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PROJECT №1885
PLATFORM FOR ANALYSING OVERALL WELLBEING (SINGAPORE)

REQUIRED AMOUNT OF INVESTMENTS:
$2 000 000

FOUNDER'S INVESTMENT:
$200 000

AVERAGE ANNUAL NET PROFIT FOR 2026-2028:
$28 857 000

AVERAGE RETURN ON INVESTMENT CAPITAL FOR 2026-2028:
144%

Our social networks

Location: Singapore

Description: The founder introduces a DNA-tech platform that enables consumers to explore their genetic potential. By uploading DNA reports, users receive AI-driven insights and recommendations on health, fitness, nutrition, and wellbeing. The company also offers wellness professionals a B2B SaaS tool, "DNA Designer," for DNA-personalized coaching and upselling, ensuring quicker, safer, and easier positive outcomes for their clients.

The founder is seeking funds to accelerate development and launch with effective PR and scaling, enhance outreach to consumers and suppliers, unlock additional revenue streams, and expand internationally.

The company is progressing on its IP and AI systems discreetly, with **70%** of the development occurring out of public view. The project is set to launch in the first half of 2025.

Market size: There are **2.8 billion** people in Asia Pacific are looking to spend more on health, fitness and wellness (but cannot find credible solutions online). Globally, there are **5.2 billion** consumers interested in health, fitness and wellness, which translates to a **$8.5 trillion** market size by 2027.

The company generates approximately US$10K in monthly revenue, has **over 600 early adopters**, and a mailing list exceeding **2,000 contacts** in sports and fitness. It partners with 4 consumer DNA companies and a network of 15,000 wellness businesses. The company also collaborates with medical concierges, insurance agencies, universities, and has access to a database of up to **5 million consumers** through its investors' network. Recently,

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About Founder and the team:

Competitive advantage: The founder's team has extensive knowledge and expertise in the wellness, fitness, nutrition, and genetics markets, enabling them to understand the pain points of both consumers and wellness businesses. They also have a deep understanding of how to extract and meaningfully utilize data from DNA reports.

Founder & CEO: With 20 years of experience in business and product development within the medical health and technology sectors, the CEO emphasizes the power of human potential, innovative ideas, and hard work.

Cofounder & CCO: The Chief Commercial Officer has 15 years of experience in genetics, operations, and international commercial expansion. Additionally, the CCO is trained in lifestyle coaching and enjoys promoting healthy living through smart eating.

CTO/Technology Lead: The Chief Technology Officer brings 25 years of expertise in deep tech, AI classification, and big data, with a focus on leveraging generative AI to advance humanity.

Finance/Partnerships Lead: The Finance and Partnerships Lead has 7 years of experience in finance, banking, and investment analysis across India, the UK, and the US. This leader collaborates with government entities and is passionate about the future of finance, startups, and partnerships.

Required amount of investment: $2 000 000

NAME	AMOUNT, $
Sales and operations	680 000
Marketing and PR	650 000
Tech development	420 000
Hardware/Software	250 000
Total	**2 000 000**

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Income data for 2026-2028:

NAME	AMOUNT, $ *2026*	AMOUNT, $ *2027*	AMOUNT, $ *2028*
SaaS (B2B and B2C)	758 000	2 858 000	10 454 000
Marketplace	3 792 000	17 953 000	56 257 000
Service	1 276 000	2 551 000	3 827 000
Total	**5 826 000**	**23 362 000**	**70 538 000**

Expenses data for 2026-2028:

NAME	AMOUNT, $ *2026*	AMOUNT, $ *2027*	AMOUNT, $ *2028*
Salaries/Payroll	1 044 000	1 593 000	4 765 000
Operations	188 000	350 000	641 000
Misc services	165 000	500 000	550 000
Marketing	180 000	796 000	2 383 000
Total	**1 577 000**	**3 239 000**	**8 339 000**

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- Average annual profit for 2026-2028: **$33 242 000**
- Average annual expenses for 2026-2028: **$4 385 000**
- Average annual net profit: $33 242 000– $4 385 000 = **$28 857 000**
- Return on investment capital:

$$\textbf{ROI} = \frac{\text{Net profit}}{\text{Investment amount}} \times \text{Investor's share} \times 100\% = \textbf{144\%}$$

DISTRIBUTION OF SHARES:

10% of company shares for **$2 million**