MVP in controlled testing · Angel round open

One app for every part of your health.

Proprietary AI assistants, verified specialists and a wellness marketplace in one platform for iOS, Android and web. Two assistants are live today, up to ten planned.

See the live MVP →

Explore the product

5	2	1M
Product phases	AI assistants	12-month user target

THE PROBLEM

Health is scattered across a dozen apps.

Users juggle separate tools for fitness, nutrition, sleep and care. Advice is generic, expert access is costly, and most people drop off within weeks.

01

Fragmented

Fitness, food, sleep and care live in different apps.

02

Generic advice

One-size-fits-all plans that ignore the individual.

03

High churn

Engagement fades because nothing connects the journey.

THE SOLUTION

From data to action, without leaving the app.

01

Personal intelligence

Two AI assistants learn each user and adapt recommendations continuously.

02

Real specialists

A dedicated expert panel serves the general public inside the app.

03

Wellness marketplace

Curated health products arrive in phase two, right in the user journey.

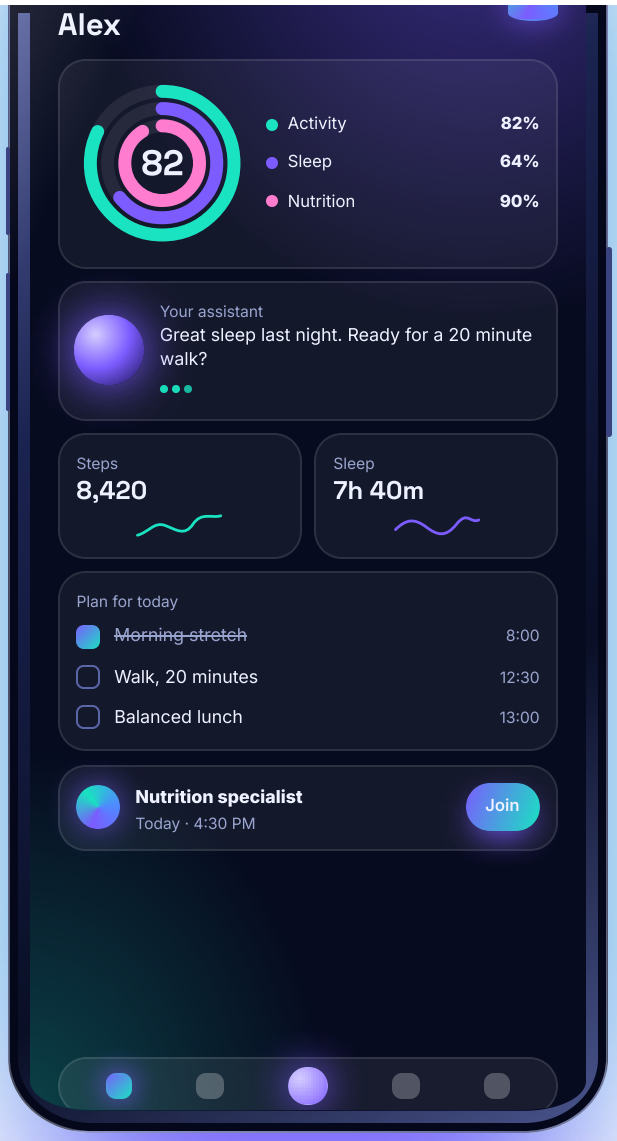
PRODUCT

Built for everyone.

A public-first platform: simple for individuals, powerful for specialists. Assistants collect context, adapt recommendations and keep users on a personal path. Proprietary logic is shown under NDA.

Request the MVP demo

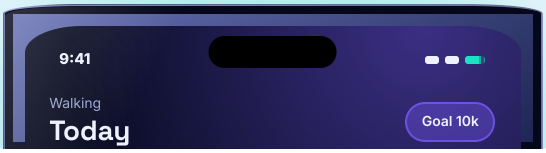


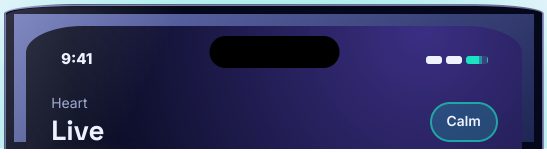


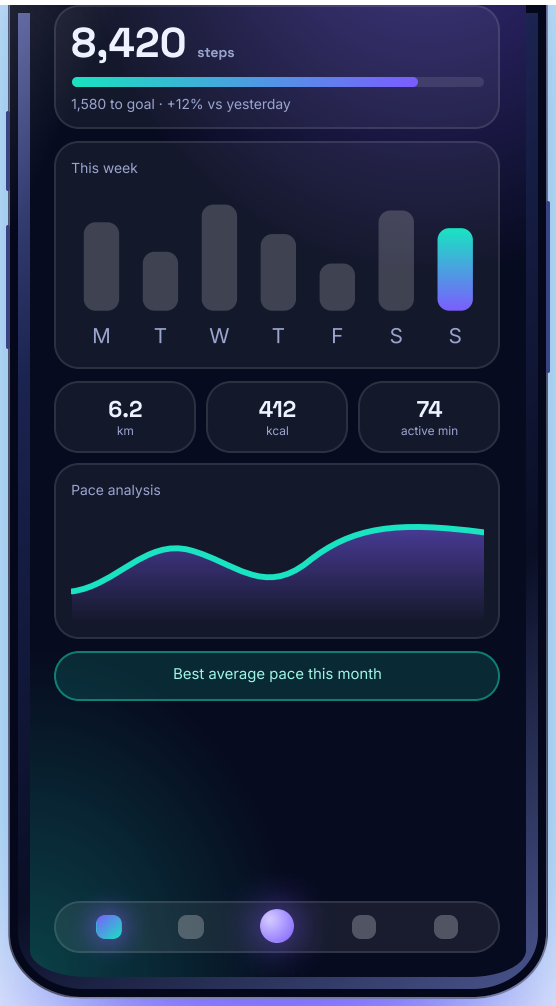
INSIDE THE MVP

A glimpse inside the super app.

Walking analysis, heart monitoring and guided breathing already run in the MVP. The wellness store is planned for phase 2. Screens are simplified for this page; the real product is shown live under NDA.



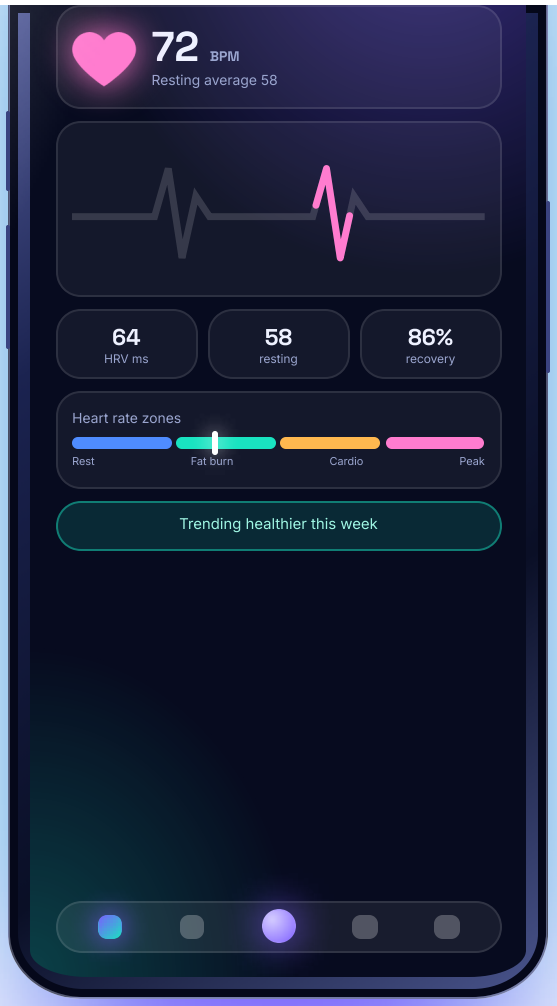




In MVP

Walking and activity analysis

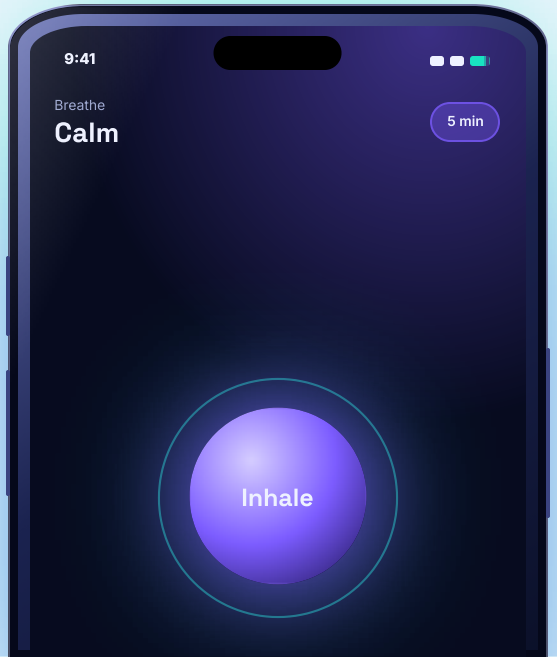
Steps, weekly trend, pace analysis and goals.

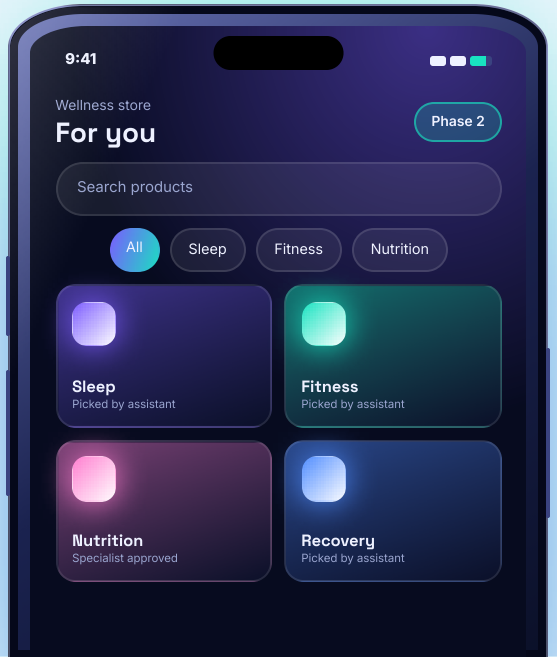


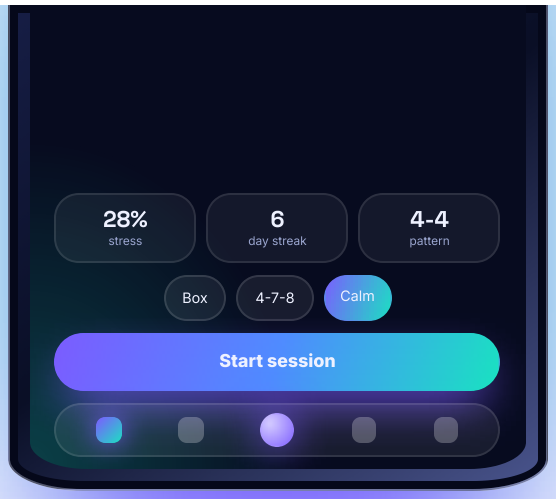
In MVP

Heart monitoring

Live heart rate, rhythm, HRV and training zones.



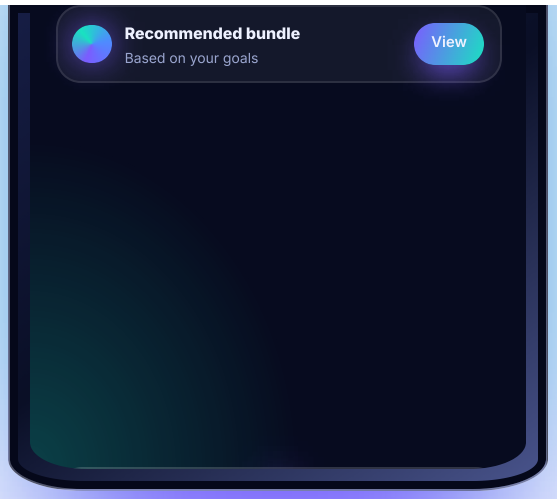




In MVP

Guided breathing

Calming sessions with live pacing and stress tracking.



Phase 2

Wellness store

Curated products picked by assistants, planned for phase 2.

ASSISTANT NETWORK

Two live today. Up to ten planned.

Strategy: acquire users through focused assistants, each owning one part of the health journey, and retain them in one shared experience. Behind every assistant sits the same engine, user profile and specialist layer, so the network can later present as a single assistant without rebuilding anything.

- Assistant 1 · LIVE
- Assistant 2 · LIVE
- Assistant 3
- Assistant 4
- Assistant 5
- Assistant 6
- Assistant 7
- Assistant 8
- Assistant 9
- Assistant 10

A

One user, many journeys

Each assistant is an entry point that attracts its own audience into the same platform.

B

Shared intelligence

One profile and one recommendation engine serve every assistant, so each new assistant starts smarter.

C

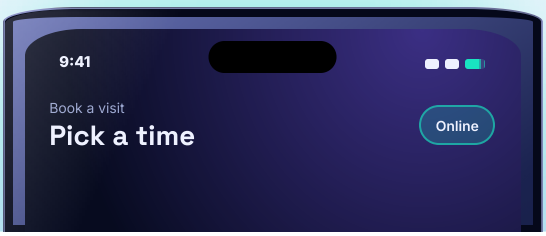
Human layer

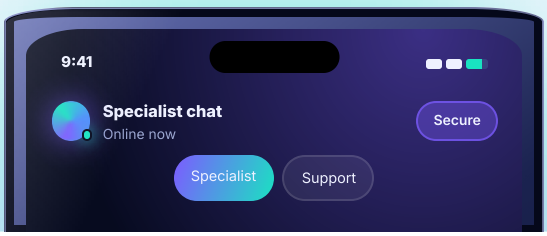
Specialists plug into every assistant, adding trust and a second revenue stream.

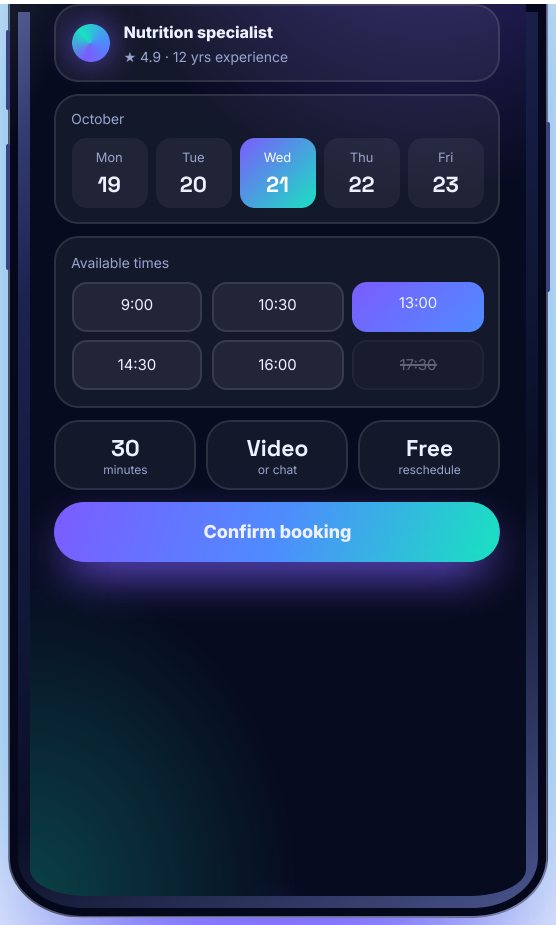
SPECIALIST NETWORK

Find, book and talk to real specialists.

Concept screens for the specialist side of the platform: online booking, secure chat with specialists and support, a health map and smart matching. Final UI and feature set may differ.



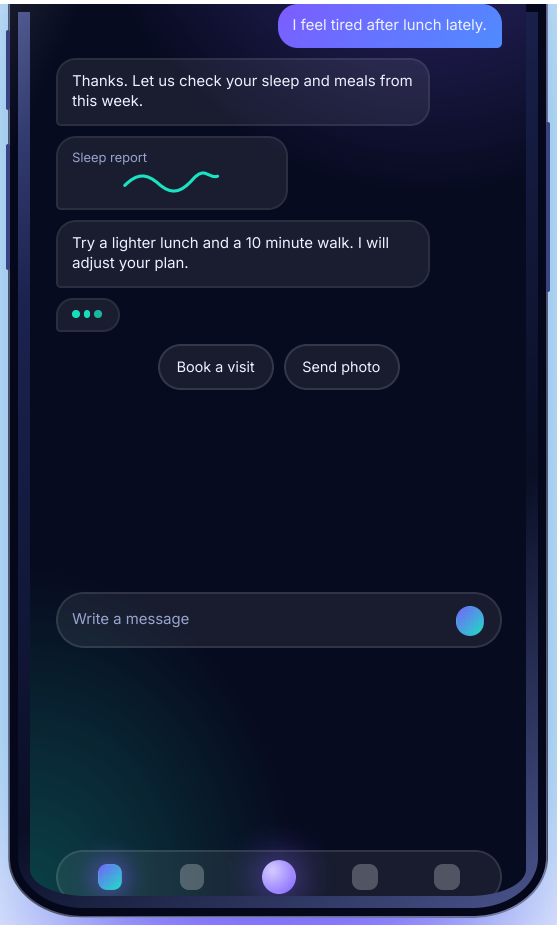




Concept

Online booking

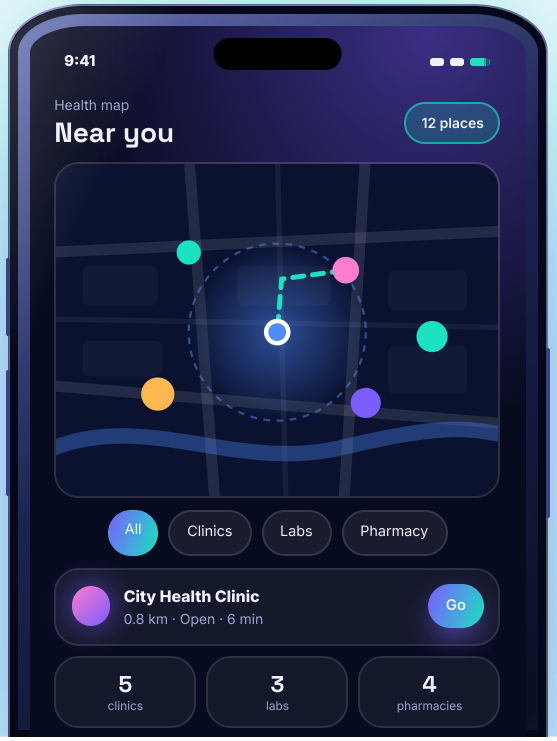
Pick a specialist, a day and a time in seconds.

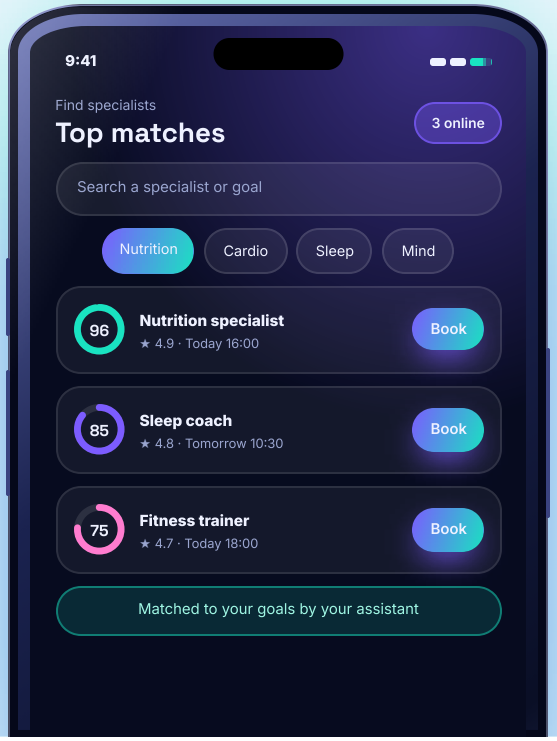


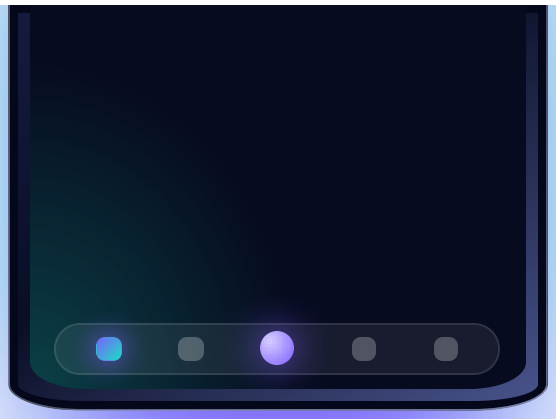
Concept

Specialist chat and support

Secure conversation with a specialist or the support team.



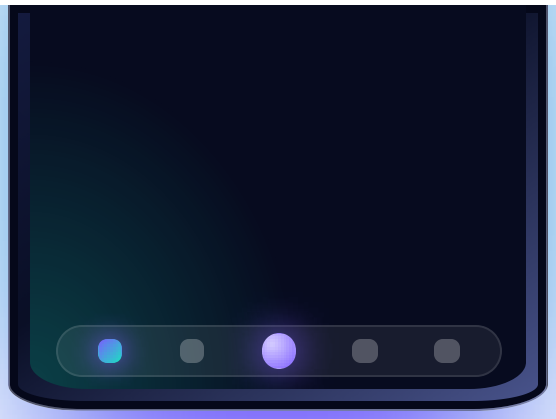




Concept

Health map

Clinics, labs and pharmacies around you, with routes.



Concept

Find specialists

Ranked matches by goal, availability and fit.

ENGINEERING PROOF

Not a pitch on paper. A platform in production.

Measured directly from the codebase on 15 Oct 2026. Product identity and features are shared under NDA at the reveal session.

149,962
Lines of TypeScript, 685 files

303
API services

147
Data models, dev/prod parity

1,139
Automated tests, 0 failures

4
Languages, full RTL, 100% parity

2
Signed Android releases

01

Live in production

Web platform deployed on real infrastructure with automated health checks.

02

Native Android

Native Kotlin app with zero third-party SDKs and secure device-bound sign-in.

03

Two AI engines

Independent engines with tested failover, spend caps and encrypted credentials.

04

Security first

Role-based access, tenant isolation, audit trails and a binary-level leak audit with zero findings.

05

Disciplined delivery

Hard CI gates and 27 additive migrations; nothing ships unless lint, types and tests pass.

06

Honest status

About 100 simulated test users in controlled testing. Retention and paid conversion are being measured and are not yet established.

MVP

See it work, not just read about it.

The MVP is built and running in production. We show it live, with the real product, to qualified investors.

1

Intro and NDA

Short call. We align on scope and sign an NDA.

2

Live MVP walkthrough

Product identity, features and both assistants shown on the real build.

3

Technical deep-dive

Architecture, security, metrics and the 5-phase plan with the team.

Request the live MVP demo →

MARKET

A $6.8 trillion market with no unified leader.

People already spend heavily on wellness, but the tools are fragmented by category. The first platform to combine personal AI, real specialists and commerce can own the daily health habit.

$6.8T

Global wellness economy

2024 size, up 7.9% year on year. Larger than sports, tourism and pharmaceuticals.

$9.8T

Projected by 2029

About 7.6% annual growth, well above projected global GDP growth.

$2.3T

North America

The largest region, ahead of Asia-Pacific ($2.0T) and Europe ($1.7T).

Why now

Four tailwinds

Prevention over cure, subscription habit, mature AI and near-universal mobile reach.

Source: Global Wellness Institute, Global Wellness Economy Monitor 2025.

US

Subscription-ready

US users already pay monthly for wellness apps and services.

GL

Expansion order

United States first, then Europe, East Asia and West Asia. English is primary; French, Persian and Chinese are planned. Regional competitor analysis precedes each entry.

WHY

Why us

One platform joining AI guidance, care and wellness, and real specialists, built by a lean AI-assisted team that already runs a production platform.

COMPETITIVE LANDSCAPE

Strong players, each solving one slice.

CATEGORY	REFERENCE	WHAT THEY DO WELL	THE GAP
Nutrition and fitness	MyFitnessPal	Nutrition tracking, calorie management	Mostly self-service logging
Weight and behavior coaching	Noom	Behavior-focused programs	Narrow goal, program based
Mindfulness and sleep	Headspace	Meditation and sleep content	One dimension, no expert layer

Wearable ecosystem	Fitbit	Activity tracking and insights	Hardware dependent
Women health tracking	Flo Health	Personalized tracking for one audience	Focused on one segment
Us	**Vivora**	**AI assistants + specialists + marketplace**	**One platform for the whole journey**

Capability coverage

PRODUCT	AI PERSONALIZATION	LIVE SPECIALISTS	WHOLE-HEALTH SCOPE	MARKETPLACE
MyFitnessPal	◐	○	○	○
Noom	◐	◐	○	○
Headspace	◐	○	○	○
Fitbit	◐	○	◐	◐
Flo Health	◐	○	○	○
Vivora (MVP + roadmap)	●	●	◐	◐

● strong · ◐ partial or planned · ○ limited. Our assessment from public positioning; pricing, reach and features must be verified per company before external distribution. A West Asia competitor review will precede entry into that region.

DEFENSIBILITY

Why this is hard to copy.

01

Data flywheel

Every interaction sharpens personalization across all assistants.

02

Two-sided network

Users and specialists attract each other.

03

Full-stack ownership

Own stack, zero third-party SDKs in the native app and our own release pipeline.

04

Privacy by design

Role-based access, tenant isolation and encrypted credentials. GDPR and HIPAA applicability review planned; not yet certified.

05

Global from day one

Four languages with 100 percent string parity and right-to-left support.

PRIVACY, REGULATION AND AI SAFETY

Health data deserves a serious framework.

Our planned approach is below. It is a proposed framework, not a claim of certification or full compliance; a technical and legal review will confirm status.

01

Privacy by design

Collect only what is needed, explain why, and set retention and deletion rules.

02

GDPR readiness

Assess lawful processing, transparency, user rights and special-category health data.

03

US assessment

HIPAA applies depending on our role and data flows; other federal and state rules may apply.

04

Wellness, not diagnosis

AI states its limits, avoids unsupported medical claims and points to qualified professionals.

05

Human escalation

High-risk questions and emergencies go to people, not only automated answers.

06

Security controls

Encryption, access control, secure sign-in, monitoring, incident response, vendor review.

07

Device and claim review

Check whether any feature could count as a regulated medical device in each market.

08

Clear policies

Privacy, terms and AI-use policies published before public launch.

BUSINESS MODEL

Multiple, compounding revenue streams.

01

Subscriptions

Planned prices: $9 monthly, $19 for 3 months, $79 annual.

02

Advertising

Packages from about $1 to $1,000+, daily and monthly options.

03

In-app packages

One-time purchases of programs and services.

04

Specialist commission

Revenue share on expert sessions.

05

Marketplace

Health and wellness products from phase 2.

UNIT ECONOMICS

Run the numbers yourself.

Defaults follow our planned prices and first-stage cost estimates. They are scenarios to be validated with real conversion, retention and cost data, not forecasts.

Registered users **100,000**

Paid conversion **5.0%**

Realized revenue per paying user, per year **$60**

Ads and other revenue per user, per year **$0.00**

Referral effect K **0.00**

Paid acquisition cost per install **$2.00**

Monthly churn **8%**

Operating cost per month **$5,000**

Planned plans: $9 monthly, $19 for 3 months, $79 annual. Our first experiment targets $0.50 per install; the default here is a more conservative $2. Excludes app-store fees, payment fees, taxes and refunds.

Annual revenue
$300K

Subscriptions
$300K

Ads and other
$0



Month 0 Month 6 Month 12 · scenario

Effective CAC per install
$2.00

Payback
8.0 mo

LTV / CAC
1.6x

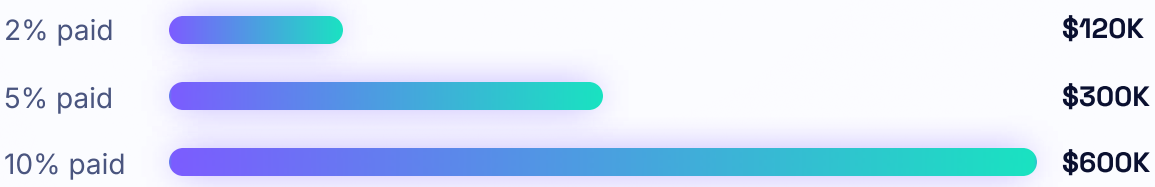
Operating cost / year
$60K

Acquisition spend
$200K

Illustrative surplus
$40K

Per-user view ($20 to $50)	**$2.00M to $5.00M**
Revenue multiple view (4x to 8x)	**$1.20M to $2.40M**

Illustrative 100,000-user scenario



CAC / INSTALL	ACQUISITION, 100K USERS	COST PER PAYING USER	PAYBACK	LTV / CAC

$0.50	$50K	$10	2 mo	6x
$2	$200K	$40	8 mo	1.6x
$5	$500K	$100	20 mo	0.6x

Sensitivity at 5 percent conversion, $60 per paying user per year and 8 percent monthly churn. At 5 percent conversion and $60 realized per paying user: 5,000 paying users and about $25K per month. With $24K to $96K annual operating cost and about $50K acquisition at $0.50 per user, the surplus before fees, taxes and refunds is roughly $154K to $226K. A reliable break-even needs measured conversion, retention, AI cost per active user and full acquisition cost.

GROWTH

Built to spread itself.

Referral mechanics are built into the product to lower acquisition cost. The 100K and 1M figures are targets, not forecasts; they depend on retention, acquisition performance and funding.

100K
Target users in 3 months

1M
Target users in 12 months

K
Referral effect, measured in beta

USERS	@ $20 / USER	@ $50 / USER
100,000	**$2M**	**$5M**
1,000,000	**$20M**	**$50M**

K

How virality is measured

K equals invites per user times invite-to-install conversion. We measure it in beta; every 0.1 of K cuts effective acquisition cost by about 10 percent.

$

Planned pricing

$9 monthly, $19 for 3 months, $79 annual. Conversion, CAC and churn are measured in controlled testing.

Illustrative potential value, not a current valuation. Per-user value depends on retention and ARPU.

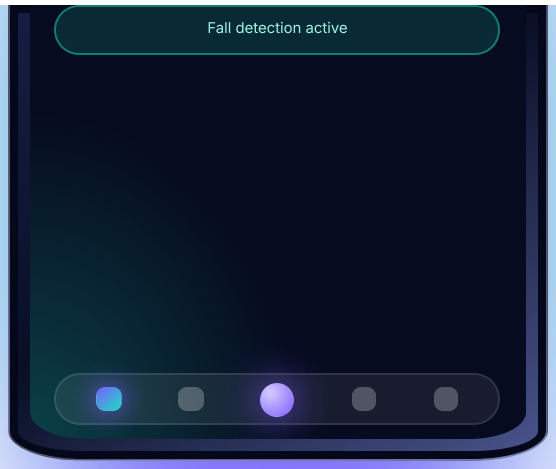
CONCEPT SCREENS

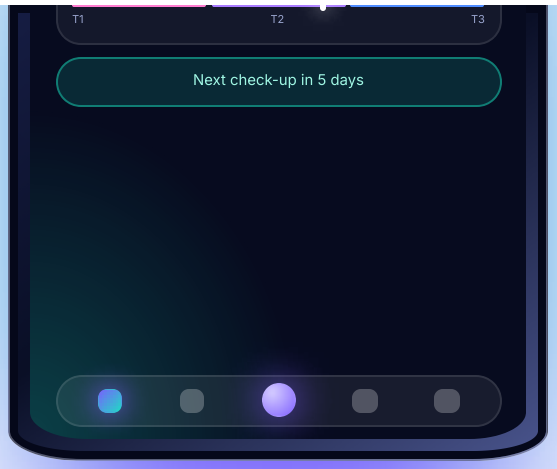
One platform, every member of the family.

Roadmap concepts for seniors, mothers, children and connected devices. They show where the same engine goes next; the final UI and feature set may differ.









Concept

Senior care

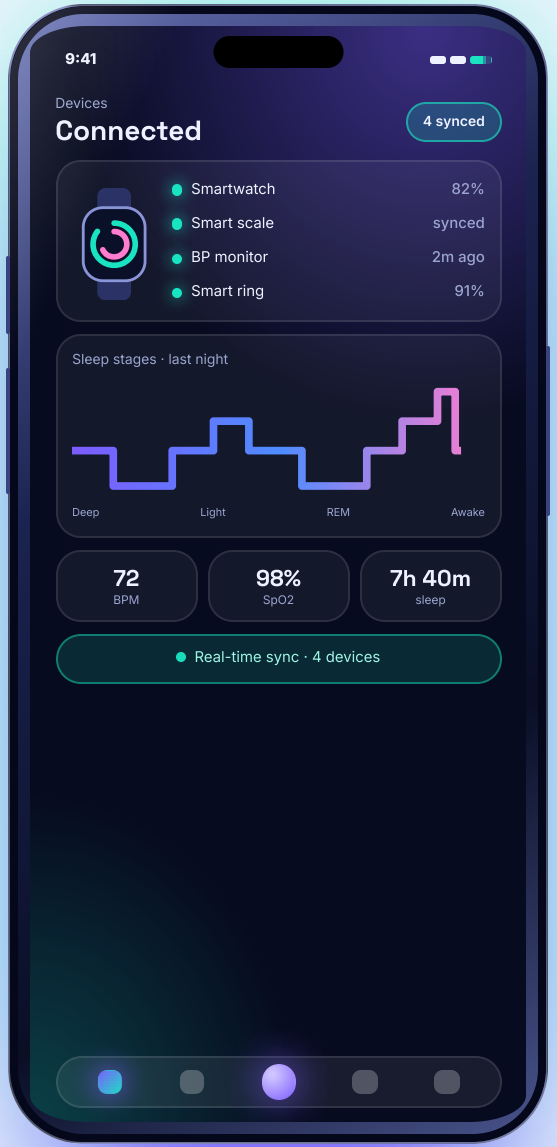
Vitals trends, mobility, medication and safety.

Concept

Mother care

Pregnancy progress, wellbeing trends and check-ups.





Concept

Child growth

Growth percentiles, daily balance and activity.

Concept

Smart devices

Watch, scale, ring and monitors in one live view.

ROADMAP

Five phases, capital-efficient.

Phase 1 is underway. Phases 2–5 are staged within a year and unlock as each stage proves traction.

01 LIVE

Phase 1

Core platform built and live in production.

02

Phase 2

Wellness marketplace launch.

03

Phase 3

Deeper personalization.

04

Phase 4

Specialist tooling at scale.

05

Phase 5

Full super-app ecosystem.

USE OF FUNDS AND MILESTONES

What a $250K round delivers.

Illustrative allocation of a $250K round within the $200K to $300K target. Final budget depends on terms and roadmap.



Product, reliability and security	35% · $87.5K
User acquisition and validation	25% · $62.5K
AI infrastructure and automation	15% · $37.5K
Hosting, analytics, tech operations	10% · $25K
Compliance, privacy and legal	10% · $25K
Contingency	5% · $12.5K

01

Finish controlled testing

Complete MVP testing and resolve critical defects.

02

Measure properly

Reliable analytics and retention measurement.

03

04

Validate pricing

Test paid conversion on the planned plans.

US experiments

Launch first user acquisition experiments.

05

Know the costs

Measure CAC, referral behavior and AI cost per active user.

06

Prepare Europe

Get ready for the next market.

F

Mehrdad

Founder and designer · Mehrdad.ir

+

Medical advisor

Planned: a named clinical advisor for content review and safety.

+

Technical lead

Planned: co-founder or CTO as the platform scales.

THE ROUND

Raising $200K to $300K from angels.

First round from angel investors; instrument and terms to be discussed. Funds validate the MVP, prove retention and conversion, and start US acquisition experiments.

See the MVP live →

Back to top

FOUNDER AND DESIGNER

Let us build this together.

For questions, a private walkthrough or to talk about the round, reach me directly.

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