Yoor.

Happy Healthy People

AI Optimizing Health & Wellbeing, Global Impact.

yoor.io | yoor.health | yoor.coach

Prepared by Robert McCarter MBA

Funding Round

The Deal

Typing	Terms Sheet
Minimum	$500,000
Maximum	$5,000,000

Use of Funds

Marketing	55%
Development	45%
SG&A	10%

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
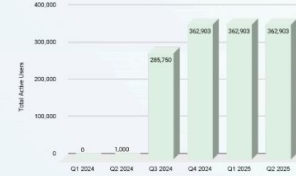
Quarter 3

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
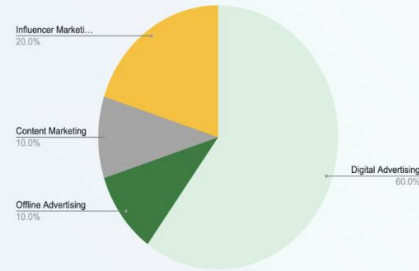
Quarter 1

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

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 short term, so it can't build upon or analyze historical conversations and data collected to give the user a more precise interaction.

Market Size

Global

$5.2 trillion in 2022
Projected: $8.9 trillion by 2030.

United States

$1.8 trillion in 2023
Projected: $2.2 trillion by 2033

Key Factors Driving Growth

- Increasing awareness about the importance of health and fitness

- Rising prevalence of chronic diseases

- Growing consumer spending on health and wellness products and services

- Innovations in technology, developing new and improved health and wellness products and services

Global Wellness Institute https://globalwellnessinstitute.org
Precedence Research https://www.precedenceresearch.com/

Proprietary AI Process
Yoor I/O [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 Health & Wellbeing
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.

Cost of Poor Health
Yoor. HEALTH

Poor Health

47 Trillion 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/

Health & Wellbeing
Yoor. HEALTH

Yoor. HEALTH is focused on the Health and Wellbeing, seamlessly integrates with Yoor. I/O and Yoor. COACH to power daily proactive conversations.

Yoor. HEALTH encompasses the Six Dimensions of Wellness.

Yoor. HEALTH:

- Track and monitor various health metrics
- Optimized personalized health insights and recommendations
- Motivation, positive engagement, and accountability.

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.

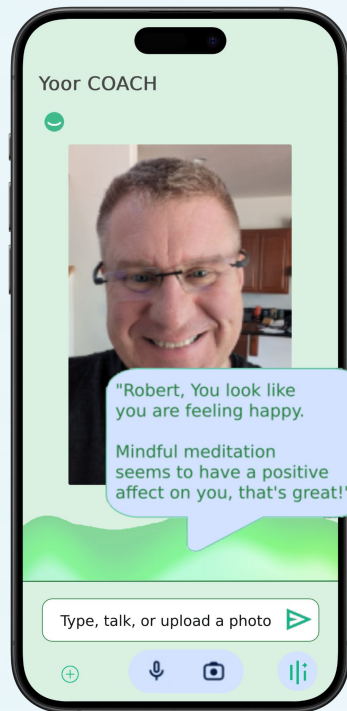[2] 2021 Journal of Occupational and Environmental Medicine
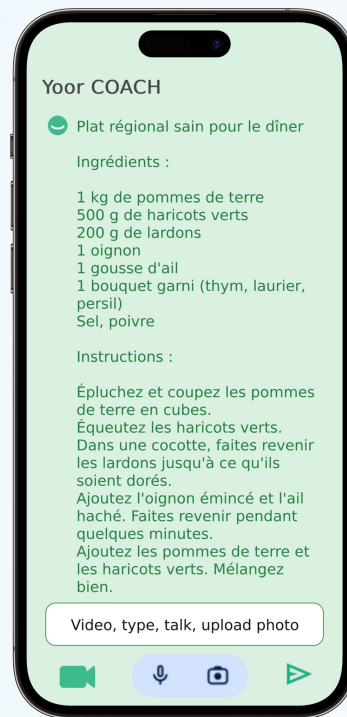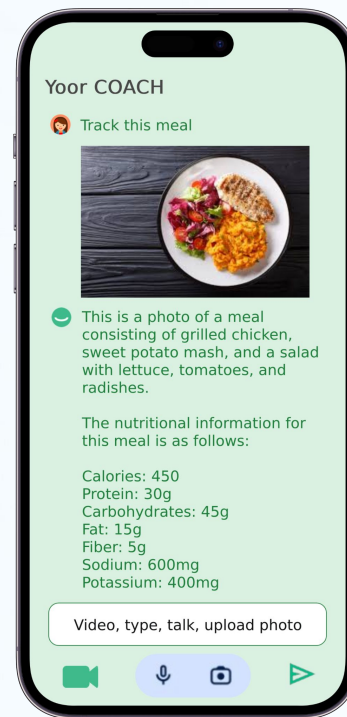[3] Centers for Disease Control (CDC)

Yoor. COACH

Proactive Conversations

Live Video Conversations

40+ Languages Regional Meals

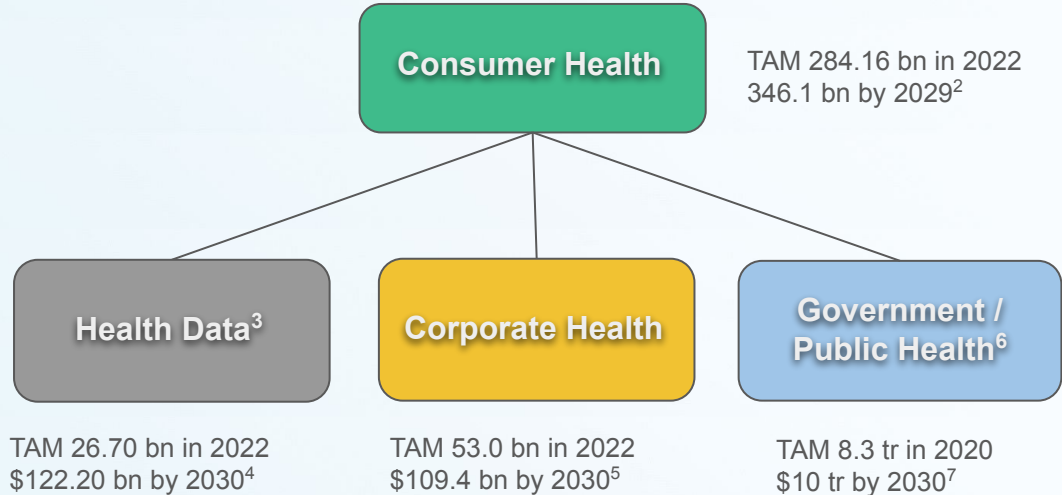**Snap to Track**

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]

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

Corporate Health

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

**Government /
Public Health[6]**

TAM 8.3 tr in 2020
$10 tr by 2030[7]

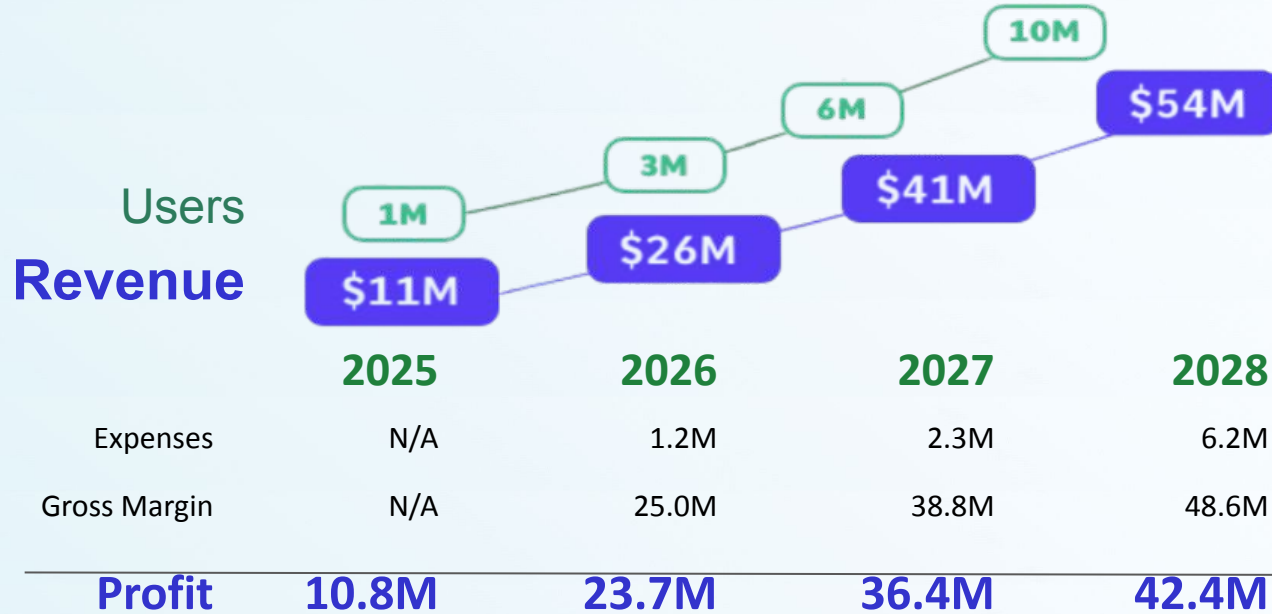[1] Internal Conjoint Analysis study - Willingness to pay is $10 - For More Information click here: Harvard Business School - Conjoint Analysis
[2] Consumer Healthcare Market Size, Growth Report | 2024 to 2029: https://www.marketdataforecast.com/market-reports/consumer-healthcare-market
[3] Anonymized 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/

Financials

	2025	2026	2027	2028
Users	1M	3M	6M	10M
Revenue	$11M	$26M	$41M	$54M
Expenses	N/A	1.2M	2.3M	6.2M
Gross Margin	N/A	25.0M	38.8M	48.6M
Profit	10.8M	23.7M	36.4M	42.4M

[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

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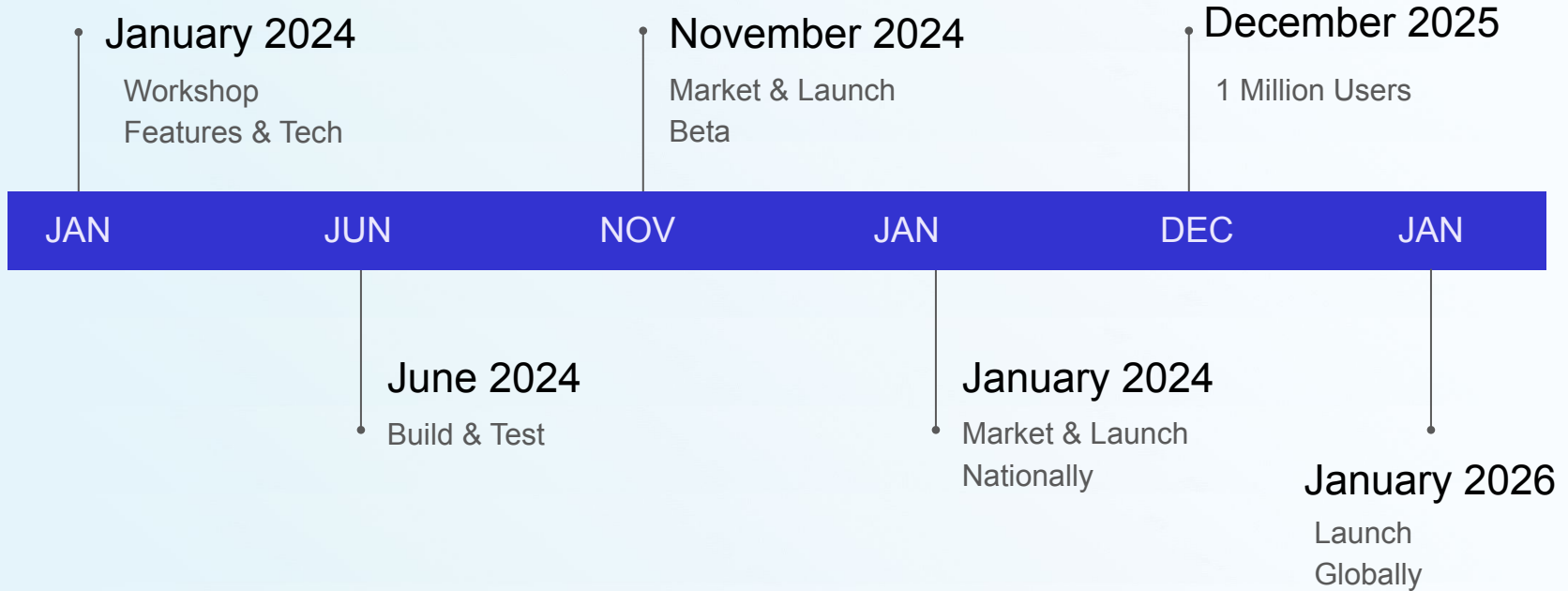
The Team

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

Robert 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.

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For investment opportunities, reach out to:

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