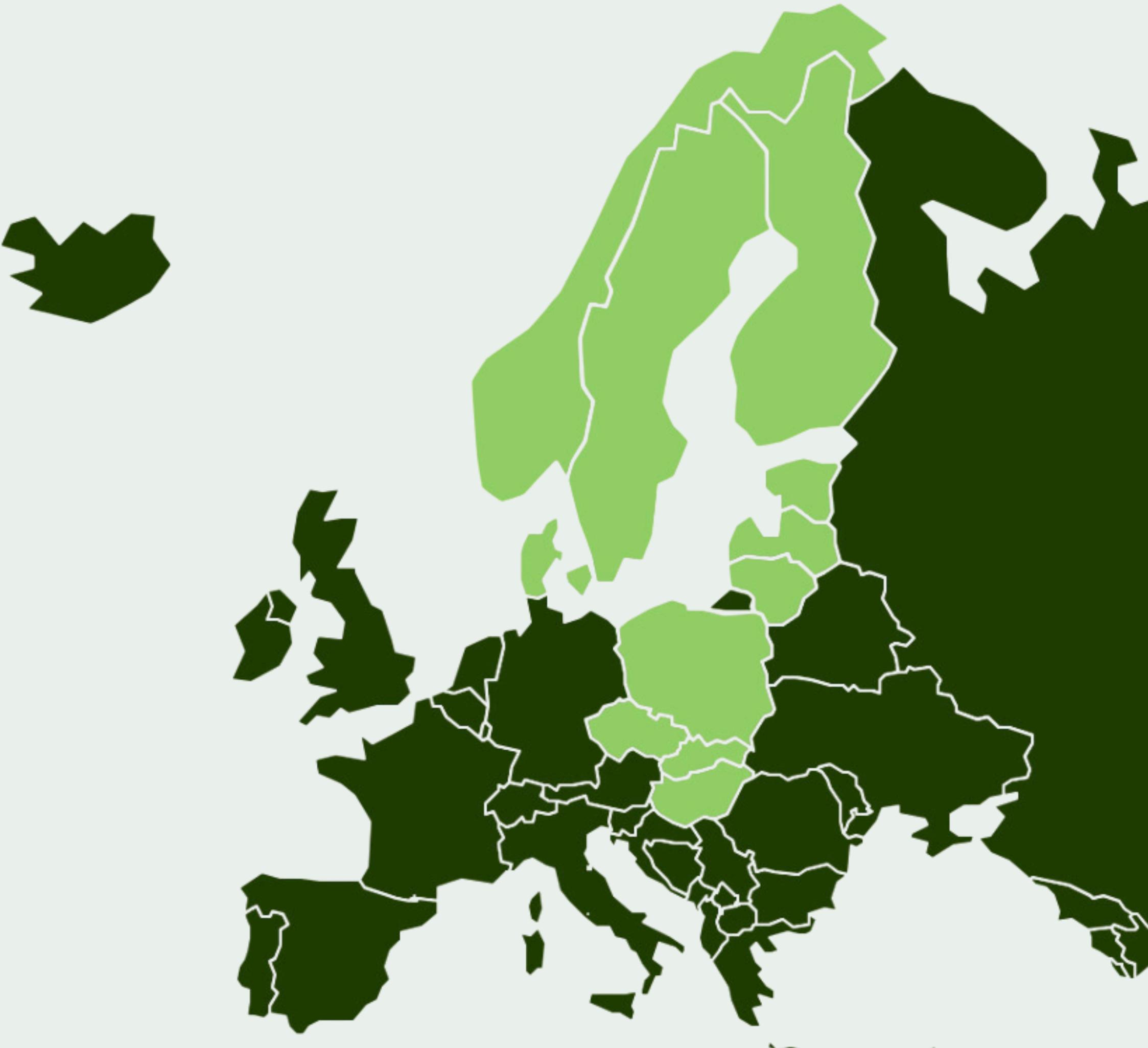
Let's take a closer look on apps that are very close to us. They all focus on helping stressed millennials by providing holistic approach.

We are actually the **first app on the market** that can **prevent** burnout by **detecting anomalies** in mental or physical health, without a wearable, like a smartwatch, only based by data that was registered in the app by the user.

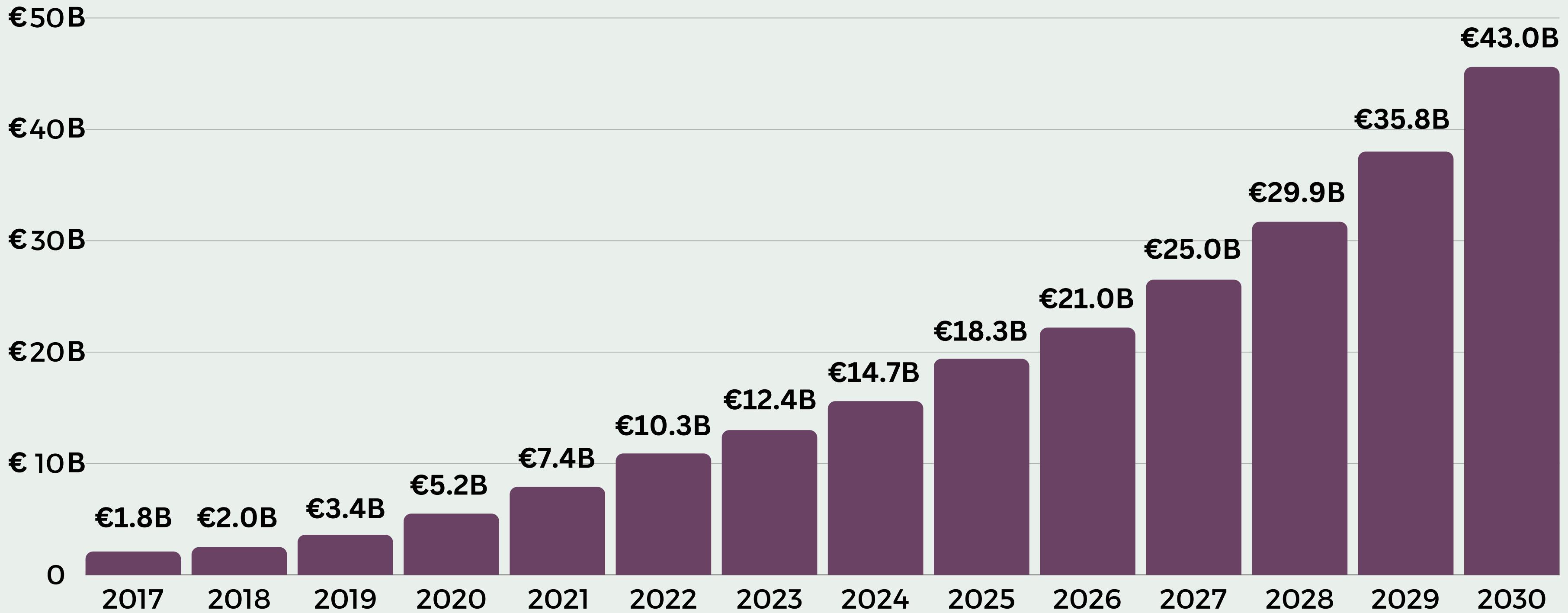
	XCENTR	FREE LETICS	SUPERBETTER	FITOCRACY.	Better Me.	WellMate health assistant
Mindfulness excercises	✓	✓	✓	✗	✓	✓
Health tracking	✓	✓	✓	✗	✓	✓
Personalized health plans	✓	✓	✗	✓	✓	✓
Detection of health anomalies	✗	✗	✗	✗	✗	✓
Gamification	✗	✗	✓	✓	✓	✓
Monthly price	\$29.99	Free	\$8.25 (<30 players)	\$19.99	Free (+coach's fee)	\$9.99

15M health enthusiasts

We launch the first version in few countries in Europe, where, according to our estimations, 15M of health enthusiasts live. They pay more for fitness app than an average user. We have plans to conquer rest of the continent and American market.



Globally the interest in health is booming.



WELLNESS AND FITNESS APP SECTOR ANNUAL REVENUE 2017 TO 2030
(FORECAST, BILLION €)

**BASIC MONTHLY
SUBSCRIPTION**
€8.99

**PREMIUM MONTHLY
SUBSCRIPTION**
€13.99

**BASIC ANNUAL
SUBSCRIPTION**
€89.99

**PREMIUM ANNUAL
SUBSCRIPTION**
€139.99



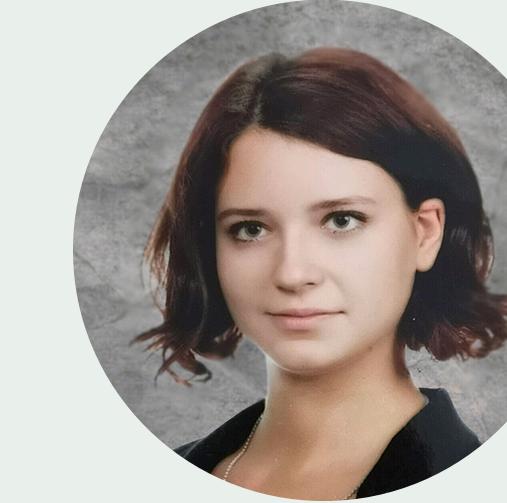
**KAROLINA
RUSZCZYK**

CEO
Data Scientist
Top 100 Women in Data
Science



**RADOSŁAW
GRYTA**

CTO
Software Engineer
mobile apps and cloud
content management



**ALEKSANDRA
RADZIO**

UX Designer
Mobile app and
website designer



**DORIAN
NOWACKI, PHD**

Scientific Advisor
Ph.D. in Medical
Sciences, clinical
dietician, psychodietician



**MARCIN
RALCEWICZ**

Product Manager
consultant
ex-CEO of FiTKiDDO



**Warsaw University
of Technology**



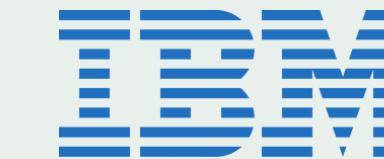
**mba
for startups**



SGH
Warsaw School
of Economics



Shesnnovation
ACADEMY

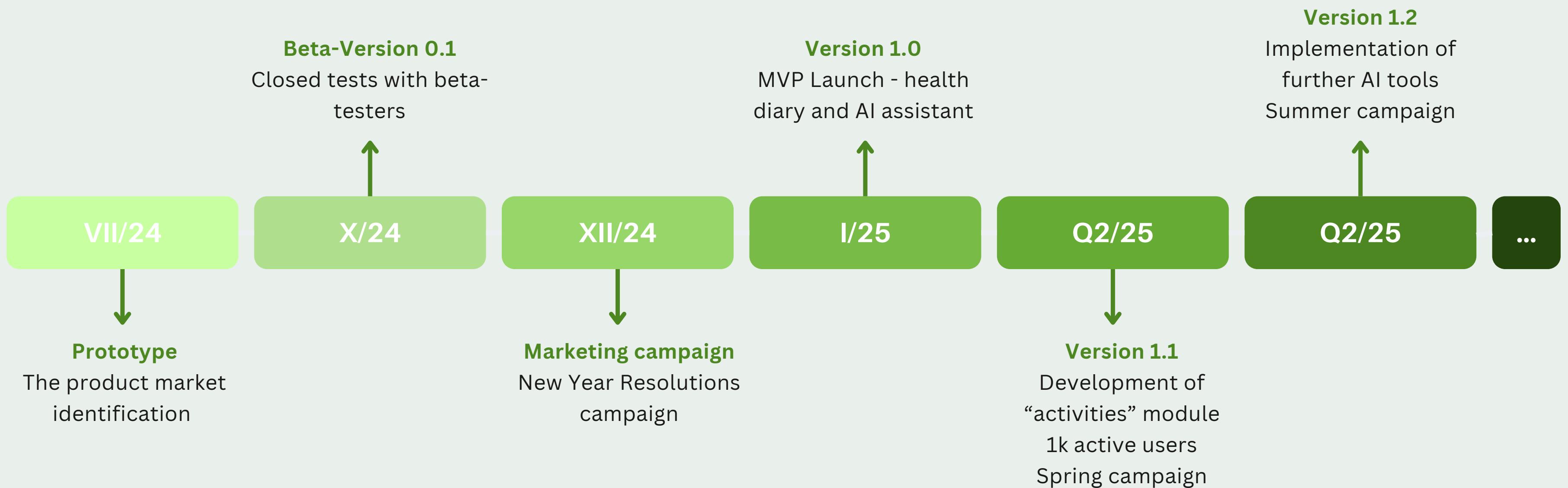


accenture

PERSPEKTYWY
**WOMEN
INTECH
SUMMIT**

**DIGITALWELL
VENTURES**
HEALTH TECH ACCELERATOR

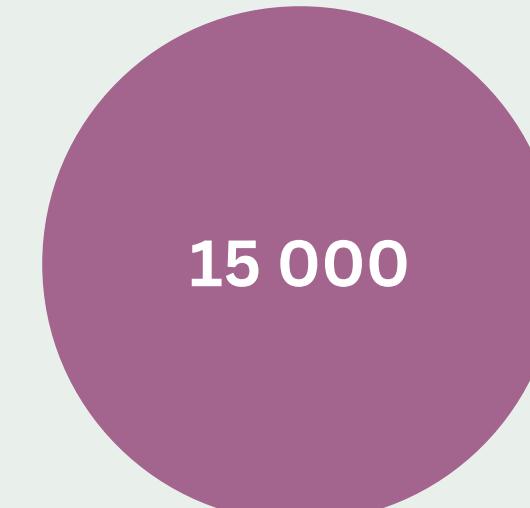
ROADMAP



INVESTMENT



Seed Round



paying users
in 18 months



Projected revenue
in 18 months

Thank you

Let's become Mates

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

