



bloomify

Personal Development Space





The Team!



Przemek
CEO 20y+ Startup
Mentor



Slawek
CTO, Well-being mngr



Lukas
Product Owner, UN
Trainer



Olaf
CBDO Psychologist, ex-HR
mngr



Helena
CMO Digital Mktg
Strategist

Mental Health in Today Anxious world

1 BLN

WHO estimate on
productivity loss
caused by mental
health problems

91 %

Believed that their
employers should care
about their emotional
health

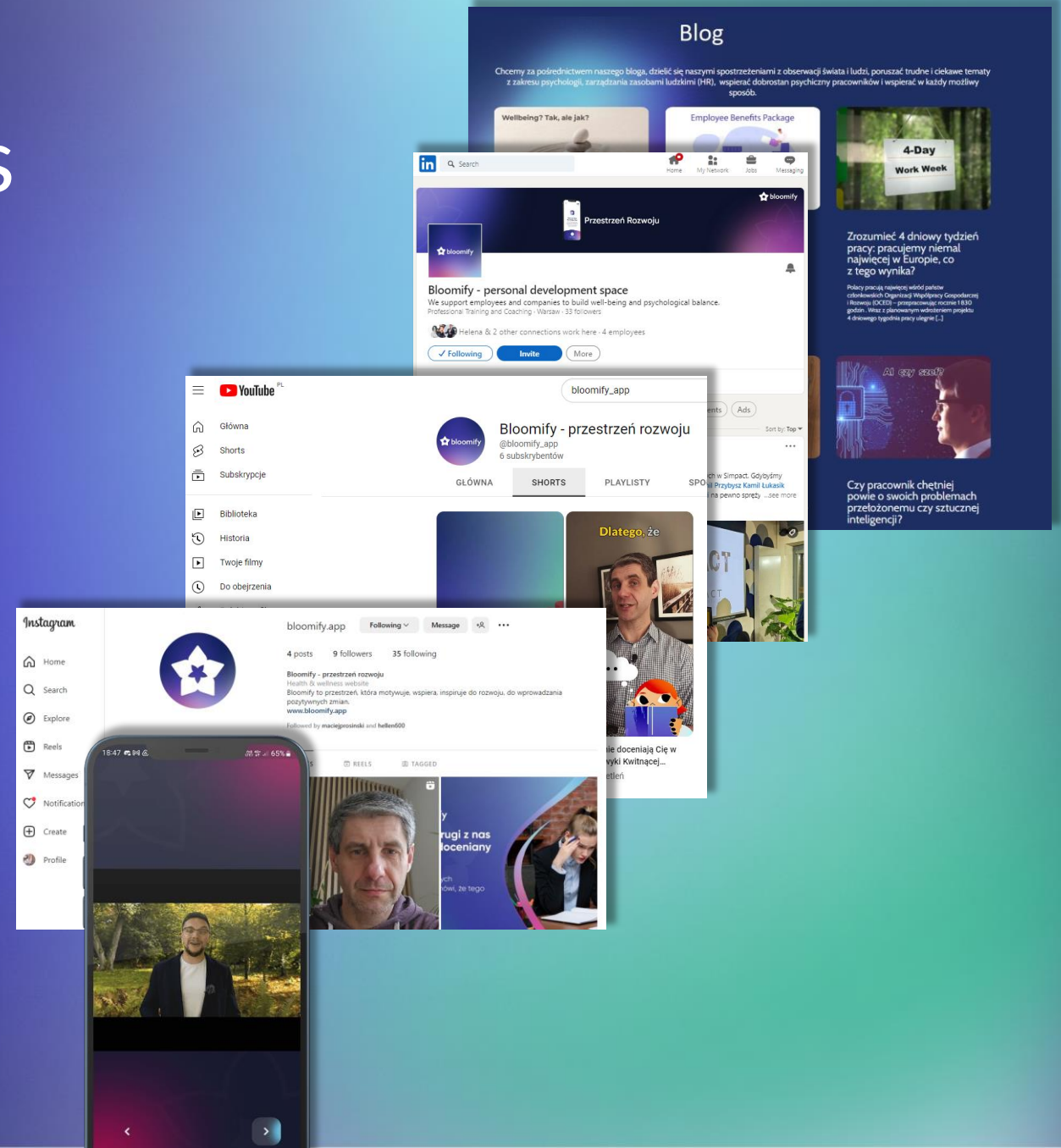
85 %

Behavioral health
benefits were
important when
evaluating a new job



Wellbeing for employees The new must-have

- ❖ Comprehensive, personalized, convenient platform for self-improvement
- ❖ \$\$\$ Best price to performance
- ❖ Hybrid approach
- ❖ Community for motivation and support
- ❖ Coaches and psychologists for personalized guidance





Cost effective well-being HR tool



Empathy

Employer Branding



Personalization

Dedicated Trainings
Dedicated Coaching



Science Based

Automated
Supports HR priorities



How it works

- ❖ Only positive support
- ❖ Inspiration
- ❖ Gamification
- ❖ Variety of tools
- ❖ Behavioral approach
- ❖ Adjusted to user preferences



Well-positioned to capture growing market demand

**\$53.6
billion**

Global corporate
wellness market in 2020

(Grand View Research)

**COVID
+ VUCA**

Growing demand for
personal development
solutions due to COVID-19

(Statista)

7.3%

Market projected to
grow at CAGR
from 2021-2028

(Grand View Research)

3 Revenue Streams



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graph TD; A[3 Revenue Streams] --- B[SaaS]; A --- C[Dedicated Trainings]; A --- D[1-2-1 sessions];
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SaaS

9,9 PLN/mth/user

Dedicated Trainings

From 2000€ a day

1-2-1 sessions

From 150 PLN/h



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Looking for a seed 500k € round

- ❖ Strong growth potential
- ❖ Pre-seed round 1m PLN (200k €) secured
- ❖ On-going AI research project (NCBiR - Polish R&D grant)
- ❖ Experienced and complementary team with track record
- ❖ Ready to scale and capture market opportunity

