



WellMate
YOUR HEALTH ASSISTANT



Have you ever
tried becoming
more **healthy**?



**How difficult
was it?**

60%

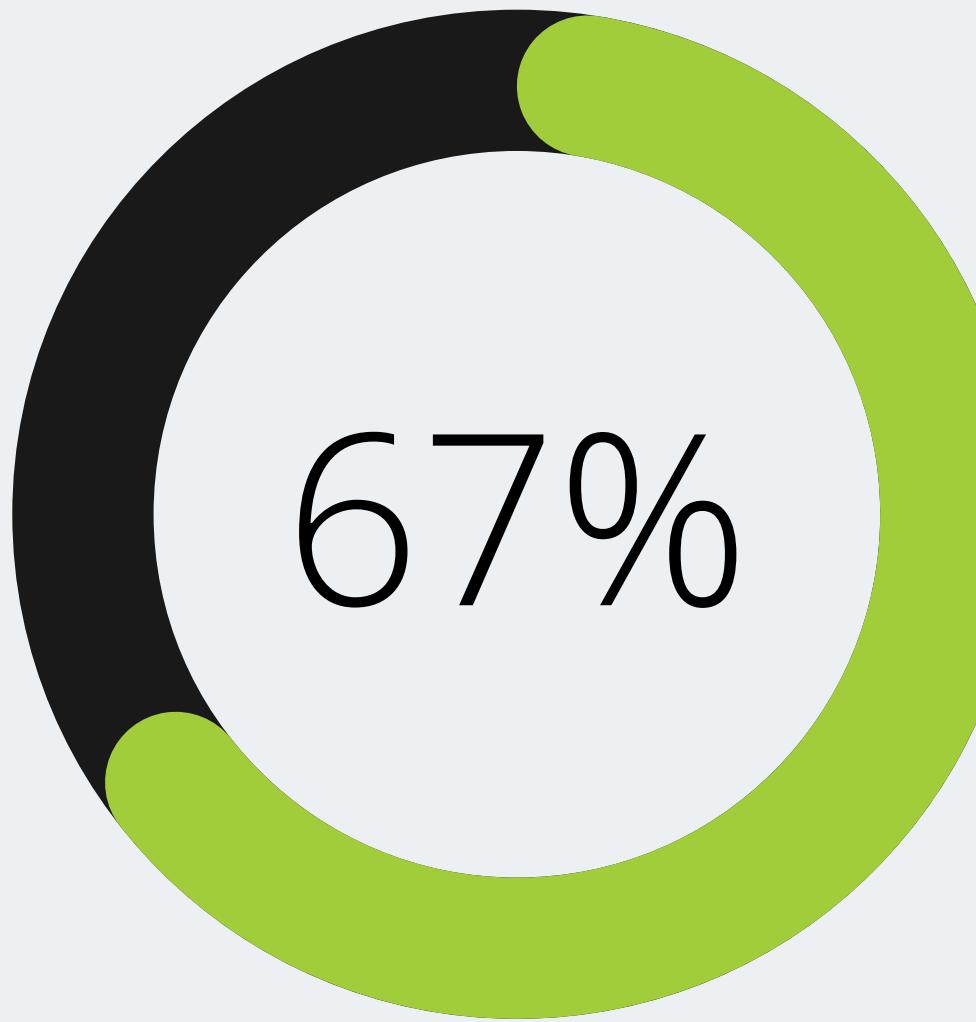
of Americans want
to feel more
healthy

48%

but

of Americans think
following a "healthy
lifestyle" will make
them miserable

UNSUSTAINABLE APPROACH TO HEALTH



% of Americans agree
they would be more
successful in reaching
their health goals if
they had more
support

59%

of Americans believe that
being healthy means eating
food that tastes bad

49%

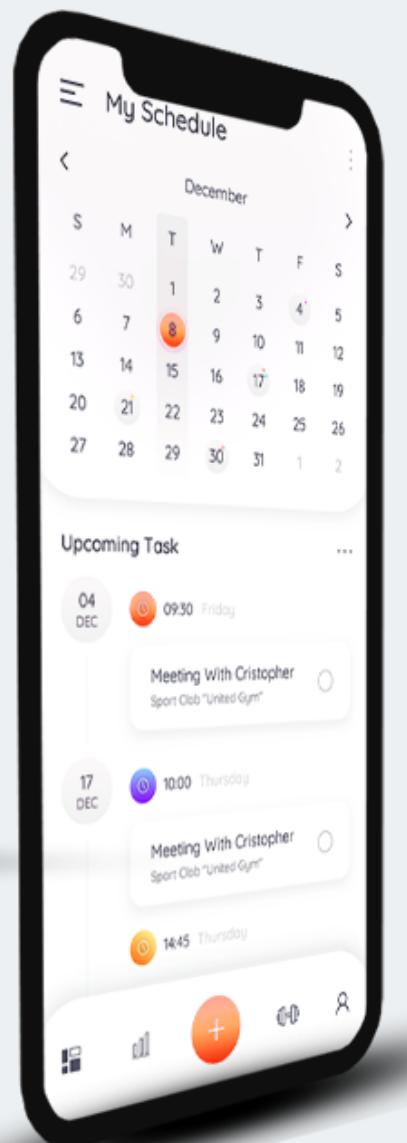
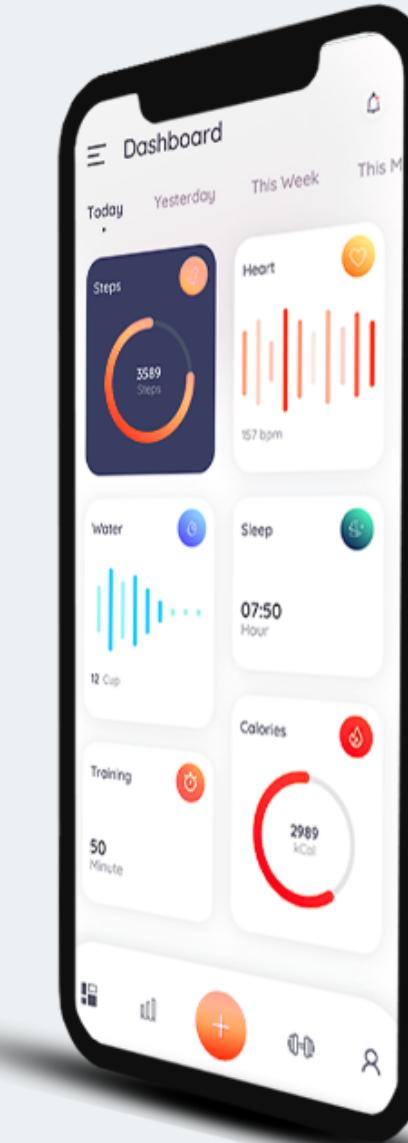
of Americans say they were
forced to give up parts of
their lifestyles in order to
maintain a “healthier” one



SOLUTION

WellMate AI Health Assistant

Digital assistant of diet, physical activity and mental health, that will let you reach your goals in a sustainable way. WellMate combines two approaches: new technologies, such as AI and ML, and traditional support from dietitians and qualified trainers.





WHATS IS WELLMATE?

Health Assistant in your pocket

WellMate is an app, that is your **private Health Assistant**, available at every beck and call.

WellMate will support you in leading a healthy lifestyle, including:

- Sport
- Diet
- Mental health

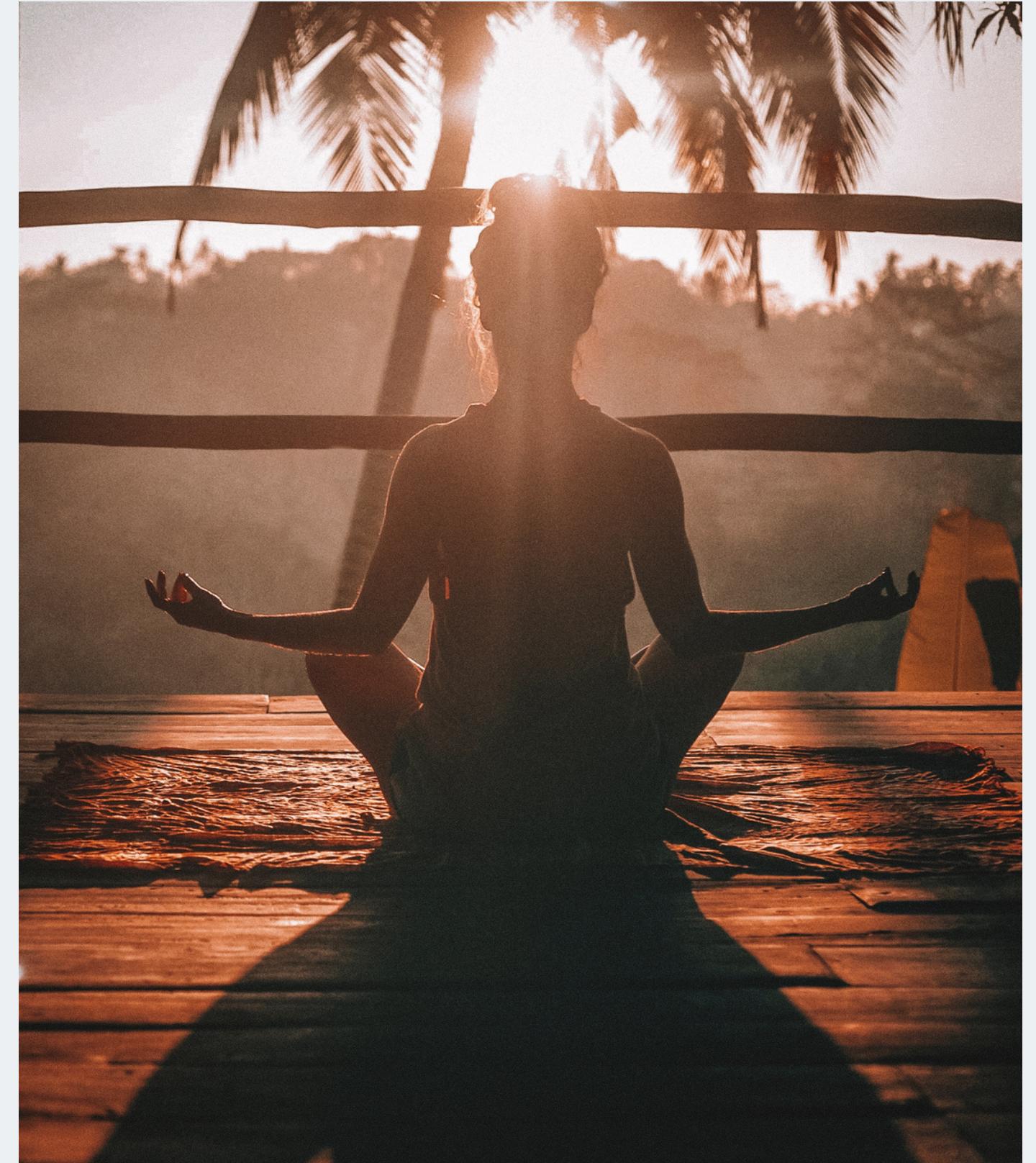
Thanks to combining AI and professional help WellMate can support you cheaper, faster, more precise and adjust to your preferences , lifestyle and individual goals.

HOW IS WELLMATE DIFFERENT?

WellMate makes healthy living easier

The goal of WellMate is showing that living a healthy lifestyle based on a balanced diet, physical activity and mental relax can be **easy**.

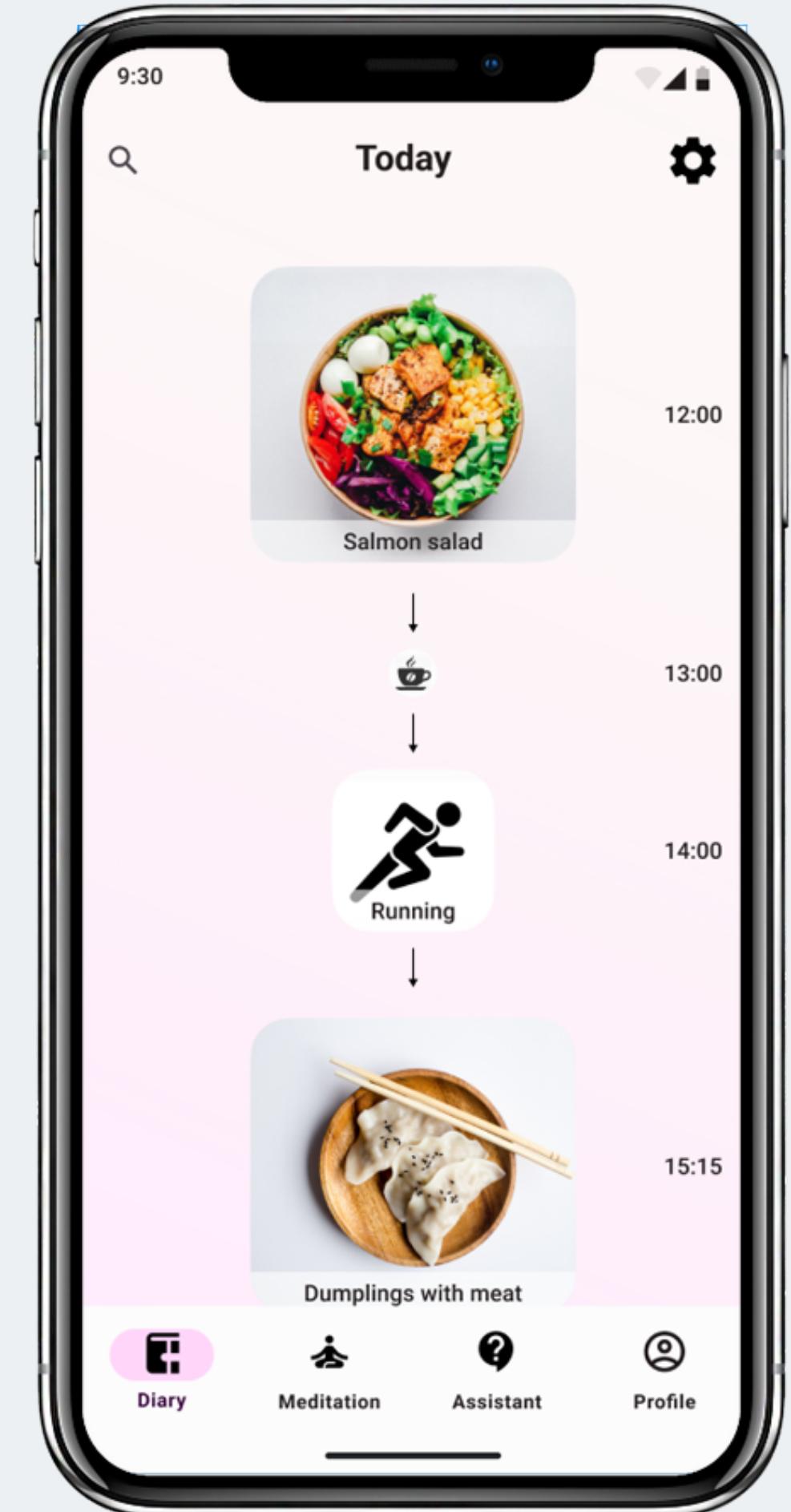
Healthy user is a WellMate's success!





HOW IS WELLMATE DIFFERENT?

WellMate will revolutionize logging and analysis of your health habits.



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.



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.



Lack of time

Most people who want to become healthy don't have enough time to plan diets, training programs and spend hours in the kitchen.

WHO IS WELLMATE FOR?



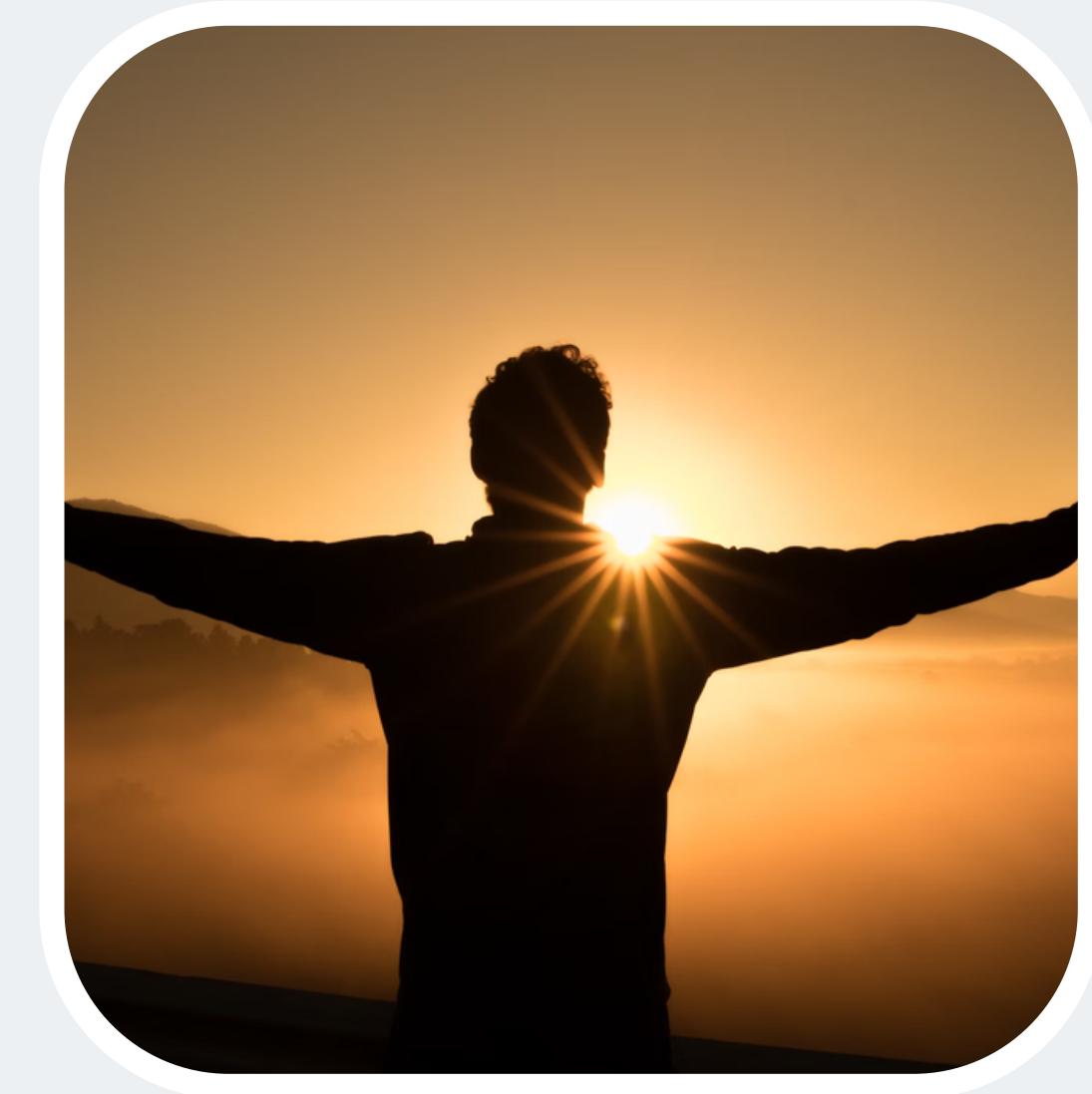
Health enthusiasts

People who already try to live a healthy lifestyle and need some support with it. They are aware of their goals and know what works for them.

Main Unique Selling Points

PERSONAL ASSISTANT IN STRIVING FOR A HEALTHY LIFE

Personal, interactive assistant analyzes user's current habits and behaviours and helps maintain healthy lifestyle. WellMate helps staying healthy when user's life changes and detects any abnormalities, so that it can suggest any fixes.



Unique Selling Points

SIMPLE DATA ENTRY

Convenient meal information entry to the food diary via voice recognition and pictures. Thanks to advanced AI solutions, the app is analyzing nutritional value of the meals and provide detailed information about calories, macronutrients and micronutrients.

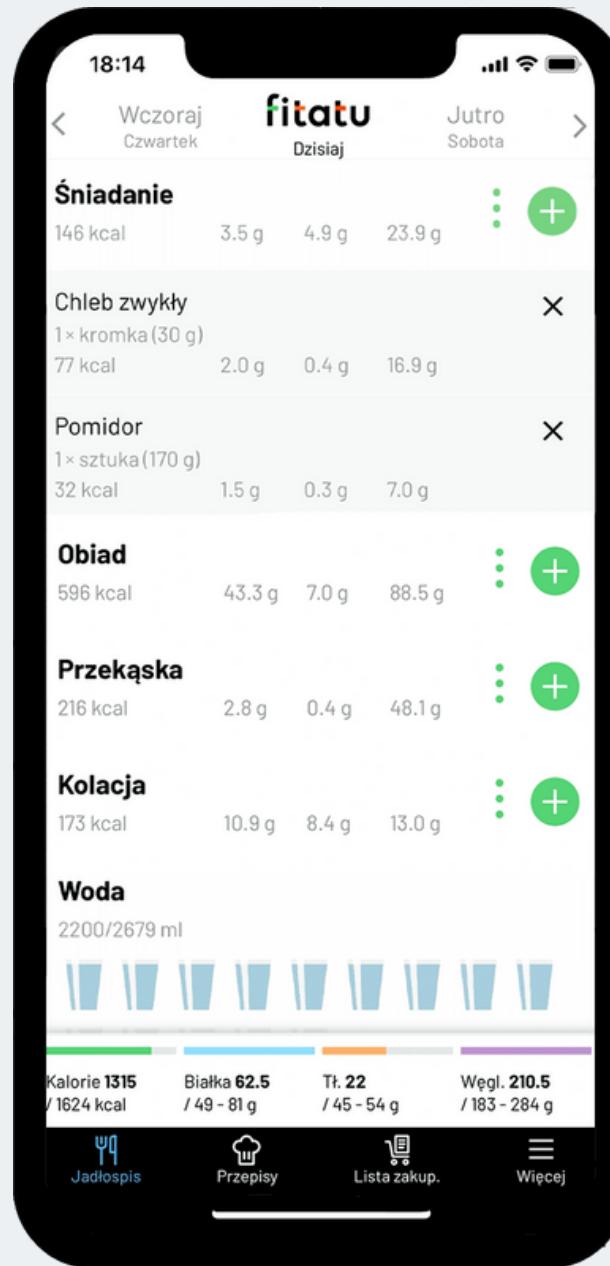
COMPLEX, PERSONAL AND SUSTAINABLE SUPPORT

A personalized approach to the user, combining advanced technologies with knowledge of experienced clinical nutritionists and personal trainers. The application adapts to the preferences, goals and needs of each person, providing personalized recommendations and support on nutrition, physical activity and mental health. Only balance ensures human's health.

HEALTHY APPROACH BASED ON VALIDATION

Focus on maintaining energy balance, where the main emphasis is on the "healthy plate". Meals can be verified in terms of meeting health criteria, providing support in a healthy diet and achieving nutritional goals.

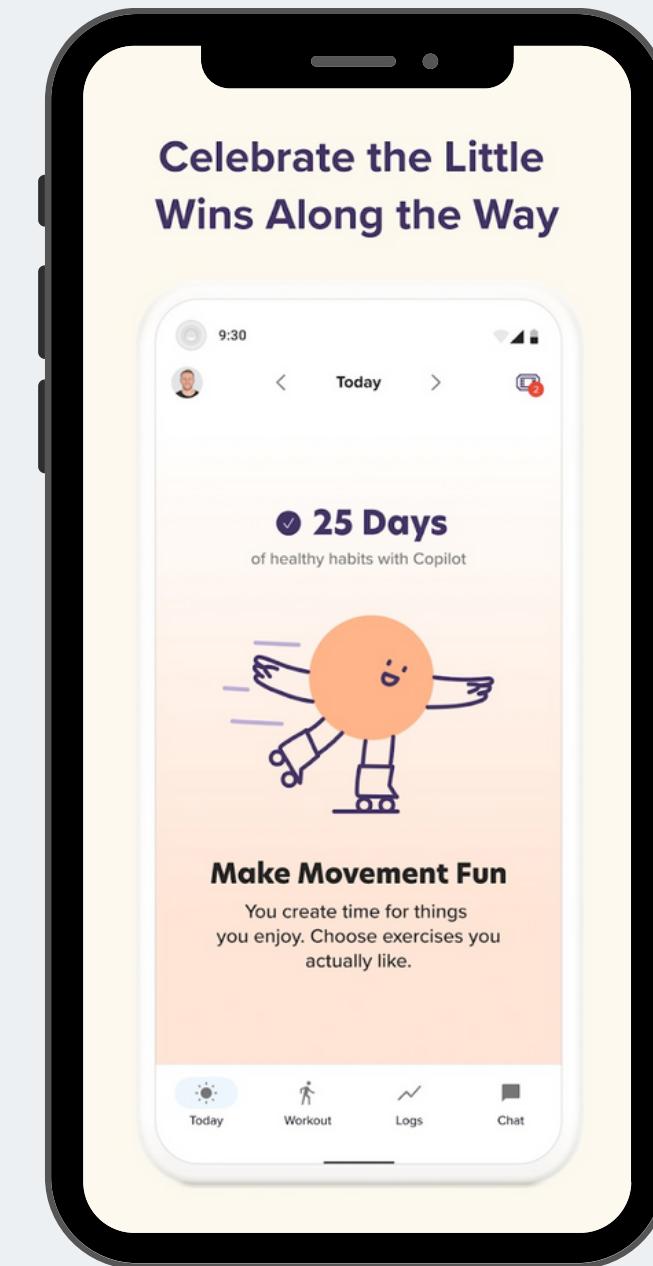
Competition



Fitatu

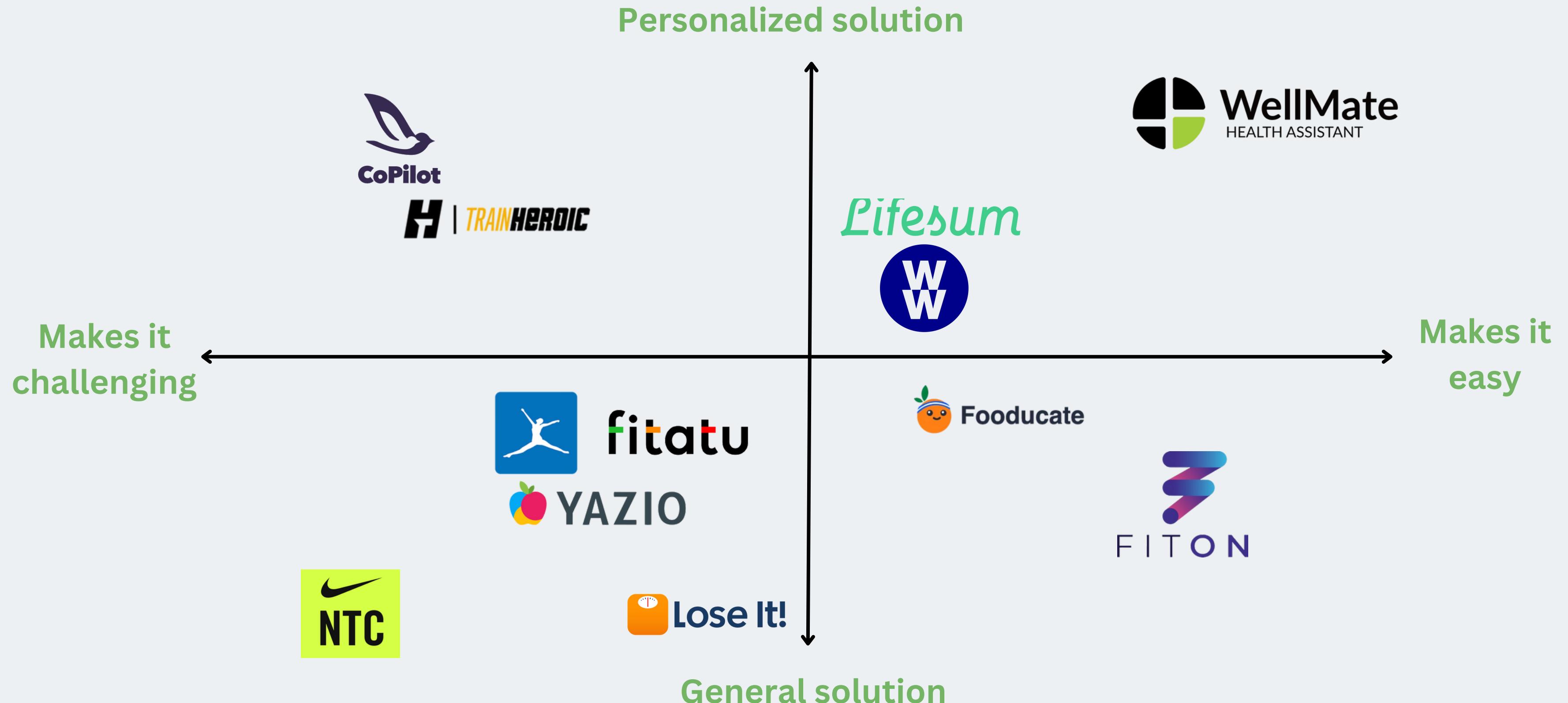


Yazio



CoPilot

Competition



Marketing Strategy

CONTENT MARKETING

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

Sharing content on the website, blog and social media

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

STRATEGIC PARTNERSHIP

Establishing cooperation with **trainers**, **nutritionists**, **psychologists** and other 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.

Working with **small influencers** with similar values as WellMate.

REFERRAL PROGRAM

Create 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.

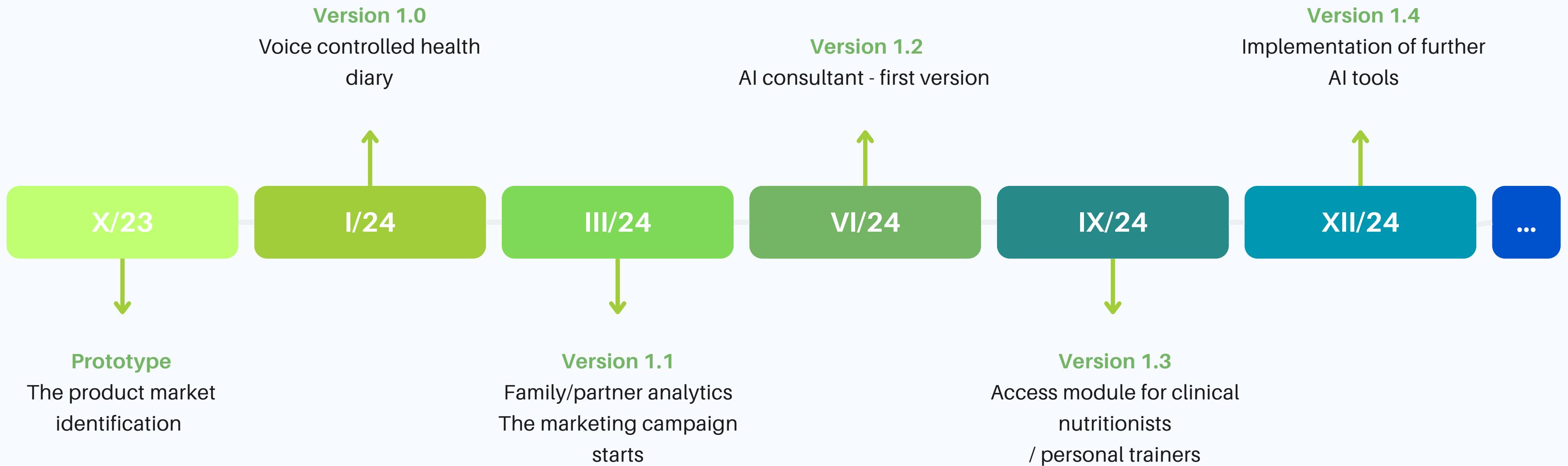
RETENTION AND SHOWING WE CARE

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

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



Timeline



Our financial needs

Health and profits go together.
Reach both goals with us.



Minimal Viable Product

40 000 PLN



First version

1 000 000 PLN

Unlimited

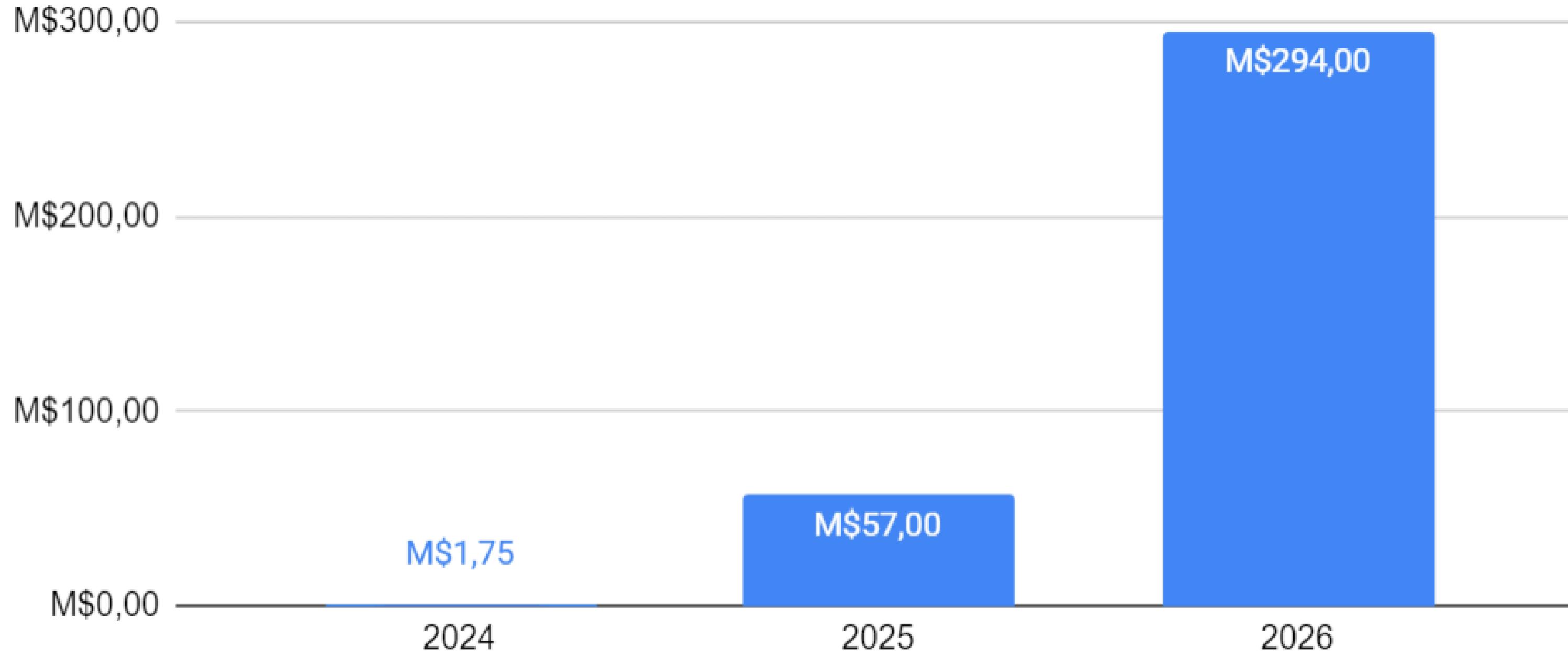


Marketing

1 000 000 PLN

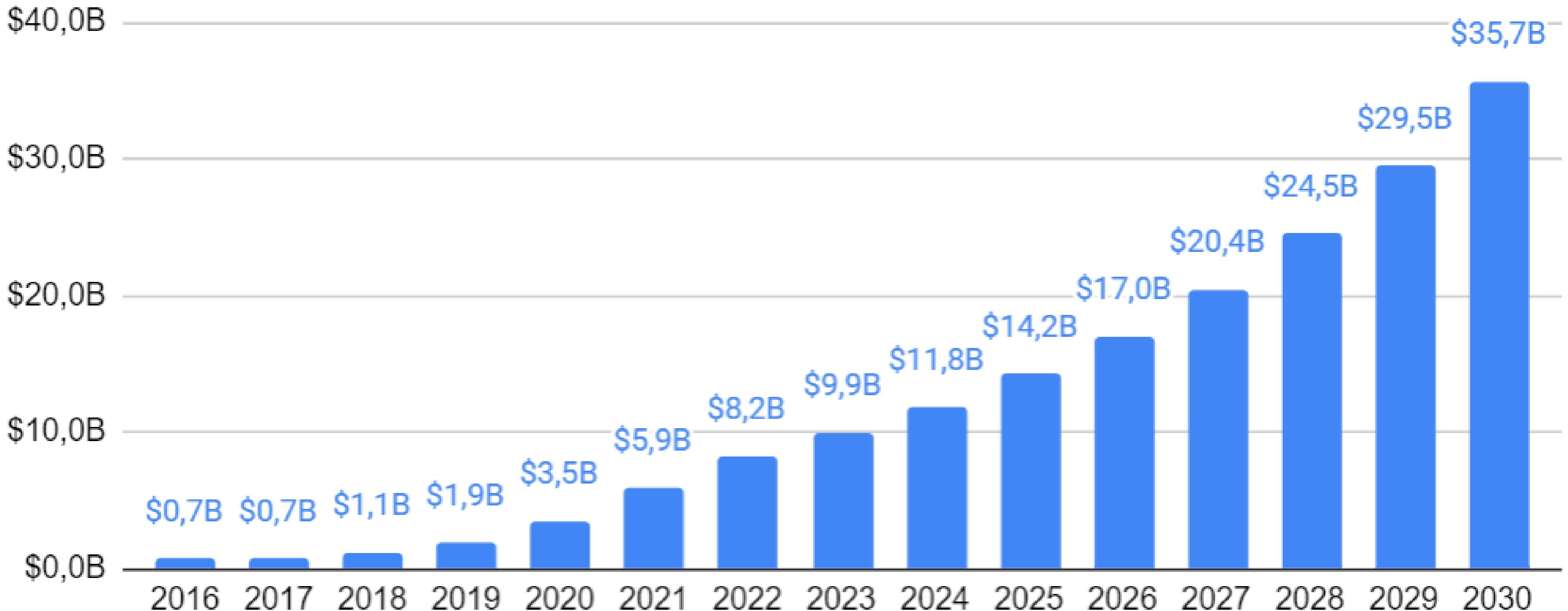
Financial model

ESTIMATED REVENUE
GENERATED FROM SUBSCRIPTIONS



Market size

FITNESS APP SECTOR ANNUAL REVENUE 2016 TO 2030 (FORECAST, BILLION \$)



Our Passionate Team



**KAROLINA
RUSZCZYK**

CEO

Data Scientist/Analyst with 7 years of experience with medical and marketing data
Experienced with medical products
MBA Student
Marketing Enthusiast



**MARTA
SZABŁOWSKA**

COO

Legal advisor/Attorney at law with 14 years of experience in providing legal services to SMEs
MBA student
Passionate about business negotiations



**RADOSŁAW
GRYTA**

CTO

Software Engineer and Consultant with 5 years of experience in banking and cloud content management
MBA Student



**ADAM
SZABŁOWSKI**

CIO/CFO

Software developer with 18 years of experience, including 6 years in creating multi-platform business applications.
Certified Producer

Thank you

Let's become Mates
info@wellmate.io

