

PERSONALIZED HEALTH COACHING · FREE ON EVERY PHONE

Understand your body.
Add years to your life.

THE PROBLEM

11.6^{yrs}

healthy years lost to the preventable — without knowing it.

7 / 10

deaths come from preventable chronic conditions.

350k+

health apps. More data, less understanding.

\$0

connected, interpreted, or acted on.



THE COST

Missed birthdays. Unseen graduations. Adventures never taken.

A decade of healthy life isn't a statistic. It's a person.



THE MISSION

Healthcare for **everyone**.
Wherever they are.
Whatever they have.

A kid in Nairobi with a hand-me-down iPhone gets the same coach as a CEO in Manhattan.

“Preventative health was never supposed to be a luxury.”

5.4B

people without quality preventative care.

8 in 10

preventable deaths happen in low- and middle-income countries.

\$0

to start with Healify Core. Free forever, worldwide.

THE SOLUTION

A personal health coach, in your pocket.

Every wearable. Every blood panel. Every habit. One running view — with an AI coach who knows you.

+14^{yrs}

Healthy years that personalized prevention adds.

\$1.5k

Saved vs. a single bloodwork-panel + specialist visit.

\$0

To start — on the phone you already own.



THE HEALTH SCORE

One number for your whole body.

A daily score, weighted across ten evidence-based pillars — so anyone can read their body the way a doctor reads a chart.

● Sleep	20%	● Activity	15%
● Stress	15%	● Bloodwork	15%
● Nutrition	15%	● Weight	5%
● Mindfulness	5%	● Hydration	5%
● Environment	3%	● Social	2%



ANNA · AI HEALTH COACH

Meet Anna. Always on. Always yours.

Reads your data. Remembers every chat.
Tells you what to do today.

3/day

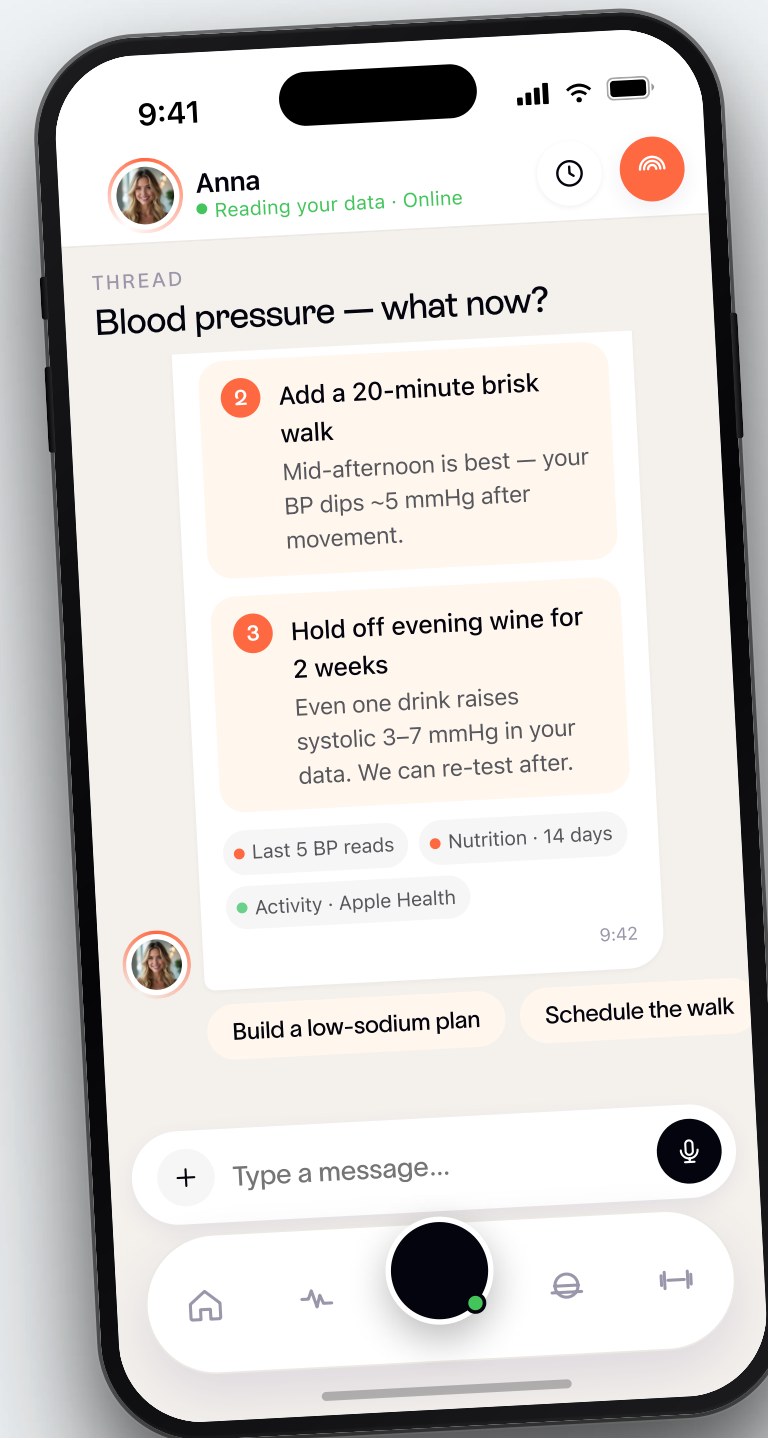
Proactive nudges
— not 300 push
notifications.

∞

Memory across
weeks: trends,
setbacks, wins.

0

Medical jargon.
Plain English,
always.



VOICE WITH ANNA

Just say it. Anna's listening.

Tap and talk. ElevenLabs voice, real-time data lookup, hands-free coaching.

<1^s

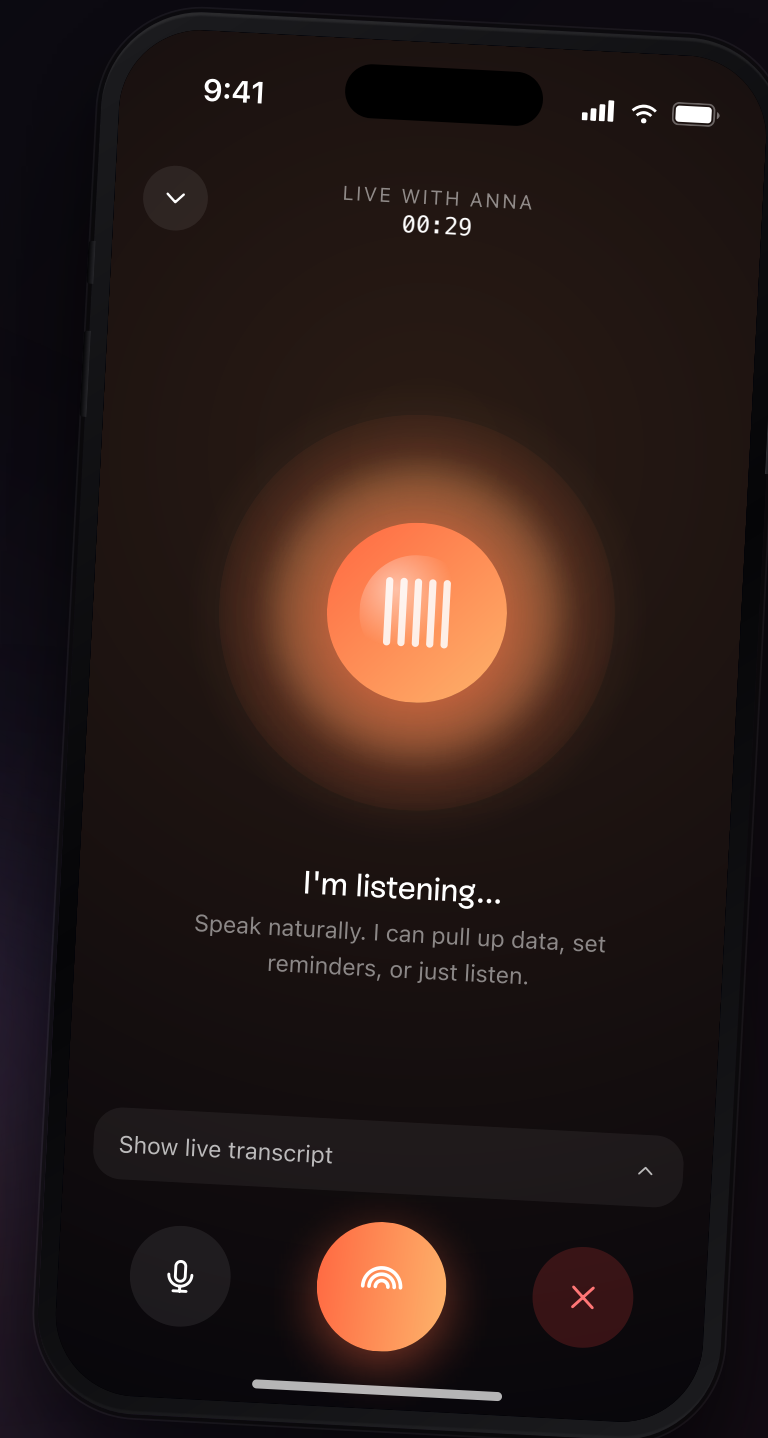
Sub-second
responses with full
data context.

→||

Interrupt-friendly.
She stops the
moment you start.

988

Crisis-safe. Risk
language routes to
human help.



WHY NOW

Four shifts converging in 2026 make this the moment.

2026

Apple Health Coach ships.

Consumers now expect AI coaching on their phone — but Apple locks to its own hardware.

\$72B

GLP-1 wave shifted expectations.

A generation learned that data + protocol can transform a body.

63%

Prevention demand post-COVID.

Health-anxiety at an all-time high. People want clarity, not more data.

10x

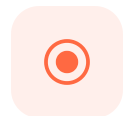
AI-coaching cost collapsed.

\$200/hr coach is now \$0.02/conversation. The unit economics finally work.

THE AI TOOLS

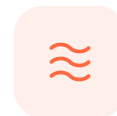
Six tools, one stack. All trained on your data.

The apps you already pay for — rebuilt to actually talk to each other.



Bloodwork Analysis

The three markers that matter, with what to do about each.



DNA Insights

AncestryDNA + whole-genome exports become longevity strategy.



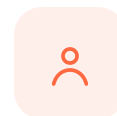
Meal Planner

Recipes tuned to your metabolism and blood markers.



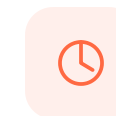
Workout Coach

The session your body needs today — not last Monday's.



Meditations

Generated on demand. Tuned to your HRV.



Fasting Coach

Windows that adapt to your biometrics, not a generic 16:8.

Headspace doesn't know your bloodwork. MyFitnessPal doesn't know your stress. **Healify does.**

THE ANALYSIS ENGINES

Medical-grade AI, working invisibly.

Four proprietary engines run under every screen. Patent-pending. Clinically trained.

01

Unified Health Modeling

Wearables + bloodwork + lifestyle, fused into one blueprint.

02

Adaptive Personalization

Every output sharpens as your body responds.

03

Bloodwork Analysis

Lab panels become the three markers that matter for you.

04

Pattern Recognition

Sleep×mood, stress×sodium — surfaced faster than a clinician.

PATENT-PENDING

Clinically trained · HIPAA-aligned · GDPR-compliant · EU MDR pathway in progress

EVIDENCE & VALIDATION

Clinical-grade from day one. Not retrofitted, not theoretical.

REGULATORY PATHWAY

Q1 2025

HIPAA-aligned architecture

DONE

Q3 2025

GDPR compliance & DPA

DONE

Q4 2025

AWS BAA signed

DONE

Q2 2026

SOC 2 Type II

IN PROGRESS

Q4 2026

EU MDR Class IIa filing

PLANNED

2027

FDA SaMD De Novo pathway

PLANNED

VALIDATION & PARTNERSHIPS

- 76% DAU in private beta. 5× the wellness benchmark.
- Bloodwork OCR: 98.4% accuracy on 12,000 panels.
- Crisis classifier reviewed by clinical psychologists.

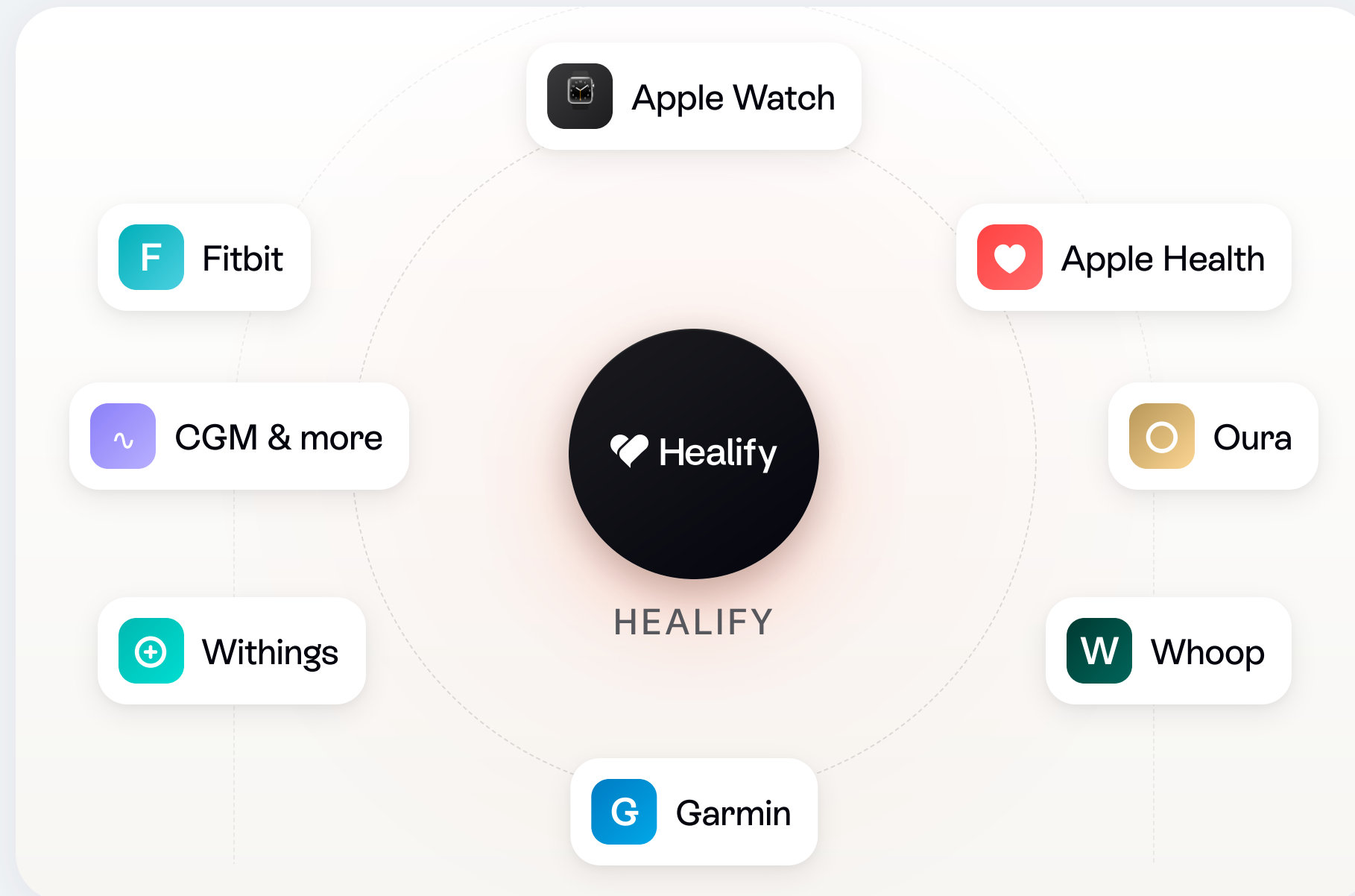
CLINICAL & LAB PARTNERS (LOIS)

LAB
Function Health

GENETICS
AncestryDNA

BLOODWORK
Quest Diagnostics

TELEHEALTH
Heads Up Health



THE OPEN ECOSYSTEM

One integration. Every wearable.

Apple Health is our single sync surface. Whoop, Oura, Garmin already write to it. Read once, get everything.

63%

cite hardware as the #1 barrier to health optimization. We removed it.

THE PROTOCOL SYSTEM

Habits people actually keep.

Every plan ships with an AI-generated baseline of habits, reminders and check-ins. Premium users adopt the protocols their heroes already use.

01 **Don't Die**
Bryan Johnson's longevity stack.

PREMIUM

02 **The Huberman Stack**
Sleep, focus, recovery.

PREMIUM

03 **The Goggins Protocol**
Mental toughness. Daily resistance.

PREMIUM

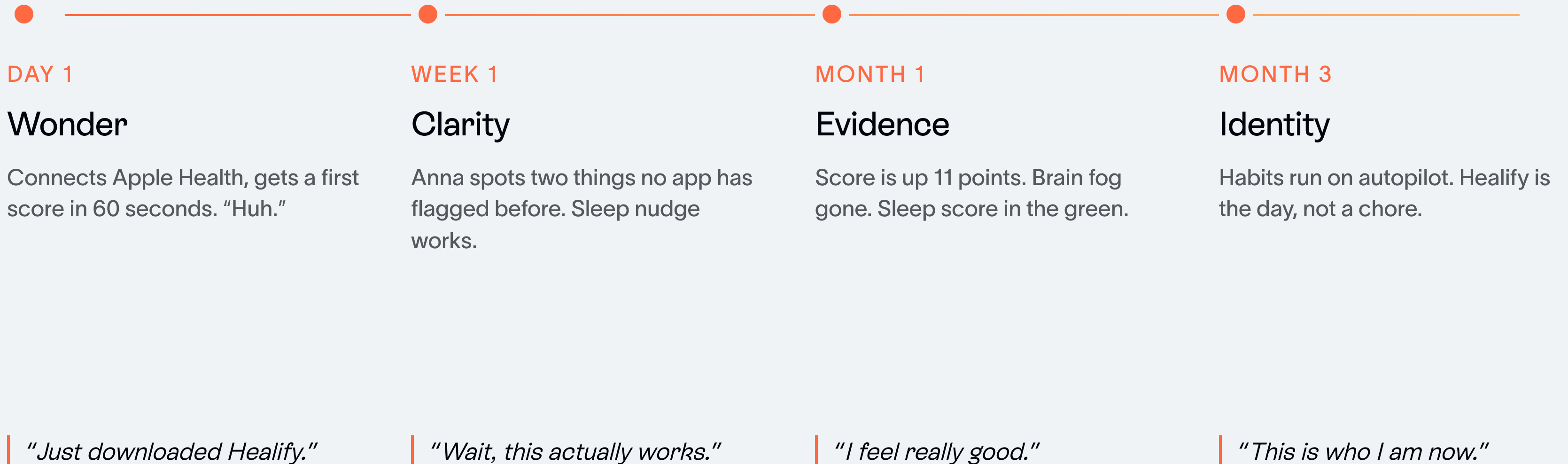
04 **The Wim Hof Method**
Cold, breath, resilience.

PREMIUM

Streaks. Family challenges. Or build your own protocol.

THE USER JOURNEY

From “maybe tomorrow” to “this is who I am now.”



MARKET OPPORTUNITY

\$663^B

Digital health by 2030 — and longevity is its fastest-growing tier.

410M SAM — English-speaking smartphone owners, 25–55, seeking prevention.

10M SOM — Year-3 paid-user target across US, UK, EU launch markets.

89%

of consumers are actively seeking a clearer picture of their health.

45%

of Millennials are willing to pay for health optimization apps.

30%

of Gen Z says the same — and they're only getting older, healthier and louder.

Where 2026 health AI stops, Healify keeps going.

CAPABILITY	ChatGPT & Perplexity Health General LLMs · 2026	Apple Health Coach iOS 26 · Apple only	Whoop & Oura Wearable-locked AI	Headspace AI · Calm Single-vertical wellness	Healify Full-stack health coach
Reads every wearable you own	✗ No device access	~ Apple devices only	~ Only their hardware	✗ Not its job	✓ All wearables via Apple Health
Bloodwork & DNA integration	✗ No labs context	✗ Not in scope	✗ Not in scope	✗ Not in scope	✓ Built-in OCR & analysis
Proactive daily coaching	✗ Reactive Q&A only	~ Light prompts	~ Recovery suggestions	~ Push reminders	✓ Anna nudges in your day
Voice coach trained on your data	~ Generic voice	✗ Not announced	✗ Reports only	✗ Pre-recorded	✓ ElevenLabs × your stack
Free to start in any country	✓ Free tier	✗ Requires Apple One	✗ \$300+ hardware	~ Trial only	✓ Free forever core

HOW WE MAKE MONEY

Three streams. One flywheel. Each makes the others bigger.

B2C · SUBSCRIPTIONS

App Store revenue.

Subscriptions through the App Store and Google Play. Core hooks the user; Life+ converts.

- Healify Core — free forever, infinite top-of-funnel.
- Healify Life+ — \$9.99/mo or \$79.99/yr per user.
- Healify Family — \$99/yr, up to five members.

~\$90 ARPU / year per paying subscriber.

AI COMMERCE

The flywheel.

Anna recommends the right product at the moment users are ready to buy. We earn on every conversion.

- Supplements, vitamins, CGMs & wearables.
- Bloodwork & DNA labs (Function, Quest, AncestryDNA).
- Therapists, nutritionists, gyms, sleep coaches.
- Meal kits and partner products.

10–30% commission · ~\$80 LTV/user at scale.

B2B · WHOLESALE

Enterprise & insurance.

Employers, insurers, gyms and universities license Healify in bulk for their people.

- Employer benefits — \$4–7 per employee per month.
- Insurance / payer pilots — outcome-linked pricing.
- Gyms & clubs — co-branded member benefit.
- Universities — mental-health-first packages.

Higher margin · 100–1M seats per contract.

Free Core feeds the AI-commerce engine. Subscriptions and enterprise fund the personalization.

THE BUSINESS MODEL

Free to understand. Less than a coffee to add years.

FREE FOREVER

Healify Core

\$0 forever

- + Daily Health Score
- + AI-powered insights
- + Motivational community
- + First habits & nudges

HEALIFY LIFE+ · 7-DAY TRIAL

Healify Life+

\$9.99 / mo · or \$79.99/yr

- + Unlimited Anna (text + voice)
- + AI longevity protocols
- + All six AI tools
- + Advanced bloodwork & DNA
- + Celebrity protocols

FAMILY

Healify Family

\$99 / year

- + Life+ for up to 5 people
- + Shared challenges & streaks
- + Pediatric-aware coaching
- + Family-trend dashboards

B2C is the wedge. Real upside: corporate deals + commissions across products Anna recommends.

TRUST & SAFETY

Your health data is yours only. We treat it that way.

COMPLIANCE POSTURE

 HIPAA architecture GDPR compliant SOC 2 Type II in progress AWS BAA in place End-to-end encryption EU MDR pathway open No PHI in AI requests Face ID protected**AES-256**
+ TLS 1.2**Zero**
training on PHI**100%**
crisis-routing**3rd-party**
pen-tested

“Retrofitting healthcare compliance costs 3–5x more than building it in. We chose to do it once, correctly.”

THE TRACTION

Ready for launch. Already in motion.

10K⁺

subscribed users on the launch
waitlist

Organic, pre-marketing

152[%]

monthly waitlist growth

Three-month rolling average

76[%]

daily active users in private beta

Five times the wellness app benchmark

• MVP shipped • App Store live • Anna voice in-app • Bloodwork & DNA lab-ready • HIPAA & GDPR compliant • Public launch · Live

THE TEAM

United by one mission: 50 million healthy years.



Sam Feldt
FOUNDER

Multi-platinum-selling artist & entrepreneur. Exited Fangage at \$32M. Talks more to AI than to his wife.



Qiubo Zheng
CEO & CFO

20+ years across accounting and finance leadership at multinational organizations.



Abeeha Ishfaq
CTO

9+ years in healthcare AI. Ex-lead at CaptureProof (\$6.9M). Founder of MyDiveo, exited for \$7.4M.



Adam Risbridger
COO / CMO

Ex-Facebook growth lead. Among the most cited App Store marketers in the world.

THE VISION

Transform healthcare from sick-care to wellbeing.

10M

users by 2030

Across web, iOS and Android

50M

healthy years added

A modest five years per user

Three engines, one compounding model.

YEAR 1 · 2026

\$3.5M

B2C 52% · Commerce 33% · B2B 15%

Post-launch, from a 10K organic waitlist

YEAR 2 · 2027

\$8M

B2C 47% · Commerce 30% · B2B 23%

First B2B pilots land

YEAR 3 · 2028

\$15M

B2C 44% · Commerce 28% · B2B 28%

Multi-market, enterprise scaling

\$90

ARPU / YEAR

~\$90

BLENDED CAC

1.7→3:1

LTV:CAC BY Y3

58→65%

GROSS MARGIN

8–10mo

CAC PAYBACK

Illustrative base case from Healify's data-room model at \$9.99 / \$79.99 pricing · free-to-paid 3→5% (freemium median 2.2%, RevenueCat 2025) · commerce 10–12% conversion at a 10–30% take-rate · B2B pilots from Year 2 (~\$5 per employee / month) · AI inference and voice modelled as variable COGS. Full interactive projections in the data room.

THE ASK

Raising \$2M Seed. Closing Q2 2026.

To turn a public launch into a market position — and start measuring saved years, not just signups.

45% Growth — performance marketing across US & EU launch markets.

30% Engineering & AI — deepen the four analysis engines.

15% Clinical & partnerships — lab integrations, EU MDR pathway.

10% Reserve — commission & corporate sales infrastructure.

LET'S TALK

Help us set the data free — and add years to millions of lives.

EMAIL

sam@healify.ai

WEB

healify.ai

ROUND

\$2M Seed · 69% available