

# Health Access Made Easy

Connect with patients, physicians,  
trainers and health providers

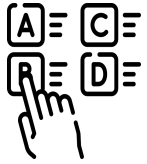
Acquire services from top professionals  
and find new clients

Experience AI-enhanced health support

*Empowering Your Health, Empowering Your  
Life*



# A Vital Solution for the Industry



Modules include Fitness, Nutrition,  
Sleep, Arrest of Aging + 12 modules



Booking System, chat, AI support,  
Website, Clients Manager



Feed, marketing and sales metrics,  
**BPEP** Business performance  
Enhancement Program



# Headquarters and Subsidiaries

## Colombia S.A.S

- Incorporation Fees: ~ **375 USD**
- Notary and Registration Fees ~ **150 USD**
- Attorney: ~ **800 USD**
- **31%** Corporate income Tax

## USA C-Corp

- Incorporation Fees: ~ **500 USD** ~ *Atlas Stripe*
- Annual Maintenance ~ **100 USD**
- **21%** Corporate income Tax

C-Corp -> Raise capital - equity to employees and go public

## India Pvt Ltd

- Incorporation Fees: ~ **500 USD**
- Notary and Registration Fees ~ **200 USD**
- Attorney: ~ **1000 USD**
- **25%** Corporate income Tax

## Italy S.r.l

- Incorporation Fees: ~ **500 USD**
- Notary Fees ~ **2000 USD**
- Attorney: ~ **2000 USD**
- **27.9%** Corporate income Tax (National and Regional)

## UAE LLC

- Incorporation Fees: ~ **2000 USD**
- License Fees ~ **15000 USD**
- Attorney: ~ **5000 USD**
- **0%** Corporate income Tax

## Russia OOO

- Incorporation Fees: ~ **200 USD**
- Notary Fees ~ **300 USD**
- Attorney: ~ **2000 USD**
- **20%** Corporate income Tax

# Intellectual Property

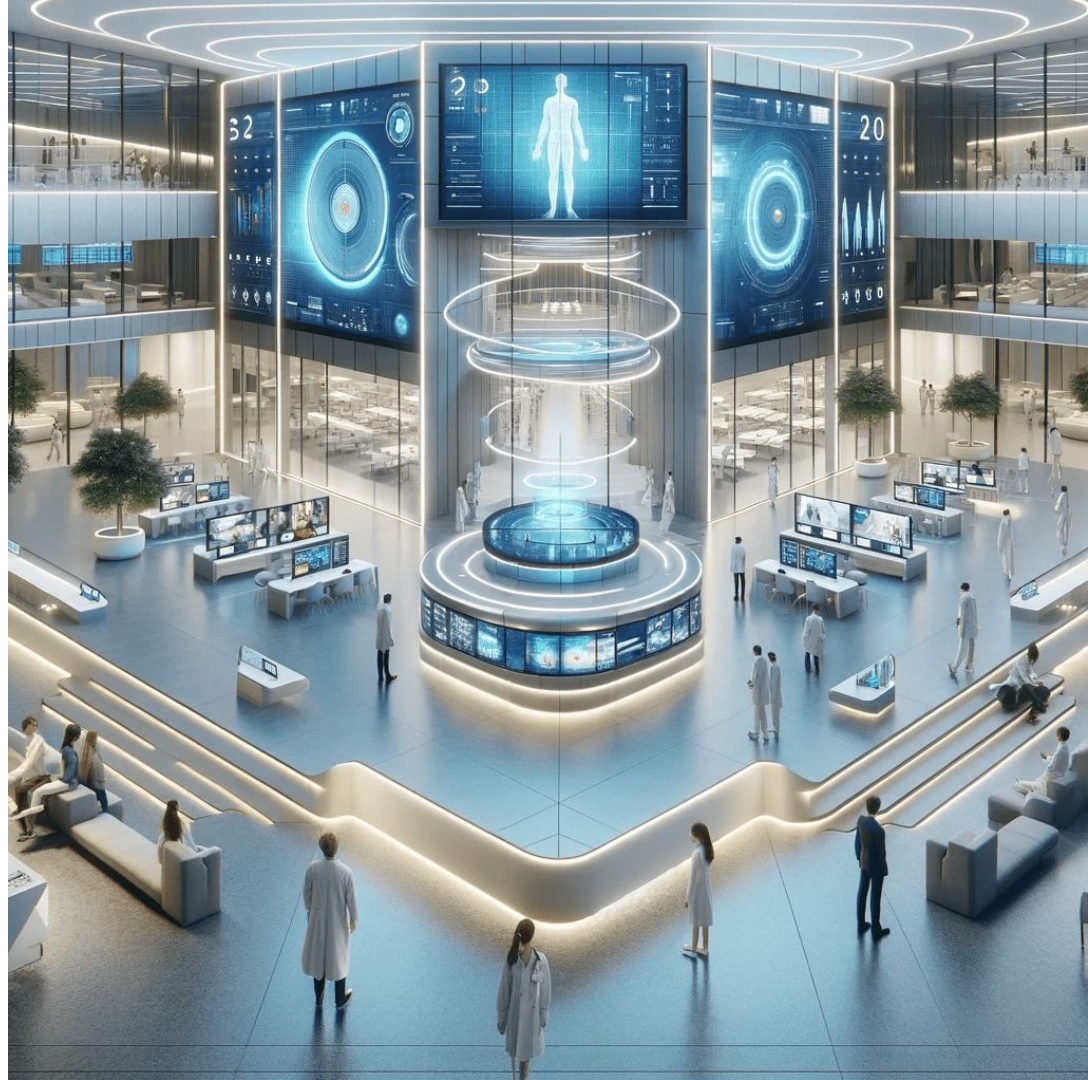
## Trademark

- Attorney: ~ 1000 USD
- Fees: one class (digital) ~ 120 USD
- Granted 10 Years
- Renew: ~ 100 USD



# Uniqueness

- 1 Created with cutting-edge technologies for **personalized experiences.**
- 2 Users have their **healthcare records save and global.**
- 3 **Reduce time** while going to the doctor for first check.
- 4 Improve patient healthcare control



# Competitive advantage

01

## Improved Outcomes:

- *According to a report by Frost & Sullivan, the use of digital health technologies could result in a 30% reduction in hospital admissions and a 20% reduction in emergency room visits.*

02

## Enhanced Patient engagement:

- *According to a report by Deloitte, 68% of patients want access to their medical records, and 60% want to be able to view their test results online.*

03

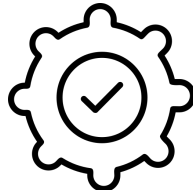
## Cost Efficiency:

- *According to a report by Accenture, AI could potentially save the US healthcare industry \$150 billion annually by 2026.*

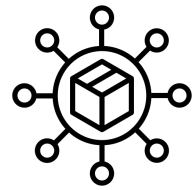
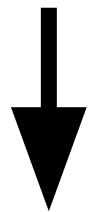
# Business model



App development



Test MVP



Virtual Distribution



# Entry strategies



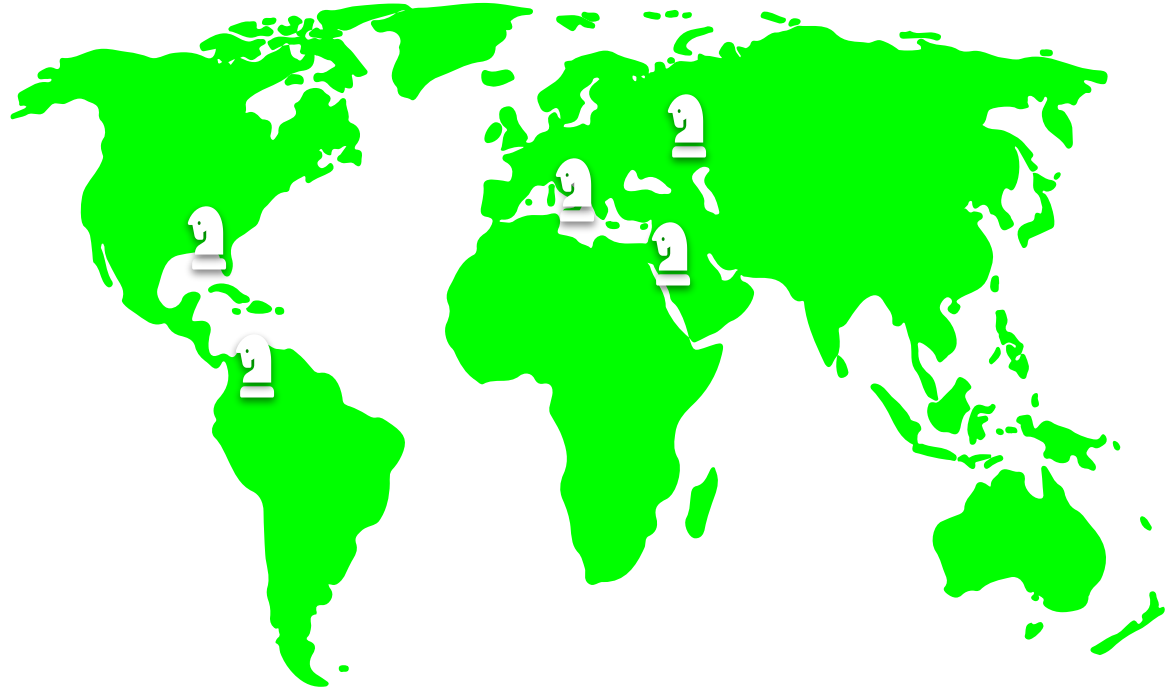
**Exporting**

MVP



**Subsidiaries**

MVP





# SWOT

## Strengths

Advanced Technology for tracking patient health data.

Enhanced data security with blockchain

## Opportunities

Increasing on investment in health solutions

Growing demand for digital health solutions

## Weaknesses

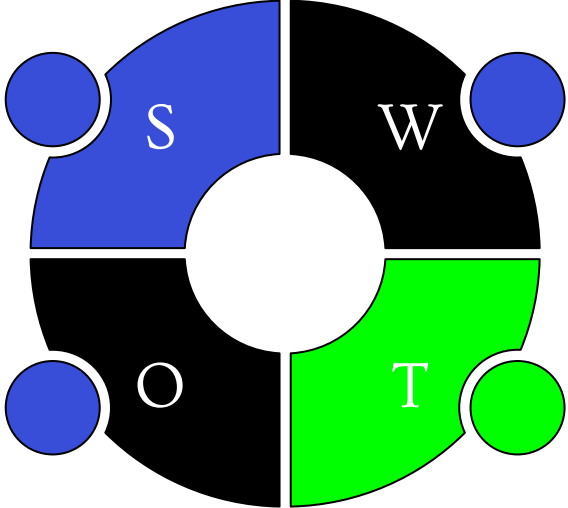
Lack of financial resources

Regulatory challenges  
Limited adoption

## Threats

People's critical perception of the technology

Unqualified labor to control security health data  
Cyber attacks



# Marketing Plan

# Market need

## 1 Personalized Care

61% of patients prefer healthcare services that are customized to their individual needs and preferences.

## 2 Cost-Effectiveness

71% of Americans say that the cost of healthcare is their top health-related financial concern

## 3 Chronic Disease Management

91% of patients with chronic conditions say that self-management is important, and 83% say that it is important for healthcare providers to collaborate with them on their care.

# Competitors overview

## MyFitnessPal

App that helps users track their diet and exercise to achieve their fitness goals.

Total raised: \$18 million

Investors: Co funders + 7 venture capital companies

Sell: 475mln Under Armour

Share price -> private company

## FitBit

Wearable technology company

Total raised: \$66,5 million

Investors: True Ventures, SoftBank Capital

Sell: 2,1 bln Google

Share price: IPO 20 2015

## Solve.care

Administrative and payment processes in healthcare systems using blockchain

Total raised: \$30 million

Investors: The Krypital Group, Quadria Capital

Sell: 4C 150 mln Health Solutions

Share price -> private

## MD LIVE

telemedicine platform

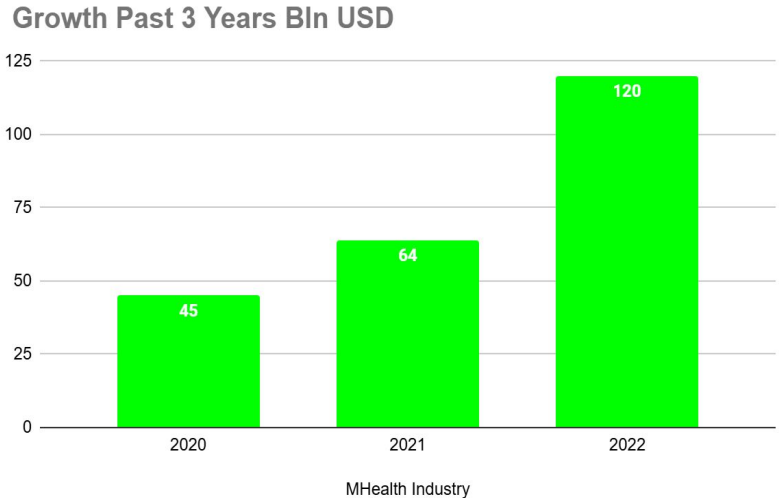
Total raised: \$160 million

Investors: Bedford Funding

Share price: private company

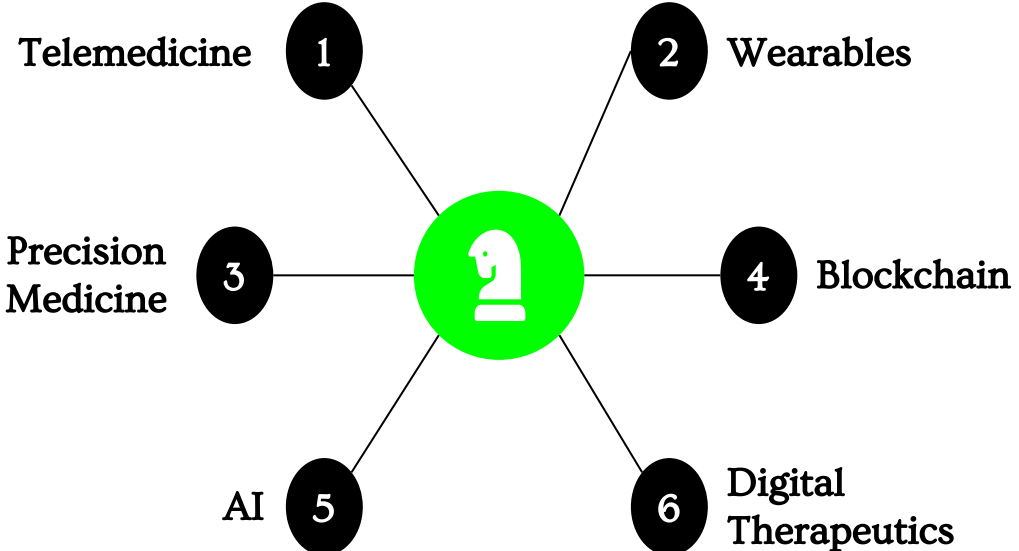
Sell: 18,5 bln mln

# The size of the market & trends over the past 3 years

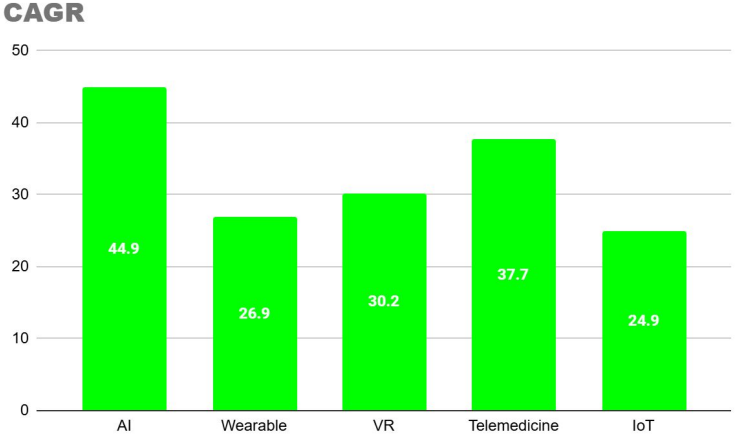


mhealth industry  
**Market Value, \$bln**

## Trends



# The future growth prospects of the market



# Potential market

## Market

Mhealth

## World Market Value

\$46.11 bln in 2020 -> \$211 bln in 2027

## Market drivers

- Rising prevalence of chronic diseases
- Cost-effectiveness and convenience
- Advancements in technology

## Target Markets

Latin America, North America, Europe,  
Russia, UAE, India



# Competitors analysis

	MyFitnessPal	FitBit	Solve.care	MDLIVE
Strength	<ul style="list-style-type: none"> <li>• 80 million users</li> <li>• User-friendly interface and comprehensive database of food and exercise tracking</li> <li>• Integration with other fitness apps and devices</li> <li>• Strong brand recognition and reputation</li> </ul>	<ul style="list-style-type: none"> <li>• 28 million active users</li> <li>• Advanced tracking of physical activity, including heart rate monitoring and sleep tracking</li> <li>• Wide range of devices for different user needs and preferences</li> <li>• Integration with other fitness apps and devices</li> </ul>	<ul style="list-style-type: none"> <li>• Offers solutions patients and healthcare providers</li> <li>• Partnerships with Arizona Care Network and HMSA</li> <li>• <b>Strong focus on reducing healthcare costs</b></li> <li>• Large potential for growth in the emerging field of blockchain in healthcare</li> </ul>	<ul style="list-style-type: none"> <li>• Partnerships with Blue Cross Blue Shield and Cigna</li> <li>• Offers 24/7 availability for patients</li> </ul>
Weaknesses	<ul style="list-style-type: none"> <li>• Limited social features for users</li> <li>• Limited personalization and customization options for meal plans and workout plans</li> <li>• Free version includes ads and limited features</li> <li>• Not as advanced in tracking physical activity as other fitness wearables</li> </ul>	<ul style="list-style-type: none"> <li>• High competition in the fitness wearable market</li> <li>• Limited smartwatch features compared to other devices</li> <li>• No built-in GPS in some models</li> </ul>	<ul style="list-style-type: none"> <li>• Relatively unknown in the wider market</li> <li>• Limited adoption of blockchain technology in healthcare</li> <li>• Limited track record of success and scalability</li> <li>• Requires significant investment in education and training for healthcare providers and patients to fully utilize its services</li> </ul>	<ul style="list-style-type: none"> <li>• High competition in the telemedicine market</li> <li>• Limited scope of services compared to in-person visits</li> <li>• Limited ability to provide emergency care</li> </ul>



New firms over the  
past 3 years

**318000 firms**

Mobile health app in 2021

increase

**430000 firms**

From 2015



# New products in the industry

## **Wearables**

- Fitbit
- Range of fitness tracking devices, including the Fitbit Charge and Fitbit Versa

## **Remote monitoring**

- BioTelemetry
- Remote monitoring solutions for patients with cardiac conditions

## **AI diagnosis**

- Paige.ai
- AI-powered diagnostic tools for cancer, including algorithms

## **VR therapy**

- Limbix
- Virtual reality therapy solutions for patients with anxiety and depression

# Customer profile

*Sarah, the EXECUTIVE*

*Age: 35-45*

## **Motivations:**

- *Expanding business reach and influence in the industry*
- *Networking with other industry leaders to stay ahead of trends*

## **Pains:**

- *Intense competition in the market*
- *Difficulty in finding reliable wellness solutions*



# Customer profile

*John, the COACH*

*Age: 25-35*

## ***Motivations:***

- *Building a strong personal brand in the fitness industry*
- *Helping clients achieve their fitness and wellness goals*

## ***Pains:***

- *Adapting to new technologies and AI tools*
- *Managing the administrative load*



# Customer profile

*Linda, the DOCTOR*

*Age: 30-50*

## *Motivations:*

- *Gaining Recognition within the industry*
- *Staying updated with the latest medical research and treatments*

## *Pains:*

- *Administrative burdens and paperwork*
- *Managing a heavy workload and long hours*
- *Resources Limitations*



# Customer profile

**Laura** the CLIENT

**Age:** 25-35

## **Motivations:**

- *Personalized Health Management*
- *Informed Decision-Making*
- *Engagement and Motivation*
- *Convenience and Accessibility*

## **Pains:**

- *Privacy Concerns*
- *Technology Overload*
- *AI Accuracy Issues*
- *Adapting to New Technologies*





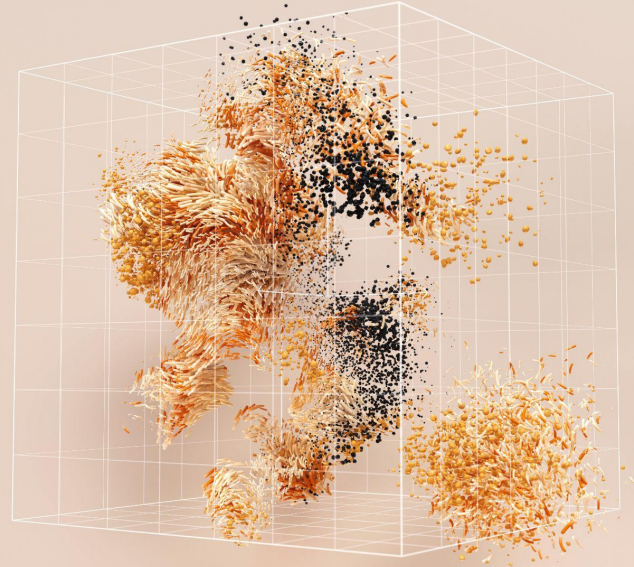
# Price List

# Basic

## FREE Forever

- ❖ Feed
- ❖ Professionals Network
- ❖ Nutrition, fitness, sleep, Arrest of Aging + 12 modules
- ❖ AI assessments free 2000 Tokens
- ❖ Electronic health Record, and global for travelers
- ❖ Chat

# Patient





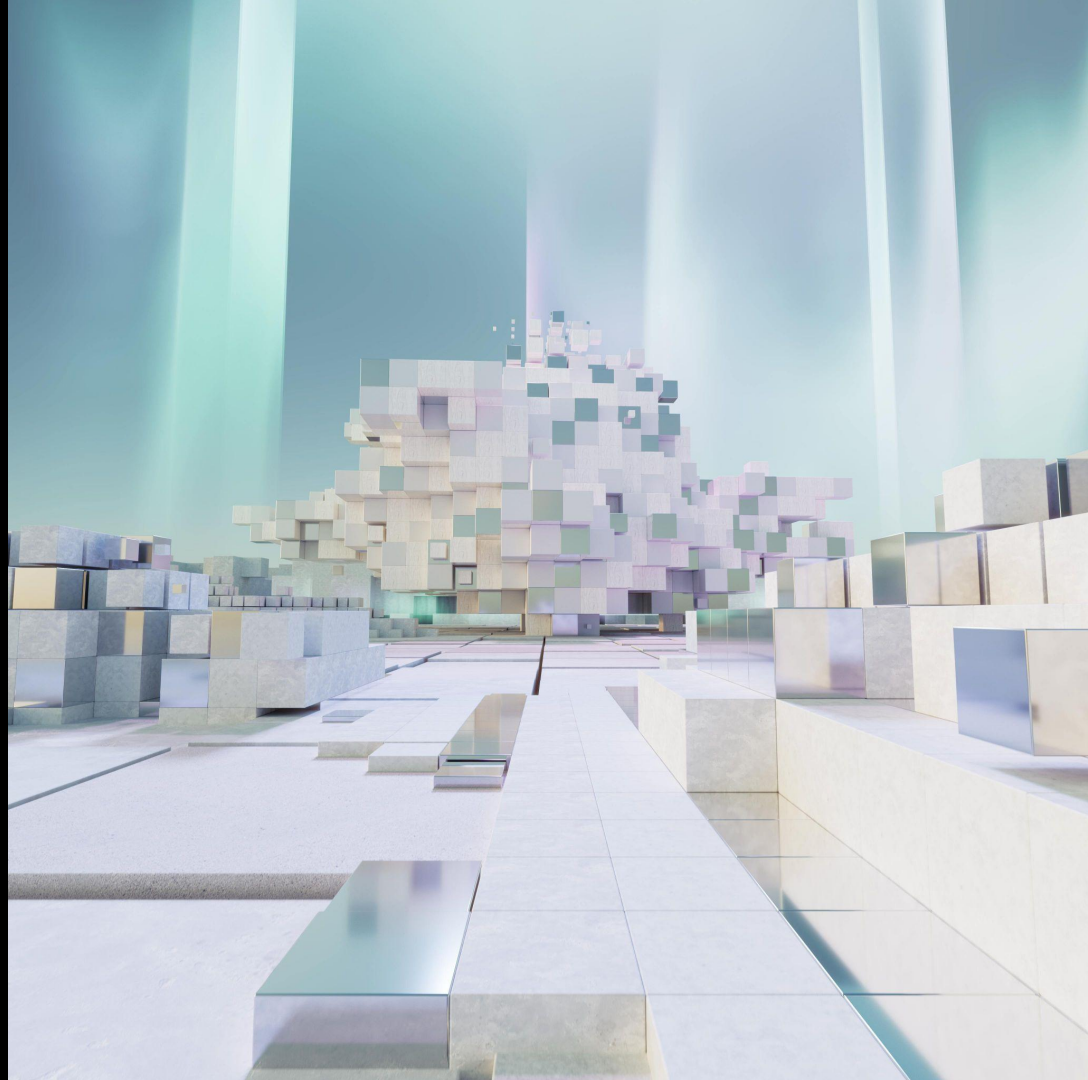
# Basic

\$29/Month

\$ 288.99/Year (17% D.)

- ❖ Website
- ❖ Calendar
- ❖ Client Manager
- ❖ Feed
- ❖ Appointment Organiser
- ❖ Client Database
- ❖ Chat
- ❖ 30 Days Free Trial

# Business



# Pro

\$44/Month

\$ 459.99/Year (17% D.)

## ALL Basic Modules +

- ❖ Marketing Ideas
- ❖ BPEP
- ❖ Sales Optimiser
- ❖ Competitor Analysis
- ❖ Campaign Strategies
- ❖ Campaign Content
- ❖ Financial Planning
- ❖ Sales Planning
- ❖ 30 Days Free Trial



# Pro

\$22/Month

\$ 219.99/Year (17% D.)

- ❖ Website
- ❖ Calendar
- ❖ Client Manager
- ❖ Feed
- ❖ Appointment Organiser
- ❖ Client Database
- ❖ Chat
- ❖ 30 Days Free Trial

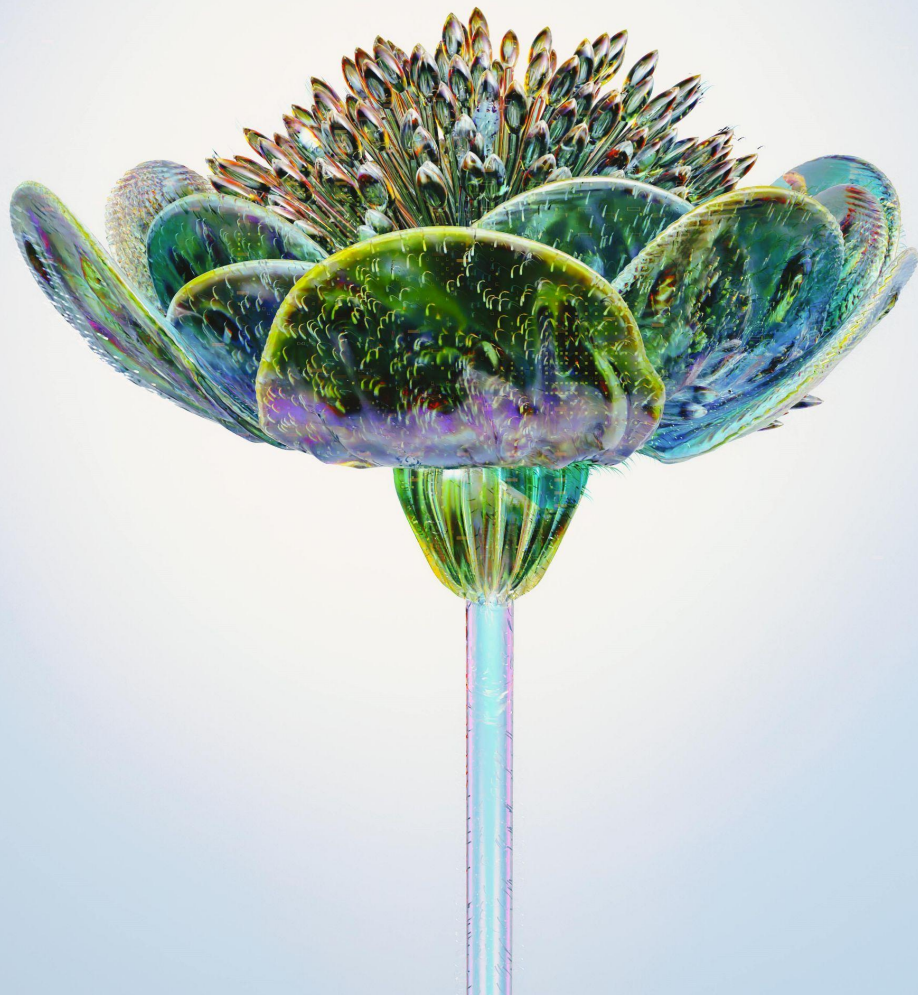
# Doctor/Coach



# Pay-to-Go

❖ IA calls

\$5 x 10K Tokens



# Ads Platform

**1** **PPC pay per click**  
*(average price for 1 account)*

Price: **Cost-Per-Click (CPC): \$0.10 to \$1.00 per click.**

**2** **CPM pay per impressions**  
*(average price for 1 account)*

Price: **Cost-Per-Thousand-Impressions (CPM): \$2.00 to \$8.00 per thousand impressions**

<b>Ads types</b>	<b>Targeting Options</b>	<b>Features</b>
<i>Video Ads</i>	<i>Demographic</i>	<i>Ads Scheduling</i>
<i>Interstitial Ads</i>	<i>Behavioural</i>	<i>Data Studio</i>



# Price Rewards

1

## Referral Program:

*Existing users can earn a \$5 credit towards their booking fee for every new customer they refer who signs up and Acquire AI tokens*

*Referred customers can receive a %10 discount on their first payment.*



# Price Rewards

2

## Discounts and Promotions:

*10% discount for annual subscribers*

*Limited-time promotion:*

*Free month of Pro for new users who sign up during a specified period*

3

## Loyalty Program

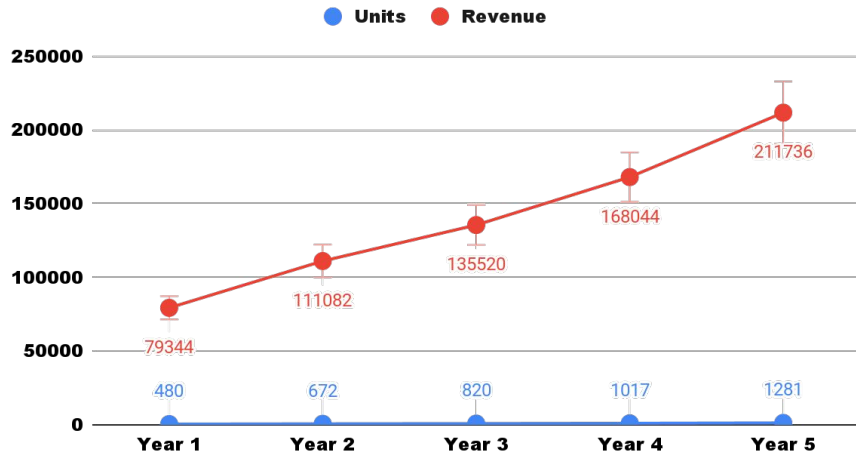
*Users who subscribe for more than 6 consecutive months can receive a 10% discount on their subscription fee.*

*Users who subscribe for more than 12 consecutive months can receive a 15% discount on their subscription fee.*



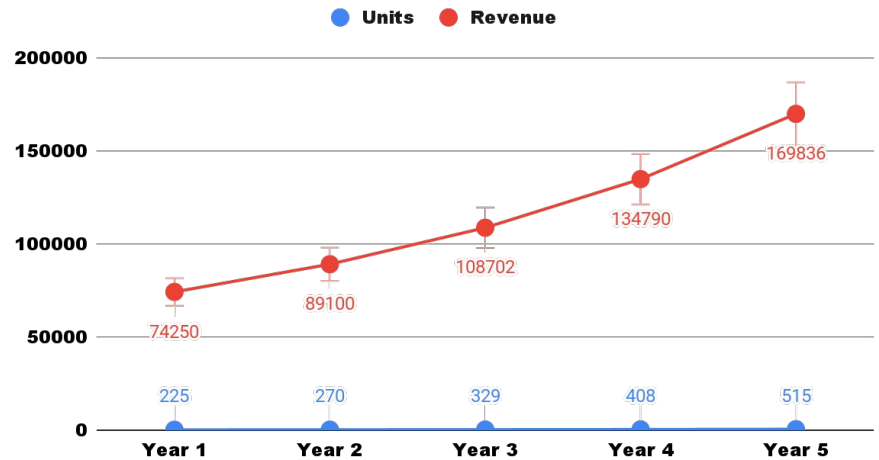
# Sales plan Years 1-5 (1)

## Plan Business Basic



705.7 K USD 1 to 5 Years

## Plan Business Pro



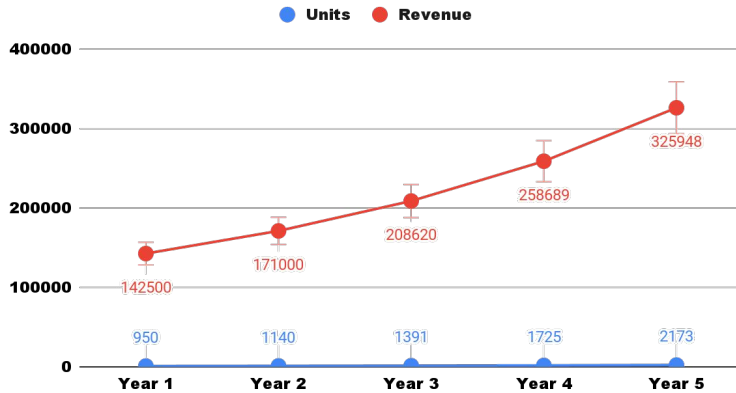
438.3 K USD 1 to 5 Years

20% of users stay active for the full year (12 months). 30% of users stay active for 6 months. 50% of users stay active for 3 months.



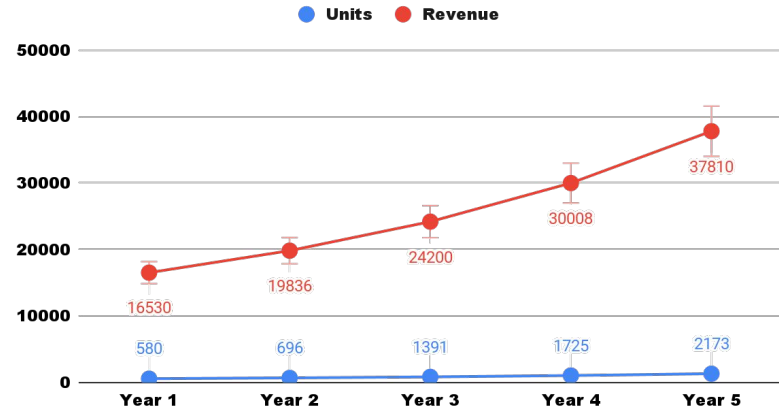
# Sales plan Years 1-5 (2)

## Plan Doctor/Coach Pro



730.4 K USD 1 to 5 Years

## Pay to Go



128.3K USD 1 to 5 Years

20% of users stay active for the full year (12 months). 30% of users stay active for 6 months. 50% of users stay active for 3 months.

# Sales Plan

## CRM - Email

- Apollo and Lusha Databases for Email automation
- Phantom for LinkedIn
- Clay and Better Contact for Lead enrichment

## 1 to 1 cold

- Visits to business on site, malls ... etc

## Entreprises

- App as added value for employees



# Awareness Plan

## Digital

- ADS in social networks and Search Engines - Focus on Video Ads and CPM as KPI
- Content Marketing - Blogs SEO

## PiggyBacking

- Partnerships with Established Health Brands
- Influencer Marketing

## PR

- Press Release
- Awards and Recognitions



# Marketing Budget

		Year 1	Year 2	Year 3	Year 4	Year 5
<b>CRM SYSTEMS</b>	CRM SYSTEMS	5161	3229	3229	3229	3229
<b>Digital</b>	YouTube	13464	8424	8424	8424	8424
	Facebook Inst VK	13464	8424	8424	8424	8424
	Web SEO	4488	2808	2808	2808	2808
<b>Piggybacking</b>	Partnership	6732	4212	4212	4212	4212
	Influencers	11220	7020	7020	7020	7020
<b>PR</b>	Press	4488	2808	2808	2808	2808
	Awards	4488	2808	2808	2808	2808
<b>Total</b>		<b>63505</b>	<b>39733</b>	<b>39733</b>	<b>39733</b>	<b>39733</b>

**222.4 K USD 1 to 5 Years**

# Operational Plan

# Total and Unit Cost

# Organizational Plan

# Business Format

## C-Corp

C-Corp -> Raise capital - equity to employees and go public -> SUBSIDIARIES

500 USD Registration with Atlas Stripe

100 USD annual Renew

21 corporate tax

No min Initial Capital Required

## Subsidiaries

Colombia, India, Italy, UAE, Russia

# Requirements

GDPR Europe

HIPAA USA





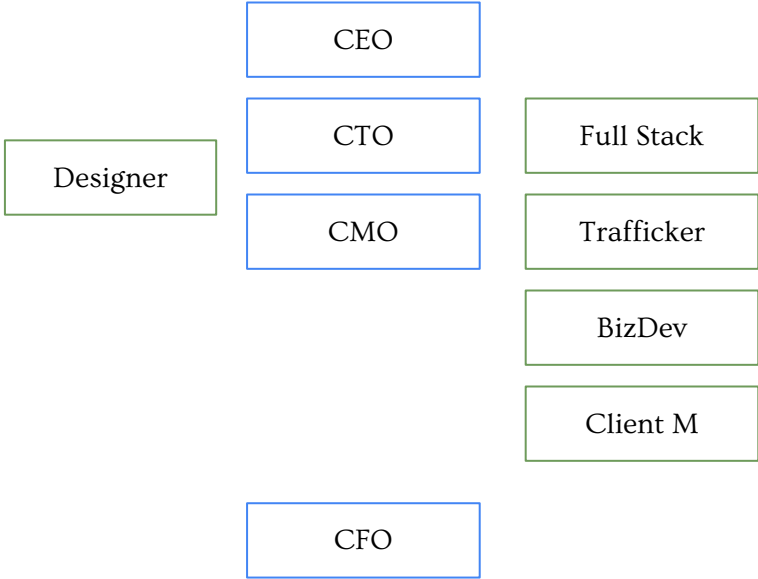
# Labor Cost

Payroll		
Position	Salaries	Bonuses
CEO	0	5% of retained earnings
CTO	0	4% of retained earnings
CFO, CMO	0	3% of retained earnings
Trafficker	1.5	up to 10% of annual wage
Business Developer	1.5	up to 10% of annual wage
Client manager	1	up to 10% of annual wage
Fullstack	2.5	up to 10% of annual wage
Designer	1	up to 10% of annual wage

7.5K USD Month



# Organization Chart



# Financial Plan

**VITALES**

*Empowering your Health, Empowering  
Your Live*