

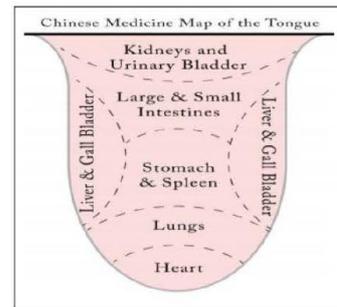
Project

My Home My Trainer

*The Wellness vertical of The Rhythms of Life
Information Memorandum
Private and confidential.*

COVID 19 DESTRUCTION LEADS TO BIRTH OF EXCITING OPTIONS

The Corona Virus with all the pain and panic it is causing has introduced a new challenge of Social Distancing. This is creating distress and sadness in many people while cratering small service businesses. As humans we are not going to take it lying down, so there will be many solutions for many problems.



HEALTH ASSESSMENT TONGUE ANALYSIS

HERE IS ONE SOLUTION

We soft launched a wellness platform with authentic Yoga, experienced Ayurvedic doctors and Guided meditation. In short covering the major pathways to good mental and physical health, all in one place through carefully curated experts providing knowledgeable, valuable guidance to clients.

www.therhythmsoflife.com

The Rhythms of Life delivers this fantastic and timely offering in an integrated technology platform. Wellness Guides now have an ability to offer one on one, in home video conferencing based training, scheduling, email, Video posting and payment. This will not only make their business more efficient by avoiding back and forth appointment settings, or chasing invoicing and payments, sending reminders etc. In addition to operational efficiency, the benefit of providing clients a one to one video session makes the quality of interaction much higher, builds more trust and longer relationships and definitely more confidentiality. The client certainly benefits in time savings and setting and changing appointments but benefits greatly in two other ways. One, the experts can interact between themselves and with clients offering for instance a Yoga and Ayurveda medicine solution or a Yoga and a spiritual session to lower anxiety or attain other goals. Secondly, with one to one confidential sessions, they can address their issues in depth.

While social distancing is the accelerant to this approach, we believe even past Corona this methodology will be sustained. First the stigma and fear won't vanish so quickly and



WHY WELLNESS

Wellness is a universal goal with many facets and paths and the numbers prove it.



Generally the traditional approach taken by marketers is to create single purpose sites that cater to one or the other of these needs of the client. We are launching with a very broad array of services that will address most of wellness needs and will keep adding more options and variants. The core principle is to let the client find his or her way to high quality wellness in an easy, truthful, high quality interaction.

Given the wide exposure to Yoga, Ayurveda and Spiritual services which are time tested 5000 year old methods, we are launching with these offerings. These services provide exercise, health and spiritual benefits.



There are more than 3,500,000 Yoga Trainers, 500,000 trained Ayurvedic Doctors and millions of spiritual and Religious Practitioners. In terms of users, the number of human beings that practice just Yoga in the USA is 30 Million. We estimate the worldwide adherents are over 200 million people. Then when we add Natural medical adherents again the number is in hundreds of millions both because of its efficacy and few to no side effects. Last Spiritual rituals are part of every society and many consider them a necessary part of living.

The market is very large and traditional methods of estimating market size will lead to unbelievable numbers. Hence it should be used only to assure oneself that it is not a thin niche.



WHAT IS THE PLATFORM

We have built a platform that is robust and has many of the attributes we need to have to start marketing and getting customers. In our current configuration we can easily support a few hundred thousand customers and few thousand guides/experts.

As we have mentioned the size of the market is huge and we want to service millions of customers, we are in discussions with a proprietary system which serves millions of customers for Telehealth. It is a cloud based system. This system is stress tested for high throughput volumes that we visualize we will get to. Hence both the hardware and software are best in class/world class solutions.

In essence we have a system for today and a system for tomorrow.

THE BUSINESS MODEL

Our platform allows us to have a business model that has both a BTC as well as a BTB model. We have launched with a BtC model to establish the brand, gain traction and generate revenue. At the same time we have a strategy in mind to provide the platform to many service providers who meet our criteria to "rent" a store on our site. We can discuss the financial model behind that.

The Financial Results

Our financial projections are very conservative despite the very modest penetration of the market coupled with high advertising costs, no cross-sell the company projects conservative first year Revenue of \$10 MM and EBITDA of \$2.5 MM.

Our 3 year goal is to reach 1,000,000 clients with a mix of products. Some products will be priced at much lower price points to broaden the market and that will lower the annual revenue from \$500 in Year 1 to \$ 200/year in Year 3. Yet this will translate into annual sales of \$200 MM.

Please note this does not assume any cross sell of relevant products and services. While not projected we believe such cross sell will add \$ 75-100 million to the topline and TROL share will be \$ 21-35 28 Million .(Please see pictures of products along the sidebar).



MANAGEMENT

The core management is a small team guided by an Investment banker who has experience building many businesses in different parts of the world. The executive functions are led by a global team of under 30 year old young, knowledgeable and very qualified women. They are from the USA, India, Pakistan, and Uruguay. These young women are attuned to social media which is the primary source of acquisition and delivery and they have grown up with these technologies.

THE ASK

We are looking to raise \$ 2.0 Million dollars to ramp up marketing and get related staffing to start revenue generation. We started the awareness and brand building exercise and in a week we have approx 2800 followers and our post engagement is 65,000. In a week we will start the efforts to collect emails and for site visits for conversion.

This is a marketing and publicity intensive business hence the need for money. The corollary to that is that results come fast and with an ability to constantly tweak the messaging, pricing etc. In addition, the value of the brand increases very fast and can become attractive to bigger brands as well as institutional investors.

The company is offering both equity as well as convertible debt.

SUMMARY

Personal Wellness training is a business is large at all times but this current social distancing has created a global paradigm which is a unique fillip to the proposition. In addition our combination of offerings and its delivery method is truly unique. It takes our offering from a good to a great option both for the trainers as well as the clients. Finally the opportunity is global and the product being digital easily travels across borders.

We believe this a \$ Billion dollar opportunity.

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