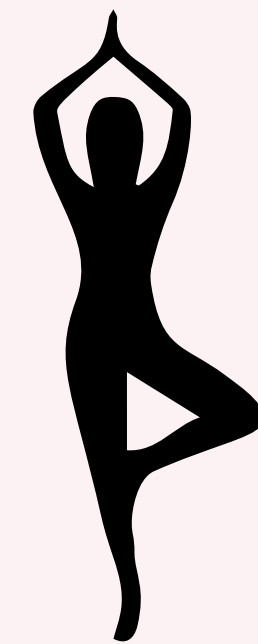




Yogga

ment



Problem

STRESS



LACK OF EXERCISE



LOW SLEEP QUALITY



Solution



The application provides **enjoy a delightful yoga experience** for users

Regulates autonomic nervous system and **reduces stress**

A good exercise to burn an adequate amount of calories."

Parasympathetic nervous system becomes dominant, **improving sleep quality**

Key feature of application

- 1 Yoga Quest Challenges
- 2 Video Guidance
- 3 Camera Interaction
- 4 Character Growth
- 5 Sleeping Tracking



Size of the Market

The market of this project includes various groups such as sports enthusiasts, those who want to do yoga, those who want to stay away from the stress of life and those who want to live healthy.

4 Billion

Total Available Market (TAM)

540 Million

Serviceable Available Market (SAM)

250 Million

Serviceable Obtainable Market (SOM)



Keyword Stats 2023-12-16 at 16_30_00							
01 December 2022 Thursday - 30 November 2023 Thursday							
Keyword	Currency	Avg. mont	three mon	change fro	Competitic	Competitic	Top of pag
yoga	EUR	5000	0%	900%	Low	10	0,27
relax	EUR	5000	0%	0%	Low	1	0,64
meditation	EUR	500	0%	0%	Low	16	0,12
yoga game	EUR	50	0%	∞	Low	14	
relax game	EUR	50	0%	0%	Low	9	0,5
meditation	EUR	50	∞	0%	Low	5	
transcende	EUR	5000	0%	0%	Low	1	0,39
mindfulness	EUR	50	0%	0%	Low	24	0,21
chair yoga	EUR	50	0%	0%	Middle	54	0,25
hot yoga	EUR	500	0%	0%	Low	4	0,29
guided me	EUR	50	0%	0%	Low	25	0,34
core powe	EUR	50	∞	0%	Low	0	
chair yoga	EUR	50	0%	0%	Middle	48	1,1
yoga bolst	EUR	50	0%	0%	Middle	60	0,19
face yoga	EUR	500	0%	0%	Middle	42	0,11
yoga go	EUR	50	0%	0%	Middle	46	0,3
meditation	EUR	50	0%	0%	Low	21	
yoga for b	EUR	50	0%	0%	Middle	36	0,24
prenatal y	EUR	50	0%	0%	Low	14	

Keyword planner



Competitor

happifyTM



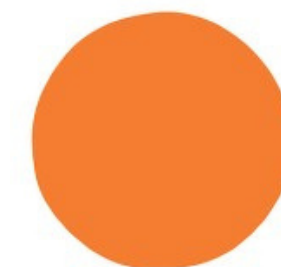
EFFECTIVE



OFFLINE TRANSACTION



VARIATION



headspace

EXPENSIVE

Competitive advantages



Yoga Quest Game



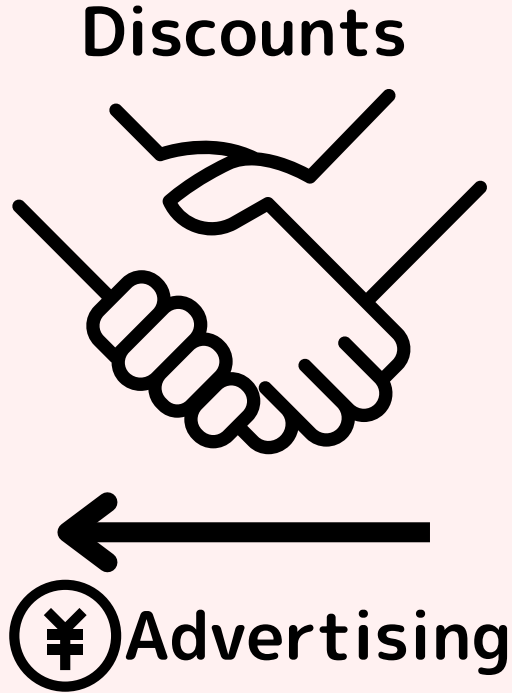
Avatar Growth



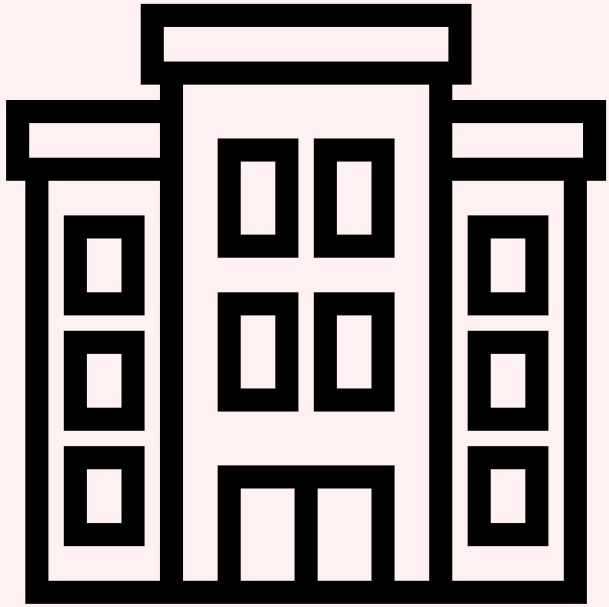
Sleep Tracking

BUSINESS MODEL

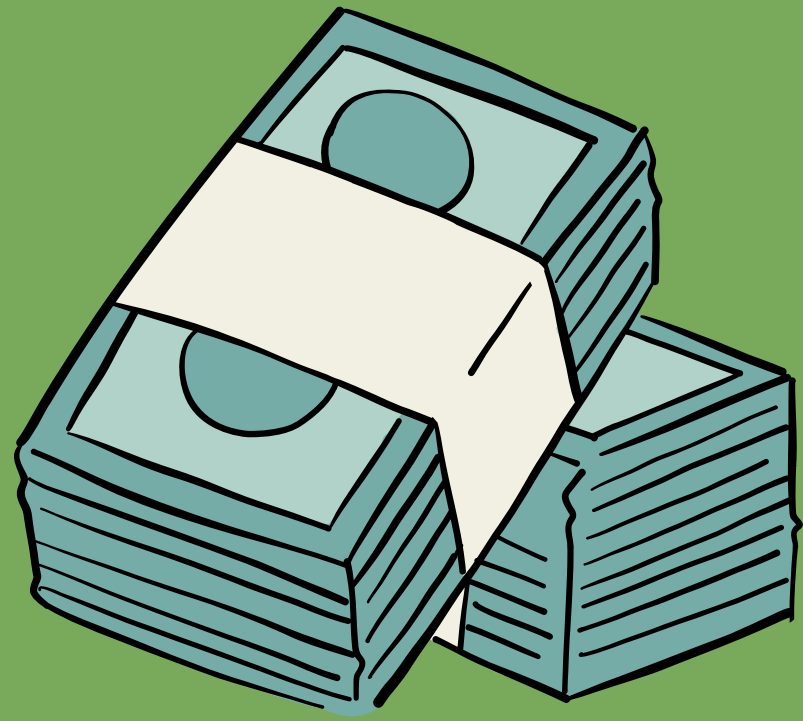
Users



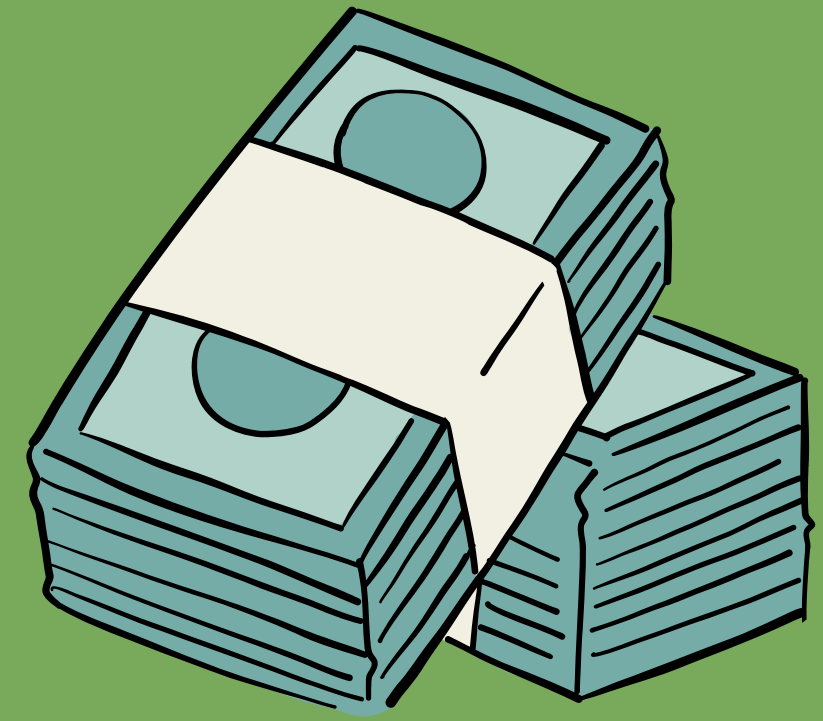
Yoga related company



We need



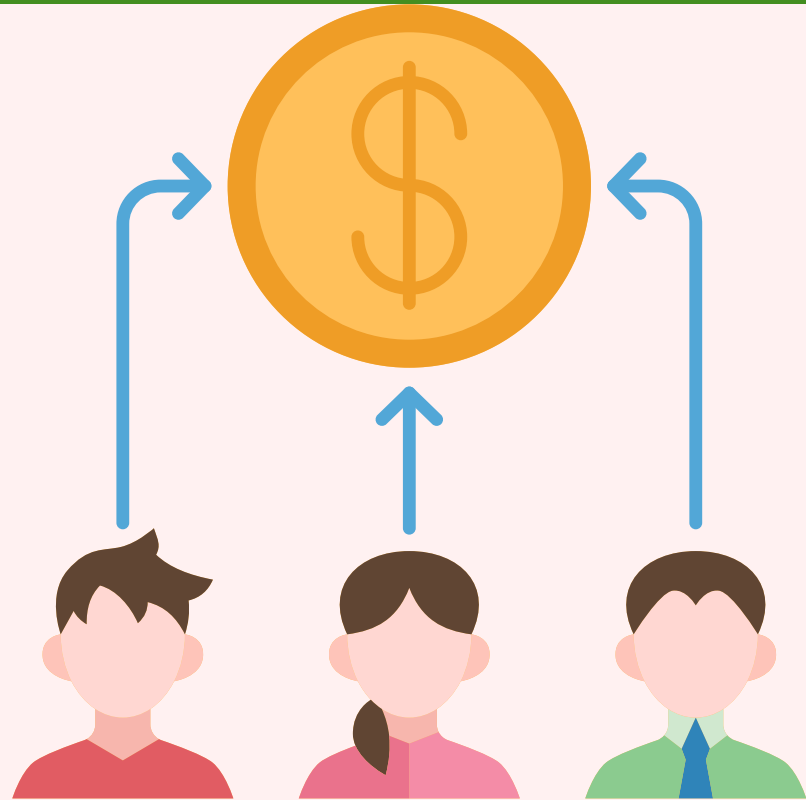
175.000 euros



from investors

15% profit distribution

HOW TO GET INVESTMENT?



Crowdfunding Campaign

To appeal to nature enthusiasts and individuals seeking an escape from urban life



Investors, Venture Capital

Communicate your business plan and attempt to raise funds.



Angel Investors

Private investors who fund emerging startups and projects

Our Team



Nisanur

Web Designer



Bugra

Marketing and human relations



Daiki

Ceo and founder



Thank You