

Apple Vision Pro Leisure & Marketing, AI, Wellness & Coaching SaaS

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Type Klant	B2B and B2C
Gewenst Type Investeerder	Angel Investor, Venture Capital, Incubator-Accelerator, Strategic-Investor
Benodigd Kapitaal	€ 60.000,-
Reeds toegezegde financiering	€ 0,-
Minimale Ticketsize	€ 5.000,-

Sector	Leisure, Marketing, Media,-Reclame-en-Communicatie, SaaS
Bedrijfsfase	Pre-Seed
Land geregistreerd	Netherlands
Aantal Founders	1
Aantal Huidige Werknemers	1
Maandelijke Omzet	€ 250,-
Omzet (prognose) komende 12 maanden	€ 50.000,-
Omzet (prognose) maand 13 - 24	€ 250.000,-
Huidige Kosten (maandelijks)	€ 500,-

Bedrijfsbeschrijving

Apple Pro, a cutting-edge production tool, will be utilized to create high-quality leisure, wellness, personal growth, performance enhancement and coaching programs.

These programs will be marketed and advertised strategically to reach a wide audience, promising a significant return on investment.

The market is saturated with low-quality wellness and personal growth programs. Consumers are seeking high-quality, engaging, seamless, and effective solutions.

By leveraging the capabilities of Apple Vision Pro, we will produce top-tier leisure, wellness and personal growth programs. Our programs will stand out in the market due to their superior production quality and effective coaching strategies.

Our marketing strategy will involve a mix of digital marketing tactics, automated data driven tools, branding, including social media advertising, content marketing, and email marketing. We will also explore partnerships with influencers in the wellness and personal growth space. Based on our market research and pricing strategy, we project a significant return on investment within the first two years of operation. With your investment, we can revolutionize the wellness and personal growth industry by providing high-quality, engaging, and effective programs. We look forward to discussing this opportunity further. With your investment, we can revolutionize the wellness and personal growth industry by providing high-quality, engaging, and effective programs. We look forward to discussing this opportunity further.

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ROAD MAP STATUS

The company today provides online, outdoors, abroad traveling and in person all services above listed.

Customers have purchased in the last 3 years products in value that ranges between 250€ and 4.500€

The company is also recruiting and providing training to aspiring coaches, trainers, wellness, and leisure facilitators. We utilize an innovative holistic data driven hands on accelerated learning and coaching methodology, developed by our founder since 1993. Focusing on enhancing human performance, the coaching training programs facilitate human competencies that can not be replaced by emerging technologies.

The products have been tested successfully in the market provided to students, entrepreneurs, solopreneurs, and B2C since 1993. The founder as solopreneur has provided services to over 1000

customers.

To scale the services, our choice is to develop a series of applications and tools, content and SaaS, with Mac Vision Pro as central interface device.

We utilize a data driven methodology to produce content tailor made for our specific target customers, allowing us to measure performance and well being, predict trends and needs, and produce innovative content adjusted to our market changing needs and preferences. We utilize AI to accelerate and optimize our productivity. As well have designed our own algorithms to produce an AI engine that will create content for both customers experience (products) and marketing.

Our production of content, experiences and services is hybrid includes automation, as well as human to human, and a combination of both human and automated tools together.

Business Model

BUSINESS MODEL

Consumers of our content subscribe with a membership, paying for tiers with a limited content and data streamed, in 3 categories of membership

We place also advertisement spaces for partners products in wellness, leisure, travel, coaching, personal growth industries

Our team of content producers and facilitators, coaches will have the possibility to promote our products via affiliate's systems, also any of our customers and partners.

When the platform is operative, as a SaaS other content developer may use it to provide their own programs, paying a subscription and license fee.

ABOUT IS

Our company, established in 2019, due to COVID 19 the company the previous working system evolved into an online company, and it has been relaunched in 2023 September 2023. The first months have been invested into building our brand, testing new approach, and engaging first customers.

The company aims to operate in the rapidly growing wellness and personal growth industry, estimated to be worth over \$4.5 trillion. We specialize in creating high-quality coaching programs that promote leisure wellness and personal growth. Our programs are designed to fill a gap in the market for engaging, effective, and professionally produced content.

We leverage the advanced capabilities of Mac Vision Pro to produce our programs, ensuring top-tier production quality. Our product is a series of comprehensive programs that guide users through various aspects of wellness and personal growth. These programs are designed to solve the problem of low-quality, ineffective solutions currently saturating the market.

While we are in the early stages of our business, we have already garnered significant interest. We have collected email addresses of over 1.000 interested parties through our landing page and have seen an increasing engagement rates on our social media teaser content.

All production is handled in-house, using a unique secret data driven methodology. ensuring that we maintain controlover the quality and effectiveness of our programs.

The team is now only the founder an experienced wellness and personal growth coach, as well as skilled production professional who is adept at utilizing Mac Vision Pro to its full potential.

USP's

- * **Quality Production**: We will utilize Apple Vision Pro, a top-tier production tool, to create our programs. This ensures high-quality, professional-grade content that stands out in the market.
- * **Expertise**: Our team will be composed of experienced wellness and personal growth coaches. Their expertise ensures that our programs are not only engaging but also effective.
- * **In-house Production**: Unlike many competitors who outsource production, we handle all production in-house. This allows us to maintain control over the quality of our programs and quickly adapt to market changes or customer feedback.
- * **Digital Delivery**: Our programs are delivered digitally, primarily through our website, SaaS. This allows us to reach a global audience and makes our programs accessible to users whenever and wherever they need them.
- * **Market Gap**: We are addressing a clear gap in the market for high-quality, effective wellness and personal growth programs. With many consumers dissatisfied with the current offerings, we have a significant opportunity to capture market share.
- * **Strong Interest**: Even in our early stages, we have garnered significant interest. With over 1,000 email addresses collected and high engagement on our social media teaser content, we have a strong foundation to build upon. With a track record of product and services delivered in person (organic) since 1993, we have enough experience to produce unique valuable content.
- * **Holistic data driven methodology**: Trade secret, for production of content both leisure, wellness, personal growth and coaching is a holistic data driven methodology that can be enhanced using ai and algorithms research and innovation by our founder. This products have been produced and tested successfully since 1993 in human to human format. And digitally since 2021, with a gamified system for learning based on points and rewards.
- * **School for coaches, trainers, facilitators and content creators**: We utilize a holistic data driven accelerated learning and coaching methodology, hands on gamified learning, which is also utilized for accelerated content production, and marketing. This methodology is unique and created by our founder, since 1993.

Investeringsbehoefte

Three possible scenarios:

- Bootstrapping 1, with 20.000 EUR runway of 12 months
- Bootstrapping 2, with 60.000 EUR runway of 12 months
- Bootstrapping 3, with 250.000 EUR runway of 24 months

The highest costs at this stage are investment in max Vision Pro equipment and development of applications, as well as for the SaaS, for both ICT developers, including AI developers will be needed.

Ervaring Founder(s)

* **CEO and Founder***: Our CEO and founder is a seasoned entrepreneur with over 30 years of experience in the wellness and personal growth industry. Has successfully launched multiple businesses, demonstrating a keen understanding of market trends and customer needs.

He is also a certified wellness and personal growth coach with over 30 years of experience. He has a proven track record of creating engaging and effective programs that resonate with a wide range of audiences.

He is a skilled professional with extensive experience in video production and a deep understanding of optimized creation of digital content, now exploring a next level of immersive experiences with Mac Vision Pro. Our founder ensures that all our programs are produced to the highest quality standards.

As solopreneur, our founder brings a wealth of experience in digital marketing, customer profiling, communication, and sales. He is responsible for our strategic marketing efforts, including social media advertising, content marketing, and email marketing.

Our founder has a strong background in web development and digital product management. They oversee the digital delivery of our programs and ensure a seamless user experience on our website. He is also an innovator, and researcher. Engaged since 1997 into traveling exploring ancient cultures and civilizations nature inspired knowledge and technology, have achieved discoveries and done publications, on a new mathematical and algorithms system, that enables holistic data driven processing, analysis and a.i. He has designed the algorithms, and innovative data driven tools and methodologies of the company, and has designed an innovative A.I. engine that integrates human operators with high level of human competencies, suitable for the produces and services delivered by the compan

Since 1993, our founder has invested average 3 Million EUR in research, travel, innovation, design and test of products, business development, capacity building,

Overige Relevante Informatie

The company has been relaunched, restarted in September 2023 with a complete new concept, products, and brand. The transformation process has taken 3 months.

We start new marketing and sales in 2024 February. Customers for previous years products have paid average 4.500 EUR subscription per year, and the costs average have been about 5.000-10.000 per year, at minimalist operations, based on a solopreneur activity, providing services to a minimum number of customers.

The founder has invested time in another business between 2016 and 2022, dedicated to create a data driven tools and test algorithms, that will be now used in this company.

Samenvatting

Datum: 7 March 2024

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Contact & Site

Extra beschrijving

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