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# Protected investments in highly profitable projects

## PROJECT № 1744
## AI-POWERED WELL-BEING ASSESSMENT (INDIA)

REQUIRED AMOUNT OF INVESTMENT:
**500 000 $**

ATTRACTED INVESTMENTS:
**400 000 $**

FOUNDER'S INVESTMENT:
**13 250 $**

NET PROFIT FOR 3 YEARS:
**0,9M – 1,8M – 3,9M $**

RETURN ON INVESTMENT CAPITAL FOR 3 YEARS:
**1 YEAR - 27%**
**2 YEAR - 51%**
**3 YEAR - 110%**

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Our social networks

**Location:** New Delhi, India.
**Description:** The company creates artificial intelligence-based health and well-being assessment systems that provide innovative solutions for organizations and individuals seeking to actively manage their physical, mental and emotional health. These assessments use artificial intelligence and data analysis to provide personalized, data-based information about overall health.

This is called the **"WellBe Score"**, which is further mapped to a customized employee wellness subscription plan for the organization, which is based on **Ayurveda** for lifestyle changes and **Virtual Reality Exposure Therapy** for mental well-being.

**65,000** patients were consulted, of which **30%** were repeat patients. The Founder invested **$13,250**

The company raised funding through **CIBA**, the Mumbai incubation and business acceleration center, in the amount of **$400,000.**

**Required amount of investment: 500 000$**

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**Market Opportunities:**

- The Indian corporate Wellness (health and wellness) market is expected to reach the **$7 billion** mark, with an impressive growth forecast of **20%**.
- The global wellness market is valued at **$4.5 trillion**.
- Only **15%** of India's workforce participates in corporate wellness programs, indicating huge untapped potential in this area. This market segment covers approximately **405 million** employees across various industries.

**Target clients:**

**Stage 1** - Enterprises, foreign companies coming to India like Ikea, Amazon, venture capital firms, publicly listed companies, well funded startups.
**Stage 2** - Hospitals, academic institutions, health centers such as gyms.

**Features of the project:**

- Proprietary, data-driven tools that enhance HR's role in improving engagement, retention and productivity.
- The project offers customized assessments based on Ayurvedic doshas (Vata, Pitta, Kapha), providing personalized solutions for well-being.
- The project integrates Ayurveda, data analytics and personalized interventions for optimal corporate performance.
- A unique feature is to tailor wellness plans based on specific KPI results.

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**About the Founder and his team**: Founder was awarded the first ever NIDHI-EIR (National Initiative for the Development and Use of Innovation - Entrepreneur in Residence), a scholarship program developed by the Ministry of Science and Technology of India to support aspiring entrepreneurs. This story was included in the list of **"Changemakers of the Year"** by India Today. The Founder's project was included in the list of the **100 best startups** of 2023 according to **Forbes India.**
His team includes specialists in digital transformation, organic agriculture, strategic consulting, Ayurveda and neuropsychiatry.

## Required amount of investments: 500 000$

| NAME | AMOUNT, $ |
|---|---|
| Marketing and promotion | 153 500 |
| Business Development | 124 670 |
| Research & development | 50 620 |
| Sales & Customer service | 35 000 |
| Technology Infrastructure and Compliances | 98 860 |
| Intellectual property Rights | 24 100 |
| Contingency | 13 250 |
| **Total** | **500 000** |

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## Monthly income data:

| NAME | AMOUNT, $ |
|---|---|
| Wellbe Score - B2B | 500 |
| Corporate Wellness Subscription - B2B | 12 500 |
| VR Relaxation License - B2B | 9 000 |
| Academic School/College Wellness Subscription | 120 000 |
| **Total** | **142 000** |

## Monthly expense data:

| NAME | AMOUNT, $ |
|---|---|
| Marketing and advertisement | 7 550 |
| Business Development | 7 100 |
| Business Operations | 33 000 |
| Technology operations | 9 150 |
| Research and Development | 1 115 |

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| NAME | AMOUNT, $ |
|---|---|
| Licensing, certification and compliances | 665 |
| Infrastructure and utilities | 2 763 |
| Contingency | 1 227 |
| **Total** | **62 570** |

- Annual revenue: 142 000$*12 month = **1 704 000$**
- Annual expenses: 62 570$*12 month = **750 840$**
- **Annual net income**: 1 704 000$ – 740 268$ = **953 160$**

**ROI** = $\frac{\text{Net income}}{\text{Investment amount}}$ x Investor's share x 100% = **27%**

**Net income and return on investment capital for:**

- **The 2nd year – 1 821 088 $, ROI= 51%**
- **The 3rd year – 3 915 750 $, ROI= 110%**

## Distribution of shares

Founder **- 71%,** Investor **- 14%,** ESOPS **- 10%,** Advisory **- 5%**