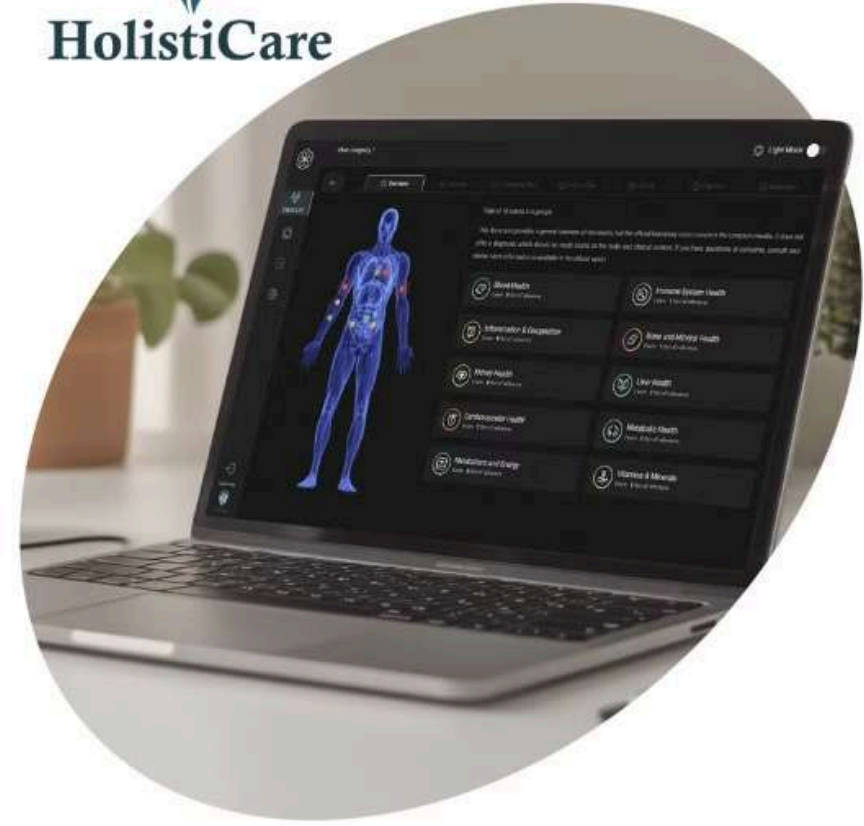# HolistiCare

Redefining Health Clinics

Innovatify Ltd presents HolistiCare, a revolutionary AI platform **for health clinics to provide holistic, preventive, and scalable services.**

Registered in the United Kingdom.

Jan 2025

Problem

Limited Practitioner Capacity:

Time-consuming processes restrict the number of clients clinics can serve, creating bottlenecks in service delivery.

Overwhelming Data:

Clinics face challenges in effectively managing and utilizing large volumes of data from questionnaires, biomarkers, and ongoing client monitoring.

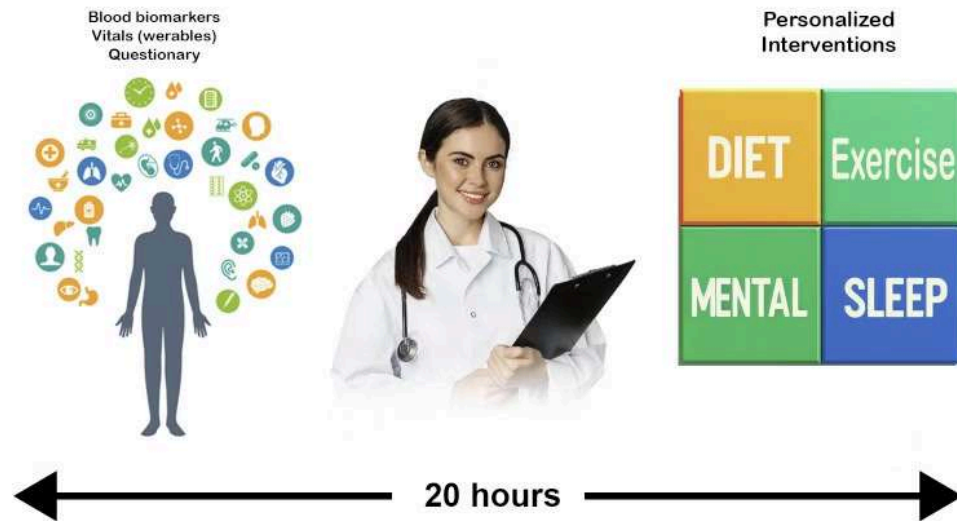| %80	15-20	+230
Of health clinics	**Hours per Client**	**Real distinct parameters**
Struggle to scale their operations and replicate their services effectively.	To analyze & provide the interventions.	Should be considered for a comprehensive personalized intervention.

•Note: Based on 50+ clinics interview.

Problems:

- Time-Consuming Processes (Manual data analysis & Inefficient workflow)

- One-Dimensional Interventions - Limited wellness plan scope - Lack of personalization

- Difficulty in Monitoring Progress - Fragmented tracking systems - Delayed feedback loops

- Challenges in Reevaluation and Analysis Improvement - Limited analytical capabilities - Inconsistent quality of care

Solutions:
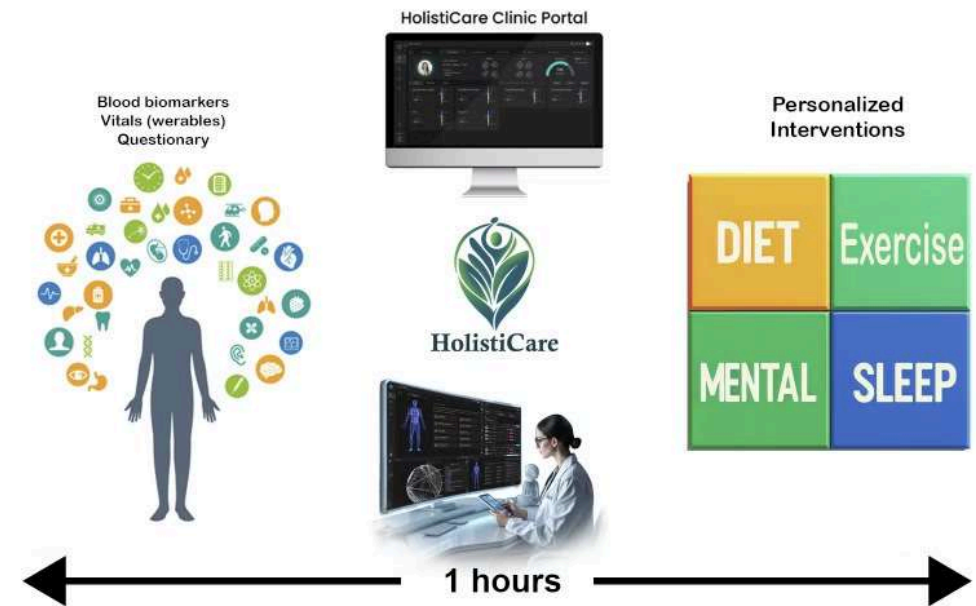
- Efficient, Time-Saving Processes - Automated data analysis - Streamlined workflows

- Holistic, Multi-Dimensional Interventions - Comprehensive wellness plans - Enhanced personalization

- Real-Time Monitoring and Adaptability - Continuous data integration - Dynamic adjustments

- Streamlined Reevaluation and Enhanced Analysis - Advanced analytical tools - Consistent quality of care

Accelerating and Enhancing Personalized Wellness

20x Faster Assessments

Reducing practitioner analysis time from **20 hours to 1 hour**.

99% Accuracy with AI

Enhancing the precision of personalized wellness plans by **10x**.

100x Scalability

Enabling practitioners to manage up to **500 clients**.

70% Cost Reduction

Making wellness programs more affordable and accessible.

Holistic Interventions

Integrating all aspects of health and longevity into one seamless solution.

Real-Time Monitoring

Updating plans dynamically based on continuous monitoring of clients.

Demo:

Why Now?

1- Technological Advancements

Recent AI advancements have made it possible to analyze medical content in depth.

2- Rising Health Consciousness

A significant portion of Gen Z & Millennial are actively seeking personalized wellness solutions, reflecting a shift in consumer behaviour towards proactive health management and disease prevention.

3- A new market niche is emerging

The growing demand for preventive healthcare systems has led to the emergence of new fields in healthcare, such as functional medicine and health coaching, creating a niche market for us.

McKinsey & Company

Implications for companies: Companies that offer software-based health and wellness services to consumers are uniquely positioned to incorporate gen AI into their personalization offerings. Other businesses could explore partnerships with companies that use gen AI to create personalized wellness recommendations.

Market Size

Global Health and Wellness Market

Market Size in 2024:
£5.55 Trillion

Projected Growth by 2033:
£9.36 Trillion

Major Regions:

Asia Pacific (APAC): 34%

North America (NA): 30%

Europe (EUR): 25%

Latin America (LATAM): 9.81%

UK Health and Wellness Coaching Market

Market Size in 2024:
$495.70 Million

Projected Growth by 2029:
$774.10 Million

CAGR:
9.32%

UK Personal Care, Nutrition and Fitness Segment

Market Size in 2024:

$229 Million

CAGR:

9.32%

Business Model: Revenue Streams

Basic
Create Your AI Twin

£99 /month

- ✓ Customizable AI Persona
- ✓ Blood Analysis
- ✓ Vitamins Assessment
- ✓ Link Adding
- ✓ Key Analytics
- ✓ Advanced Muscle, Fat, and Bone Health Metrics
- ✓ White-Label
- ✓ Basic Support

Get Started

Pro
Create Your AI Twin

£499 /month

- ✓ Includes Basic Plan
- ✓ Comprehensive Blood Analysis
- ✓ Diabetes & Glucose Monitoring
- ✓ Glutathione Levels
- ✓ NAD+ Measurement
- ✓ Cardiovascular Risk Evaluation
- ✓ Pro Support

Get Started

Elite
Unleash Your Potential

£999 /month

- ✓ Includes Pro Plan
- ✓ In-depth Vitamins and Nutrient Profiling
- ✓ Enhanced Trace and Major Essential Minerals Analysis
- ✓ Immune Health Evaluation
- ✓ Comprehensive Handgrip and Lung Function Tests
- ✓ Bone Biomarkers
- ✓ Skin Elasticity Check
- ✓ Elite Support

Get Started

Enterprise
Experience The Future

Contact Us

- ✓ Personalized Health Insights
- ✓ Customizable Clinic Method Tailored to Your Needs
- ✓ Direct Consultation with Health Experts
- ✓ Flexible and Adaptive Diagnostics
- ✓ State-of-the-Art Health Monitoring Technology

Get Started

Subscription Fees

HolistiCare offers tiered subscription plans: Basic, Premium, and Professional. Each plan includes different levels of service, tailored to the specific needs of each clinic.

Seat-Based Pricing

The subscription fee is calculated based on the number of users who will access HolistiCare ensuring fair pricing for all clinic sizes.

Usage-Based Fees

HolistiCare offers additional services, like advanced analytics, on a usage-based fee model. This provides flexibility and allows clinics to scale their services as needed.

Customization

HolistiCare provides customized integrations with existing clinic software and dedicated support to ensure a smooth transition and optimal user experience.

Competition – Standing Out in the Market
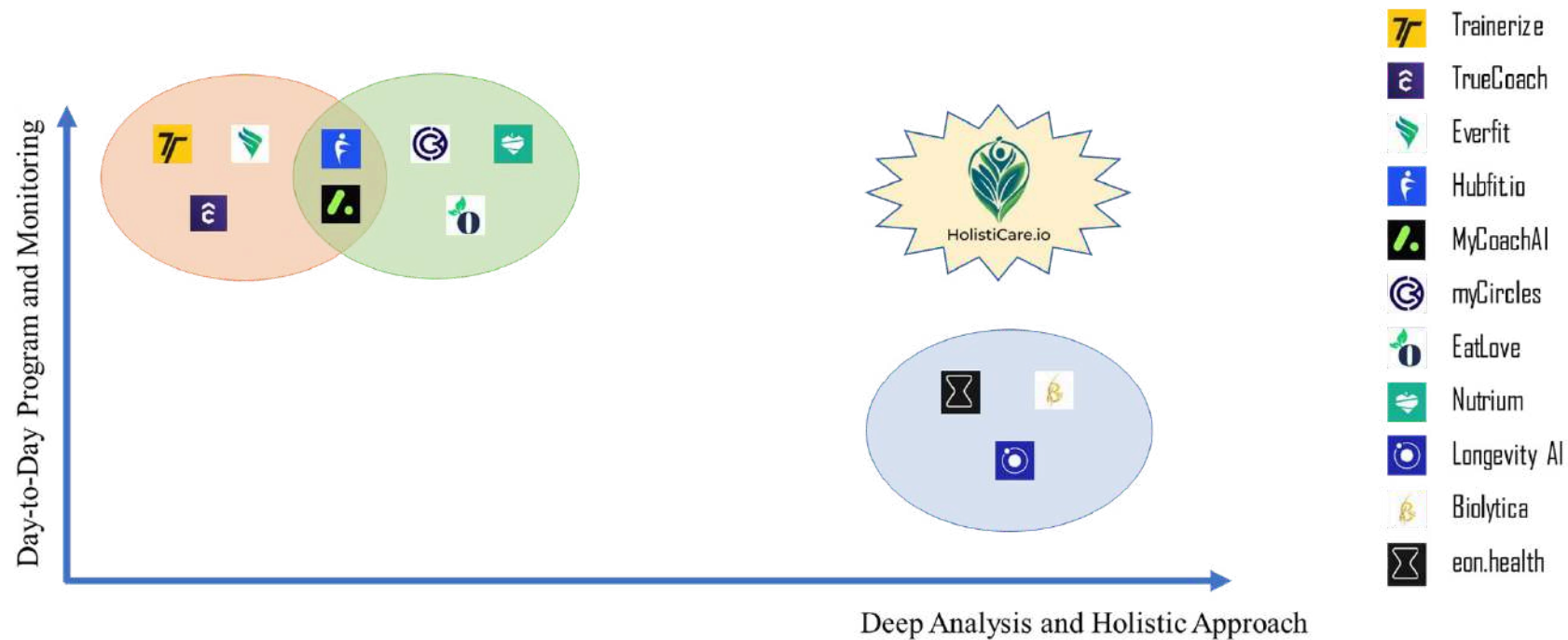
Unique Selling Point (USP)

HolistiCare stands out by offering a complete wellness solution that integrates in-depth health analysis, personalized treatment plans, and actionable strategies in one seamless package. Unlike competitors, which often focus exclusively on health frameworks (like longevity apps) or day-to-day tracking (like coaching apps), **HolistiCare** provides comprehensive monitoring and deep, data-driven suggestions when users deviate from plans. This ensures ongoing support tailored to individual health needs. Our use of proprietary AI algorithms and advanced data integration makes our service hard to replicate, securing our position as a leader in effective and efficient wellness management.

Go-To-Market Strategy

Potential Market

Niche Market Entry Point

Nutritionists

Personal trainers

Wellness clinics
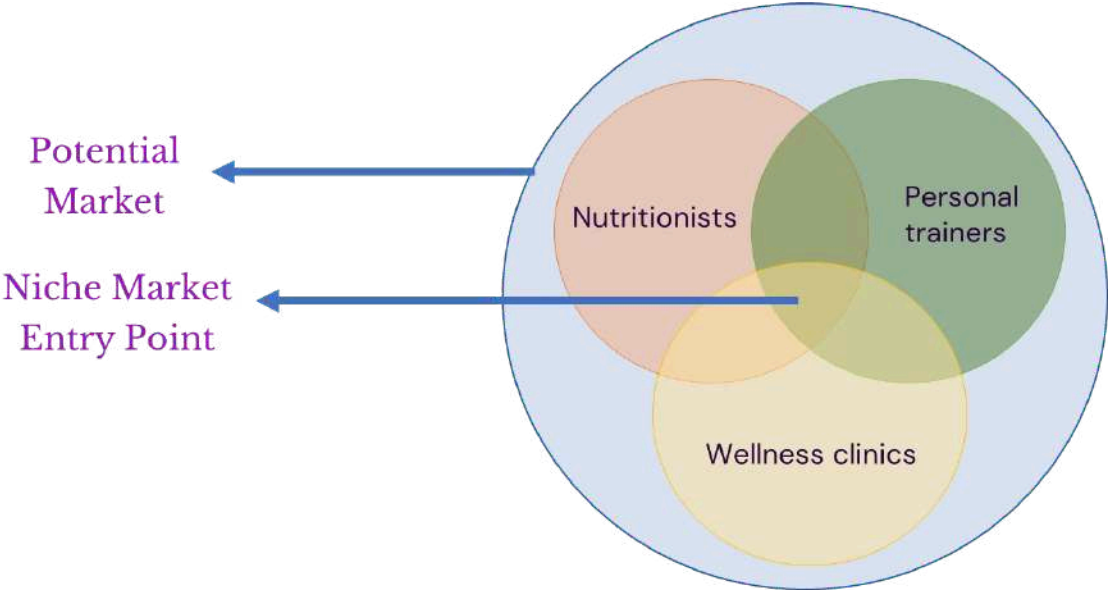
Niche Market Entry Point

The growing demand for holistic approach in wellness programs has led to the emergence of new fields of health coaching, creating a **niche market** for us to target in Go-To-Market Strategy.

Strategic Channels

1	2	3
Direct Sales	**Partnerships**	**Online Sales**
Dedicated team engaging with clinics.	Collaborate with health tech companies and labs.	Digital marketing and lead generation.

Financial Projections

Months Year 1	$150,000
Months Year 2	$1,160,000
Months Year 3	$4,670,000
Total 18 Months	$6,000,000
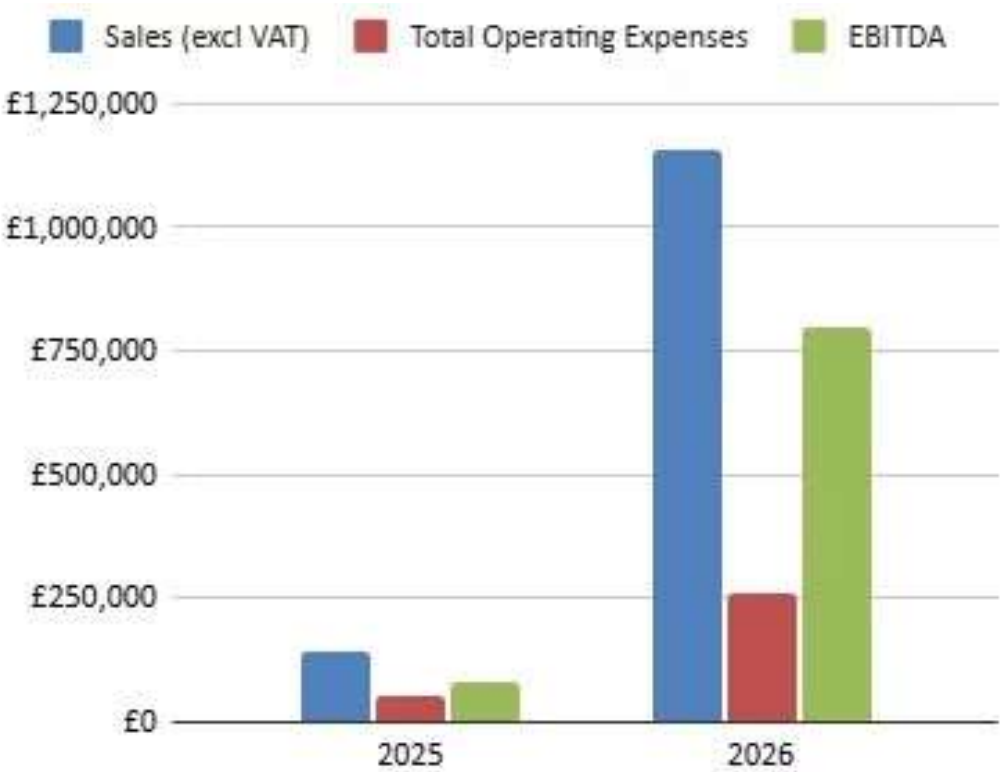
Our Tractions:

- Successful Pilot with Longevity Clinic: Our platform has been successfully piloted with a longevity clinic, set to transition to a paid client in 2025.

- Multilingual Interactive Platform: Our platform delivers personalized interventions based on Mayo Clinic guidelines and is designed as a subscription-based project for population health in India, where it has served 1 million clients. contributing to projected annual revenues of £88K.

- Prestigious Accelerators: We have secured places in notable programs including:

  - NatWest Accelerator

  - Google Cloud Accelerator

  - Innovate UK's RTO Catapult (in collaboration with Health Innovation Yorkshire & Humber)
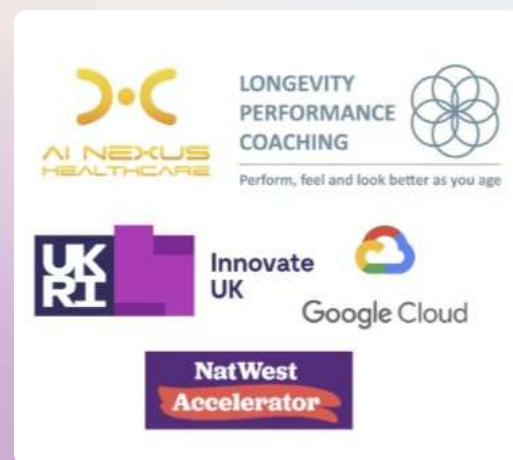
Core team:

Farzin Azami
Co-Founder & CEO

PhD in Electrical Engineering from Amirkabir University of Technology (ranked #2 in Iran). Began an entrepreneurial journey after earning a BSc, with 19 years of experience founding and managing startups. Successfully established four startups and experienced failure with two others in Iran. Immigrated to the UK in 2021 with startup visa and founded Innovatify Ltd in 2022. Dedicated all of his career to building companies and creating value.

Seyedmojtaba Kargar
Co-Founder & CTO

MSc in Artificial Intelligence from Amirkabir University of Technology (ranked #2 in Iran).

15 years of experience in software development and data science, with 7 years in technical management. Immigrated to the UK in 2022 with startup visa and co-founded Innovatify Ltd the same year.

Relationship to Farzin: Close friend for the past 7 years

Mona Azami
Co-Founder & Business Developer

Extensive experience in marketing, sales, and business development both in the UK and internationally.

Previously held engineering roles at Currys and Samsung Health, where she developed expertise in software development and health technology. Residing in the UK for 15 years, she is now a British citizen.

Relationship to Farzin: Sister

I have dedicated my entire career to building and creating value, achieving significant successes in Iran. Now, I feel both experienced and energized to prove that success can be replicated on a global stage in the UK. To date, we have been entirely self-funded. Our co-founder team is deeply committed, working 10–12 hours a day, 6–7 days a week, driven by an unwavering hunger for success.

Advisors:

Dr. Mehran Izadi

Infectious disease specialist MD, PhD, MPH, Longevity scientist.

Faramarz Farhoodi

Internationally recognized expert in Cognitive Computing/AI

Nigel Issa

Longevity Entrepreneur Longevity Performance Coaching

Team:

Behzad

Full stack Engineer

Ehsan

Content Manager

Maisy

ML Engineer

Sahar

NLP Engineer

The Fundraising Round

Fund Amount: £500,000

Minimum acceptable investment: £50,000

Preferable Investor: Angels in Health Tech

Predicted runtime: 12 month to next round (Seed)

Contract Type: SAFE

Use of Fund

Engineering Development (R&D): £300,000

Sales and Marketing: £150,000

Operational Expenses: £50,000

We treat investor money with the same care and respect as our own life savings. We have a proven ability to manage resources effectively

What we need:

- Funding Money
- Help on next investment round
- Health tech Partnership
- Health tech Network

What you invest on:

- A dedicated team
- A product with niche market

Compliance & Security

HolistiCare functions as an AI-powered wellness co-pilot that enhances healthcare professionals' ability to deliver personalized care without performing medical diagnoses or treatments, thus not requiring medical device regulations. Like Co-pilot, our platform provides supportive insights by integrating and analyzing health data, stopping short of direct clinical decision-making. We adhere to strict data privacy and security standards such as GDPR to protect sensitive information. Additionally, we stay updated with regulatory developments to ensure compliance with relevant non-medical regulations, maintaining our platform's reliability and security.