



Pitch Deck

WELLMEE



The personal wellbeing app

Wellmee is a mobile app which **mentors, encourages & entertains** every user individually - aiming to build a new employee/employer ecosystem worldwide

The problem

People naturally search for motivation & challenges & advice & relax & fun

Unhappy workers cost the U.S. itself between \$450 and \$550 billion in lost productivity each year

7 out of 10 US workers aren't working to their full potential

87% of C-Suite executives recognize that disengaged employees are one of the biggest threats to their business

The solution

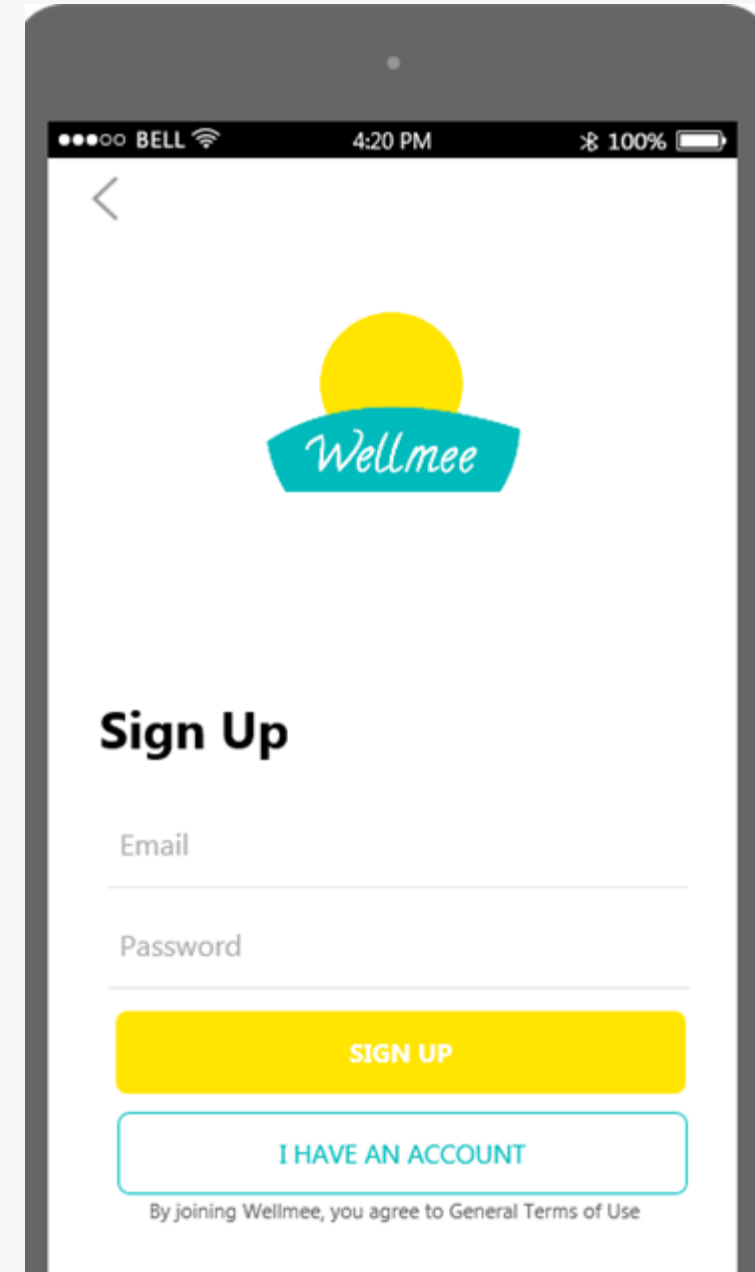
The app built on AI and machine learning

Purely private – no social network,
using Wellmee Knowledge base

Backed up by major studies on positive psychology

Helps to improve engagement of employees

From user/employee side to build a strong
workplace wellbeing ecosystem



Use case



Wellmee learns the user's character through self-assessments & machine learning

The app provides unique content through pictures*, videos* and texts to the user (in the first phase for English speaking persons)

The user gets personal recommendations, is mentored and entertained uniquely thanks to AI algorithms

Progress of the usage can be tracked for evaluations

Users as employees can be rewarded by their employers for using the app (happier people are more productive; to be rewarded with tokens which will have plenty of value in real world marketplaces)

* Starting with content free of charge for commercial use (from platforms like Pixabay, Pexels, Splitshire and Videezy), later paying for the content and even in-house created)

Market Sizing



Global digital health market (in 2017)

Source : zionmarketresearch.com



Global mobile health market (in 2017)

Source : statista.com



Wellness apps of mHealth market (in 2017)

Source : IQVIA AppScript Database, Jul 2017

Why Now ?

Worldwide mobile health app market size in 2017, 2020 and 2025 (in billion U.S. dollars)



Competitors



Est. annual revenue: \$50m
Employees: 248
Total funding: \$75.2m



Est. annual revenue: \$2.5m
Employees: 50
Total funding: \$3.6m



Est. annual revenue: \$<1m
Employees: 10
Total funding: \$500k



Est. annual revenue: \$1.2m
Employees: 17
Total funding: \$25.5m



Est. annual revenue: \$40m
Employees: 220
Total funding: \$33.3m



Est. annual revenue: \$26.6m*
Employees: 337*
Total funding: \$8.4m*



Est. annual revenue: \$103m
Employees: 750
Total funding: \$92m



+ \$67.5m
+ 411
+ Total funding: \$56.7m



Est. annual revenue: \$80m
Employees: 63
Total funding: \$53.5m



Est. annual revenue: \$2.3
Employees: 30
Total funding: \$1.2m



Est. annual revenue: \$<1m
Employees: 7
Total funding: 0



Est. annual revenue: N/A
Employees: 4
Total funding: \$3.2m



	Wellmee *	Headspace	Coach-me	Happify	Remente	Limeade
Pricing	Freemium	Freemium	Freemium	Freemium	Freemium	Requires organization's code
AI & Machine learning	✓	✓	✗	✗	✗	✗
Coaching	✓	✓	✓	✓	✗	✗
Challenges and incentives	✓	✓	✓	✓	✓	✓
Entertainment	✓	✗	✗	✓	✓	✗
Personal relationships	✓	✓	✓	✗	✓	✗
Mood tracking – health evaluation	✓	✗	✗	✓	✓	✓
Payment handling solution	✓	✗	✗	✗	✗	✗
Connect other devices & apps for automatic tracking	✓	✗	✓	✗	✓	✓
Gamification-based team challenges	✗	✗	✓	✓	✗	✓

* Features of Wellmee integrated within next three years

Team Members



Milan Vlcek

Founder & CEO

10+year experience as
project & operations
manager

Deloitte



Petr Cvengros

Chief Technical Advisor

GoodData

SalesForce

Deloitte



Jan Brejcha, Ph.D.

BizDevelopment Advisor

UX/UI Consultant – 9 years

HCI Lecturer – 10 years

*Best Vodafone Nonprofit
Project Award (2015)*

Milestones & Roadmap

03/2018

Concept of
Wellmee app

8/2018

Wellmee
functioning
prototype

10/2018

Brand building
(4k+ followers in
each network –
FB, LinkedIn,
Twitter)

01/2020

Wellmee 1.0
(Beta program
continually
upgraded
throughout the
year 2019)

01/2021

Wellmee 2.0
(Offering most of
the key features;
Operating with
initial employers)

01/2022

Wellmee 3.0
(Fully
functioning app
with all its
necessary
features)

Thank you for your attention

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