

LATAM Wellness



Our platform helps people who want to lead a happier life



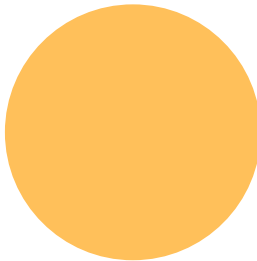
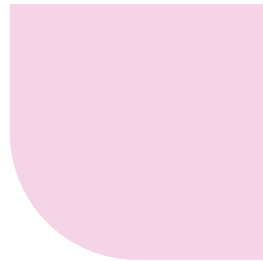
Mission

Grow the presence of positive mental states, emotions, and moods through digital content created by **local experts**, for **everyone** in Latin America



Vision

Empower humans to get out of the f*ckin' Matrix, and create a **new reality**



Problem statement (users need)



Too often, it seems like we are **squandering our time** checking devices, **losing touch** with fellow humans and cultivating bad habits in the pursuit of instant gratification



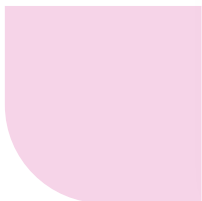
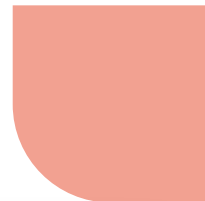
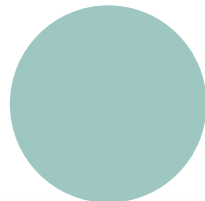
The swelling **predominance of subconscious health dysfunctions**, such as mood complications and anxiety troubles, over multiple age assemblies are rising in an **extensive shift to the meditation market**, during the forecast period of 2020 to 2027



It is often argued that **the meditation is being used as more of a productivity tool**, rather than as a practice to develop empathy and peace of mind

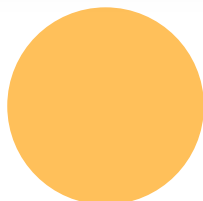
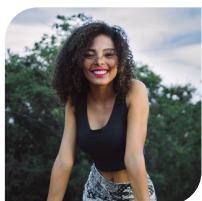


In coming future, **the heightening level of work** and personal life stress will act as **catalyst to maintain the equilibrium of market growth**



What is the industry about?

The Health and Wellness industry encompasses **all activities which promote physical and mental wellbeing**: from yoga to healthy eating, personal care and beauty, nutrition and weight-loss, meditation, spa retreats, workplace wellness and wellness tourism



A rapidly growing number of consumers are embracing wellness as a dominant lifestyle value



One is the well-documented macro-effect of an **aging population** that's **living longer** with more chronic conditions that require treatment



The grind of our modern lives and jobs. It's become a cliché that everyone is **busy all the time**, and it's left us overworked with endemic stress, anxiety, depression and trouble sleeping



Another potential factor is increased consumer **awareness** of health problems and expectations for treatments



Health systems in many areas are terribly **overburdened**



High degree of **distrust** in the pharmaceutical industry



There is growing recognition that our physical and mental health are closely **connected**

Technology and media platforms **will continue to expand the mass market** for self-improvement



The Internet, social media, apps, and other media platforms are rapidly diversifying the ways in which **consumers can access self-help advice and solutions**, either for free or bundled in cable TV and streaming subscription services – e.g., blogs, podcasts, TED talks, Netflix, YouTube, etc.



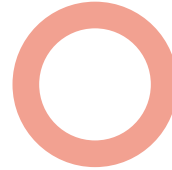
There are **thousands of meditation apps**, and the **market is growing** like mad: The top-10 apps saw 40 percent growth year-over-year



Self-improvement and **self-help apps** are **exploding** (in 2018 Apple named “self-care” its app trend of the year)



In recent years **self-help** has become **one of the most lucrative genres** in the book publishing industry, with approximately 150 new titles published every week



Our product offers various ways for people to engage in wellness lifestyle



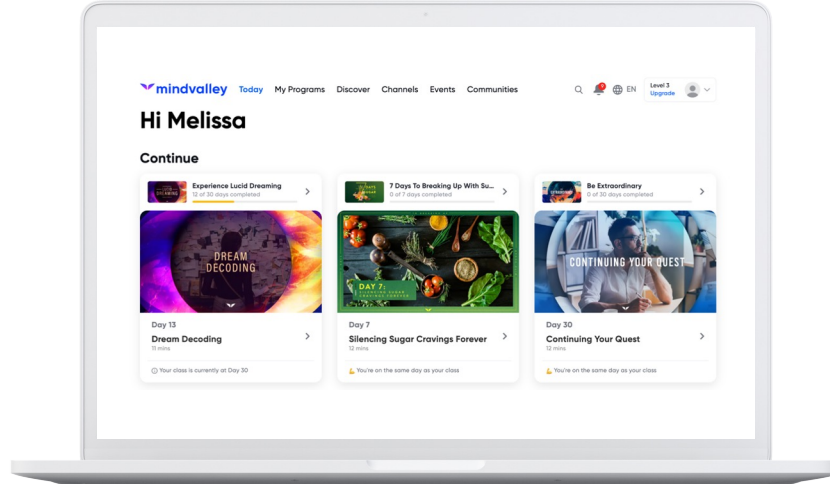
Courses

- Meditation and Relaxation
- Personal growth
- Abundance
- Healing
- Healthy life
- Relations
- Music



Subscribe

- Personal
- Business



Events

- In your city
- Online
- Everyone



Log in

- My Account
- My Courses
- My Progress



My programs



Store

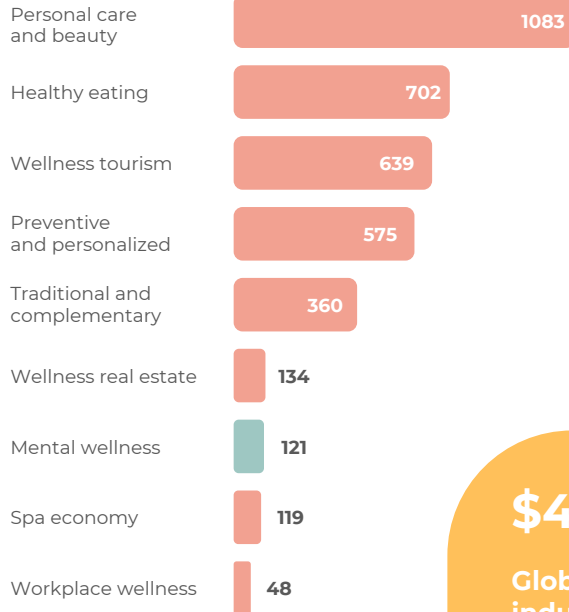


Industry in numbers



Wellness industry in numbers

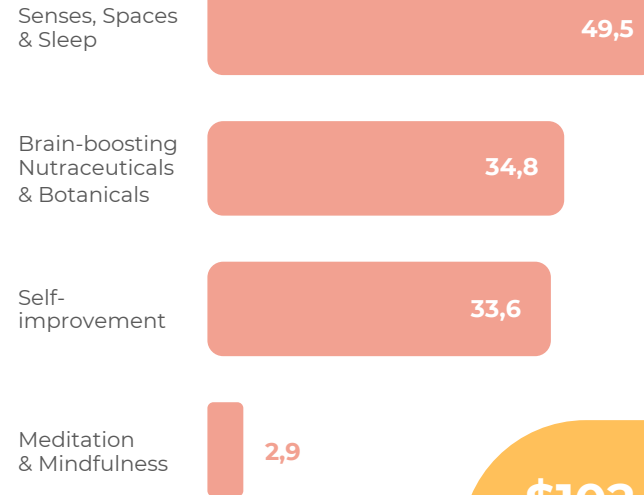
Value in billions



\$4.5 trln

Global wellness industry worth

Value in billions



\$102 bln

Mental wellness industry worth in 2019

Mental wellness industry was worth \$102 billion in 2019



Senses, Spaces and Sleep

- Sleep services and napping
- Sleep monitors and trackers
- Sensory tech and wearables
- Sensory spaces
- Sensory services and products



Self-improvement

- Self-help gurus and personalities
- Self-help coaching and therapy apps
- Anti-loneliness Apps and Tech
- Self-help organizations and institutes
- Brain training



Meditation and mindfulness

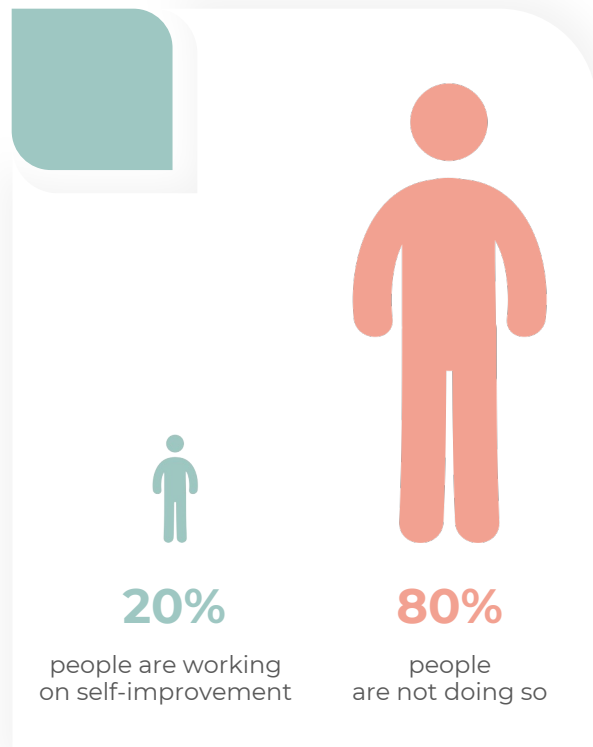
- Studies, centers and teachers
- Apps
- Tech



Brain boosting and botanicals

- Sleep services and napping
- Sleep monitors and trackers
- Sensory tech and wearables
- Sensory spaces
- Sensory services and products

Challenge / Opportunity



20th century



Auto, travel, planes, computers, etc.



Simpler life

21st century



Tech, digital



Better quality of life
(info, opportunities)



Turned us into computers and made us live on a digital platform, **leading to isolation, stress, frustration, loneliness, depression**

Business models in the industry



Internet and media platforms

Are rapidly diversifying the ways in which consumers can access self-help advice and solutions, either for free or bundled in cable TV and streaming subscription services



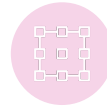
Events, retreats, classes

Self-improvement and mental wellness are extending into all facets of life and personal transformation, integrating mental wellness practices into personal development and transformational experiences



Self-improvement/help apps

Providing a wide range of self-improvement advice, aids, tools, motivation, and tracking, and they are often combined with meditation, mindfulness, journaling, etc.



Products and services

As self-improvement converges with wellness, new products and services are emerging to provide integrated and holistic solutions that include diet, fitness, relationships, and mental health in a one-stop shop

Business model

How much do you want to pay?

MX\$200.00

MX\$400.00

MX\$600.00



Pricing

- **Premium model**
 - Access level based on payment tier
- **Payout model**
 - **70%** for the platform
 - **30%** for the content creator



Costs

- **Low operational costs**
- **Main spend categories**
 - User acquisition
 - Content development

This is the total amount for all 14 lessons



SELF
IMPROVEMENT



MEDITATION
AND RELAXATION



HEALTHY
LIVING



ENERGY WORK



RELATIONSHIPS



MANIFESTING
AND MONEY



HOME
AND GARDEN



ART
AND WRITING



SPIRITUALITY



MORE

Stay Well

