

# Pitch Deck

WELLMEE



The personal thriving app

Wellmee is a mobile app which **mentors, encourages & entertains** users so they can be motivated and happier in their lives

# The problem

Life frustration

Low self-esteem

Dealing with fears

Seeking happiness

Poor wellbeing of people also leads to the fact that 7 out of 10 workers aren't working to their full potential

The costs of disengaged workers represent 34 % of their salaries  
(millions of € / \$ yearly at big companies)

# The solution

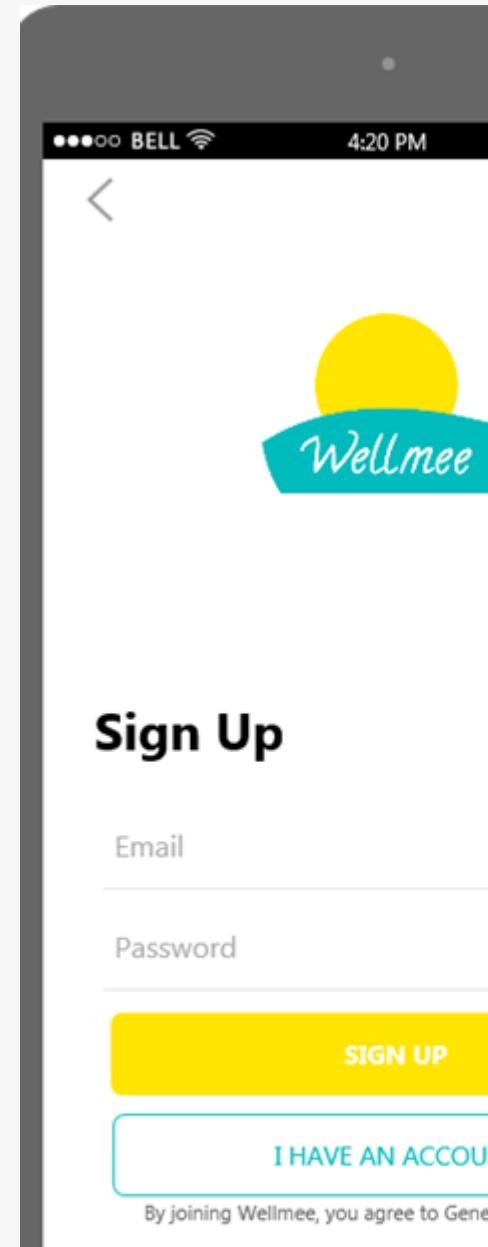
Identifying unique talents & suggestions where to apply them

Choosing the skills for improvement and guidance for overcoming fears

Entertaining setting of goals and their tracking & identifying values

Guidance through gratitude for immediate happiness boost

Purely private – no social network, using Wellmee Knowledge base



# Use case



1

Wellmee enables the user to grow (exploring unique talents, skills improvement, overcoming fears, setting meaningful goals and tracking them); the user can also experience happiness boost

2

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

3

The user gets personal recommendations, mentoring and entertainment in order to have a better and happier life

\* 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](http://zionmarketresearch.com)



Global mobile health market (in 2017)

Source : [statista.com](http://statista.com)

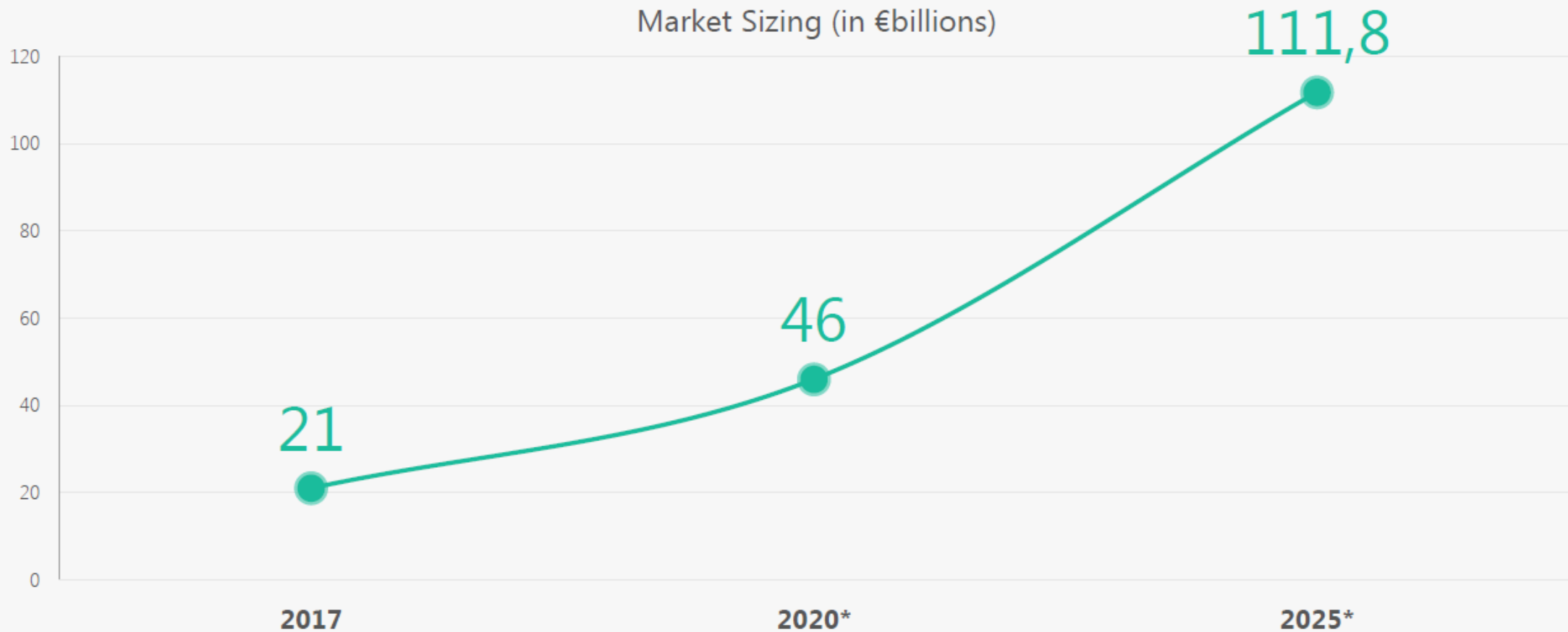


Wellness apps of mHealth market (in 2017)

Source : [IQVIA AppScript Database](http://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



# Team Members

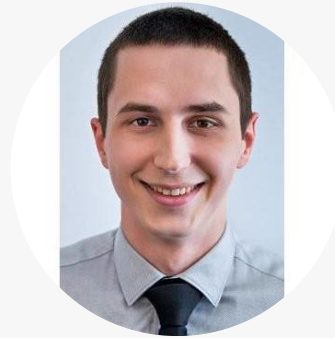


**Milan Vlcek**

**Founder & CEO**

10+year experience as  
project & operations  
manager

Deloitte



**Tomas Holicky**

**Co-Founder**

iOS Developer – Česká  
spořitelna

Java Developer – Česká  
spořitelna



**Michal Indra**

**Co-Founder**

iOS Developer - CGI

iOS Developer - MoroSystems

# Milestones & Roadmap

03/2018

Concept of Wellmee app

8/2018

Wellmee 0.1 functioning prototype

10/2018

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

03/2019

Redefinition of Wellmee concept; Wellmee chosen for DEXIC bootcamp out of 140 other projects

07/2019

Wellmee 1.0 to be released on iOS (offering initial key features to bring significant added value for users)

01/2020

Continual upgrade of Wellmee according to back log features

# Thank you for your attention

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