



EMPOWER THE MIND THROUGH THE BODY.

Presented by:- Dr. Deepshikhaa



Any one who wants to be a leader

# India Doesn't Have a Fitness Problem.

## It Has a Performance System Failure.

### The Scale of the Crisis

**101M**

**Diabetics**

Active & largely unmanaged

**136M**

**Pre-Diabetics**

Mostly undiagnosed

### The Real Gap

- Health is **holistic** — Physical, Mental, Social — yet zero bridging infrastructure exists
- Existing solutions **treat disease**; they don't optimise human potential
- Reduced performance is a **systemic output** of poor health infrastructure, not lack of awareness

## OUR VISION

“We envision empowering individuals through holistic development by integrating physical fitness, mental well-being, and social wellness.”

## OUR MISSION

“To develop a highly skilled and high-performing workforce across India.”

# The Timing Is Critical.

## Three Converging Tailwinds

### Post-COVID Shift

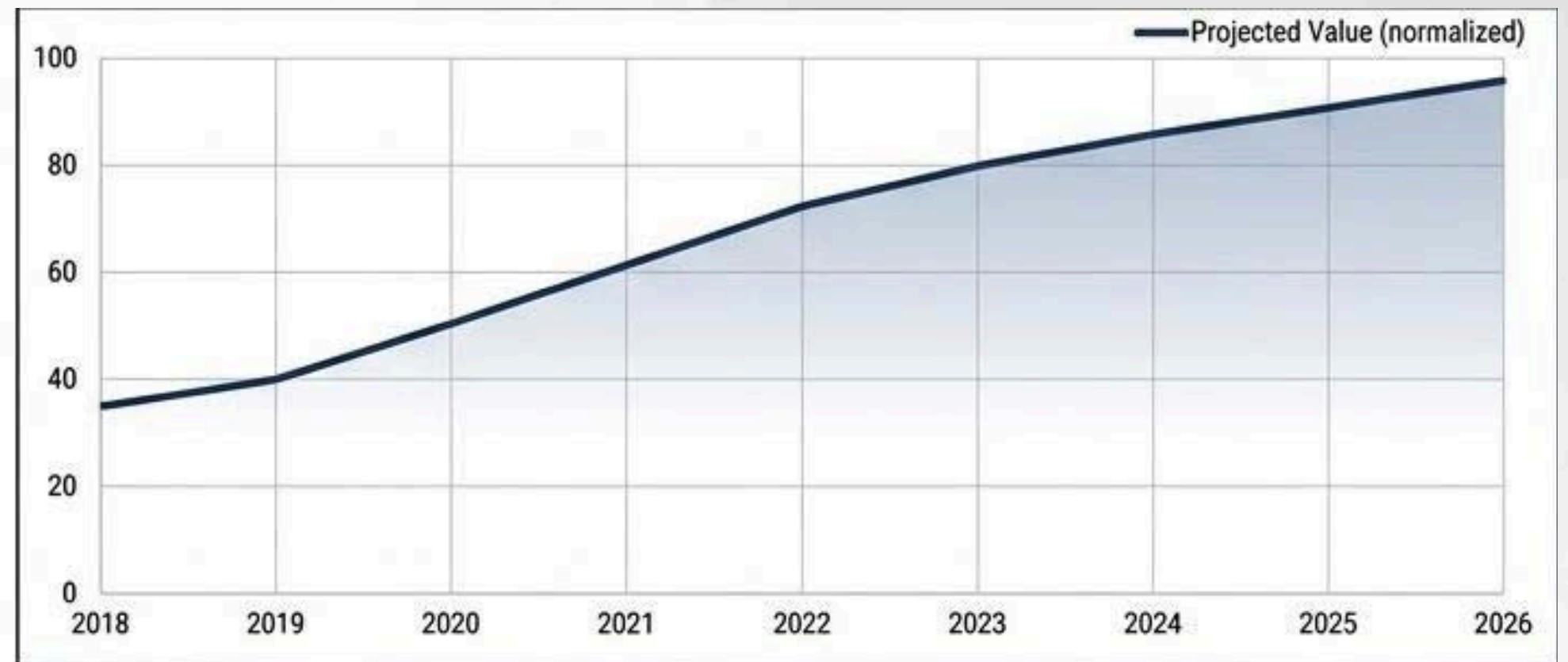
70% of Indians now prioritise preventive health (Redseer 2022)

### Mindset Upgrade

Indians are exiting survival mode and actively chasing peak potential

### Government Momentum

Aggressive funding of preventive care from WHO, UNICEF & Ayushman Bharat digital health IDs.



# PRAAN HPOS

## Human Performance Optimizing System



### Medical Assessment

Biomarker profiling, blood panel analysis, and clinical baseline setting



### Mental Assessment

Cognitive load, stress mapping, and psychological readiness evaluation



### Interest Training

Sport-specific, goal-aligned physical programming personalised to the individual



### Digital Monitoring

Continuous wearable tracking and AI-driven progress feedback loops



# Digital Twin Mechanics

The PRAAN App creates a living digital replica of each user — visualising health consequences of daily actions in real time.

1

## Wearable Integration

Deep sync with fitness trackers for continuous biomarker capture

2

## Predictive Engine

Calculates and flags disease risk before it manifests clinically

3

## Doctor-Advised Nudges

Lifestyle modification recommendations backed by physician oversight

4

## Gamified Progress

Users see their digital twin evolve — visceral motivation to sustain habits

# We Operate on Biological Data.

Most people aren't unfit — they are **biologically suboptimal**. We track and fix the markers that actually govern performance.



## HbA1c — Metabolic Health

The single most predictive marker for long-term energy and disease risk



## Vitamin D / B12 — Energy Systems

Deficiencies driving fatigue in 70%+ of urban Indians — corrected, not ignored



## Iron — Endurance Capacity

Critical for aerobic output; consistently overlooked in generic fitness programmes

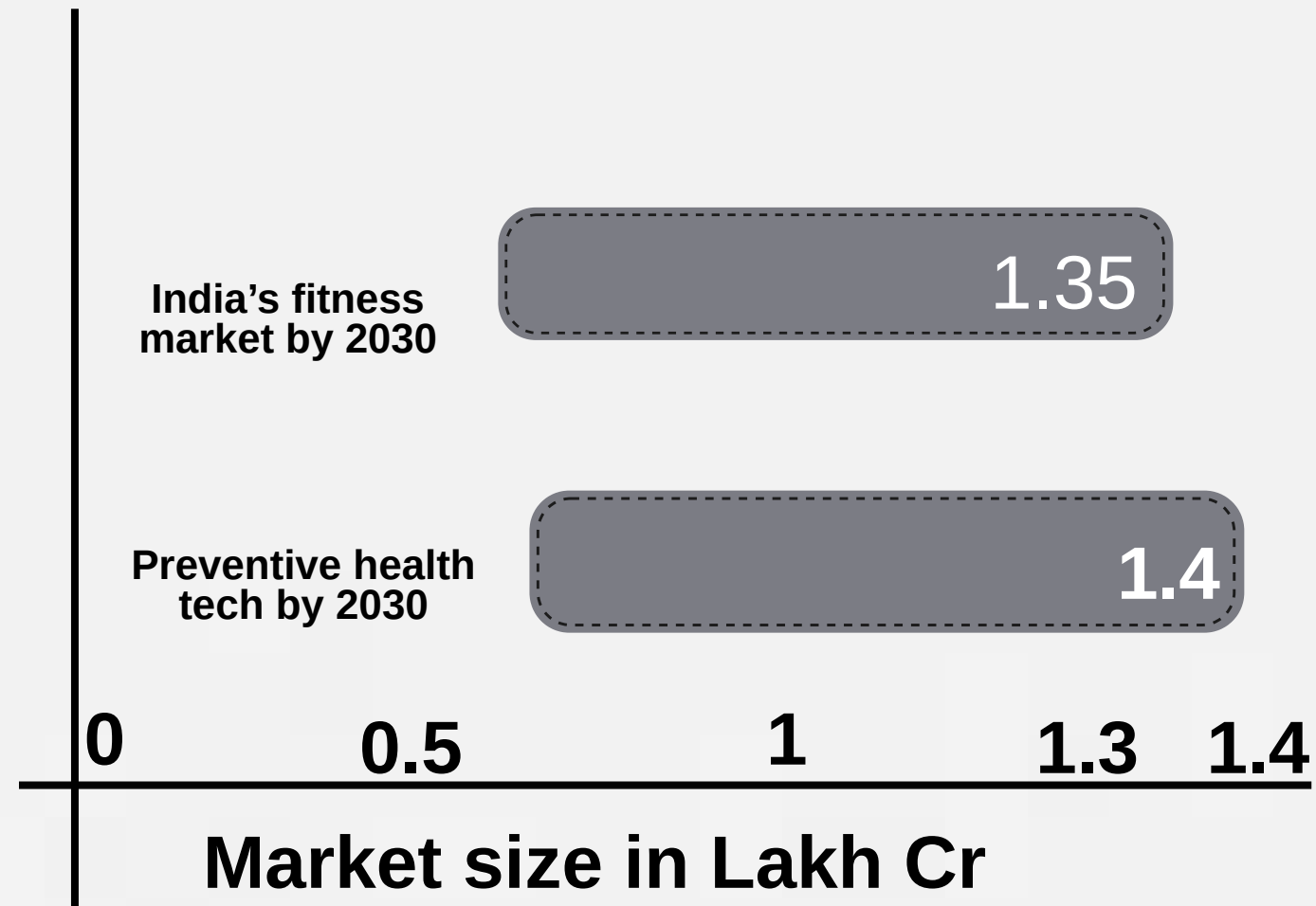


## Thyroid — Metabolic Rate

Undiagnosed thyroid dysfunction silently sabotages weight and cognitive performance



# A Massive, Underserved Market



**SAM**  
**372 INDIVIDUALS FOR PILOT PROJECT**

## The Opportunity Stack

### TAM

820 million inactive Indians — a largely untouched addressable population

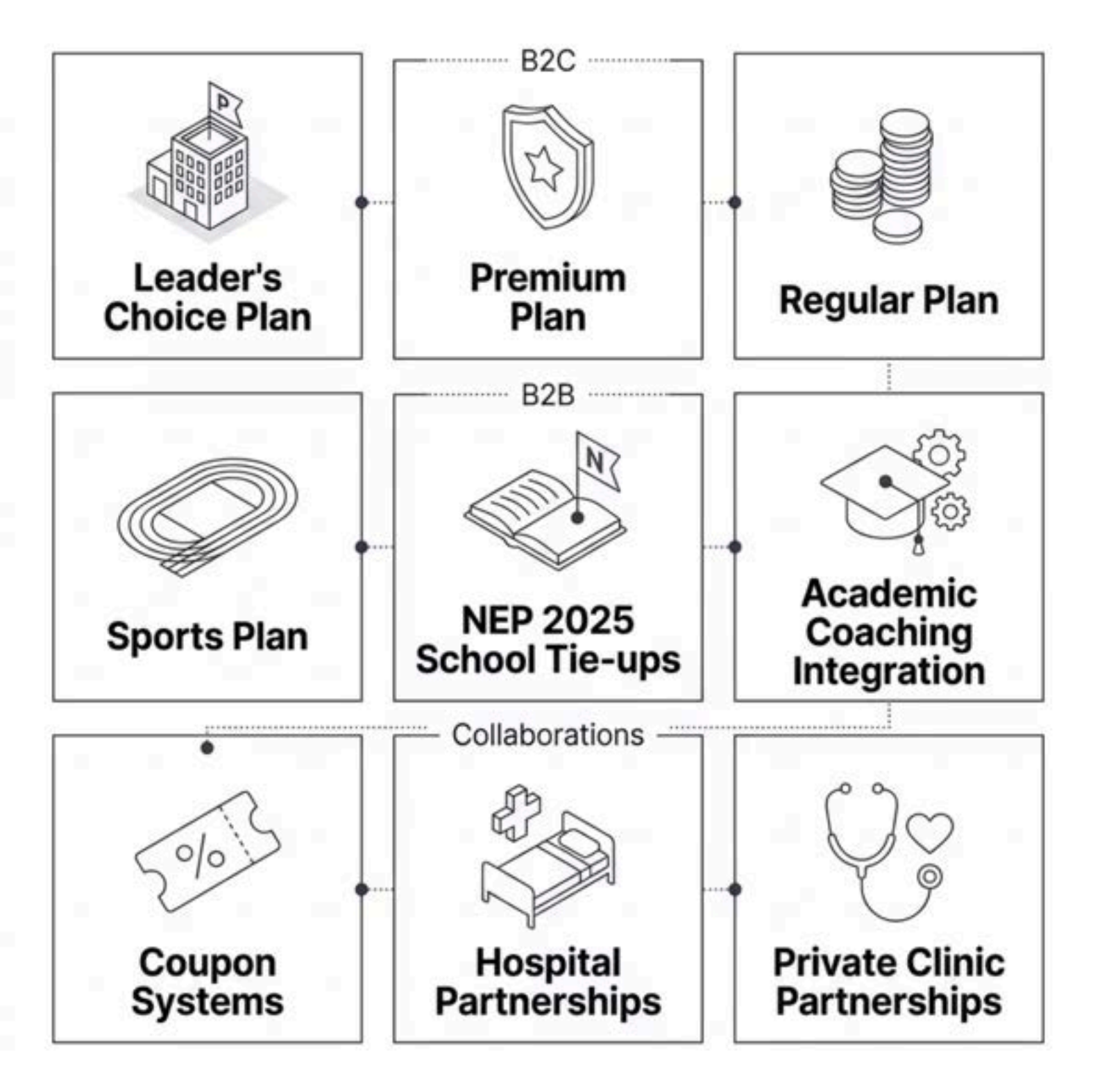
### Fastest-Growing Segment

India scaling rapidly, yet severely underserved by premium health infrastructure

### Data Sources

Deloitte + HFA, Redseer 2022 — institutional-grade market validation

# Multi-Channel Revenue Streams



## Built for Compounding Growth

**B2C Plans-**  
estimated revenue-  
37lakhs /year

**Leader's Choice-**20  
member/year  
total revenue - 8lakhs

**Premium-**  
membership+enrollement --  
Total revenue -

14lakh 40thousand  
**re-enrollement from 5<sup>th</sup> month-**  
Total revenue-8lakh

Membership 30client pe month  
total revenue-7lakhs

— tiered to serve targeted  
income bracket

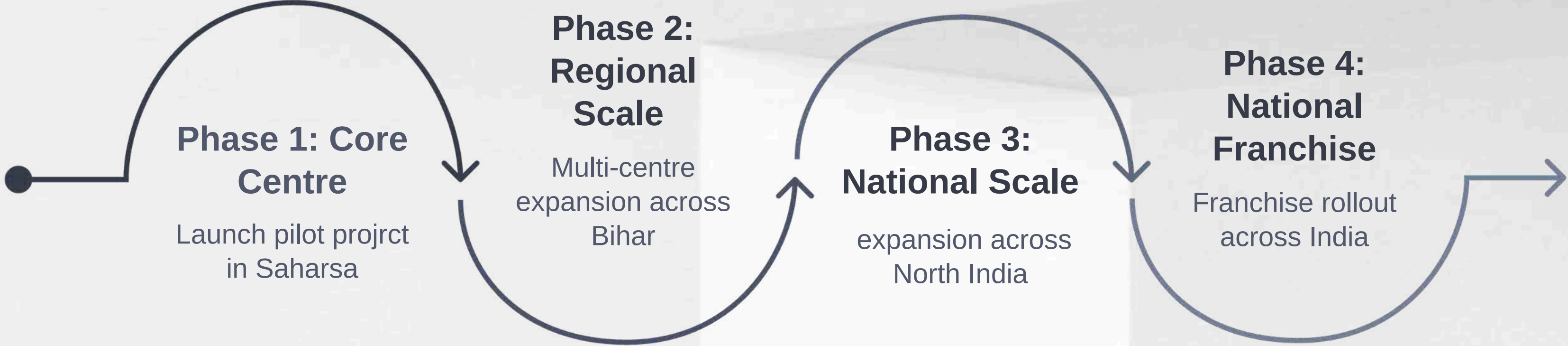
**B2B: Education Sector-**  
estimated revenue 3lakhs

School tie-ups mandated by NEP  
2025; coupon-based integration  
with academic coaching centres  
for consultation to career pursuing  
students

### Institutional Collaborations

Revenue-sharing agreements with  
hospitals and private clinics for referral  
pipelines

# Regional Dominance to National Franchise



Each phase is self-funded by the preceding unit's cash flows — capital-efficient, sequenced for de-risked execution.

## **Infrastructure — 40%**

Owned land and facility buildout to minimise long-term lease liability

## **Marketing — 15%**

Hyper-local digital acquisition targeting Tier-2/3 demographics

## **Equipment — 25%**

Medical-grade diagnostic and fitness equipment for the Core Centre

## **Operations + Buffer — 20%**

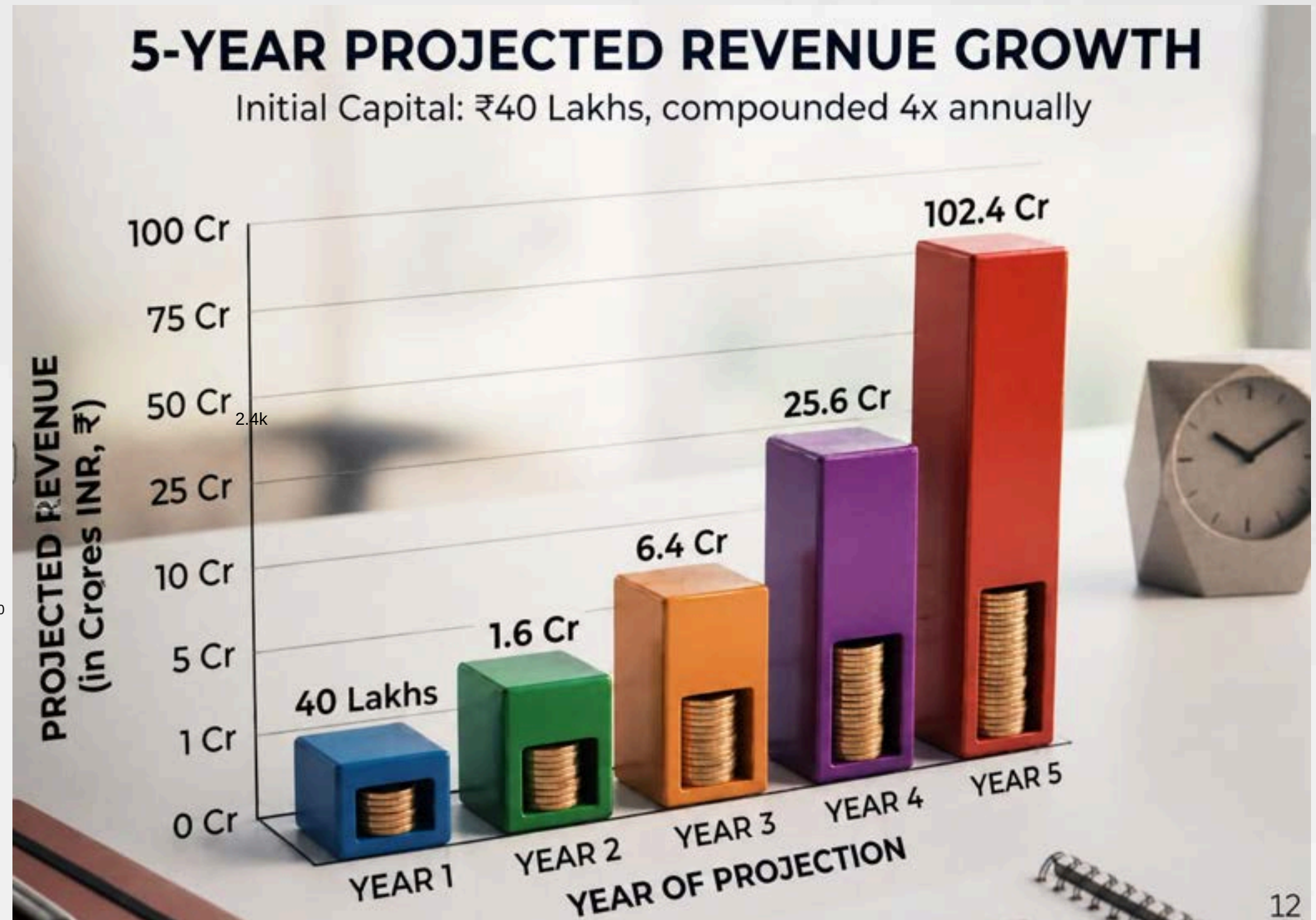
Lean local hiring, batch training, and 5% contingency reserve

Capital for Execution, Not Experimentation

## Unit Economics

372 per day  
occupancy

Total Unit - 1116



# MEET OUR TEAM



## **Dr. Deepshikha**

MBBS graduate with experience in counseling high-achieving students and hands-on clinical exposure working alongside reputed doctors.



## **Dr. Kashif Shahnawaz**

Postgraduate qualifications include Diabetology, Cardiology, Diabetes & Renal Management, Advanced Cardiology & ECG, along with a Fellowship in Critical Care Medicine and an MBA in Healthcare Management.



## **MR. Aditya**

**Bachelor's degree in Management Studies from the University of Delhi (DU).**



## **Mr. Saket Suman**

Counseling Psychologist with a B.A. (Hons.) in Psychology and M.A. in Clinical Psychology, specializing in mental health assessment, therapy, and patient counseling.



## **Mr. Surendra Kumar**

Senior Frontend Angular Developer with BCA and MCA qualifications, bringing over 13 years of experience in web design and frontend development.



Mr. Agni Kumar  
Currently pursuing studies in Ayurveda, with a focus on holistic and traditional healthcare practices.

# Think Tank



**Mr. Arjun Mishra**

An entrepreneur and the Founder & CEO of Distil Education Technology Pvt. Ltd., driving innovation in education and skill development.



**Mr. Shashi Kumar**

Entrepreneur and educator, Founder & CEO of Sacred Gurukul and Co-Founder of Mdoc, driving innovation in the healthcare and digital ecosystem.

**THANK YOU**