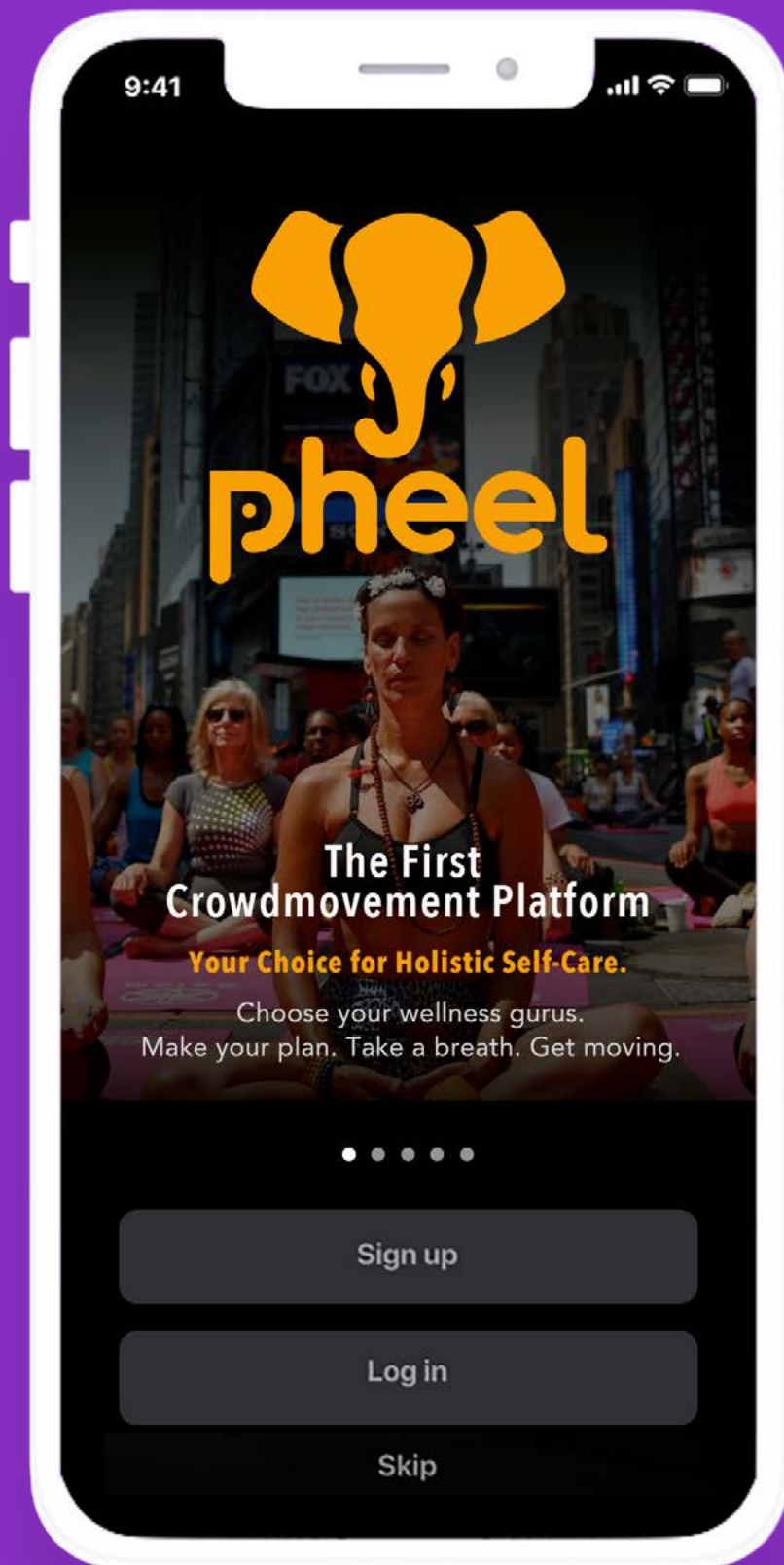


— an online bazaar for self-care content



meet pheel®

pheel is an interactive mobile marketplace for self-care content. We aim to provide experts in different fields of self-care the ability to create and sell their personally branded wellness plans to their target audiences.

pheel is great for:

Investors: It fills a niche within the growing wellness market space

Users: It helps them retain knowledge and information with science-backed technology

Influencers: It helps them monetize their brands

It creates a marketplace curated for all genres of health and wellness content.

- It's democratic — anyone can create content
- It's multilingual — create content from anywhere

The \$1.57 Trillion pheel® Market Space

\$2.1 Billion
Meditation
Technology
Market

\$702 Billion
Nutrition & Weight
Loss Market

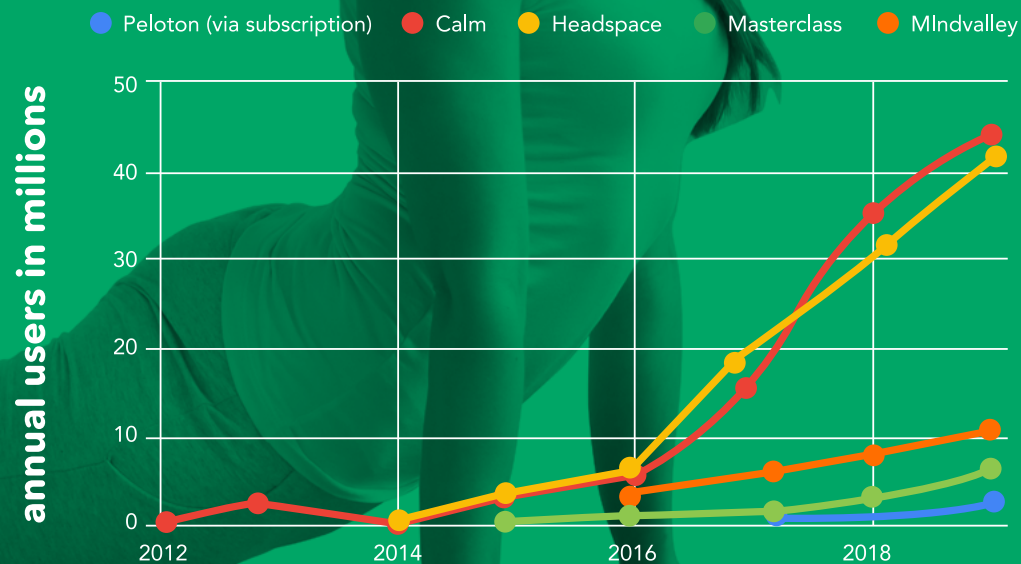
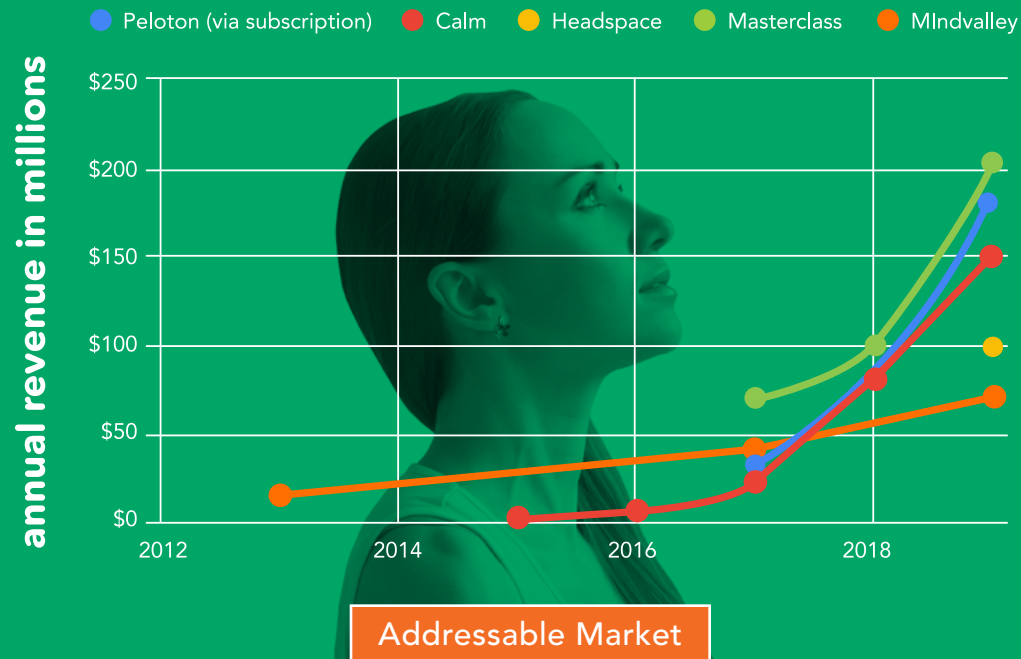
\$828 Billion
Physical Activity
Market

\$26 Billion
Fitness Tech
Market

\$10 Billion
Self-Improvement
Market

*Sourced from GWI »

Self-Care App User & Revenue Growth Trends



app user and revenue growth

There are 5 major players in the digital self-care market. Here is their performance just in 2019.

Total Revenue 2019: \$703.10 Million

Total Users 2019: 20.68 Million

The pheel app's launch in 2020 will be predicated by proven growth in user interest and revenue in this market.

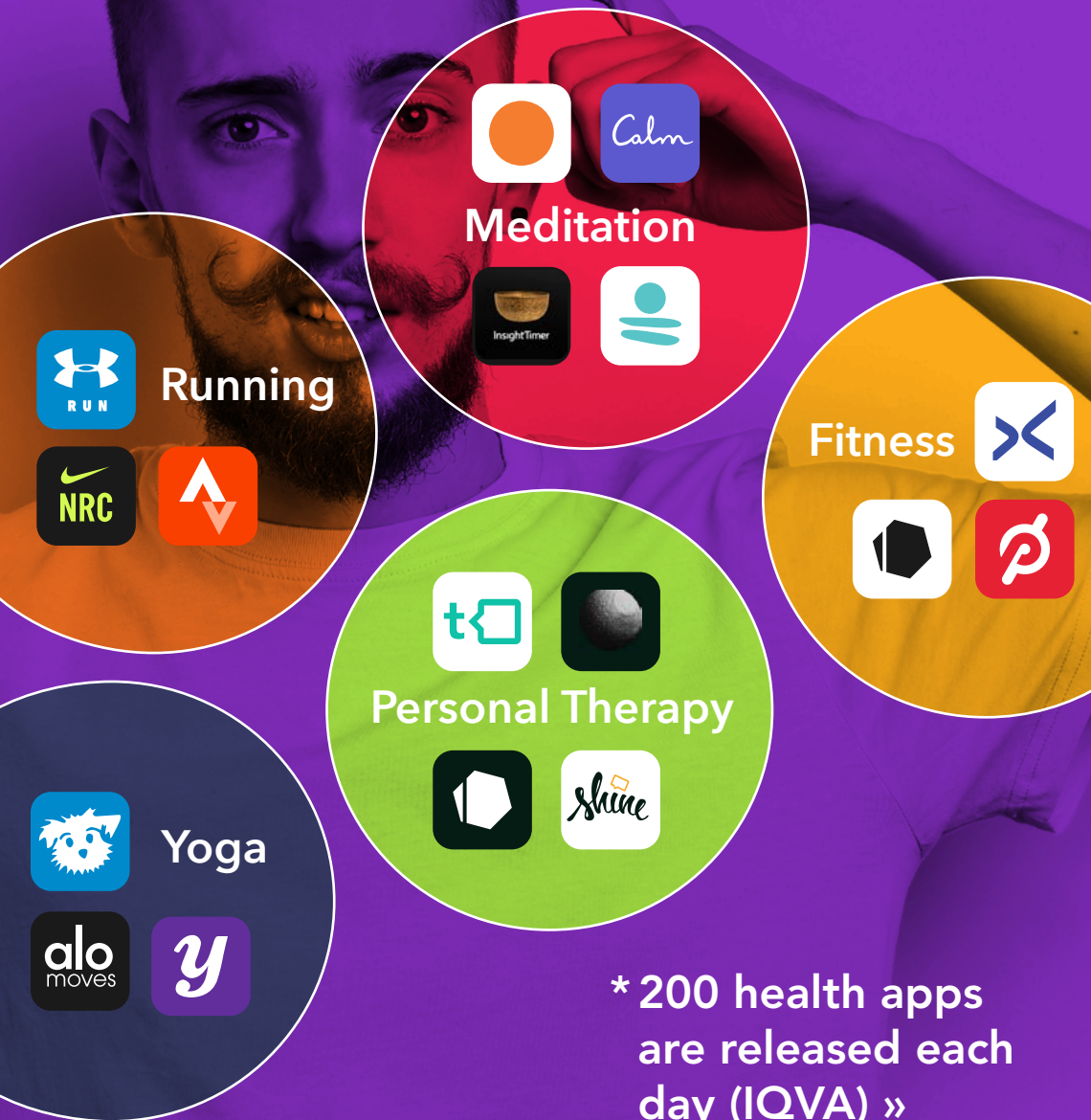


pheel the app...

Self-care meets... ☒ crowdsourcing ☒ micro-learning ☒ real-life interaction



Problem: Current Self-Care Apps Have Singular Genre Content & Are Scattered.



* 200 health apps are released each day (IQVA) »



solution: pheel[®] is a content hub

The pheel marketplace gives users more self-care choices in one easily navigated space.

Problem: Self-care influencers
can't properly monetize
their content with the apps in
today's market.

35 Million Followers

Across Top 10 Self-Care Influencers Combined

Audio



INFLUENCER APPS

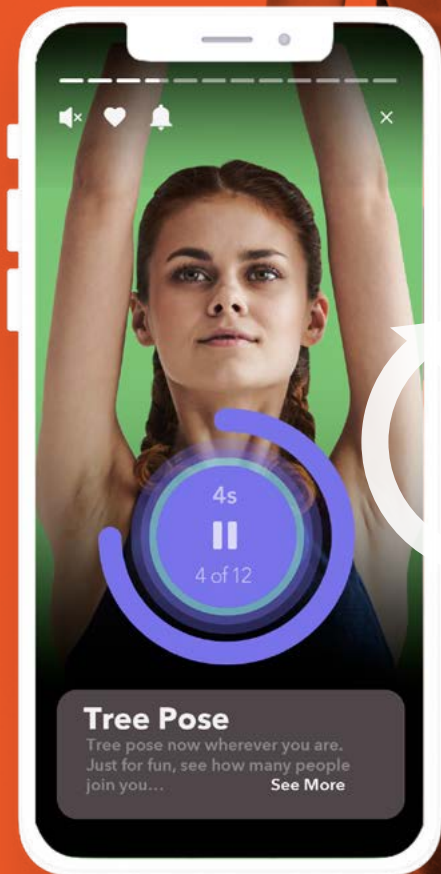
Social Media



solution:
anyone can
create content
and monetize it

With **pheel®**, influencers can create custom self-care experiences and set their own prices.

Problem: Competing influencer apps lack real life interactivity.

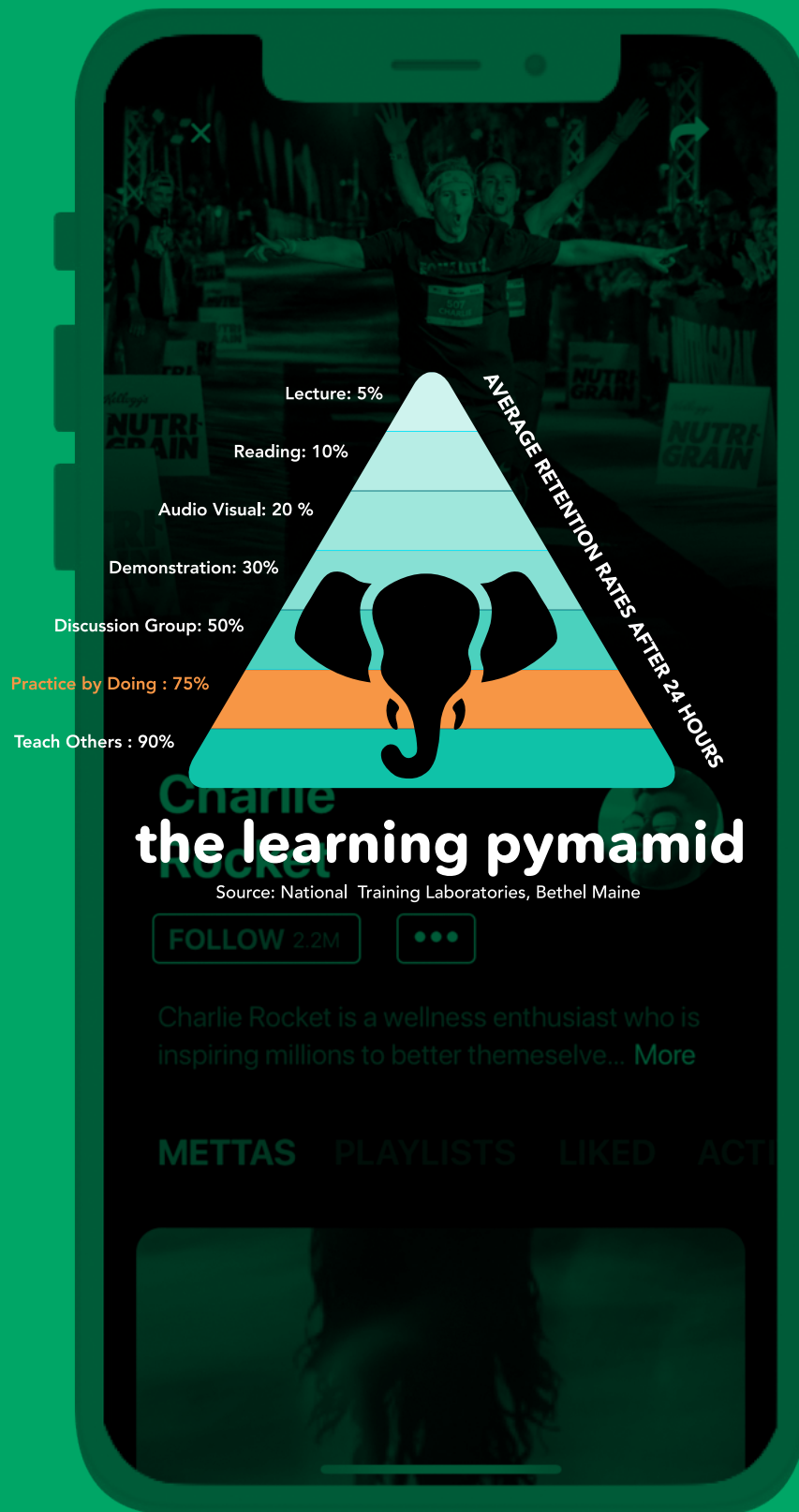


**Real Life
Interaction**

solution:
pheel® gives contributors interactive control

Using pheel, influencers can embed audio and video files with a playground of (proprietary) interactive tools, providing micro-bursts of action that get users moving and actively interacting with their content.

We're inventing a **crowdmovement platform**, where actions speak louder than likes and comments.



you can pheel® better and learn more with real life interaction

The pheel app's mission mission is to help spread ideas that help us grow.

The learning pyramid shows that users are 55% more likely to retain the information they're viewing if they act on it immediately.

With pheel, you can learn more and achieve better results with real life interactions.

pheel® User Interaction Points

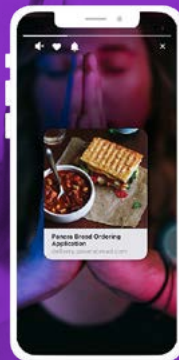


upcoming interactions

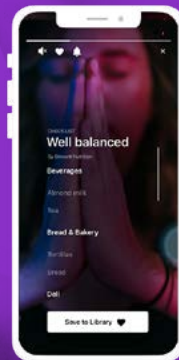
activity timer



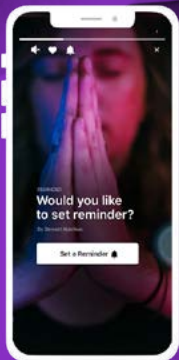
burn interaction



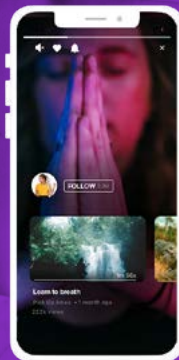
affiliate links



Lists



reminder prompt

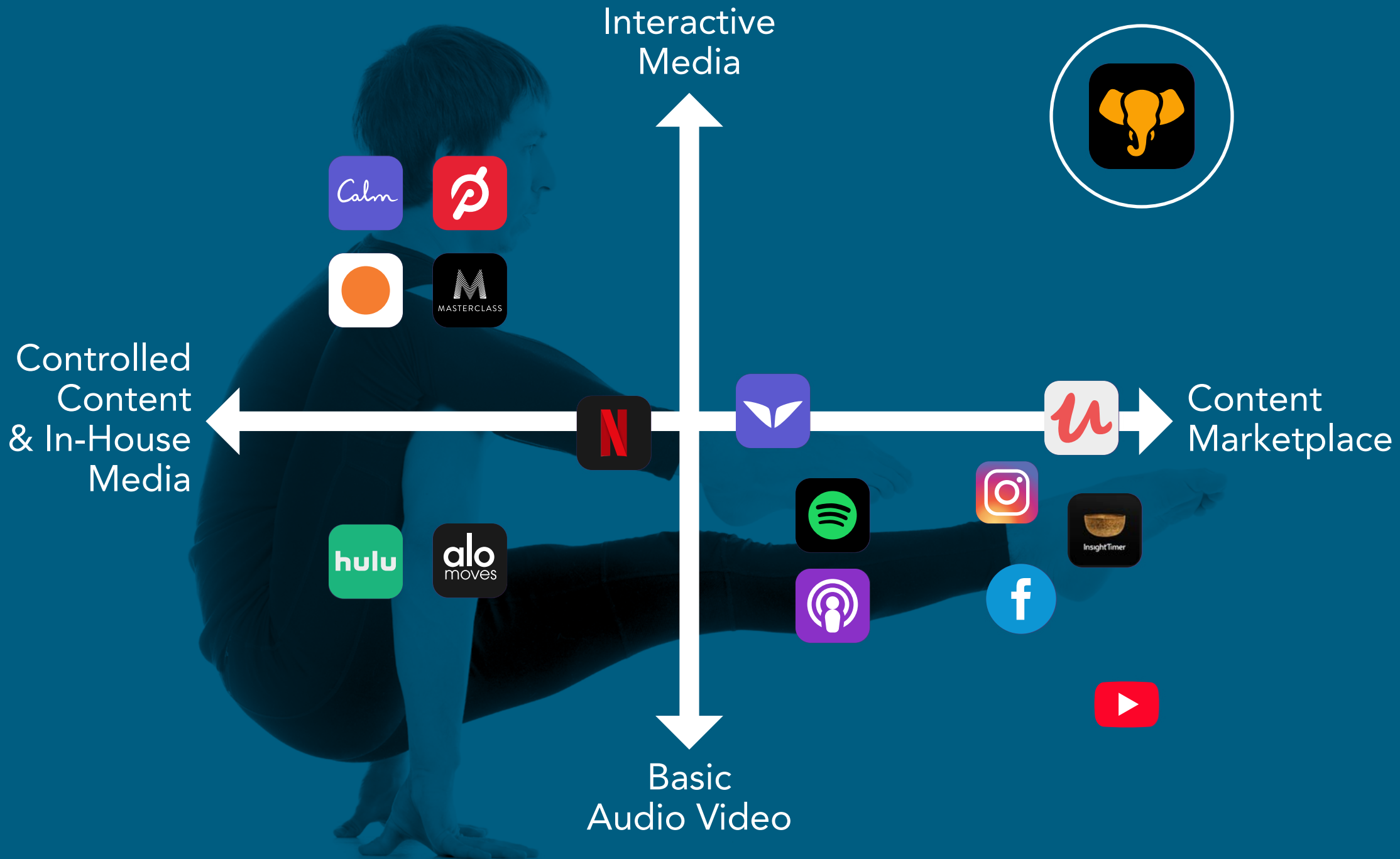


+ Content creators can have multiple interaction points

increased interaction equals more data points

pheel® provides a number of datapoints for content creators to improve content, predict trends, determine marketing strategies, and target specific personas.

How is **pheel**® different?

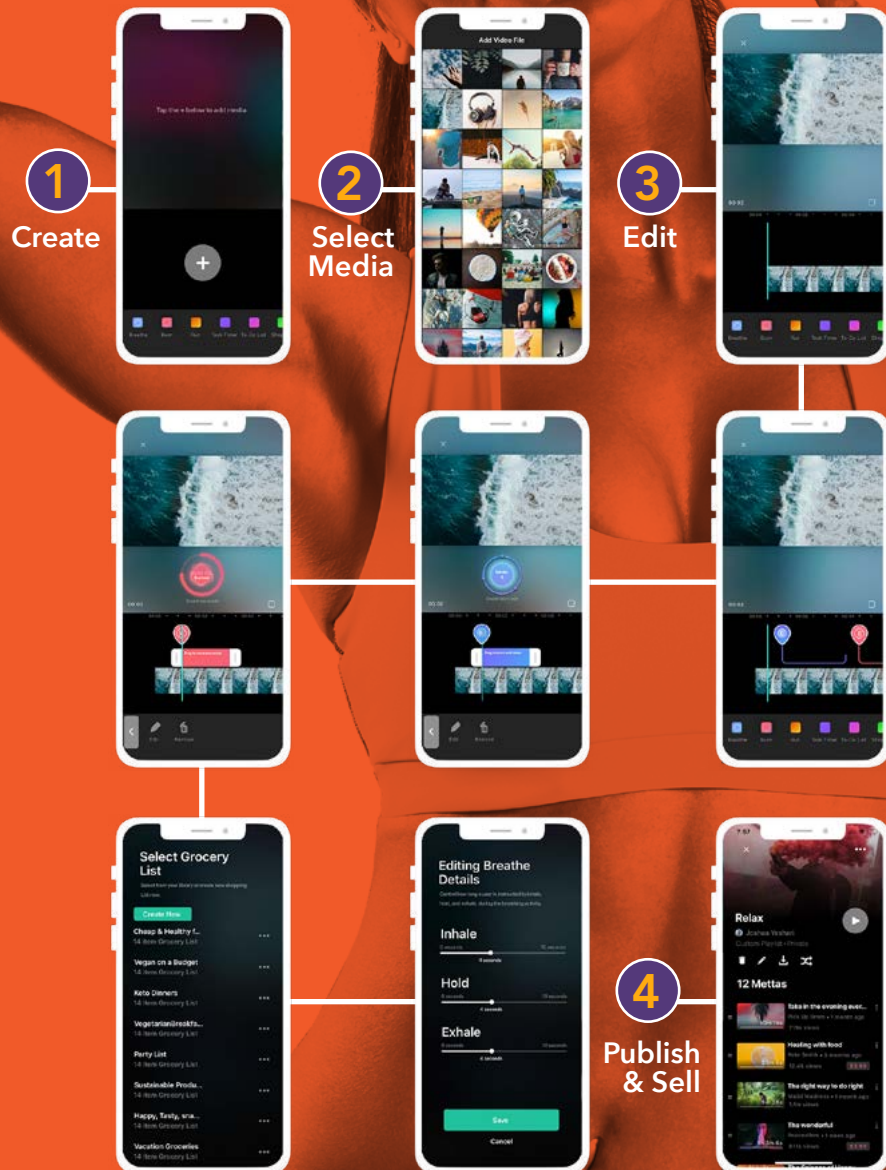




how pheel works

[Click here to check out
our prototype »](#)

pheel® Interactive Tools for Content Creators



how pheel® works for creators and influencers

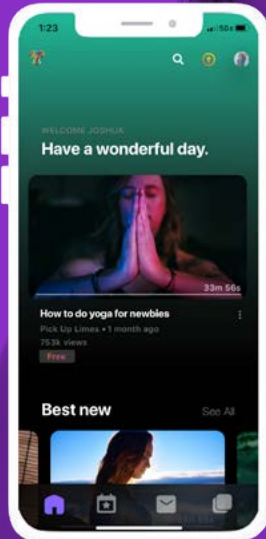
Content Creation Features

1. Content Creators / Influencers create and **upload** their content
2. They **embed** their audio and video files with user **interaction points** to prompt real-life user interaction
3. They **monetize** their content through our premium subscription service or à la carte sales, as well as brand endorsements

End User Features

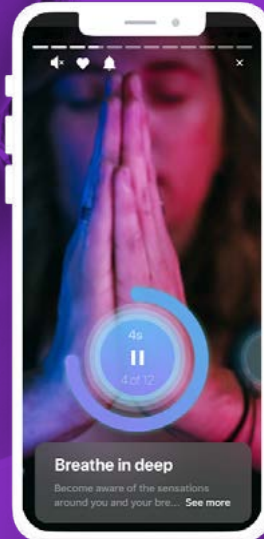
1

Discovery



2

Interaction



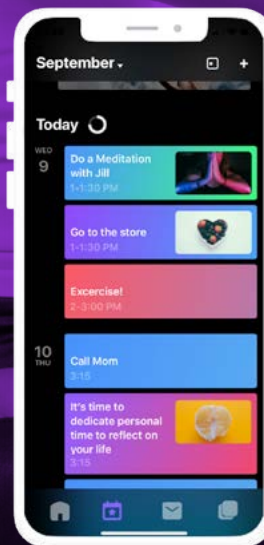
3

Scheduling



4

Tracking



how pheel® works for users

End User Features

1. Users **discover** activities, routines and best self-care practices
2. They can click on any piece of content and immediately **interact** with selected content
3. They have the option to **schedule** reminders to continue routines and hold themselves accountable
4. They can **track** their scheduled routines and easily integrate self-care into their daily lives

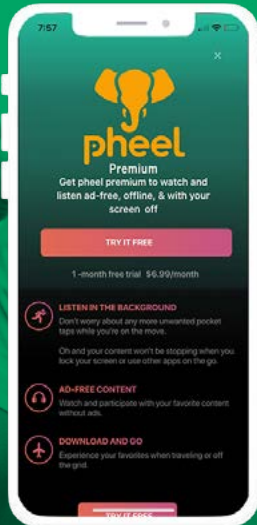


pheel business

pheel® Revenue Streams

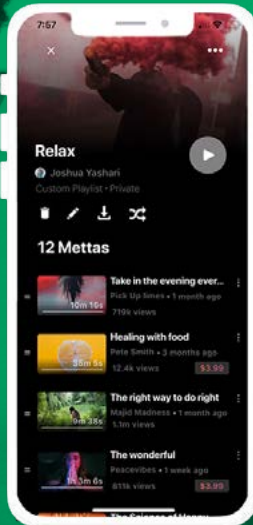
1

Premium Subscriptions



2

À la carte Purchases



3


Video and Audio Ads



the pheel® biz model

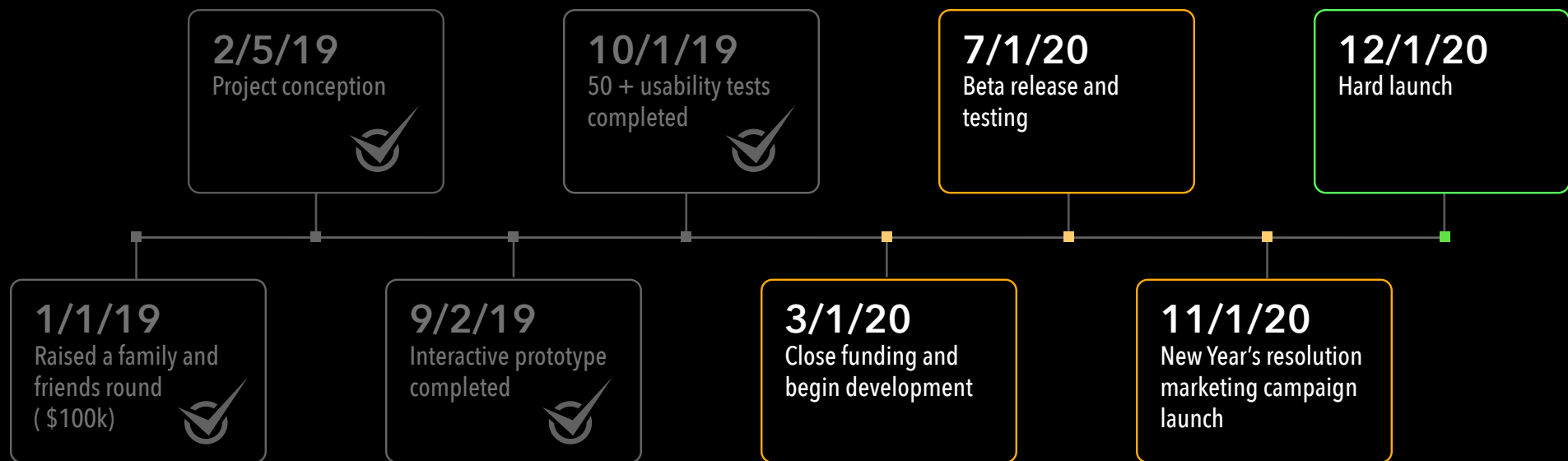
Revenue Streams

1. Premium subscription plan
2. Percentage of sales from à la carte content
3. Video & audio ads

A photograph of three people (two women and one man) in a yoga pose, likely the Bhujangasana (Cobra) pose, on purple mats. They are in a dimly lit room with warm, bokeh-style lights in the background. The woman on the left is wearing a black sports top and a smartwatch. The woman in the middle is wearing a white sports top. The man on the right is wearing a blue t-shirt. The text "\$1 million pheel pre-seed round" is overlaid in the center, with the "pheel" logo featuring an orange elephant head icon.

\$1 million pheel pre-seed round

the pheel® launch timeline



pheel® financial budget and projections

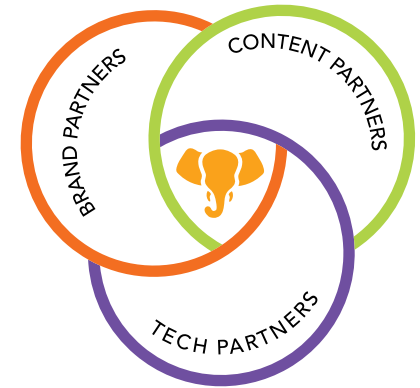
	2020	2021	2022
Revenue	\$132,500	\$3,928,000	\$18,996,000
COGS	\$89,000	\$2,636,000	\$12,634,000
Expenses	\$822,000	\$3,139,000	\$4,353,000
EBITDA	\$778,500	\$1,847,000	\$2,009,000



 **pheel** partners



#BRAINSTRONG™



brand & content partners

BRAINSTRONG

- Mental health organization looking to improve societal mental health
- Holds exclusive deal with US Air Force to improve mental health of PTSD patients

Levels Meditation (tech partners)

- Startup creating biofeedback meditation cushion
- Looking to incorporate technology within pheel's ecosystem

Yogis Anonymous

- Online Yoga organization
- Over 100K MAU



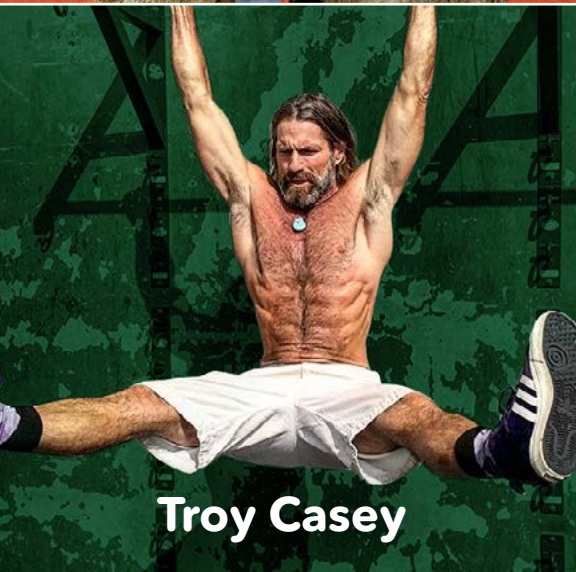
YOGIS
ANONYMOUS



Charlie Jabbaley



Angela Kukhahn



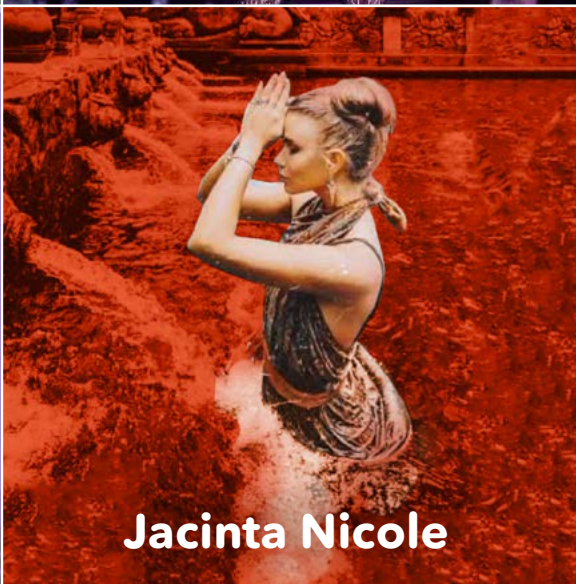
Troy Casey



Iman L Khan



Charlie Samos



Jacinta Nicole

content contributors

Charlie Jabbaley

- Self Help Influencer (Instagram: @charlie)
- Former manager of 2 Chainz
- Content Reach:
 - ➡ Instagram: 139K

Angela Kukhahn

- Yoga Influencer (Instagram: @angelakukhahnyoga)
- Content Reach
 - ➡ Instagram: 201K

Troy Casey

- Wellness and Self-Care Influencer (Instagram, YouTube @certifiedhealthnut)
- Content Reach
 - ➡ Instagram: 45.8K
 - ➡ YouTube: 57.9K

Iman L Khan

- Licensed Professional Counselor
- Focused on Growth and Mental Health
- <http://imanlkhan.com>

Charlie Samos

- Renowned yoga teacher
- Taught over 20 years

Jacinta Nicole

- Meditation, yoga, and spiritual teacher teaching for over 10 years
- Has recorded content under NDA for other online meditation platforms

A group of five people (three men and two women) are sitting in a circle on a dark floor, meditating in a lotus position. They are on colorful mats: orange, green, purple, and pink. The background is dark. The text "the pheel team" is overlaid in the center, with an orange elephant head icon replacing the letter 'p' in "pheel".

the  pheel team



Joshua Yashari

Co-founder / CEO

our founders

The founders of **pheel®** are experienced in tech and passionate about self-care.

Joshua Yashari, Co-founder / CEO

Josh is a philanthropist entrepreneur with a mission to evolve human consciousness and help heal the world. His focus is improving universal mental health by developing new strategies to circumvent the damaging effects of technology's overuse in our everyday lives. Josh holds a Bachelors of Science in Business Management from Babson College.

Dylan Stroud, Co-founder Head of Design and Innovation

Dylan is an interaction designer specializing in mobile app, web, and brand design. His work has reached tens of millions of users, with his apps ranking in the Top 100 on the Apple App Store on multiple occasions. He has long had an interest in the intersection of art and technology, tracing back to his time as a commissioned artist & painter while studying for a degree in cognitive neuroscience.

Taylor Speegle, Co-founder / Product Manager

Taylor brings extensive experience in project management, financial analysis, and business development to the team, having overseen 20+ web and mobile app product launches and overhauls. Prior to his entrance into the app space, he served as Director of 3rd Party Products at Allegiant Travel Company - overseeing a \$30M line of business.



Dylan Stroud

Co-founder / Head of
Design & Innovation



Taylor Speegle

Co-founder / Product Manager



Majid Abai
Advisor: Operations
and Strategy



Maja Stevanovich
Advisor: Marketing
and Operations



Kelly Shapiro
Outside Legal Counsel

our amazing advisors

Majid Abai, Operations & Strategy Advisor Managing Director, Concepts Rise

A serial entrepreneur, Majid had successfully founded over 10 startups and is now the managing director of Concepts Rise, an advisory firm in Los Angeles. He has successfully raised over \$35 million in funding which led to 1 public offering, 6 mergers and 5 exits.

Majid co-authored the books *Data Strategy* and *Cracking Business Code*, and was an adjunct professor of Computer Science at UCLA for nine years, as well as holding degrees in Computer Science and Management from Kean University of New Jersey.

Maja Stevonovich, Marketing & Operations Advisor Founder, BRAINSTRONG

Maja is more than a marketer. When you advise the U.S military on Strategic Communication issues and manage and perform a transformation of digital properties for the U.S. Air Force, there is little that can intimidate you – add helping plan the 2007 Super Bowl and the Grammy's to the list as well.

Maja's background spans across all forms of communication. Some of her past client work has been for: MTV, NFL, Verizon, Google, American Express, Dremel, Cargill, Wal-Mart, U.S. Army, U.S. Air Force, and The Department of Defense (DoD).

Kelly Shapiro, Outside Legal Counsel Founder, The Law Offices of Kelly Shapiro

Kelly is at the top of the game guiding tech entrepreneurs through the intricacies of start-up and investor strategies. Her clients include: Thesis Couture, Hablamos Español, Panacea Financial, Suprmrkt, Sonic Trade, High Tide Tours, Knife Aid, Dr. Amanda Parkes, and Tempday.



Carolyn Becher



Gabriel Halimi



Danilo Roque



Jason Reuben

board advisors

Carolyn Becher

- Co-founder of HopSkipDrive
 - ➡ Operations in eight metropolitan areas in US
- BA in Political Science from UC Berkeley and JD from UCLA School of Law

Gabriel Halimi

- CEO & Founder of Flo Technologies Inc.
 - ➡ Successfully raised over \$40MM in capital

Danilo Roque

- COO of Quantasy (Digital Media Agency)
 - ➡ Current Clients: American Honda, Best Buy, Google, Magic Johnson Enterprises, and Wells Fargo Bank among others

Jason Reuben

- Founder & CEO of Baguette Atelier
 - ➡ Sits on the Executive Committee of the College Advisory Board for Babson College



Joshua Yashari, Co-Founder | Josh@pheelgood.com | (310) 903-6818