

Business Presentation


1800 HERBALIST

Your Gateway to Herbal Wellness.



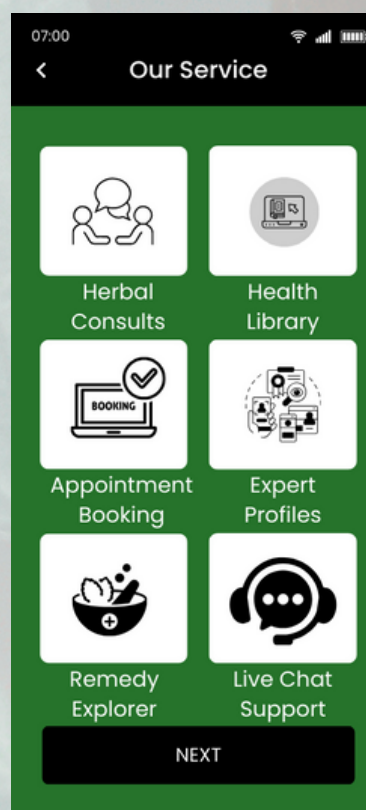
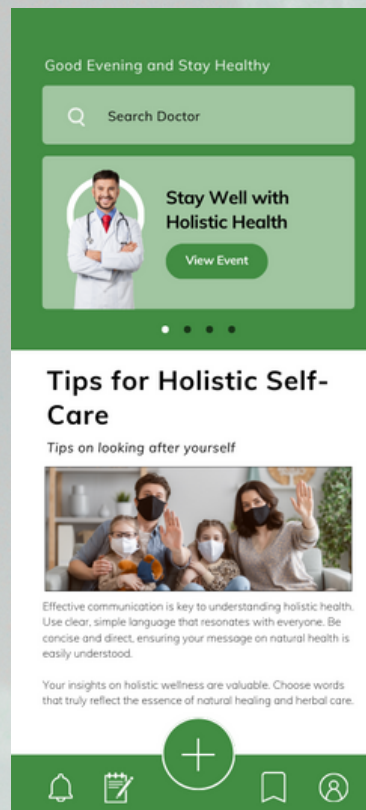
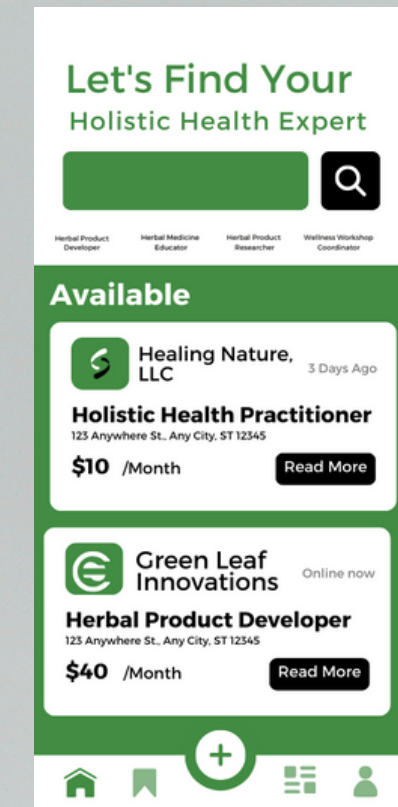
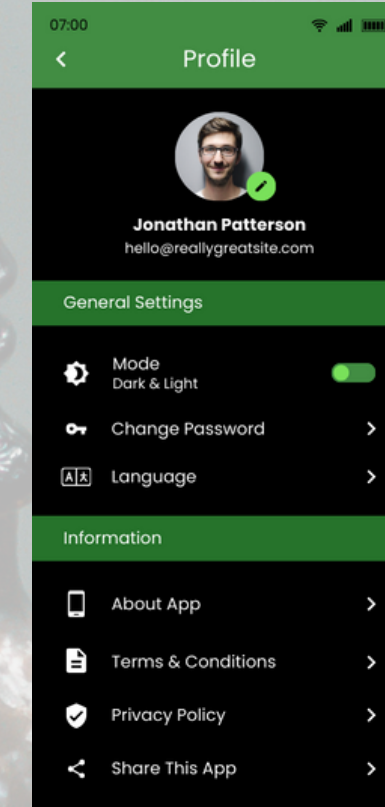
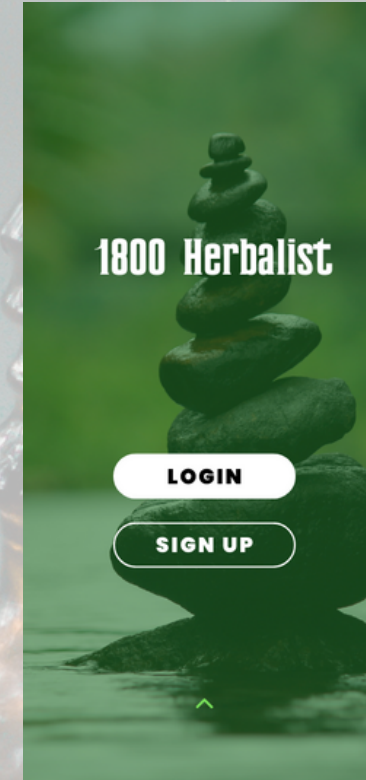
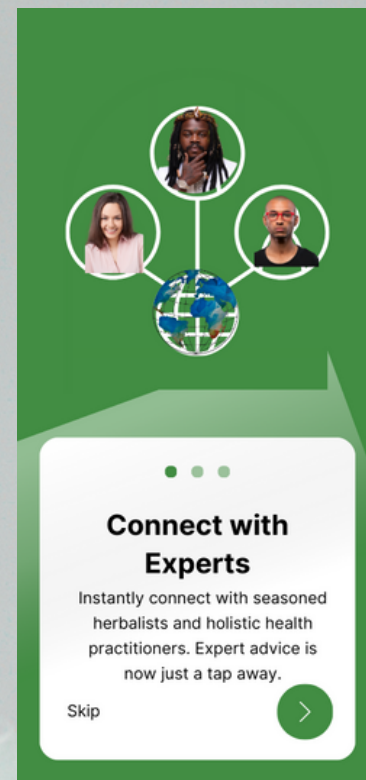
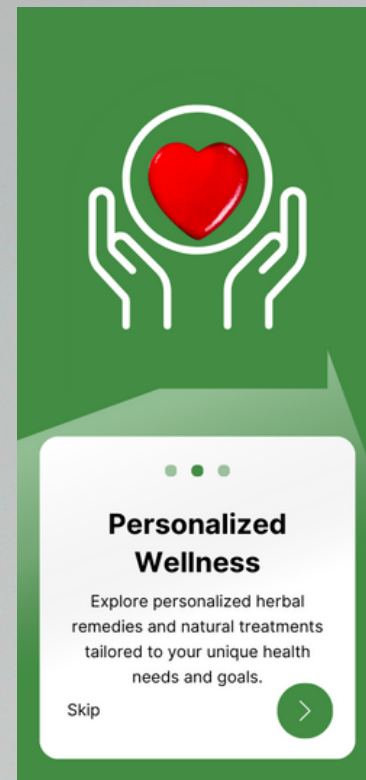
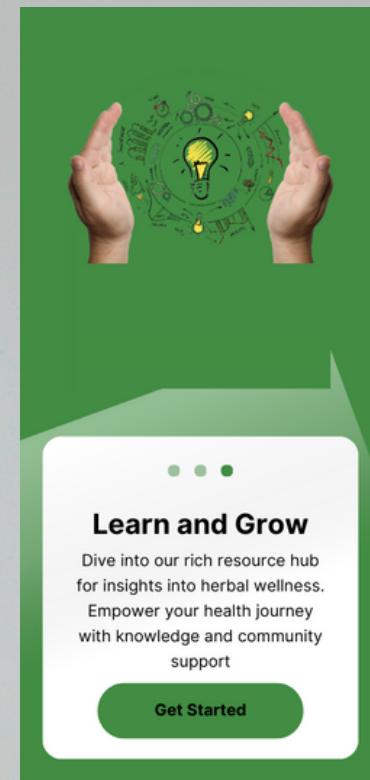
OVERVIEW

"1800 Herbalist" is an innovative app connecting users with expert herbalists, offering reliable wellness information and quality herbal products. Targeting a growing market of health-conscious individuals, our app combines a subscription-based revenue model with an integrated e-commerce platform. We aim to capitalize on the increasing demand for natural health solutions through a robust digital marketing strategy and community engagement.

Seeking investment for development and market launch, we present a scalable business model with strong growth potential in the wellness industry. "1800 Herbalist" represents a unique opportunity to invest in the burgeoning field of herbal wellness and digital health. 



Intuitive Design, Enhanced Experience



Our app '1800 Herbalist' features a user-friendly interface that combines nature-inspired aesthetics with modern simplicity. The intuitive layout, accented with soothing greens and earthy tones, ensures ease of use while promoting a serene experience. Key functions, such as accessing herbalist directories, educational resources, and our e-commerce platform, are streamlined for efficiency. Overall, the design of '1800 Herbalist' is not just visually appealing but also functionally tailored to make herbal wellness accessible and engaging for all users.

The Problem

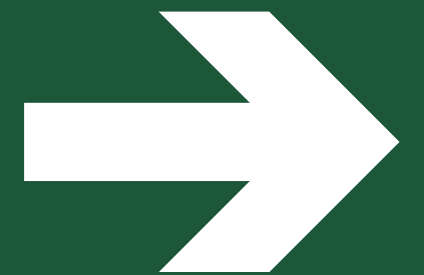
1 Access to credible and experienced herbalists is challenging.

2 Lack of personalized herbal health solutions.

3 Fragmented market with no central, trusted platform.

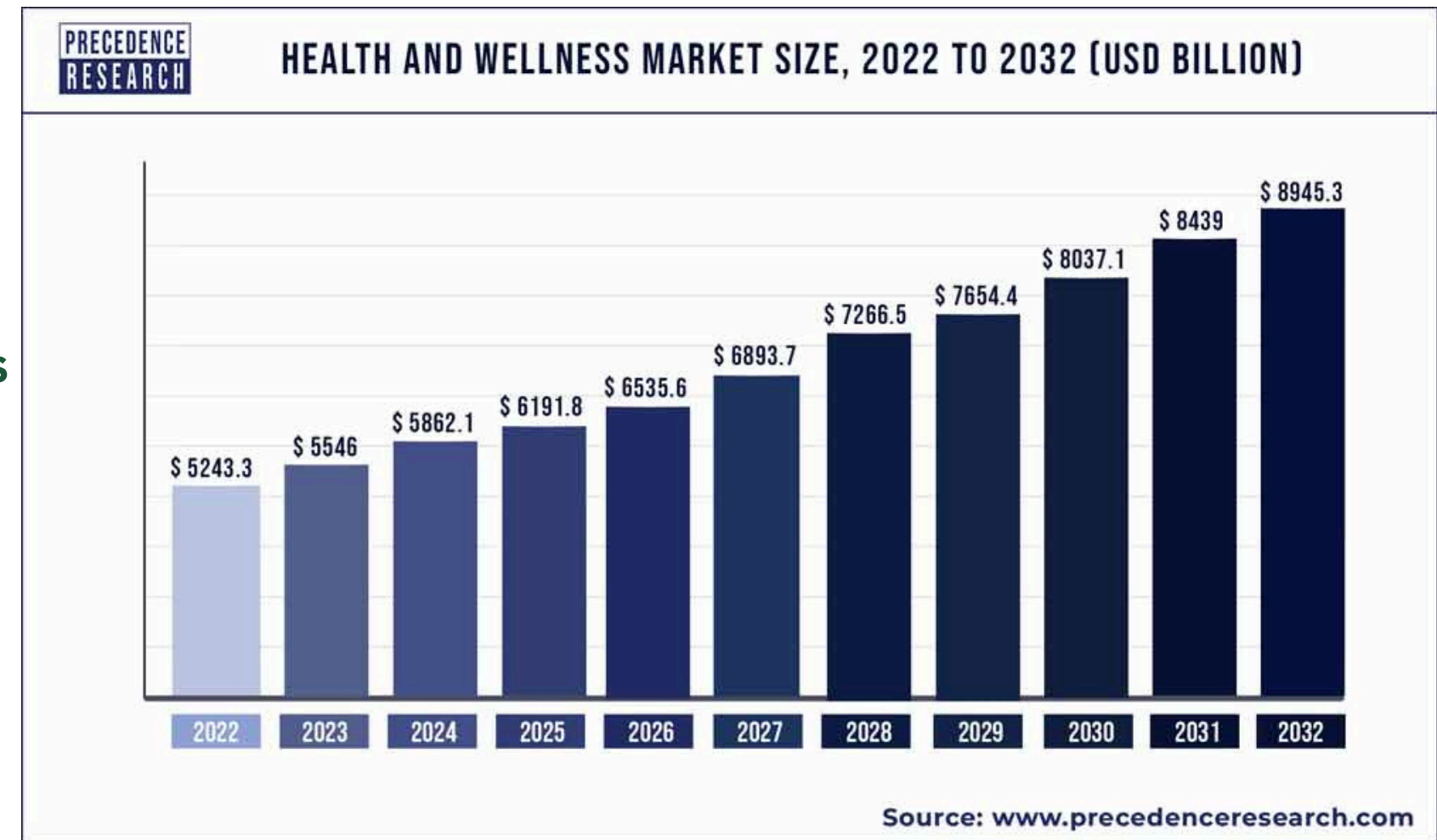
4 Overload of unreliable information on herbal wellness.

5 Concerns about the safety and quality of herbal products.



HEALTH CHALLENGES IN TODAY'S SOCIETY

- Increased stress levels, sedentary lifestyles, and poor dietary habits.
- Rising prevalence of mental health issues and chronic diseases.
- Limited availability of organized organic and natural remedies.
- Growing desire for holistic approaches to well-being. The Global Wellness Market is expected to grow from \$100 billion in 2022 to \$150 billion by 2028, according to a report by ResearchAndMarkets.com. This growth is fueled by increased health awareness, government initiatives, and the use of AI in health and wellness services. However, challenges include limited access to Holistic health providers and a lack of skilled professionals. The market is competitive but scattered, to say the least. Recent trends show a focus on addressing health issues from more natural based perspective, and integrating technology like smartphones in treatment strategies.



The global health and wellness market was valued at USD 4,886.70 billion in 2022 and is expected to reach over USD 7,656.7 billion by 2030, growing at a CAGR of 5.5% from 2021 to 2030, according to the 2023 report by ResearchAndMarkets.com.

01

Personalized matching
with qualified herbalists.

02

A rich educational hub
with reliable information.

03

E-commerce platform
for quality herbal
products.

04

Community forums for
shared learning and
experiences.

05

Virtual consultations for
user convenience.

The Solution

**1800 Herbalist: A comprehensive app
providing:**

Market Analysis

Growing Market

The herbal supplement and remedies market is expanding rapidly, fueled by increased health awareness and a shift towards natural products.

Target Audience: Primarily health-conscious individuals, with a significant interest from millennials and Gen Z, who favor digital wellness solutions.

Market Trends

Rise in telehealth and digital wellness platforms.

Growing demand for personalized health and wellness solutions.

Enhanced consumer interest in reliable information about herbal remedies.

Competitive Landscape:

Presence of wellness apps, e-commerce platforms, and traditional herbalists.

A gap in the market for a comprehensive platform offering expert consultations, educational content, and product access.

Unique Opportunity:

"1800 Herbalist" has the potential to become a market leader by offering an integrated herbal wellness solution, standing out in a competitive field.

Business Model



Revenue Streams:

Subscription fees for premium features for users as well as monthly herbalists subscription fee.

Commission (Transaction fee) from sales on the e-commerce platform. In-app purchases, advertisement fees

Pricing Strategy:

Tiered subscription models offering different levels of access and features.

Marketing and Sales Strategy



Digital Marketing: Utilizing SEO, social media, Pop Up Shops and content marketing and streaming TV ad platforms.



Partnerships: Collaborating with wellness influencers and herbalists and social media influencers.



Community Engagement: Building an active user community through forums and social media and in person events.



Operational Plan

Development Phase: Set a clear timeline for app development, including design, AI integration, and beta testing, with an emphasis on quality assurance.

Team Structure: Assemble a core team of developers, a project manager, a marketing strategist, and an AI specialist, supported by administrative staff.

Supply Chain for E-Commerce: Establish reliable supplier relationships and efficient inventory management systems for the e-commerce aspect of the app.

Marketing and Launch: Execute a targeted pre-launch marketing campaign and organize a launch event to introduce the app to the market.

Post-Launch Management: Implement customer support services, regular app maintenance, and updates to enhance user experience and app functionality.

Growth Strategy: Monitor key performance metrics for user engagement and sales, with plans for future feature expansion and market growth.

Budget and Risk Management: Maintain vigilant budget oversight and risk mitigation strategies to ensure smooth operational flow and financial stability.

IDEA

01

PLAN

02

03

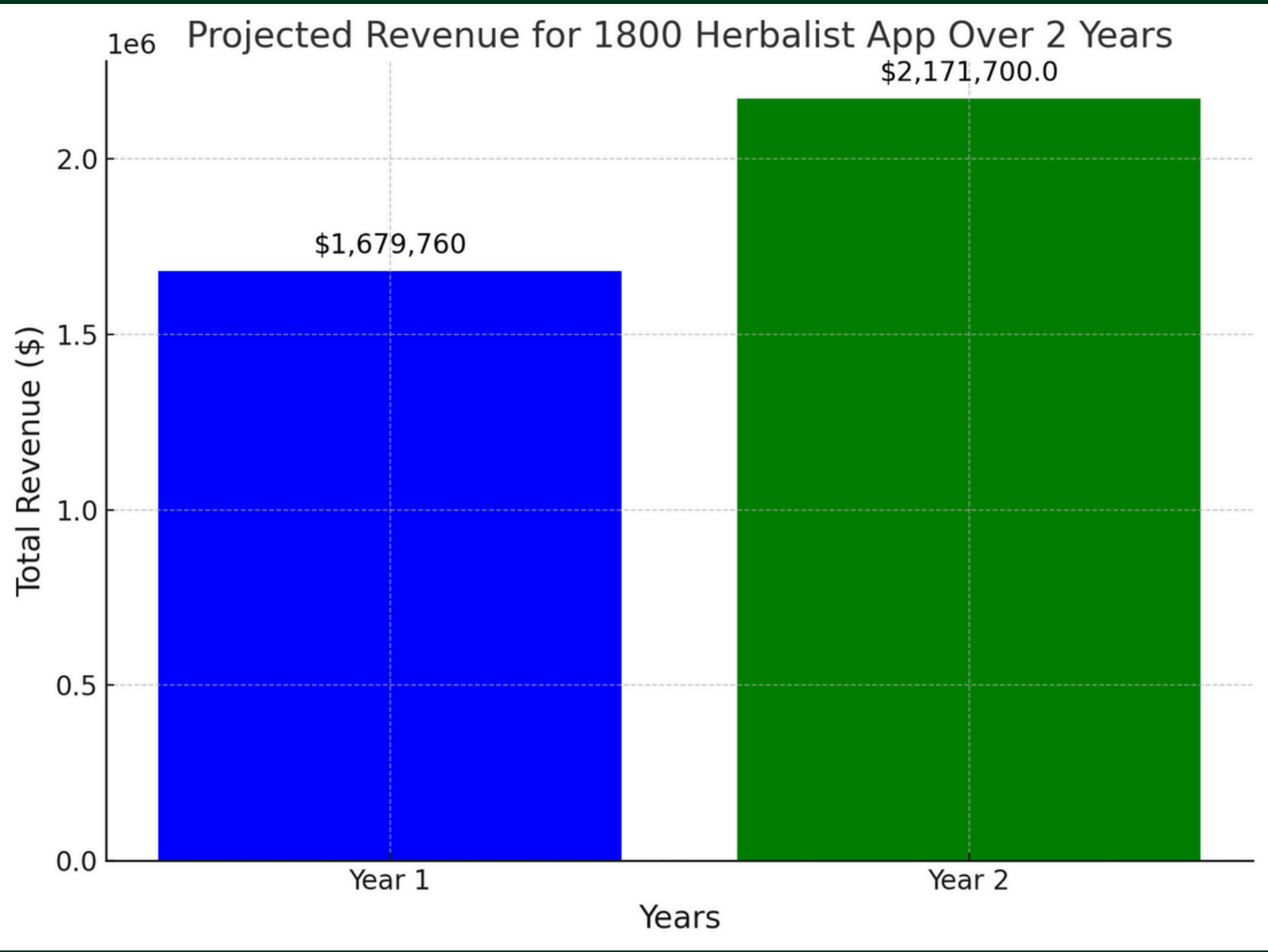
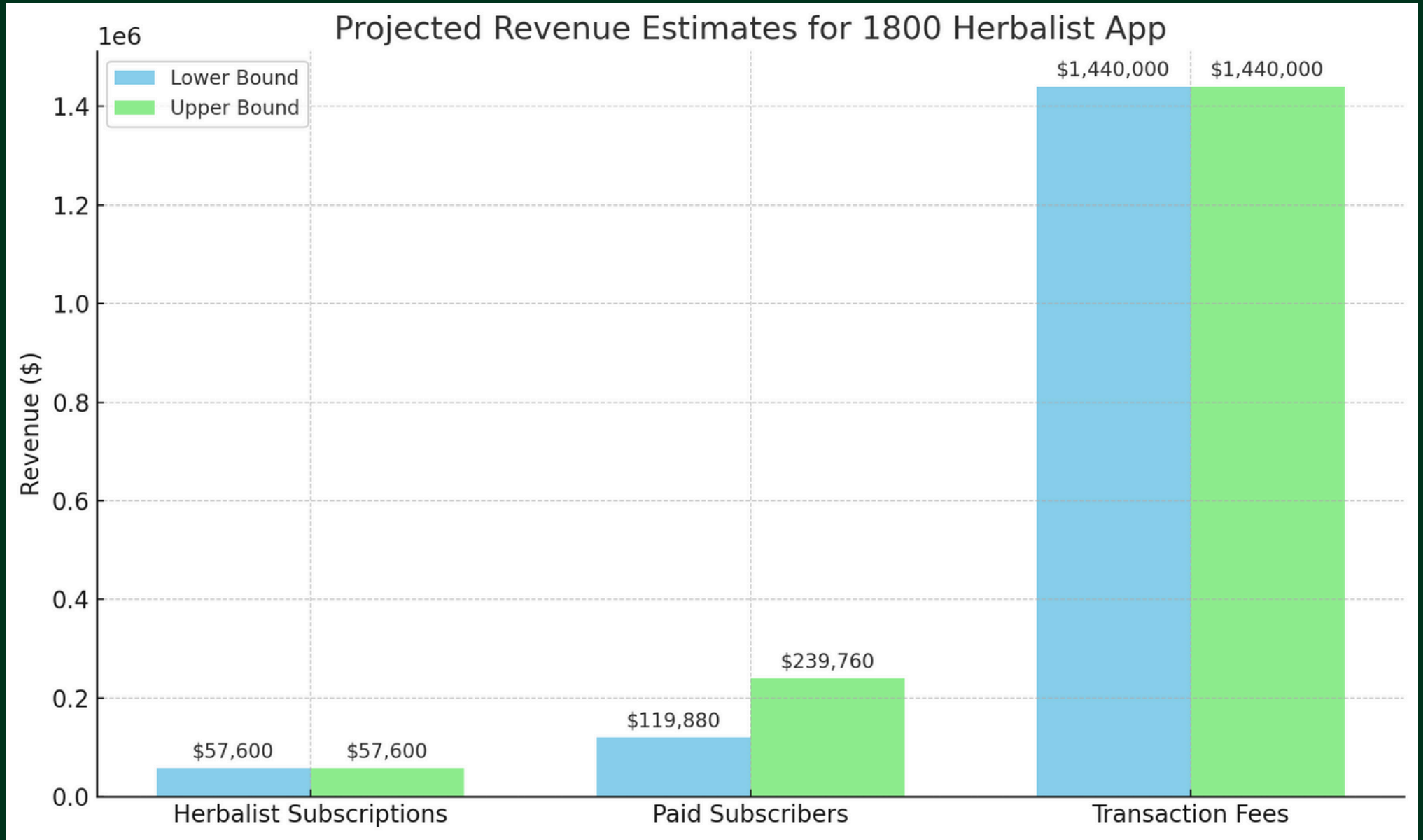
ACTION

BUSINESS STRATEGY



Financial Projections

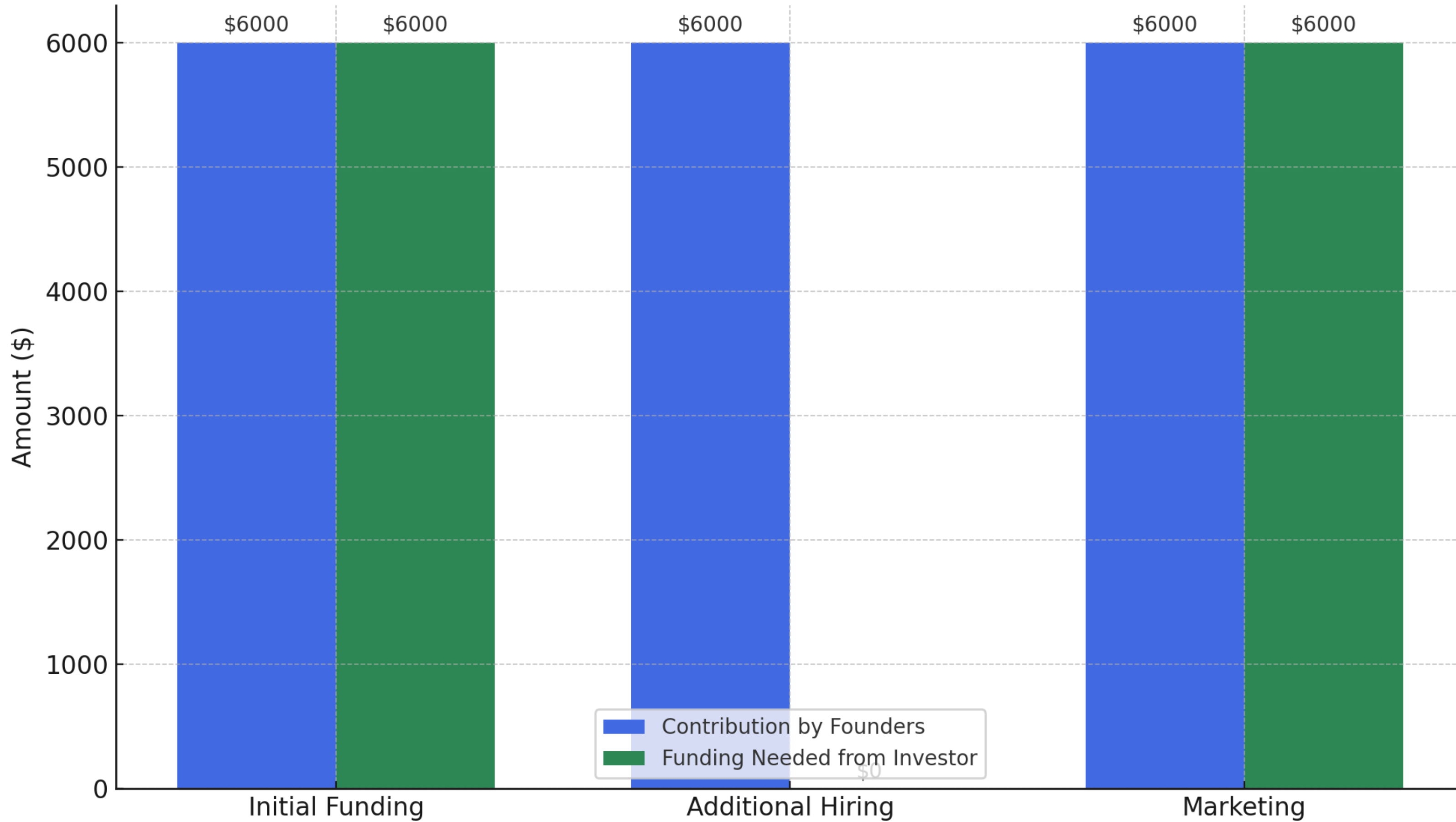
- **Subscriptions and Premium Content:** With a subscription model for herbalists and premium content for users, we anticipate a steady revenue stream. Our conservative estimate based on 20,000 subscribers and 200 herbalists indicates a significant income potential, especially with 5 to 10% of users opting for paid subscriptions.
- **Transaction Fees:** A fee of \$3 per transaction for consultations scheduled through our platform is projected to add substantially to our revenue.
- **Advertisement Revenue:** The inclusion of paid advertisements on our app, with an ad-free experience for paid subscribers, is expected to further augment our income.



Funding Request for : 1800 Herbalist

- **Total Funding Needed:** \$50,000. This amount is pivotal to kickstart our journey, covering all initial operational, development, and initial phase 1 marketing expenses.
- **Initial Funding:** Of the total, \$12,000 is required upfront to get the app's front and back end developed within 45 days. This rapid development is crucial to seize market opportunities.
- **Contributions by Founders:** We, the founders , are committed to the project's success. We've collectively contributing \$12,000 initially and another \$38,000 later for additional necessities.
- **Investor Partnership:** We seek the investment of \$38,000 from our esteemed investors to match our initial contribution, ensuring the app's future success. This investment will be used shortly after app completion and prior to launch for marketing efforts among other things.

Funding Breakdown for 1800 Herbalist App



Our Team



Carl Joseph

Business Developer

Carl Joseph has established business with over Billion dollar in revenue



Eddie Bowen

Marketing

Eddie Bowen is a digital marketing pioneer, leading a top-rated agency with over \$50 million in advertising spend across major brands like COVERGIRL and FASHIONNOVA. His innovative strategies over the past 7 years have redefined industry norms and accelerated brand growth.

Conclusion

In conclusion, '1800 Herbalist' is positioned at the forefront of the evolving herbal wellness industry, poised to capitalize on the intersection of traditional herbal wisdom and modern technology. Our well-structured business model, commitment to advanced technology, and insightful market understanding set the stage for a significant impact in the digital health and wellness domain. The requested investment of \$30,000 is pivotal in realizing this vision, encompassing essential areas such as app development, AI technology, API integrations, and targeted marketing strategies.

We present to our investors not just an opportunity for substantial financial returns but also a chance to be part of a venture that positively influences the growing trend towards natural health solutions. '1800 Herbalist' is more than a business; it's a movement towards empowering individuals with healthier, more natural lifestyle choices.

As an investor in '1800 Herbalist', you will be a crucial part of this journey. We foresee a lucrative and rewarding relationship, offering more than just financial gains - a chance to be at the helm of a wellness revolution. We are enthusiastic about what lies ahead and warmly invite you to join us in this promising and profitable endeavor.

Operational Plan for "1800 Herbalist"

- 1. Development Phase:** Set a clear timeline for app development and completion, including design, AI integration, and beta testing, with an emphasis on quality assurance.
- 2. Team Structure:** Assemble a core team of developers, a project manager, a marketing strategist, and an AI specialist, supported by administrative staff.
- 3. Supply Chain for E-Commerce:** Establish reliable supplier relationships and efficient inventory management systems for the e-commerce aspect of the app.
- 4. Marketing and Launch:** Execute a targeted pre-launch marketing campaign and organize a launch event to introduce the app to the market.
- 5. Post-Launch Management:** Implement customer support services, regular app maintenance, and updates to enhance user experience and app functionality.
- 6. Growth Strategy:** Monitor key performance metrics for user engagement and sales, with plans for future feature expansion and market growth.
- 7. Budget and Risk Management:** Maintain vigilant budget oversight and risk mitigation strategies to ensure smooth operational flow and financial stability.