Yoor.

Happy Healthy People

AI Optimizing Health & Wellbeing, Global Impact.

yoor.io | yoor.health | yoor.coach

Prepared by Robert McCarter MBA

Funding Round

Funding Round Ending Soon

The Deal

Typing	SAFE[1]
Minimum	$5,000
Maximum	$110,000

Use of Funds

Development	90%
SG&A	10%

[1]SAFE Simple Agreement for Future Equity

How it works: The SAFE grants an investor a 20% discount on share prices in the next funding round. Our next round round which we are currently negotiating, will be a 2 Million dollar investment. After the deal is set, it will determine the valuation and set the share price. The investor's SAFE immediately converts to Preferred stock, 20% less than the next round investor. i.e share price is set at $1 the SAFE investor converts at $.80.

Current Investments

$155,000   Founder Capital

$500,000   Google

SAFE[1] $97,000

[1] Pre Seed / Friends and Family Round

Current Landscape

Generative AI or GenAI is what Google Gemini is.

All GenAI is passive, meaning a user engages first with a question or problem, then GenAI responds.

GenAI can't remember a conversation long term or analyze the data from its memory, so it can't build upon or analyze historical conversations and data collected to give the user a more precise interaction.

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The Technology
Yoor. I/O
patent pending[1]

Yoor. I/O is a technology that creates a long term memory for a user interactions, analyzes historical data and communicates proactively in spoken conversations or dialogue with optimized recommendations.

Yoor. I/O uses the Yoor. COACH app to remember conversations and react to new information that comes in.

Yoor. COACH is connects to health apps and connected devices to analyze user data.

Yoor. I/O is a revolutionary game changer in GenAI. Now GenAI is your coach, a positive motivating friend.

[1] United States Patent and Trademark Office (USPTO) 63/510,414

Proprietary AI Process
Yoor I/O patent pending[1]

Yoor I/O is a technology that bridges the gap between generative AI models like Gemini and long-term user memory. It enhances the user experience by storing past conversations and leveraging that information to proactively engage in relevant, personalized conversations daily.

Memory Bank:
Yoor I/O acts as a dedicated memory repository for conversations between a user and a generative AI like Gemini. This allows the AI to retain past interactions and understand the user's context, preferences, and interests over time.

Proactive Engagement:
Unlike traditional AI assistants that primarily react to user prompts, Yoor I/O uses proactive interactions. By analyzing past conversations, the AI can anticipate user needs and initiate conversations with relevant information or suggestions.

Personalized Dialogue:
Drawing upon the stored information, Yoor I/O personalize future conversations. This could involve reminding users about important upcoming events, suggesting relevant information based on past interests, or offering personalized recommendations in different areas.

[1] United States Patent and Trademark Office (USPTO) 63/510,414

Domain Cartridge
Yoor. HEALTH

We are focusing on the Health and Wellbeing Domain, this is specialized component designed to enhance the functionality of Yoor. COACH in the realm of health and wellness. This cartridge seamlessly integrates with Yoor. I/O, providing health-focused optimized insights and recommendations.

Yoor. HEALTH cartridge:

- Track and monitor various health metrics
- Personalized health insights and recommendations
- A vast library of health-related content and information
- Motivation, engagement, and accountability.

The Yoor. HEALTH cartridge is part of the innovative modular system, allowing the ability to easily swap between different domain-specific cartridges.

Health & Wellbeing
Yoor. HEALTH

Poor Health

17 Million People[1]

Heart Disease, Cancer,
Diabetes, or Obesity[1]

Global Wellbeing

250 Million People[2]

Suffer from
Depression[2]

Global Wellbeing

301 Million People[3]

Have an
Anxiety Disorder[3]

Health & Wellbeing Cost

1 Trillion Dollars[4]

Lost Productivity
Every Year [4]

Global costs of health and wellbeing problems are staggering.

[1] World Health Organization (WHO): https://www.who.int/news-room/fact-sheets/detail/noncommunicable-diseases
[2] Depression (WHO): https://www.who.int/news-room/fact-sheets/detail/depression
[3] Anxiety Disorders (WHO): https://www.who.int/news-room/fact-sheets/detail/anxiety-disorders
[4] World Health Organization (WHO): https://www.who.int/

Proactive & Conversational

Yoor. COACH
Powered by Yoor I/O

People that improved their health had a 20% reduction in healthcare spending.[1]

Health & Wellbeing

Mitigates health issues like high blood pressure, type 2 diabetes, stroke, and some types of cancer[2], Depression & Anxiety through nutrition, exercise & mindfulness.

Weight Management

Connected to a smartphone, Yoor.coach has daily conversations to learn & track everything important. Creating & optimizing a management plan, making it easy to succeed.

Accountability

People forget.
Daily proactive conversations that motivates and helps a person remember to take medicine, eat nutritious food, exercise, and be happy.

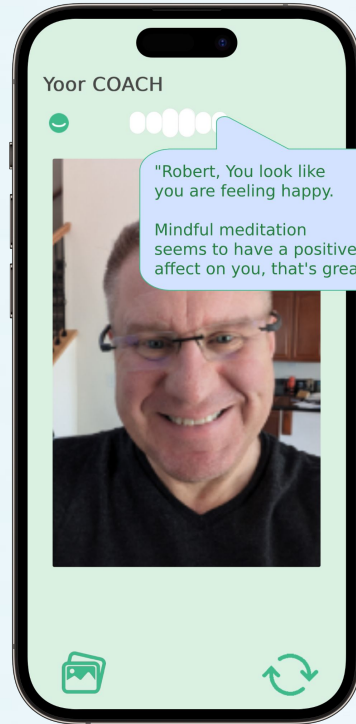[2] 2021 Journal of Occupational and Environmental Medicine
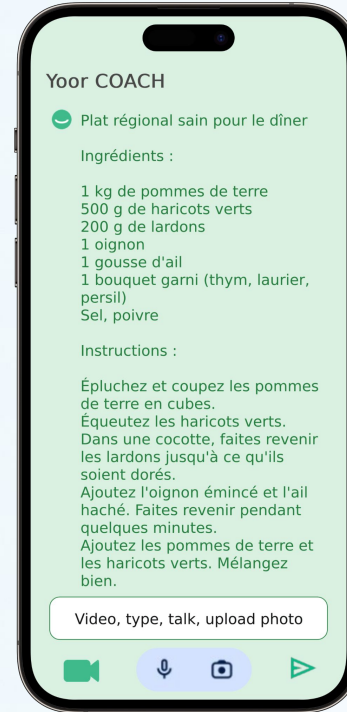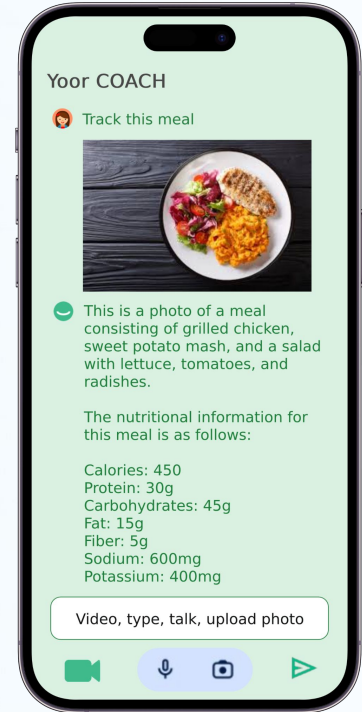[3] Centers for Disease Control (CDC)

How it Looks

Yoor COACH

"Hey Megan I noticed that you've gained 2 pounds.
I know that can be frustrating, but it's important to remember that it's not the end of the world. Weight fluctuates throughout the day, week, and month, so it's normal to gain a few pounds here and there..."

Tap to interupt

Yoor COACH

"Robert, You look like you are feeling happy.

Mindful meditation seems to have a positive affect on you, that's great!"

Yoor COACH

Plat régional sain pour le dîner

Ingrédients :

1 kg de pommes de terre
500 g de haricots verts
200 g de lardons
1 oignon
1 gousse d'ail
1 bouquet garni (thym, laurier, persil)
Sel, poivre

Instructions :

Épluchez et coupez les pommes de terre en cubes.
Équeutez les haricots verts.
Dans une cocotte, faites revenir les lardons jusqu'à ce qu'ils soient dorés.
Ajoutez l'oignon émincé et l'ail haché. Faites revenir pendant quelques minutes.
Ajoutez les pommes de terre et les haricots verts. Mélangez bien.

Video, type, talk, upload photo

Yoor COACH

Track this meal

This is a photo of a meal consisting of grilled chicken, sweet potato mash, and a salad with lettuce, tomatoes, and radishes.

The nutritional information for this meal is as follows:

Calories: 450
Protein: 30g
Carbohydrates: 45g
Fat: 15g
Fiber: 5g
Sodium: 600mg
Potassium: 400mg

Video, type, talk, upload photo

Proactive Conversations

Live Understanding

40+ Languages Regional Meals

Snap to Track

Competitive Analysis

Size of Bubble is Market Opportunity

● Device + Chatbot   ● Therapist + Chatbot   ● Centers + Chatbot   ● GenAI

Bubble chart. X-axis: Global Scalability (3.5 to 5). Y-axis: Technology Utilization (0 to 1.2). Bubbles: Noom (Therapist + Chatbot), Weight Watchers (Centers + Chatbot), Fitbit (Device + Chatbot), Yoor. (GenAI).

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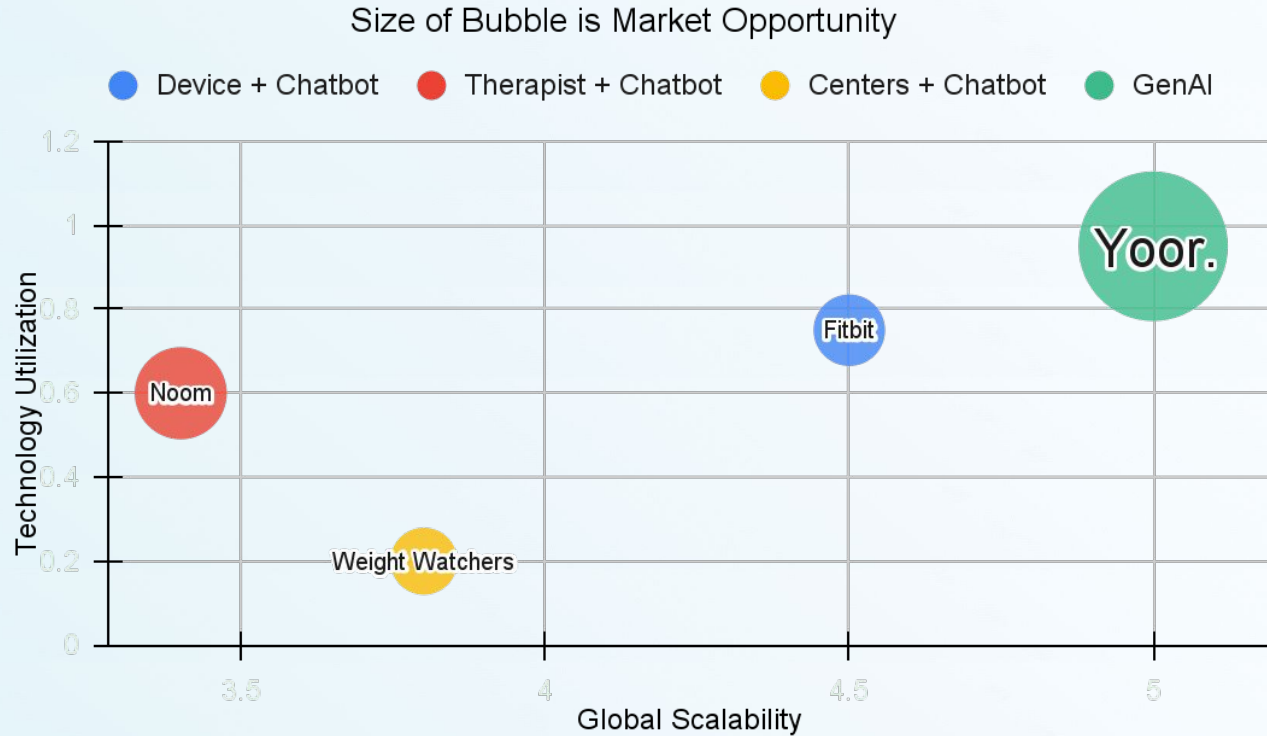
Revenue Model

Subscription-based

$10 per month[1]

10M users by 2027

Phased Rollout

Consumer Health

TAM 284.16 bn in 2022
346.1 bn by 2029[2]

Health Data[3]

Corporate Health

Government / Public Health[6]

TAM 26.70 bn in 2022
$122.20 bn by 2030[4]

TAM 53.0 bn in 2022
$109.4 bn by 2030[5]

TAM 8.3 tr in 2020
$10 tr by 2030[7]
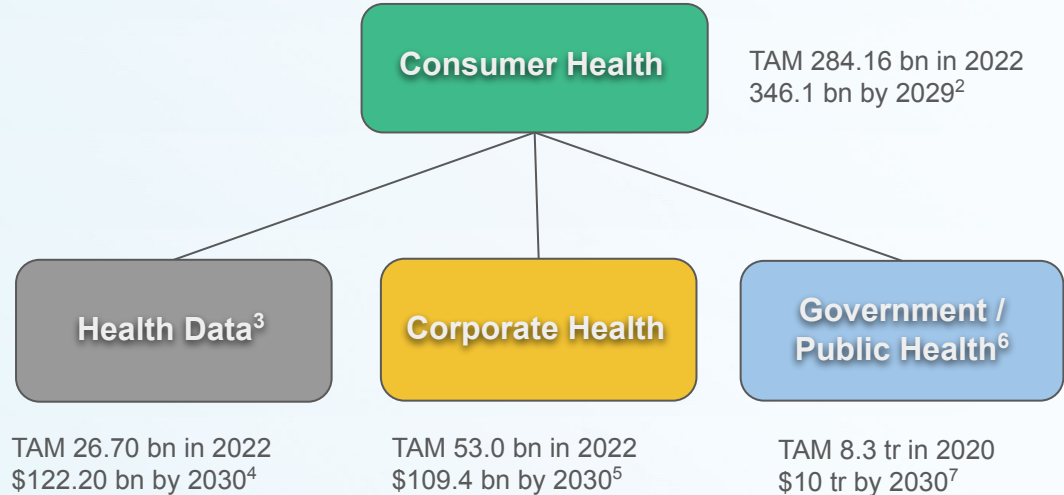
[1] Internal Conjoint Analysis study finding that the willingness to pay for an app like this is $10
[2] Consumer Healthcare Market Size, Growth Report | 2024 to 2029: https://www.marketdataforecast.com/market-reports/consumer-healthcare-market
[3] Anonymized health data rental - HIPAA and no personally identifiable information (PII).
[4] Verified Market Research https://www.verifiedmarketresearch.com/product/healthcare-data-analytics-market/
[5] Corporate Wellness Market Size, Share & Trends Analysis Report, 2023-2030: https://www.grandviewresearch.com/industry-analysis/corporate-wellness-market
[6] Medicare and Medical
[7] Nova One Advisor https://www.novaoneadvisor.com/

1st Year Growth Plan

Objective: Reach 1M app users, spend $1M on MarCom, and generate $3M in earnings.

**Target Audience:** Individuals seeking personalized health and wellbeing guidance

Solution: Yoor.coach, a revolutionary app powered by Google Gemini that provides tailored wellness recommendations based on advanced AI, ability to communicate proactive daily, and being able to remember the details for the user over long periods of time.

Quarter 2

Product Launch: Release Yoor.coach app
MarCom Campaign: $250,000
Target 285,750 New App Users: Leverage MarCom campaigns to drive app downloads and active users
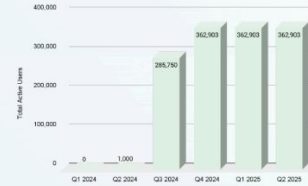
Quarter 3

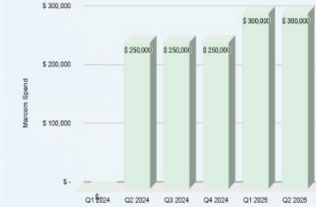**MarCom**: $250,000 Continue aggressive MarCom
Earnings: $2.5M
Target: 362,903 New App Users

Quarter 4

MarCom: $250,000 Expand MarCom reach and focus
Earnings: $3.3M
Target: 362,903 New App Users
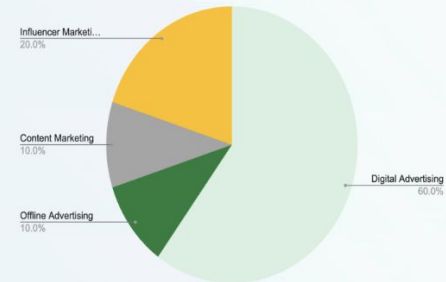
Quarter 1

MarCom: $300,000
Earnings: $3M Goal Reached
Target: 1,000,000 Total App Users
Celebrate milestones & continue growth trajectory!

Success Metrics

App downloads and active user count
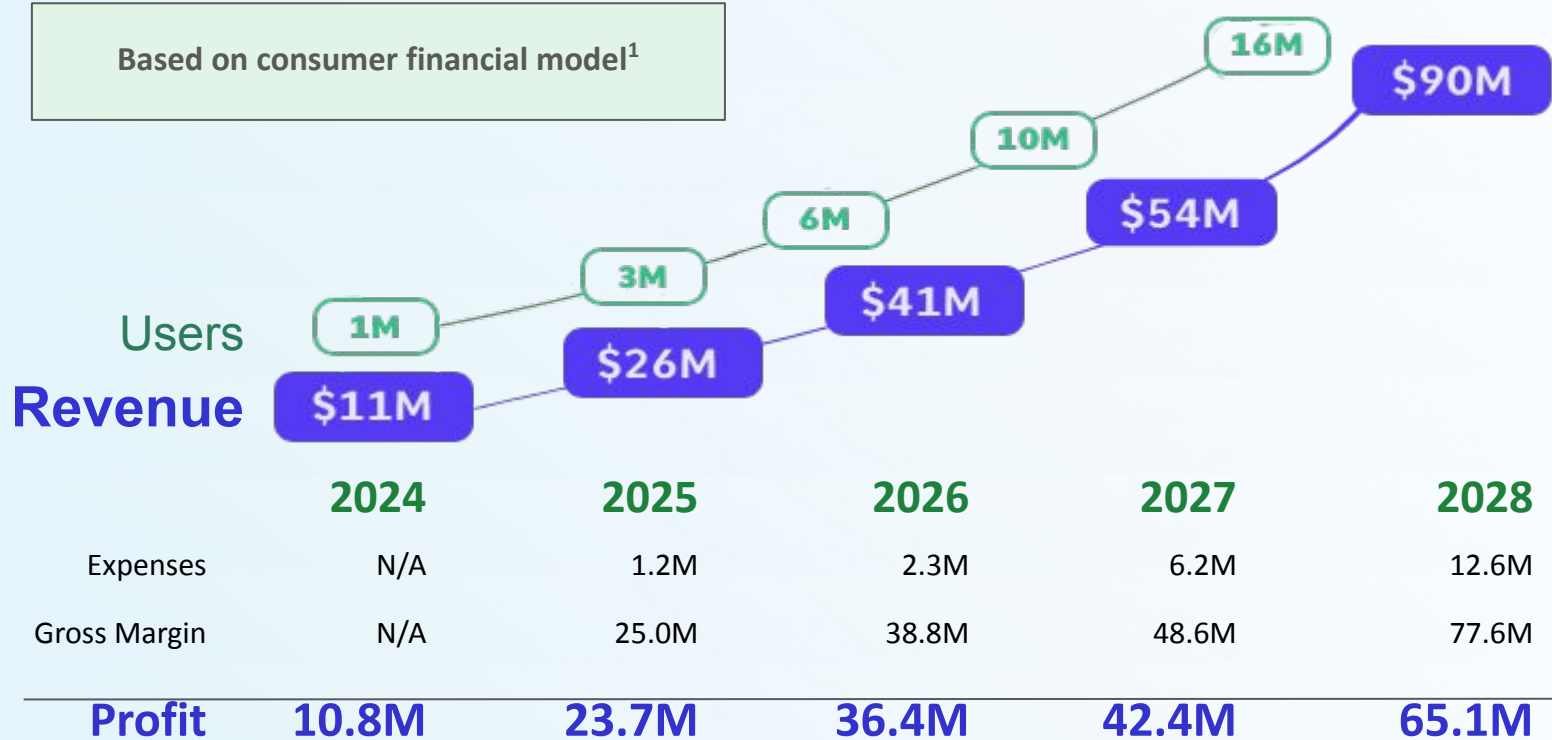Subscription conversion and retention
Revenue generation
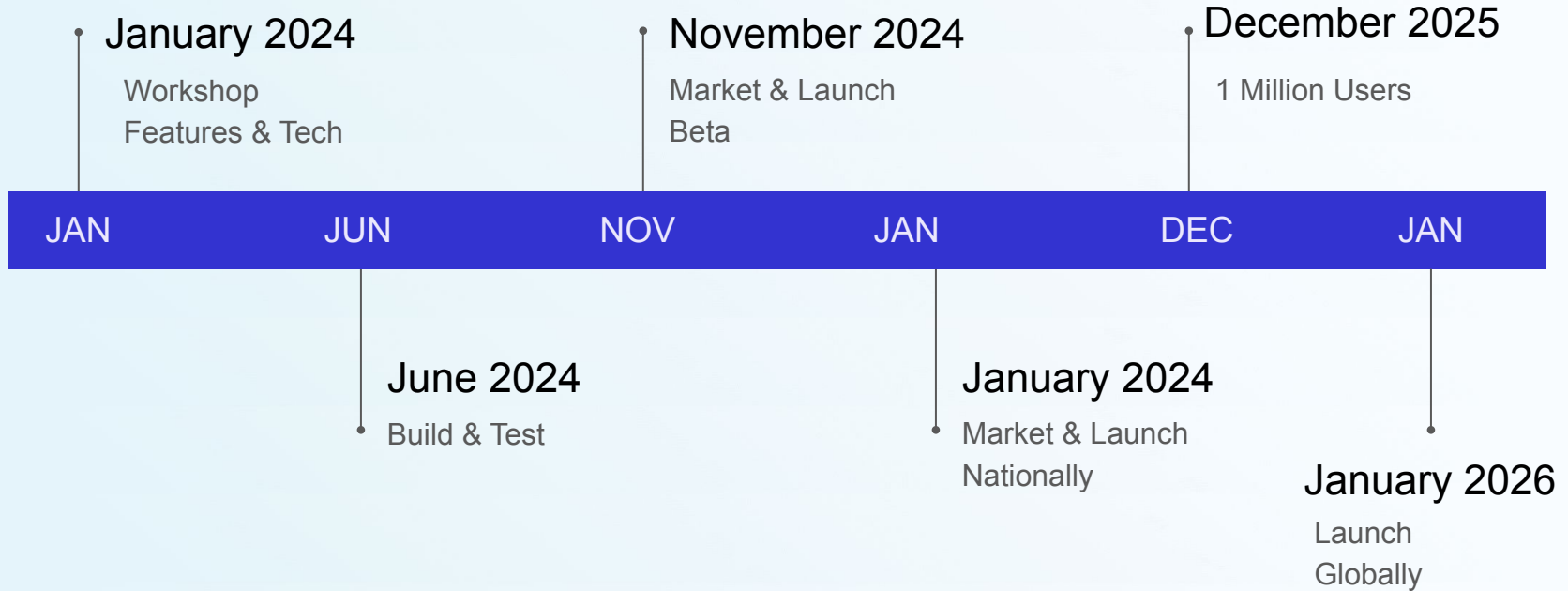User satisfaction

MarCom Budget Allocation

Influencer Marketi... 20.0%
Content Marketing 10.0%
Offline Advertising 10.0%
Digital Advertising 60.0%

Financials

Based on consumer financial model[1]

Users

Revenue

	2024	2025	2026	2027	2028
Expenses	N/A	1.2M	2.3M	6.2M	12.6M
Gross Margin	N/A	25.0M	38.8M	48.6M	77.6M
Profit	**10.8M**	**23.7M**	**36.4M**	**42.4M**	**65.1M**

[1] Models for Health Data, Corporate Health, and Public Health will be worked on in the near future

Milestones

January 2024

Workshop
Features & Tech

November 2024

Market & Launch
Beta

December 2025

1 Million Users

| JAN | JUN | NOV | JAN | DEC | JAN |

June 2024

Build & Test

January 2024

Market & Launch
Nationally

January 2026

Launch
Globally

Technology Partner

Google Cloud Partner

Google Innovator

Google Vertex AI

Google HIPAA

The Team

"Our passion and dedication will have a positive impact on the world."

Robb McCarter MBA

Elevating Health with GenAI. Product craftsman, leadership champion, & visionary creating products with a positive impact on humanity.

Mazharul Islam

Brilliant PhD Candidate in statistics & data Science with strengths in healthcare data science, biostatistics, statistical analysis and modeling.

Simone Celia Klein MD

Physician-scientist & visionary guiding the development of cutting-edge GenAI that transforms health & wellbeing. Committed to ethical, patient-centric innovation.

Chris Andrasick

Virtuoso in ML/AI, cloud applications, business modeling and strategy, team-building, and management.

Global Mission

Helping people live healthier lives to create a unique health & wellbeing solution, making it easy for everyone to be happier and healthier.

For a comprehensive explanation, click here: Yoor. HEALTH

Yoor.

Happy Healthy People

For investment opportunities, reach out to:

Robert McCarter MBA
Founder and CEO

robert@yoor.io
O 415-598-7622
M 612-888-7628