

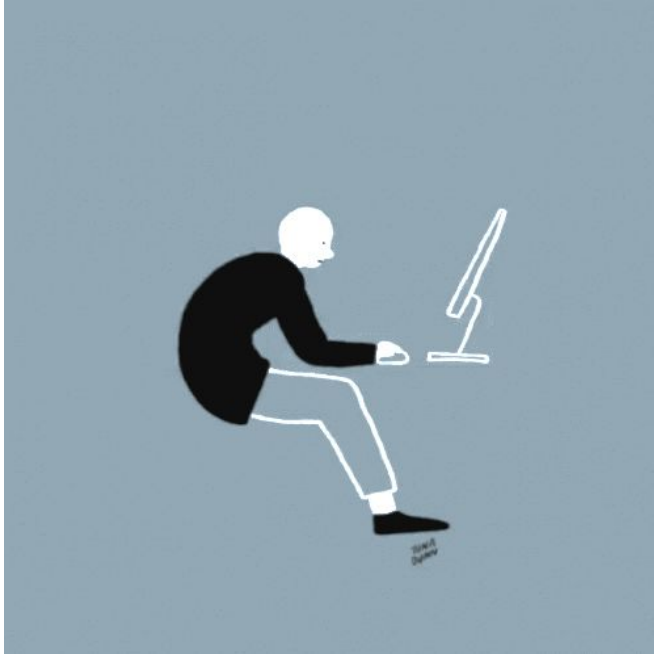


# SitRight

Be posture perfect!

Shubham D Kulkarni





# Your Back Health is Our Mission

*"Sometimes all we need is a little push"*



## Problem: Back pain due to bad posture

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"Tech Neck," occurs when people are hunched over our laptops, causing pain in our neck, back, and shoulder



The number of people reporting **backache and soreness** in their upper body has increased by 65% since 2020



## Solution: An app to remind maintain a good posture

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- Motivational reminders
- Customisable alerts
- Rewards
- Chat with a doctor
- Exercise suggestions
- Shop for ergonomic products



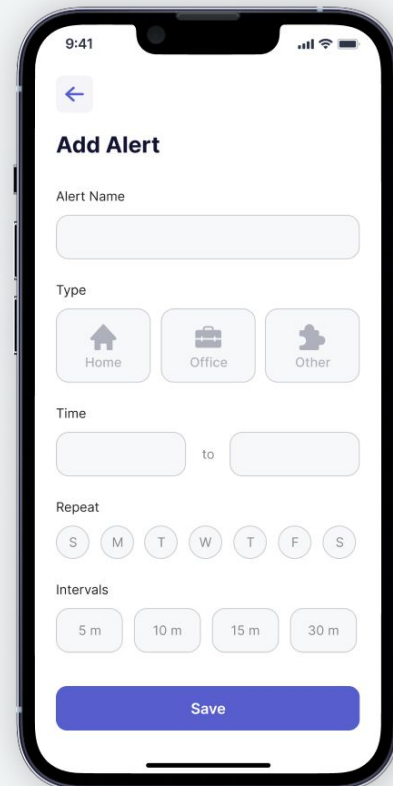
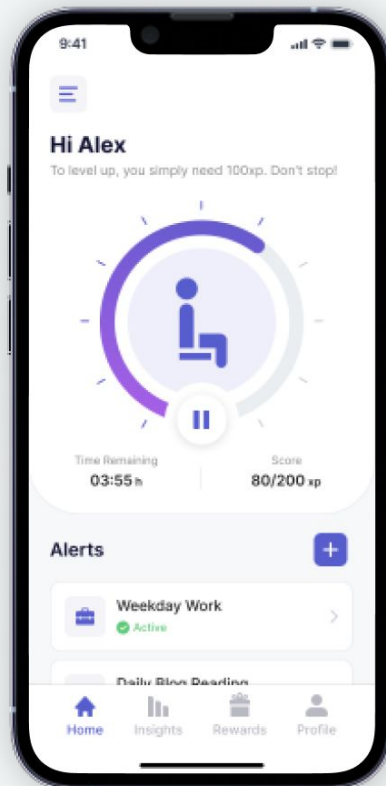
# Product Demo

## Add Alert

Pop Notification

Rewards

Insights



# Product Demo

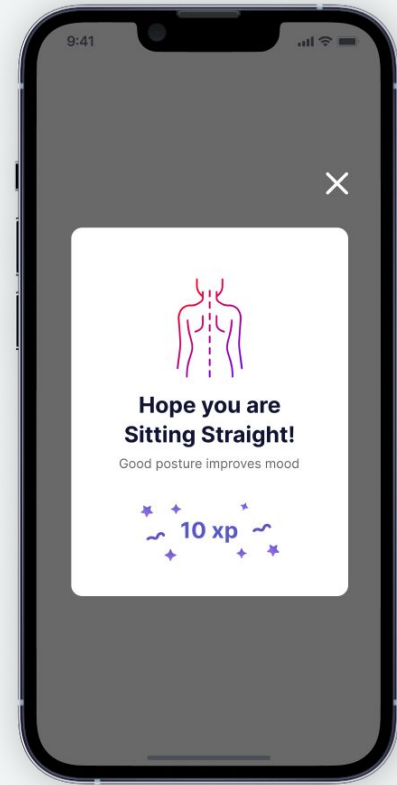
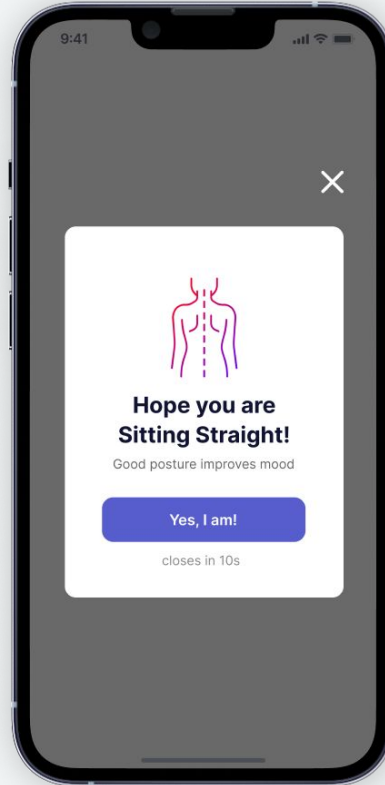
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Add Alert

Pop Notification

Rewards

Insights



# Product Demo

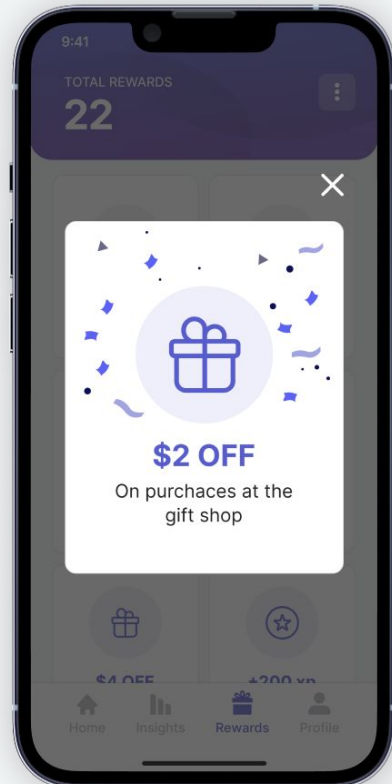
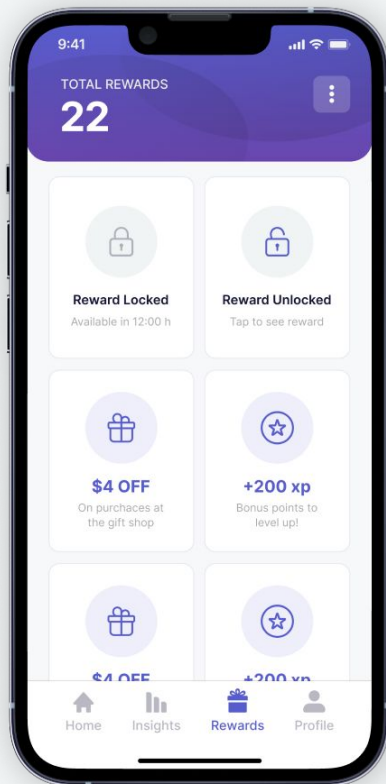
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Add Alert

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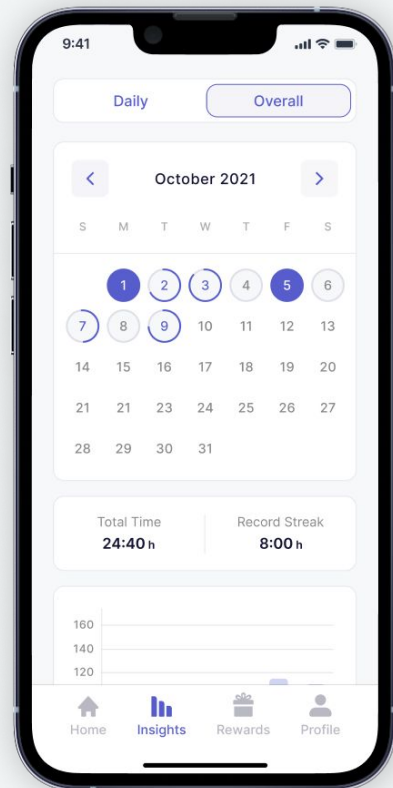
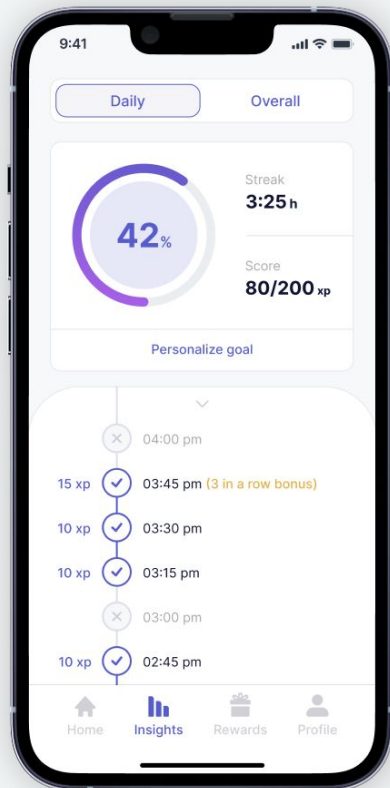
# Product Demo

Add Alert

Pop Notification

Rewards

Insights





## Target Market

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### Desk workers

Over 80% of all jobs are desk jobs that are primarily sedentary in nature

→ 2.5 billion people



### Employees with back pain

The prevalence of low back pain among all workers is more than 26%

→ 650 million people



## Market Size

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### Total Addressable Market (TAM)

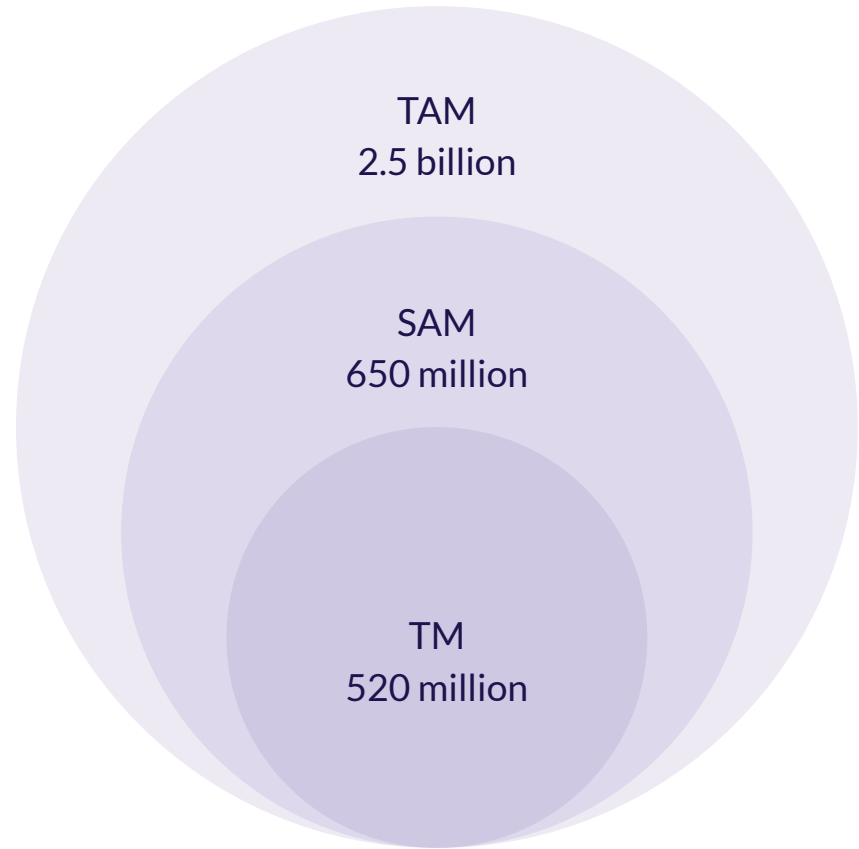
People with sedentary jobs

### Serviceable Addressable Market (SAM)

Desk workers with back pain

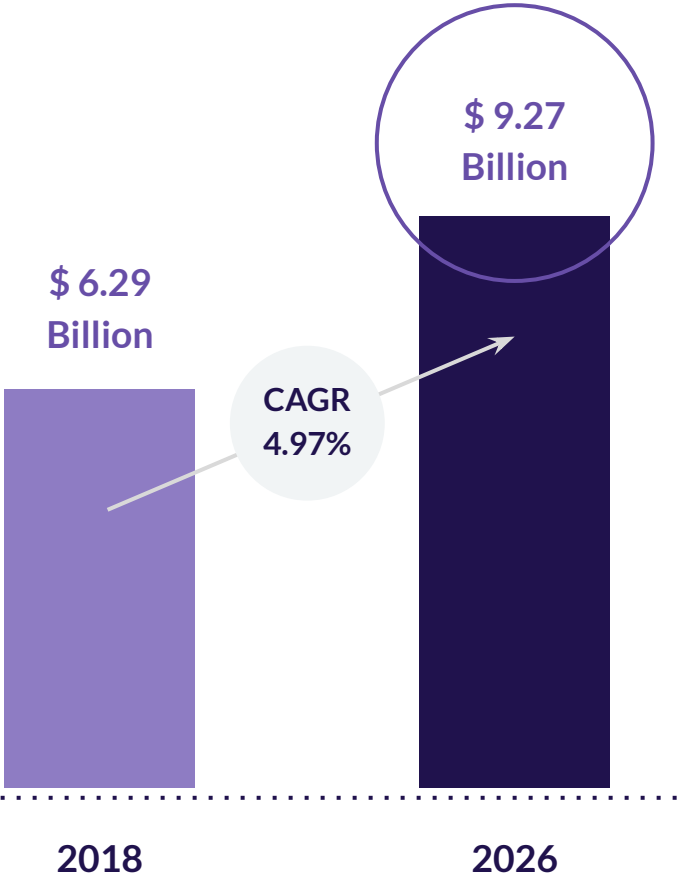
### Target Market (TM)

People who invest in back pain products



# Market Potential

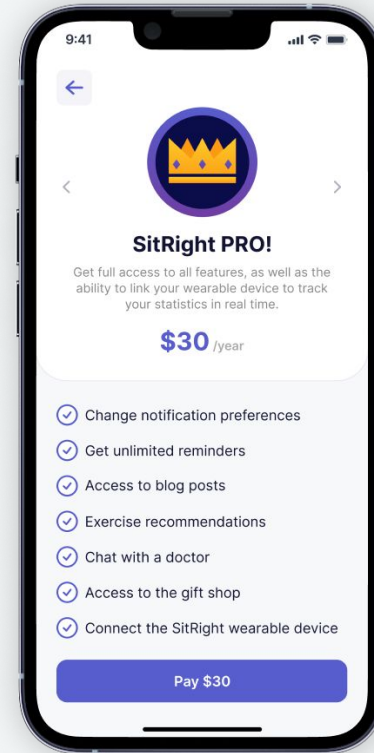
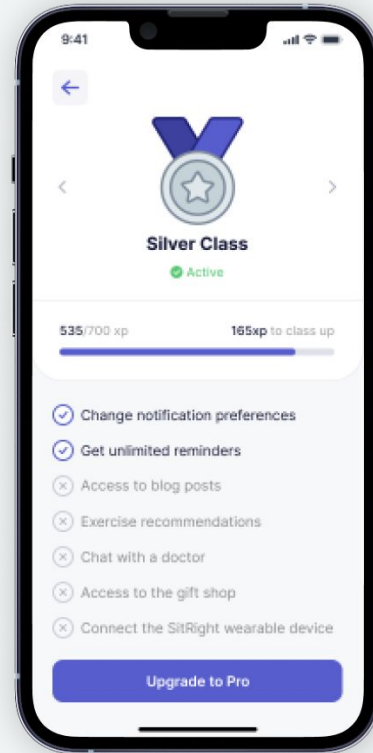
Chronic Lower Back Pain (CLBP) Market was valued at USD 6.29 Billion in 2018 and is projected to reach USD 9.27 Billion by 2026, growing at a CAGR of 4.97% from 2019 to 2026.



# Revenue Stream

## Freemium Model

- The basic user will have access to the basic reminder feature
- All other app features would be unlocked for the PRO member
- After the app is well established it will branch out to sell ergonomic products and host medical consultations



## Revenue Model

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### Subscriptions

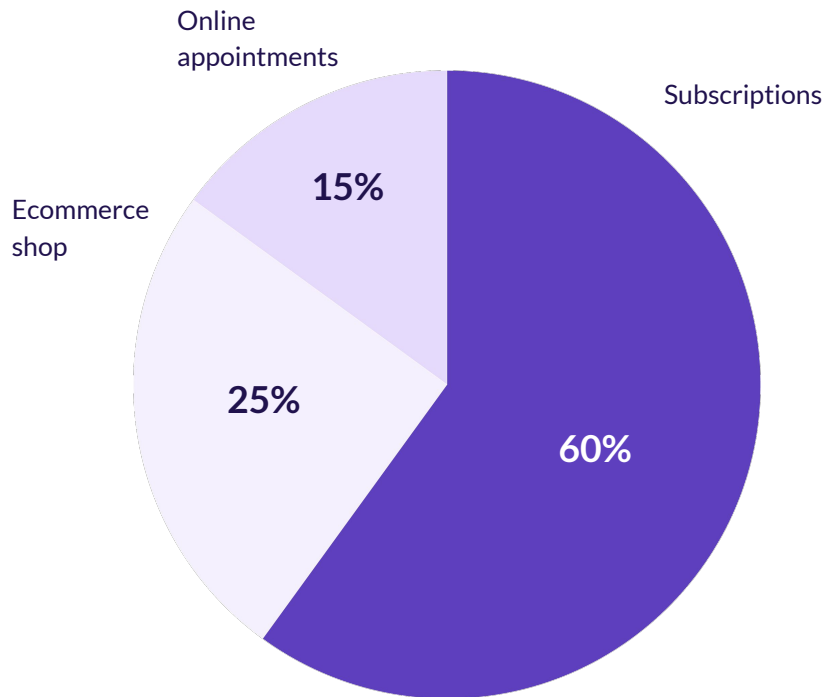
Yearly fee of \$30 for premium access

### Ecommerce Shop

Earnings from the ecommerce shop

### Online Appointments

15% commission earnings on appointment bookings through the app.



# Marketing Strategy

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Social Channels



Content Marketing



Referrals



Advertising



Influencer Marketing



Partnerships



App Landing Page



App Store Optimization



Email marketing



## Competitive Analysis

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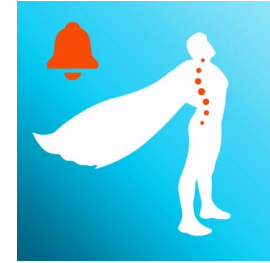
### Fix.Me

This app to remind users to take medicine, drink water and keep a good posture



### PTX Therapy

Provides video back assessment and recommends exercises

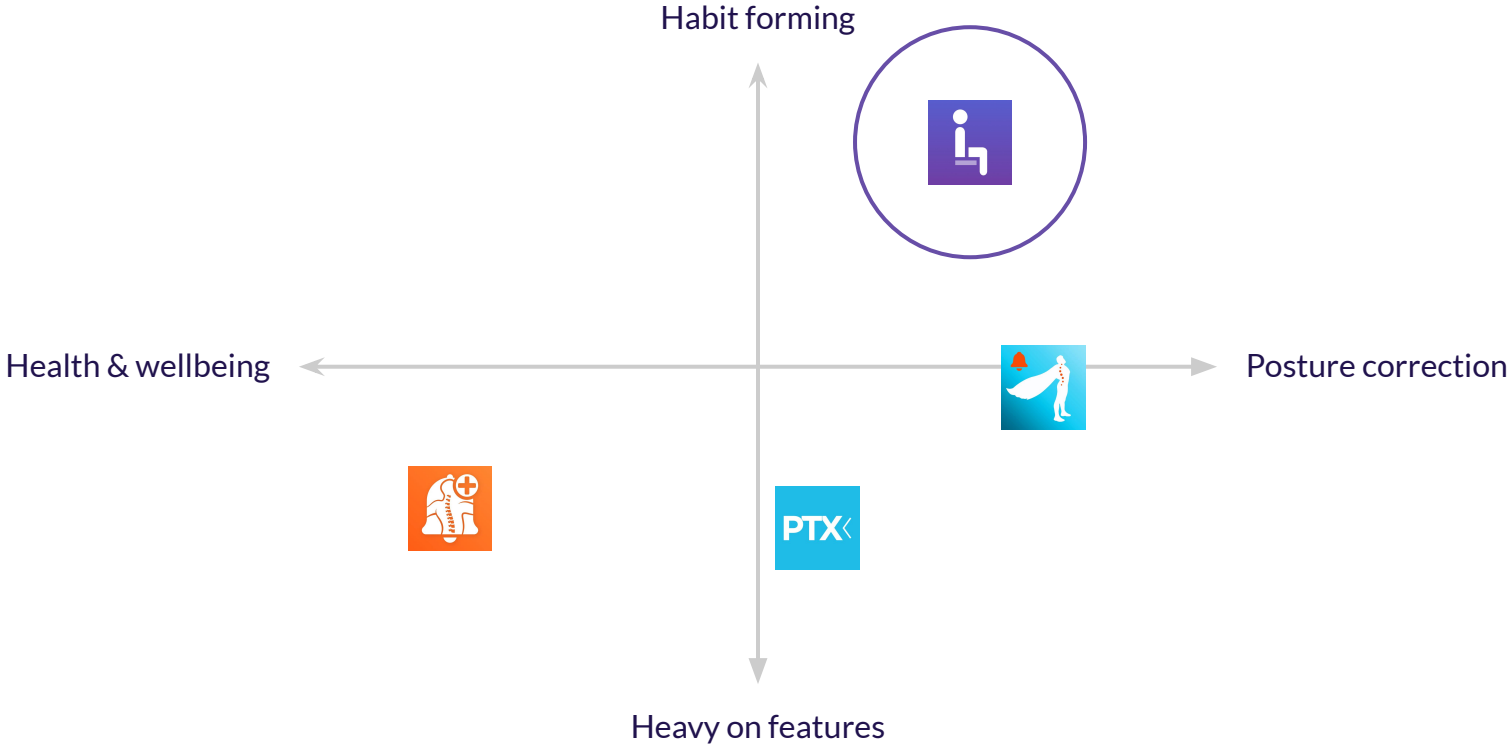


### Posture Reminder

Provides reminders reminding user to sit straight

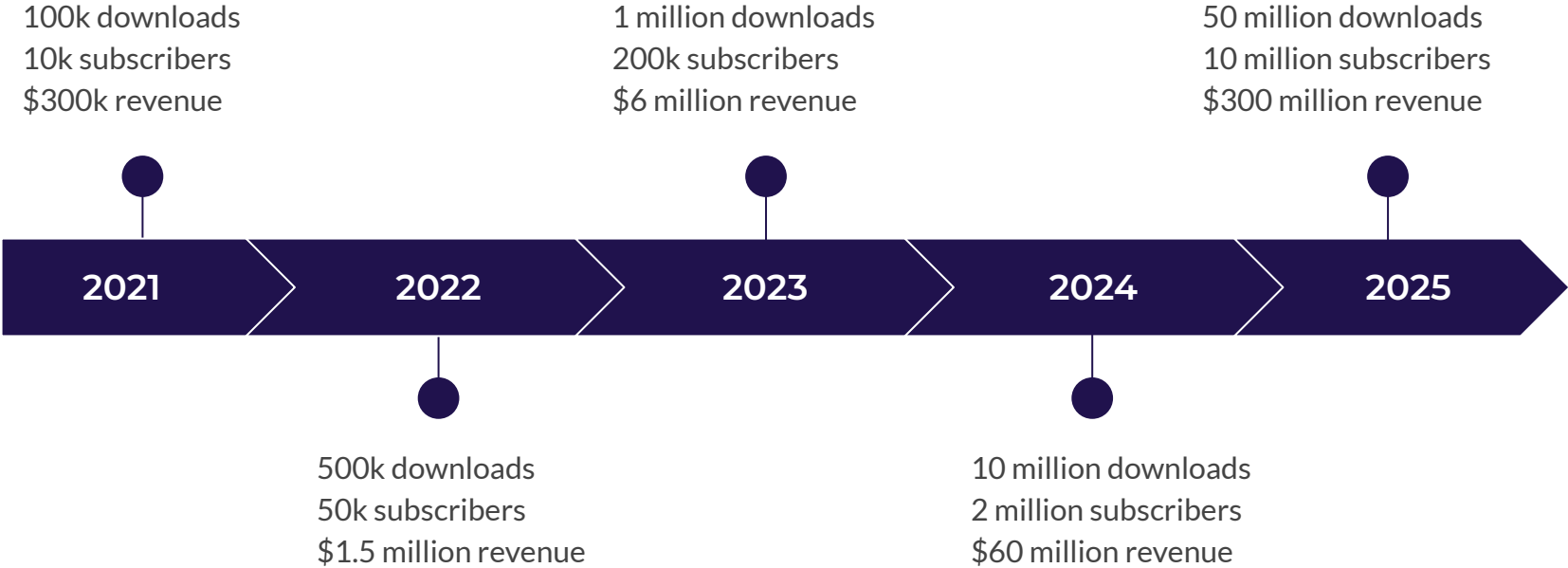


# Competitive Analysis



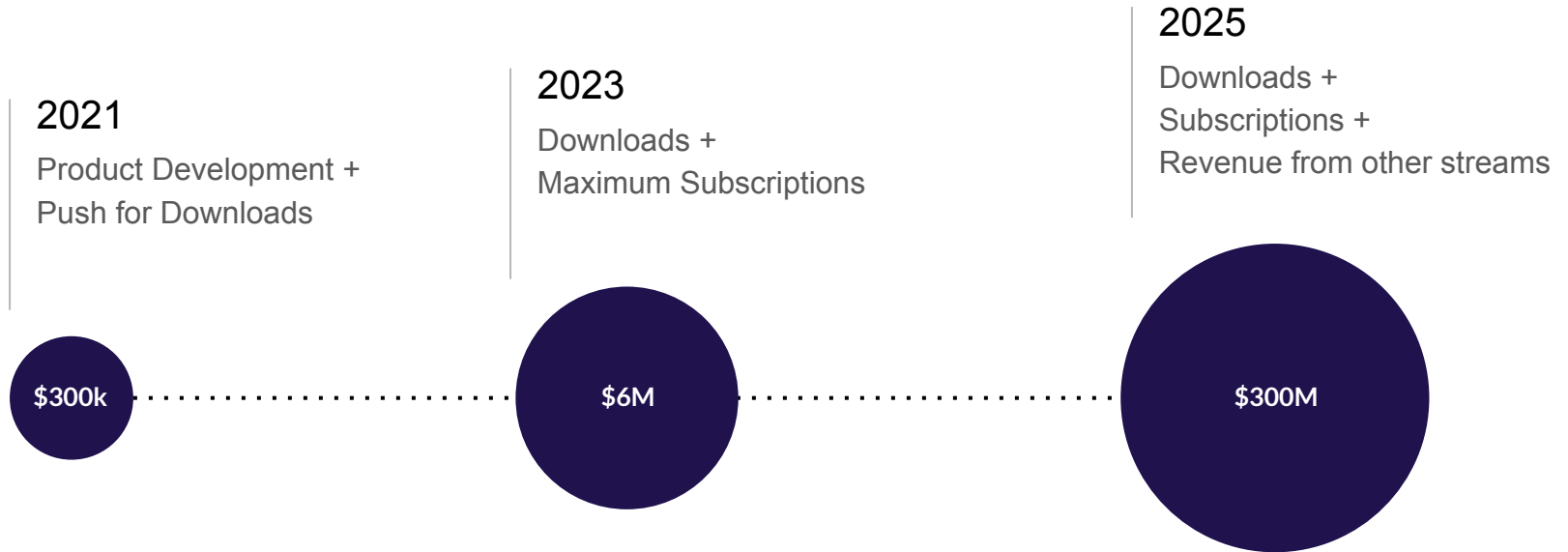


# Product Roadmap



# Action Plan

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## Management Team

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**Wendy, CEO**

Deals with investors,  
Develop company  
strategy



**Ronny Reader, CFO**

Running the finances of  
the company



**Abby Author, CTO**

Lead product  
development



**Berry Books, CDO**

Build brand,  
High quality designs,  
and Marketing



# Operations

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## Research & Development

Thorough research the market and the technologies that build the product

## Product Development

Getting the product to market and improving it with iterative testing and feature enhancements

## Branding & Marketing

Marketing the product heavily across various channels will help to establish a name, whereas branding will help to shape the product

## Partnerships

Partnerships with chiropractic and wellness centers will help us improve our product as well as market it



SEED FUNDING

**\$2M**



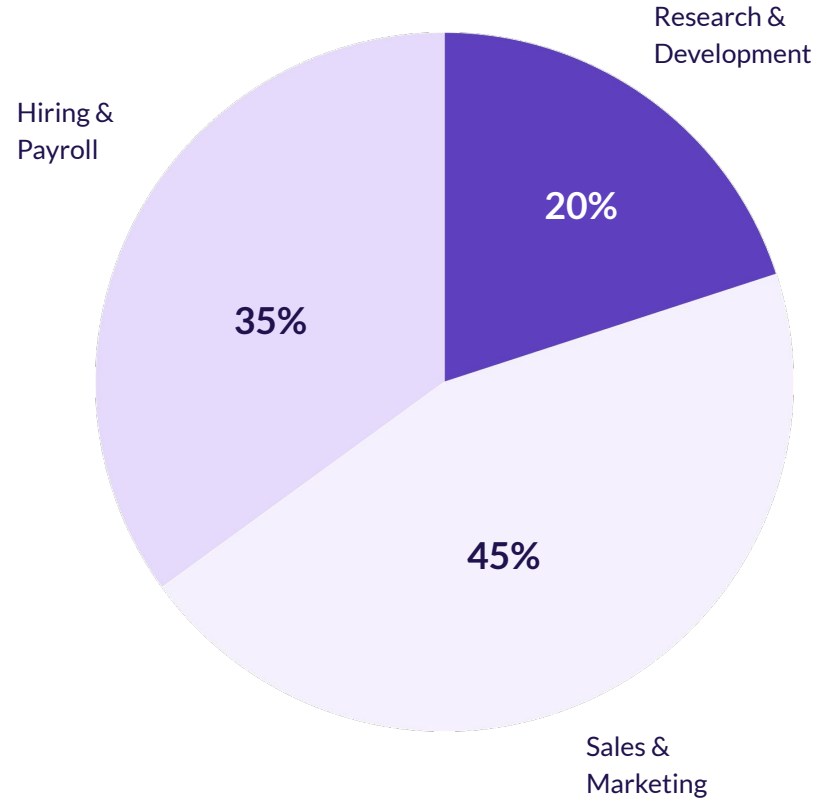
## Allocation of Funds

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**20%**  
Research & Development

**35%**  
Hiring & Payroll

**45%**  
Sales & Marketing





**Thank You!**



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