



Startup
Leadership



Wellness Garden

ENABLE PEOPLE IN PAIN TO **FIND RELIEF**

HOLISTIC HEALTH



NOV.022

STAGE - PRE LAUNCH

Founder **SILVIE CLAES-SHETTY**

INTRODUCTION TO THE PROBLEM:

Conflicting advise.



Mr. Sunil; Marketing head, 34y.

Acute back pain due to sport injury. Chronic pain 5+months. Not able to work 2+months.

ADVICE 1: 3 months pain medication & 15+ sessions physiotherapy

ADVICE 2: surgery

ADVICE 3: 8+ session of spine alignment by a chiropractor.

INTRODUCTION TO THE PROBLEM: Time & money wasted.



Day 1
Pain level 9
Pain medication

Day 5
Pain level 8
Consultation physio
3 session with Orthopedic Specialist
MR scan
25+ sessions physiotherapy

Day 225
Pain level 6
Recurring pain 3W > 2W
Additional physiotherapy
3 Ayurveda Therapy sessions
+ more...

Day 395
Pain level 5
Consultation chiropractor
Short form 10 sessions manual therapy
Additional follow up therapy 1-2x monthly
Exercise - strengthening



3900 \$



13+ months

Today
Pain level 3

\$ 1500 \$

\$ 1250 \$

\$ 1150 \$

conventional treatment

holistic & conventional treatment

holistic & preventive health

THE PROBLEM

1 in 4 adults suffer from PAIN.

1 in 10 adults are diagnosed with CP - CHRONIC PAIN each year. *

25-46%

31y - 55y+
Indian professionals

Musculoskeletal Disorders (MSD)

\$635 Billion

**ANNUAL COST OF TREATMENT
& LOST PRODUCTIVITY**

Decreased PRODUCTIVITY
Functional LIMITATION
Pain RELAPSE

THE PROBLEM & SOLUTION

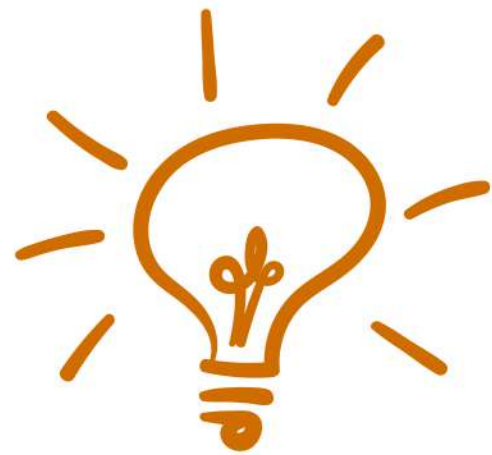
35% Long-term Success Rate

lack of awareness
WHAT CAN HELP

inability
HOW TO ADOPT

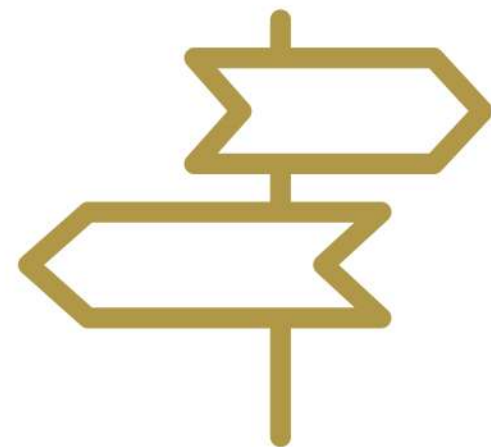
limited access
TRUSTWORTHY SOURCES

no guidance
HOW TO MOVE FORWARD



AWARENESS

REAL STORIES



**DIRECTION
GUIDANCE**

SHARE & TALK



**PERSONALISED
HEALTH PLAN**

OUTCOME-BASED



**VETTED
PRACTITIONERS**

CONNECT & EXPERIENCE



AFTER CARE

STAY IN TOUCH

* National Institutes of Health's National Library of Medicine. 2017

** Therapies by vetted health practitioners from Oriental medicine, AYUSH medicine, Mind Body Movement (MBM), nanotechnology & machine driven tech in future medicine.

THE PRODUCT



One-Click Onboarding

Search > Discover > Select

Speak with Expert

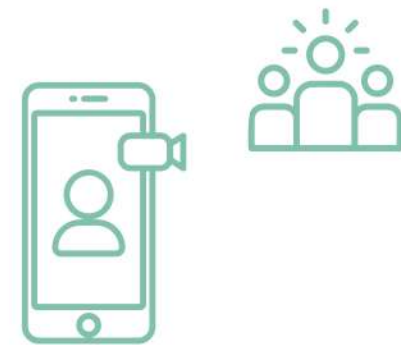
Treatment plan > Pricing > Logistics

Wellness Garden Program

Standardized Care on location

Ongoing Care

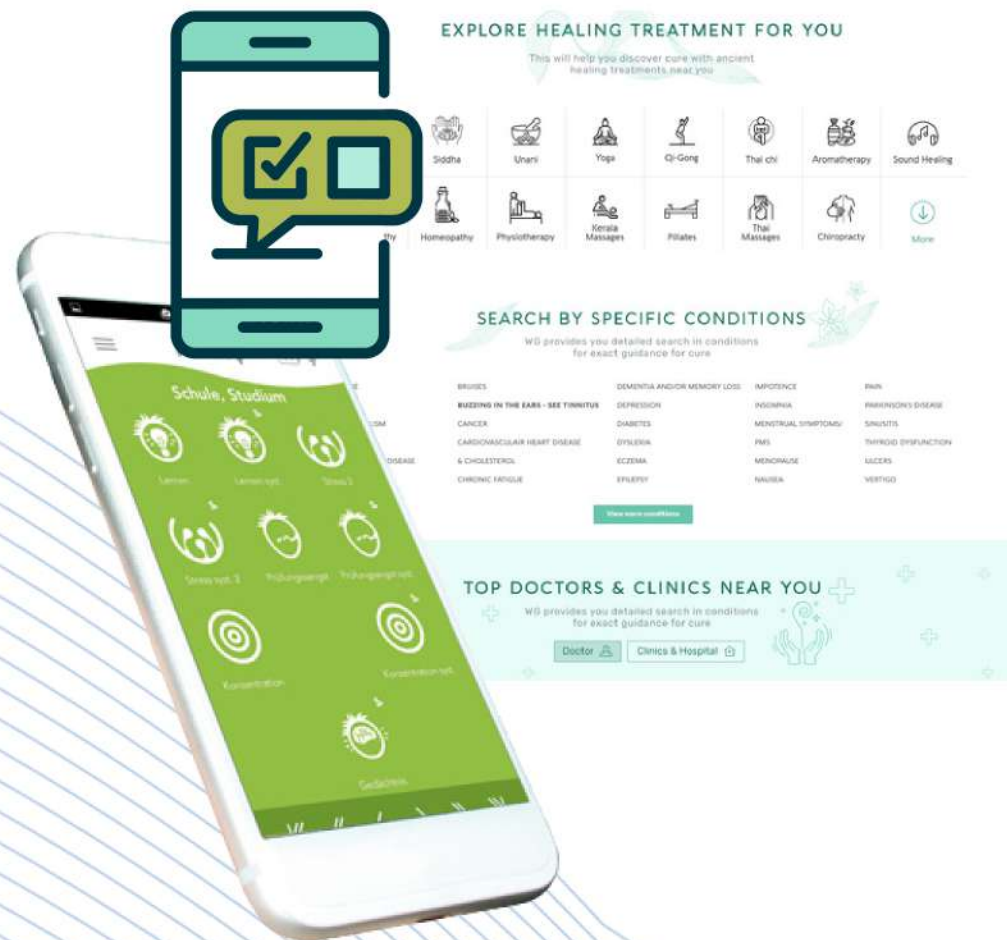
Unlimited Virtual Care
Progress tracking



THE PRODUCT CATEGORIES

We are building a pain relief & supporting holistic care digital platform for patients with an existing or recurring pain level 2+ onward.

Holistic Health Recommendation engine



1. PAIN MANAGEMENT

- 1. MUSCLE / JOINT PAIN
- 2. INJURIES
- 3. CHRONIC PAIN



2. PREVENTIVE HEALTH

- 1. STRESS MANAGEMENT
- 2. WEIGHT MANAGEMENT
- 3. GENERAL HEALTH
- 4. GUT HEALTH
- 5. MUSCLE/BONE STRENGTH



VALUE PROPOSITION



PATIENT



A PREPARED & WELL INFORMED PATIENT



VETTED THERAPIES + PRACTITIONERS



20- 40% COST SAVING

PRICE TRANSPARENCY



TIME EFFICIENCY

100% NATURAL



HEALTH PRACTITIONER



BETTER ENGAGEMENT & RETENTION



MORE TREATMENTS & EARNING



IMPROVED PATIENT LOYALTY



INCREASED MARKET VISIBILITY

SHARING OF SUCCESS STORIES

COMPLIMENTARY TEAM PARTNERSHIP



HEALTH CENTER



HIGHER UTILIZATION OF FACILITIES



DECREASED CUSTOMER FRUSTRATION



DATA INSIGHTS & ANALYTICS



RETENTION OF TALENTED EXPERTS

MORE STRENGTH - MARKET SIZE

BUSINESS MODEL

PHASE 1

Bundle Deal Packages



15-25%

In & Out Patient Margin



10-20%

Convenience fees



\$ 0.2 - 2

PHASE 2

WG Premium Care Package



30%

Logistics International Patients



5-8%

After Care Health App & Programs



Subscription

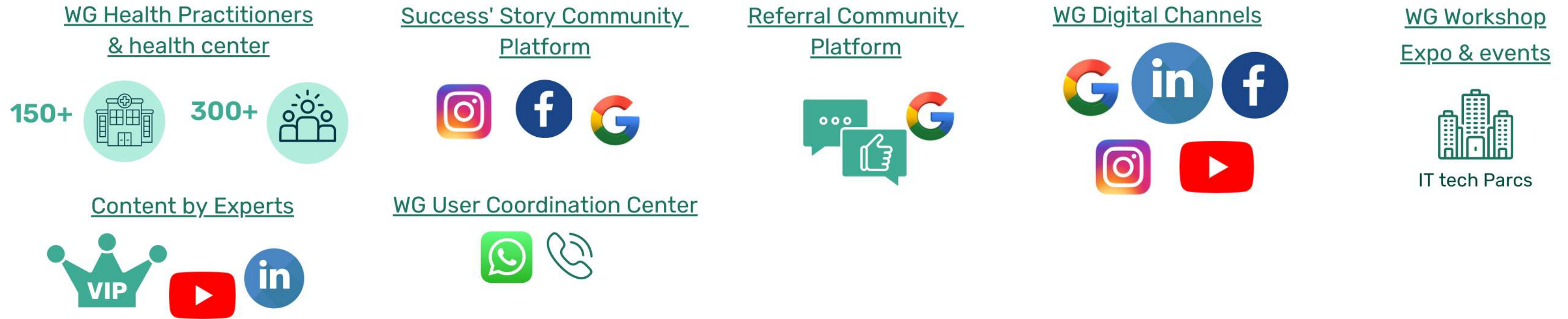
Employee Health App & Programs



Subscription

GROWTH STORY & ROAD MAP

GO-TO-MARKET MODEL



ROAD MAP



One-Click Onboarding

- Beta Product Launch
- 50 user solutions
- Launch WG Booking & Content Website

Speak with Expert

- On-boarding phase II Pain Management
- On-boarding of patients

WG Community First

- Evaluation PSF
- Solutioning
- Launch WG Programs B2B

Global Connect

- Launch Pan-India
- Product Wellness Tourism

THE MARKET SIZE

\$ 485 Billion

GLOBAL PAIN MANAGEMENT MARKET SIZE

TAM
Total Available Market

\$ 45.38 Billion

PRESENT ADDRESSABLE MARKET SIZE

SAM
Serviceable Available Market

\$ 4.5 Billion

SOM
Serviceable Obtainable Market

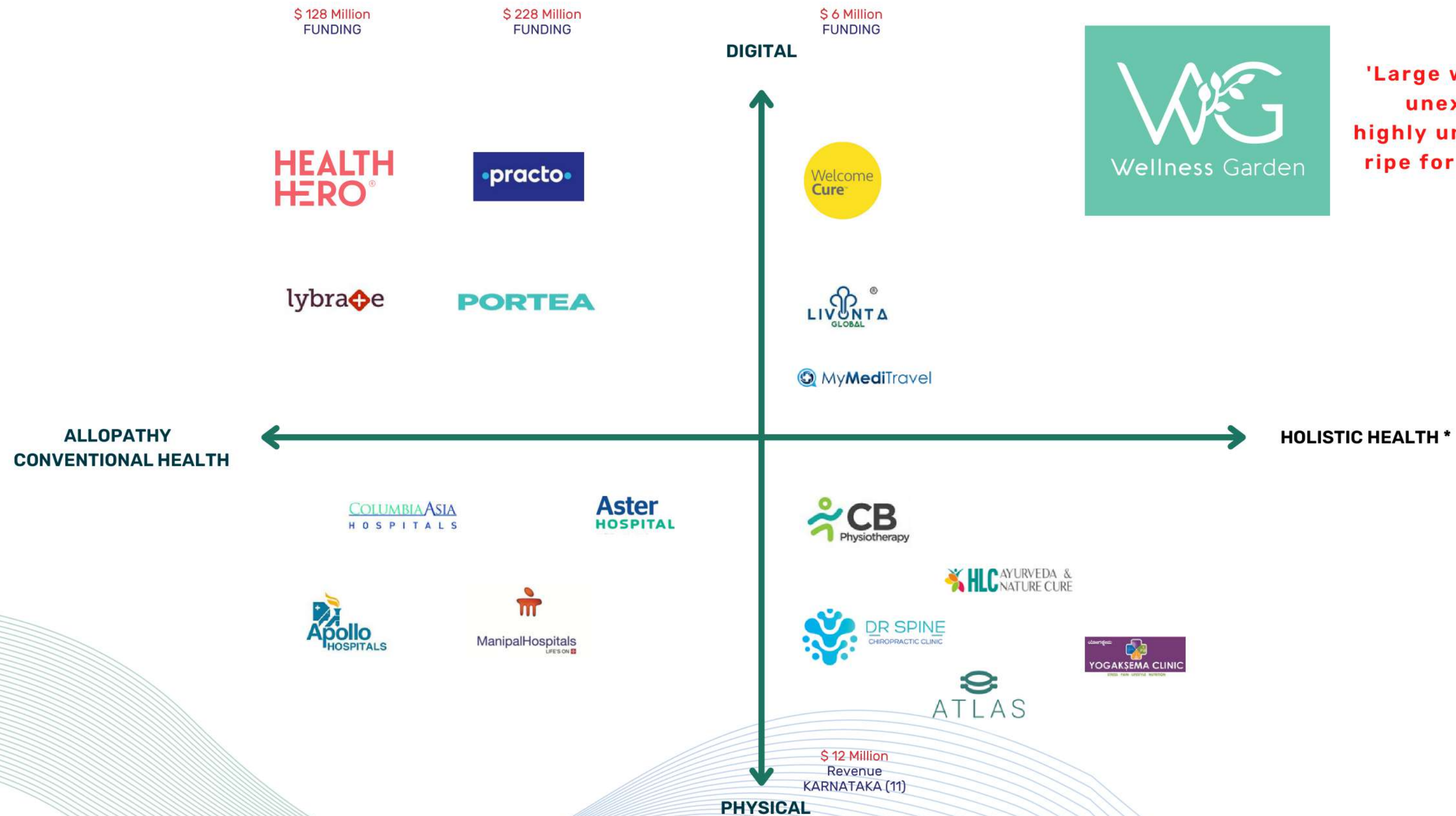
Our target in 5 years
450 Million

- Wellness Industry growth at CAGR of 16%-17% by 2023
- Medical travel is growing at 18%
- SAM = India Wellness Market 44.4 billion + Pain management 0.98 Billion
- TAM = Global Wellness Market 4900 billion + Pain Management 635 billion
- Wellness Market = Wellness Tourism, Preventive, Trad. & Complimentary Medicine

SOURCE: Market research.com, grand view research, Statista, Business-standard.org.

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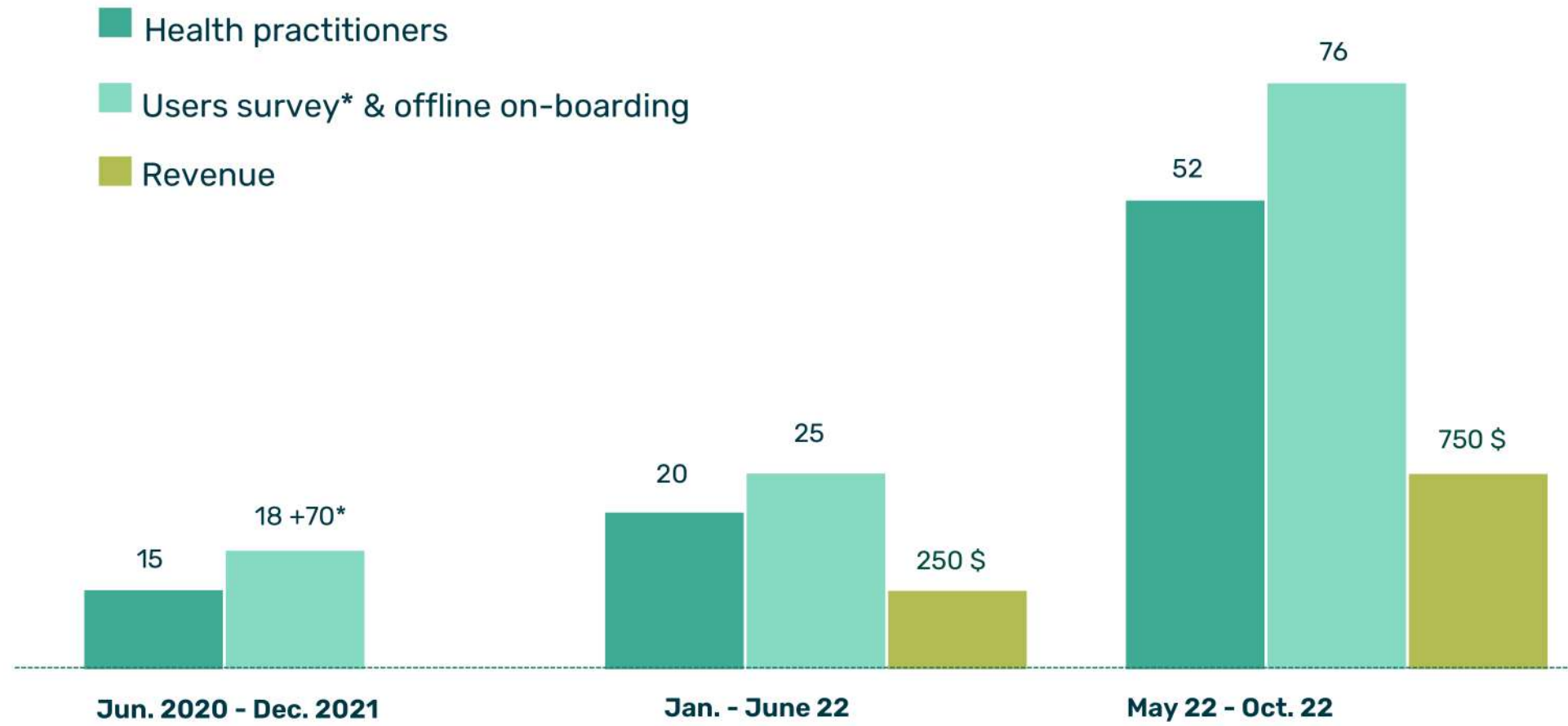
THE EXISTING PLAYERS



* Healing that considers the whole person – body, mind, spirit, and emotion. – CAM - Complementary and alternative medicine, Traditional Medicine – Ayush.



TRACTION & TEAM



We are a bootstrapped startup till date.

Wellness Garden is designed and backed by CAM & ALLOPATHY HEALTHCARE EXPERTS & SUPPORTED BY 10+ PEOPLE.



FOUNDER SILVIE CLAES-SHETTY

17Y EXPERIENCE (EU/INDIA)
BRAND ARCHITECT +50 BRANDS
PRODUCT & USER EXPERIENCE

PASSIONATE ABOUT PREVENTIVE HEALTH AND BUILDING GLOBAL COMMUNITIES.

CO-FOUNDER

IN FINAL PROCESS

CHIEF STRATEGY & SALES

PASSIONATE & CONFIDENT IN RETRIEVING, UPLIFTING INDIA'S AYUSH HERITAGE 2.0 .



CHIEF TECHNOLOGY OFFICERS NAYAN MITTAL

9Y EXPERIENCE
SERIAL-ENTREPRENEUR & CO-FOUNDER OF SUGOI
LAB BUILD PRODUCTS FROM THE IDEATION STAGE TO FULL-FLEDGED GO-TO-MARKET PRODUCTS.

PASSIONATE ABOUT EDUTECH, INTEGRATING AI/ML TECH IN CAM MEDICINE.

AYUSH EXPERT DR. GEETHA KAMATH

15Y EXPERIENCE
USER CONNECT
SCIENTIFIC WRITER

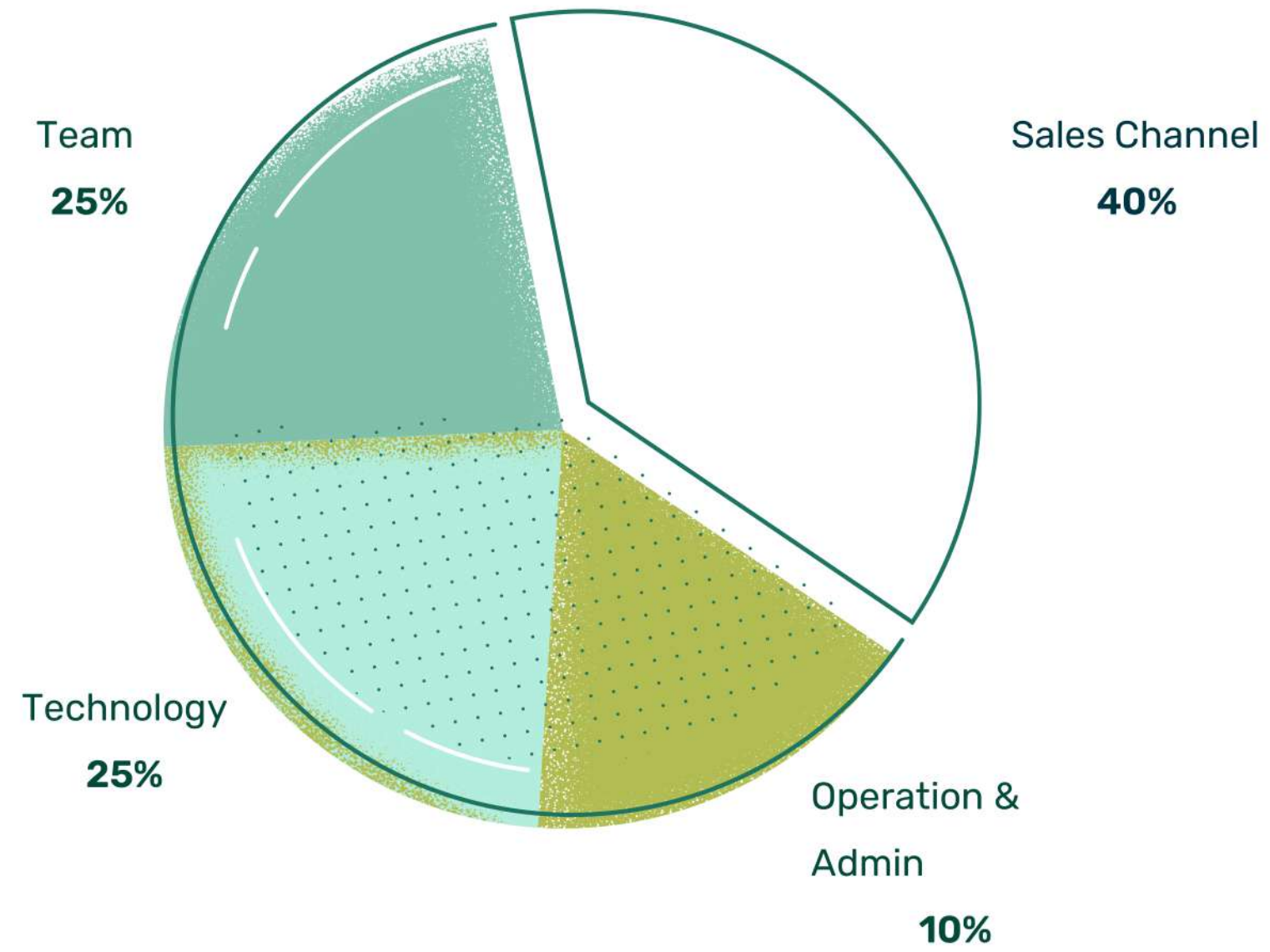
PASSIONATE ABOUT MAKING INDIA A TRUSTED HEAVEN FOR HOLISTIC HEALING.



THE ASK

Funding runway 200K

Mentorship Growth Marketing, Community Building.



Let's meet soon :)

M 9886730222

wellnessgardenbcity@gmail.com

www.wellnessgarden.in



BACKED BY



SLP PROGRAM BANGALORE COHORT 2022



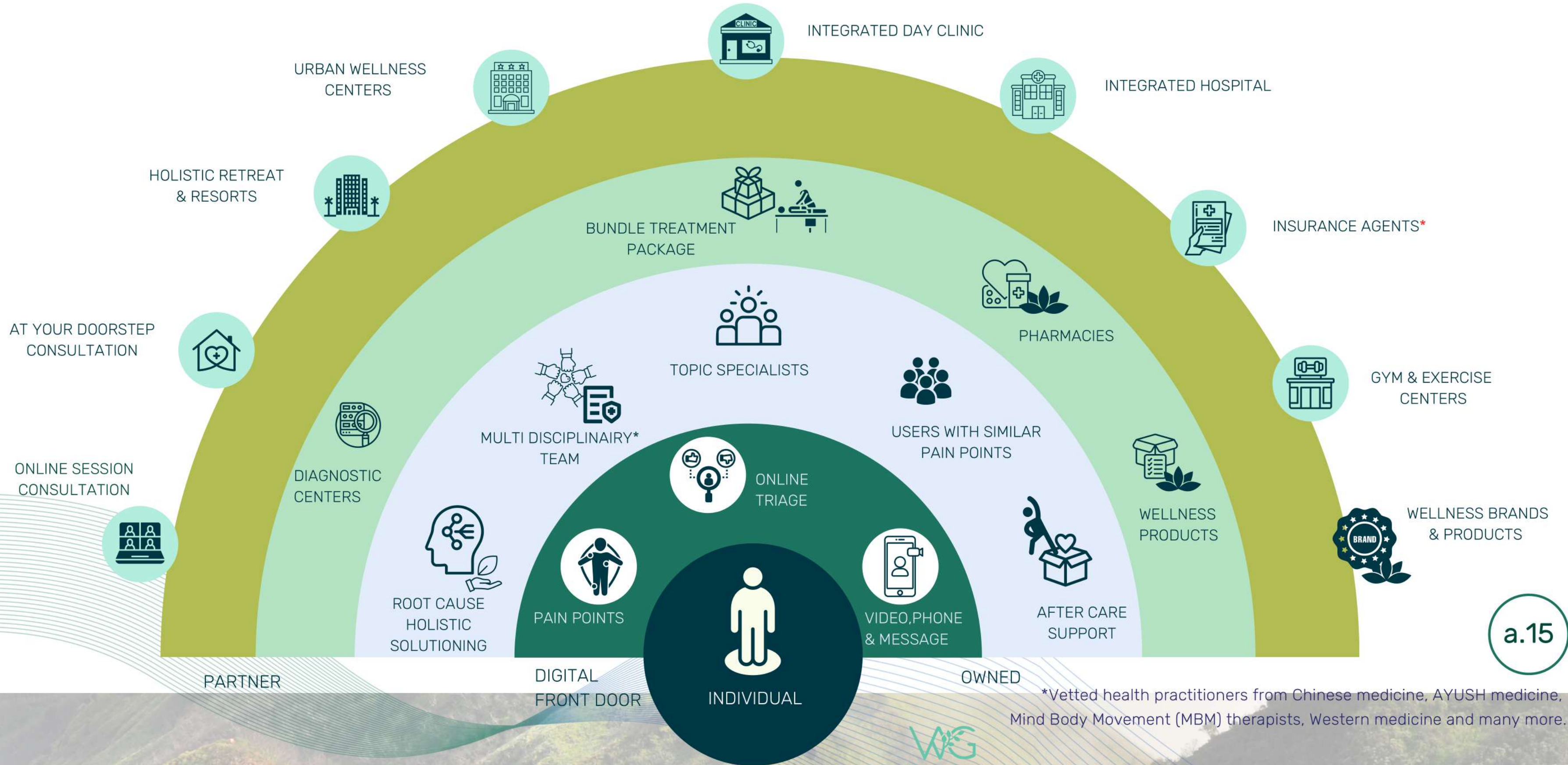
**NSR
CEL**

NSRCEL'S WOMEN STARTUP PROGRAM 2022

APPENDIX

WELLNESS GARDEN UNIVERSE

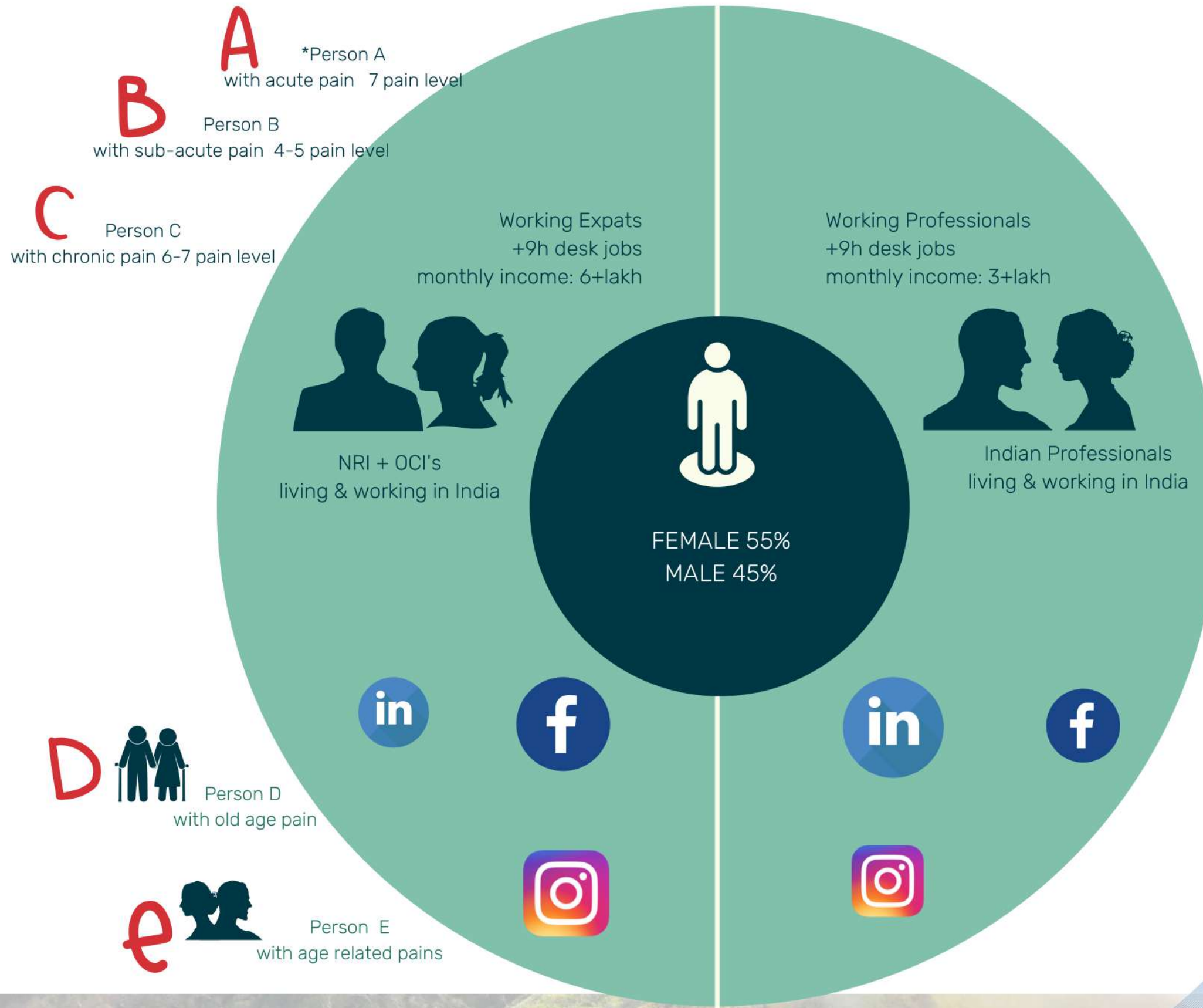
User Journey to Long-Term Relief



*Vetted health practitioners from Chinese medicine, AYUSH medicine, Mind Body Movement (MBM) therapists, Western medicine and many more.



APPENDIX



KEY TARGET AUDIENCE

SYMPTOM: PAIN POINTS

- Lower back pain
- Neck * shoulder pain
- Upper back pain
- Stress relief holistic health
- **Additional:** hormonal pain, joint pain, reverse lifestyle pain, oncology support pain,

AGE BRACKET

- 35-55Y

LOCATION

- **TRIER 1 & 2 CITIES INDIA**
- NRI + OCI
- **COUNTRY OF ORIGIN:** UK/US/EU/UAI/AFRICA

PAIN LEVEL (1 - 10)

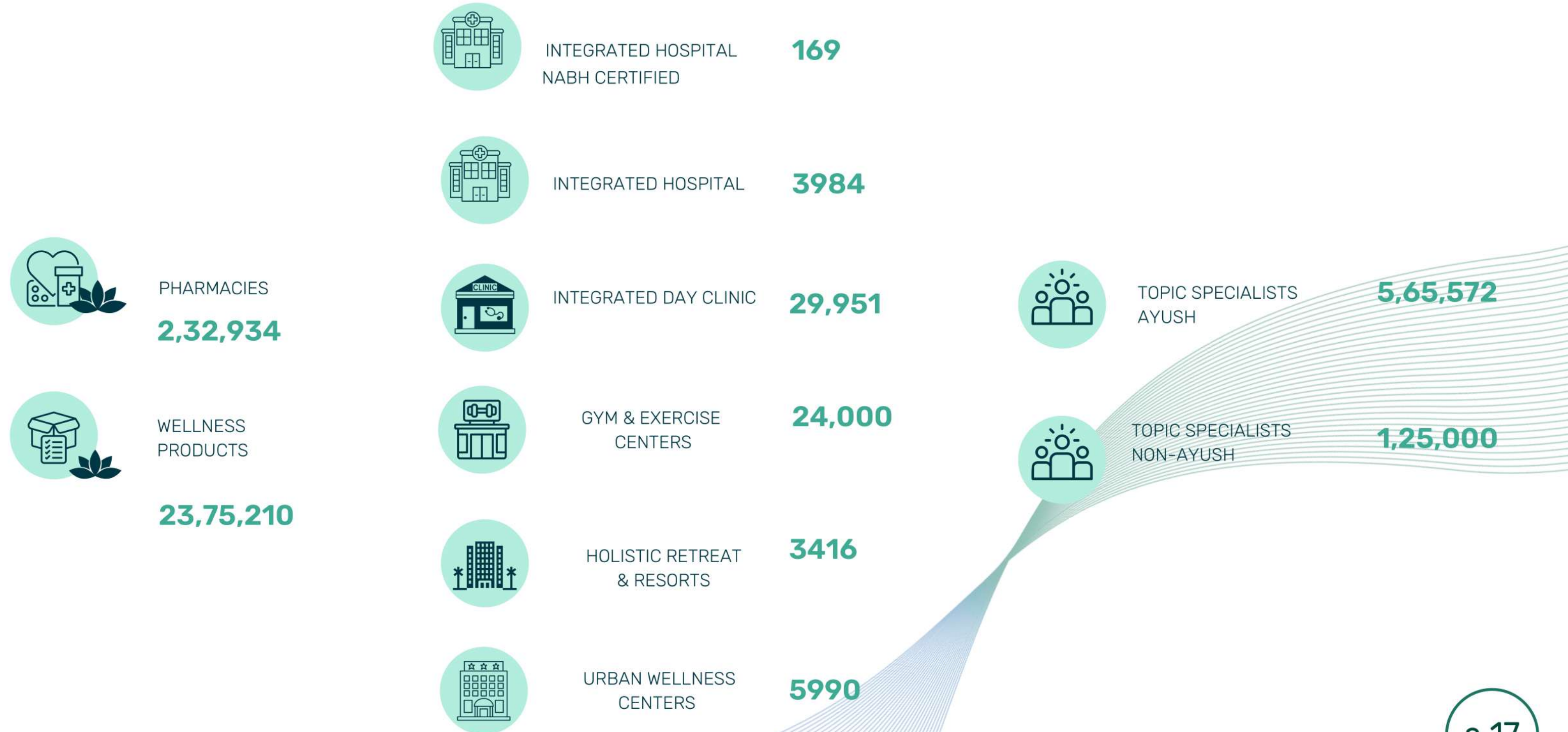
- 2+

TYPE OF BUNDLE PLAN

- Best fit, optimal fit,
- Bold fit, Experimental fit.
- Add-ons

APPENDIX

MARKET SIZE - SUPPLY INDIA



INDIVIDUAL



* Average annual growth since 2015 by 16.2% ,
Source:www.nabh.co. (2019).