



## **PROBLEM:**

Public health in the U.S. is deteriorating due to chronic disease, mental health struggles, and lifestyle risks. The healthcare system is costly, inequitable, and ineffective, leaving millions underserved. Meanwhile, the fragmented wellness industry overwhelms consumers with disjointed solutions, making it difficult to find personalized, reliable resources.

## **SOLUTION:**

Bloo is building a centralized platform that connects individuals with tailored health, wellness, and community resources. By integrating products, services, and informational content, Bloo empowers people to make informed lifestyle decisions and improve their well-being at every stage of life.

## **CORE FEATURES:**

- **For Individuals (B2C):** Personalized wellness boards, curated content feeds, and access to local events, resources, and support networks.
- **For Businesses (B2B):** Marketing, analytics, and customer engagement tools to drive growth, loyalty, and operational efficiency.

## **DIFFERENTIATORS:**

- **Personalized Experiences:** AI-driven recommendations based on health history, goals, and interests.
- **Seamless Navigation:** A user-friendly platform that evolves with individuals through life stages.
- **Community-Driven:** A network fostering real-world connections and support.
- **Holistic Wellness:** Going beyond physical health by addressing financial, emotional, and social well-being.

## **MARKET OPPORTUNITY:**

The global wellness market was valued at \$6.3 trillion in 2023 and is projected to reach \$9 trillion by 2028. Bloo will launch in New York City—home to the largest U.S. wellness market—before expanding nationally.

## **MISSION & VISION:**

Bloo's mission is to create a healthier, happier America by connecting people with the resources they need to lead fulfilling lives. Its vision is to position the U.S. as a global leader in well-being by strengthening personal and public health through accessible, personalized wellness solutions.