



Lifted Health

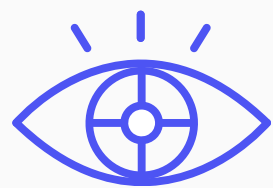
Personalized AI Coaching and Journaling for Optimal Well-being

Our mission is to empower individuals to become their best selves by providing personalized guidance, insights, and support through AI-enabled coaching and journaling.



Mission

Empower individuals to achieve their goals and enhance their well-being through personalized AI coaching and journaling.



Vision

To create a world where everyone has the tools and support they need to reach their full potential and live a healthier, more fulfilled life.



Key Facts

Industry

Personal development and wellness.

Market

Targeting high achievers who aspire to improve their personal and wellness goals.

Growth

The personal development and wellness industry has been growing steadily, with a projected market size of \$13 billion by 2025.

The Problem
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Many individuals struggle to achieve their personal goals and lack access to personalized support and guidance.

Our Solution



Lifted Health is an AI-enabled journaling app that combines personalized coaching and insights to help individuals achieve their goals.



Business Model

Our business model relies on a subscription-based pricing of €7 per month, which allows users to access all features and receive ongoing guidance and support.

SWOT Analysis



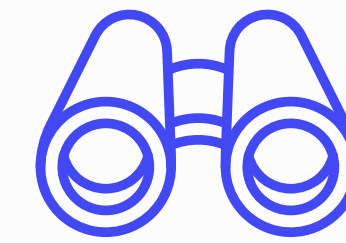
Strengths

- AI-enabled coaching and personalized insights
- Accessible and user-friendly journaling platform
- Experienced team in marketing and tech
- Subscription-based revenue model



Weaknesses

- Reliance on user-generated data for analysis
- Privacy and security concerns
- Competition from existing health and wellness apps
- Need to continuously update and improve AI algorithms



Opportunities

- Growing demand for personal development and wellness solutions
- Expansion into new target markets and demographics
- Strategic partnerships with wearable technology companies
- Integration with existing health and wellness platforms



Threats

- Regulatory challenges regarding data privacy
- Potential negative perception of AI and algorithm-based coaching
- Entry of new competitors in the market
- Economic downturn affecting consumer spending

Optimal Team Recommendation

- » Marketing and branding expertise
- » Tech development and AI algorithms
- » Health and wellness industry knowledge
- » Business development and strategic partnerships



PESTEL Analysis

Political

Stable political environment with supportive policies for personal development and wellness initiatives.

Economic

Growing disposable income and increasing focus on self-improvement and well-being.

Sociocultural

Shift towards holistic wellness and self-care practices among high achievers.

Technological

Advancements in AI and wearable technology enable personalized coaching and data analysis.

Environmental

No direct environmental impact, but potential for promoting eco-friendly lifestyle choices.

Legal

Compliance with data protection and privacy regulations in all target markets.

Marketing Recommendation

01

Leverage influencer marketing to create brand awareness and reach a wider audience.

02

Utilize performance marketing strategies to optimize user acquisition and retention.

03

Implement referral programs to incentivize existing users to share the app with their network.

Potential Partner

- » First Potential Business Partner: Apple Health for seamless integration of data from wearables and devices.
- » Second Potential Business Partner: Fitness apparel brands for cross-promotion and bundled subscription offers.
- » Third Potential Business Partner: Mental health professionals and therapists for collaborative content and referrals.





Good luck with your Lifted Health