



# Neardeal

Earn rewards in your wellness journey.





# The wellness industry is changing

Consumers are shifting from chasing material aspirations to holistic wellbeing and experiences that elevate their daily lives.

Focus CBBC, “New trends in China’s health and wellness industry”, 2025

“Millennial and Gen Z consumers are spending more on health and wellness than older consumers.”

McKinsey & Co, “The trends defining the \$1.8 trillion global wellness market in 2024”  
2024”

Recommendations from friends and family are more influential than doctor’s recommendations on consumer wellness purchases.

McKinsey & Co, “The trends defining the \$1.8 trillion global wellness market in 2024”  
2024”

Gen Z and millennial consumers trust health influencers more regarding health information.

Marketch APAC, “Gen Z, millennials in HK trust health influencers more regarding health  
health information”, 2024



# Wellness merchants are not

The Asian wellness market is crowded with many new entrants, high competition and a need for digital engagement.

Flevy, “Client Acquisition Strategy for Luxury Wellness Retreats in Asia”, 2025

Adherence to traditional marketing avenues and an increasing disconnect from their target market can lead to stagnation.

Flevy, “Client Acquisition Strategy for Luxury Wellness Retreats in Asia”, 2025

Wellness businesses like spas struggle due to reputational association with illicit businesses and lack of consumer trust.

Zaid Arshad, “The Controversial Transformation of Spas: From Wellness Sanctuaries to Illicit Sanctuaries to Illicit Brothels in Asia”, 2024



# Meet Neardeal

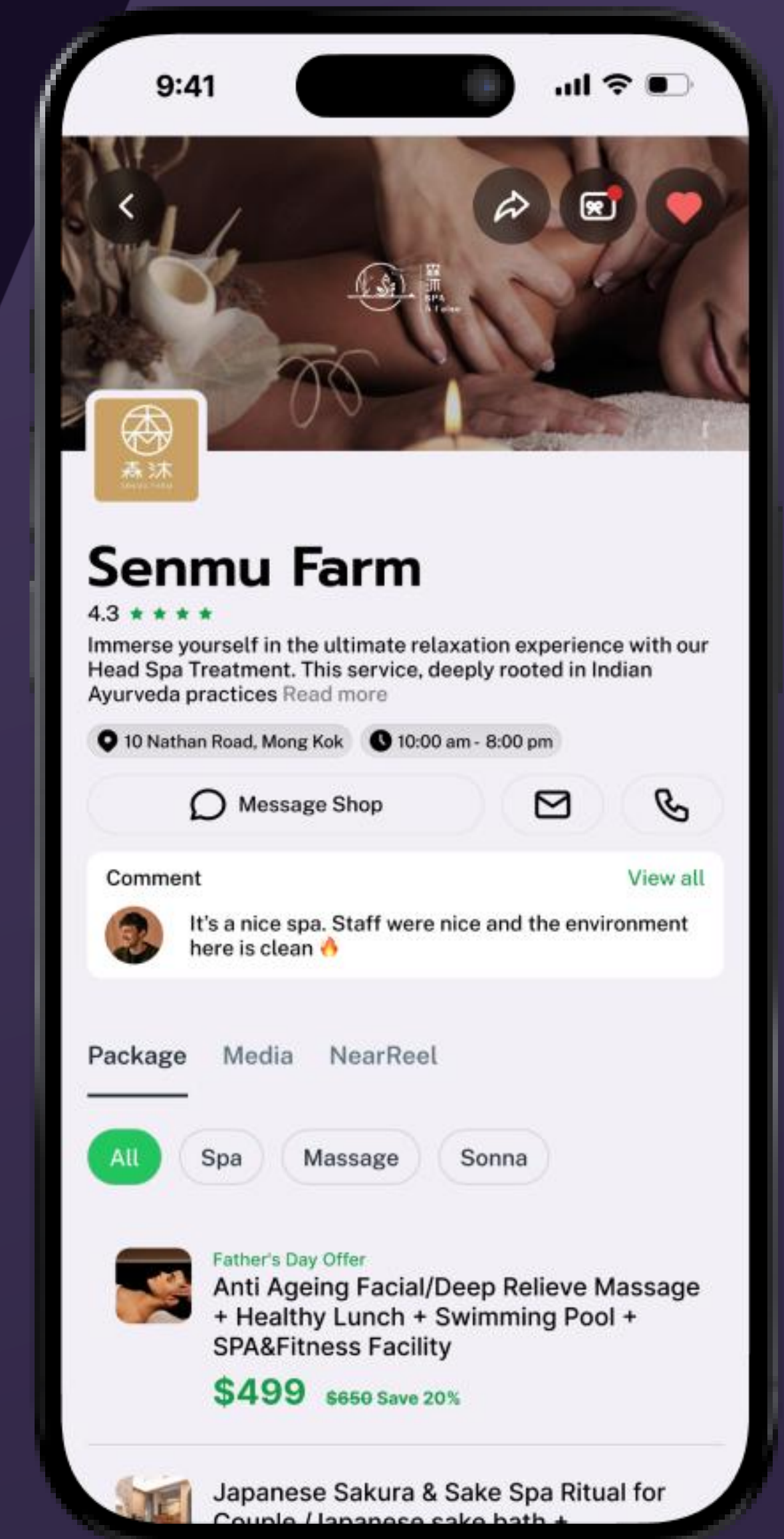
**Leverage consumer referrals** Grow your wellness SME<sup>1</sup> by rewarding users for recommending your services to their friends and family.

**Engage potential customers** Access a market of wellness experience seekers, upload or generate reels to engage them stand out.

**Integrate marketing with booking** Turn engagement into a booking with users being able to go from a reel to making a booking booking with a single click.

**More transparent** Book and pay through our app so you no have to worry about being upsold or scammed.

**Find safe, verified wellness services near you** See reviews and ratings from other users and access verified merchants.



<sup>1</sup>Wellness SMEs like fitness facilities, saunas, spas and massage and beauty parlours.



# How it works

## Consumer Product



### Find

Discover and book outstanding shops nearby and nearby and that are worth a visit.



### Engage

Stay connected to the shops you love and that match your tastes through NearReels and the algorithm.



### Get Rewarded

Earn NearPoints at every purchase and trade for free services or cash coupons.

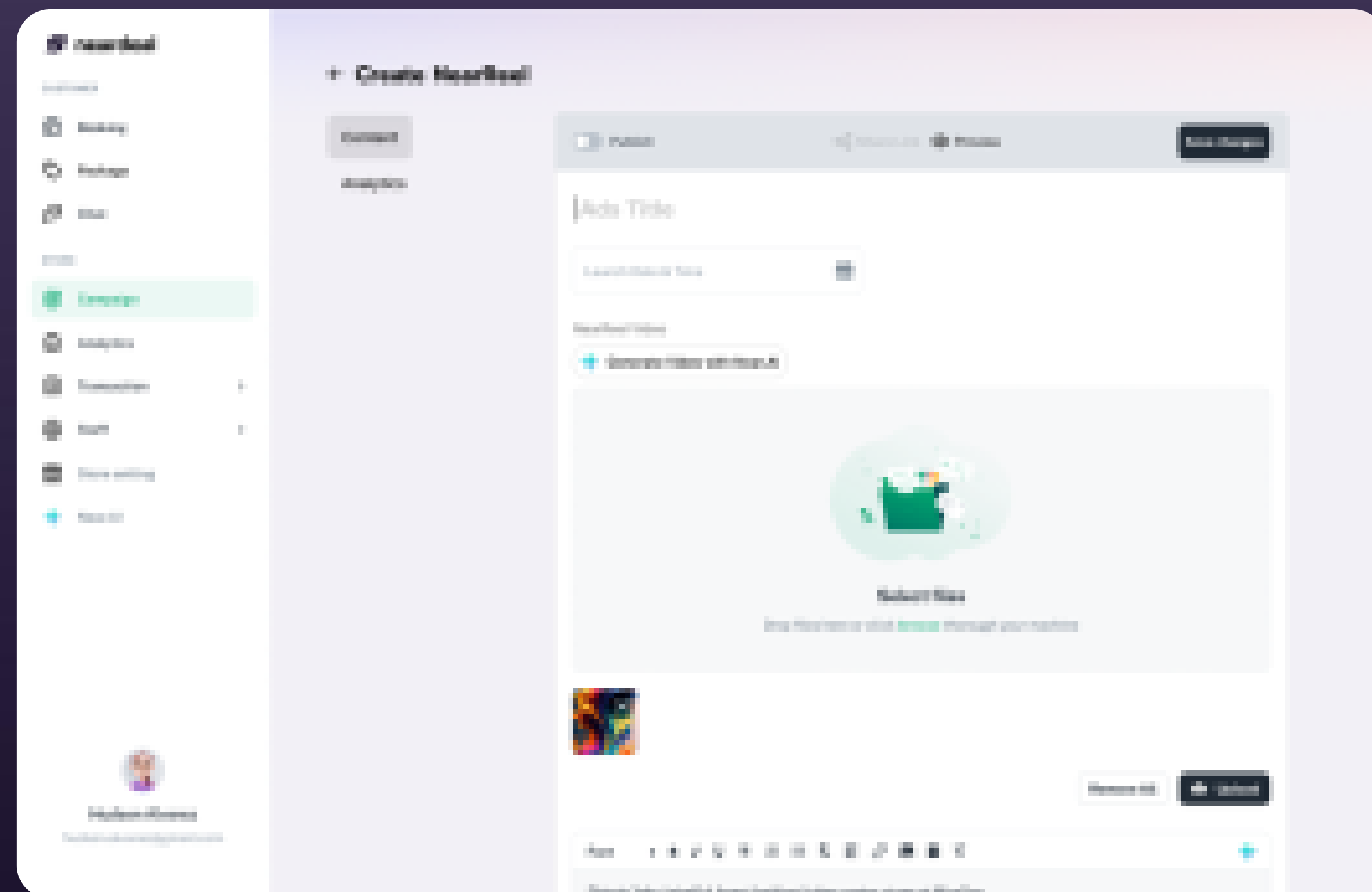


# How it works

## Merchant Product

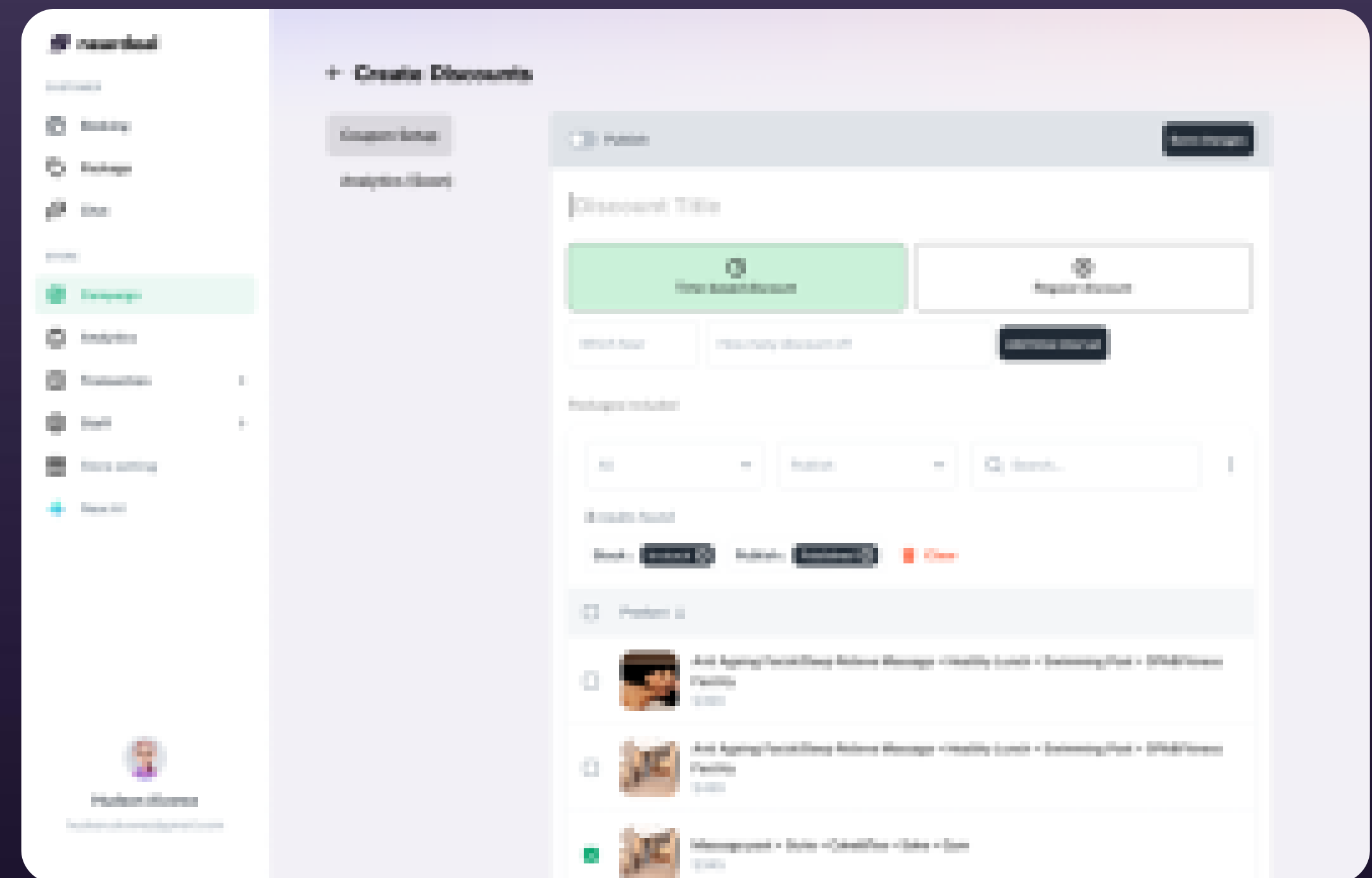
### Create NearReels

Advertise your shop by creating immersive NearReels with NearAI or upload your own reels.



### Create promotions

Create coupons and discounts to draw in new customers and entice users in non-peak hours.



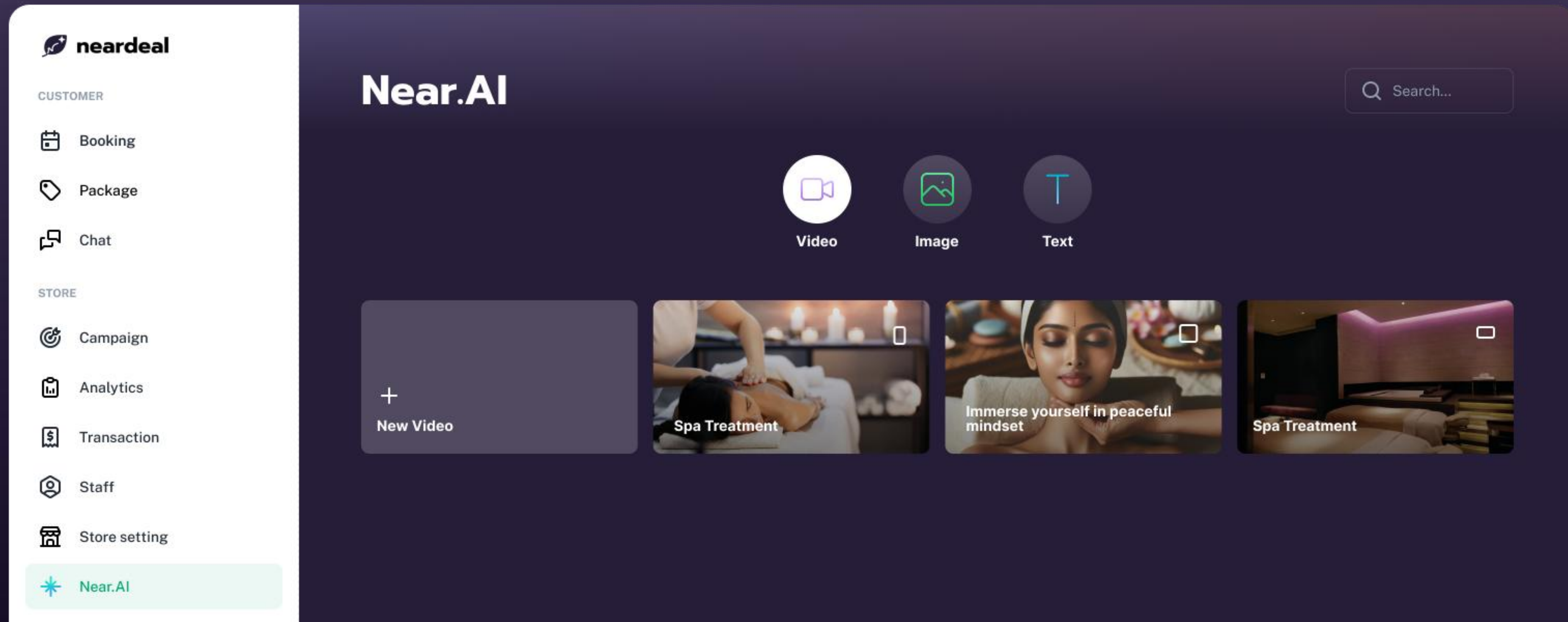


# How it works

## Merchant Product

### Near.AI powered video generation

Generate reels by simply typing in a prompt to advertise your business and promote promote your business.



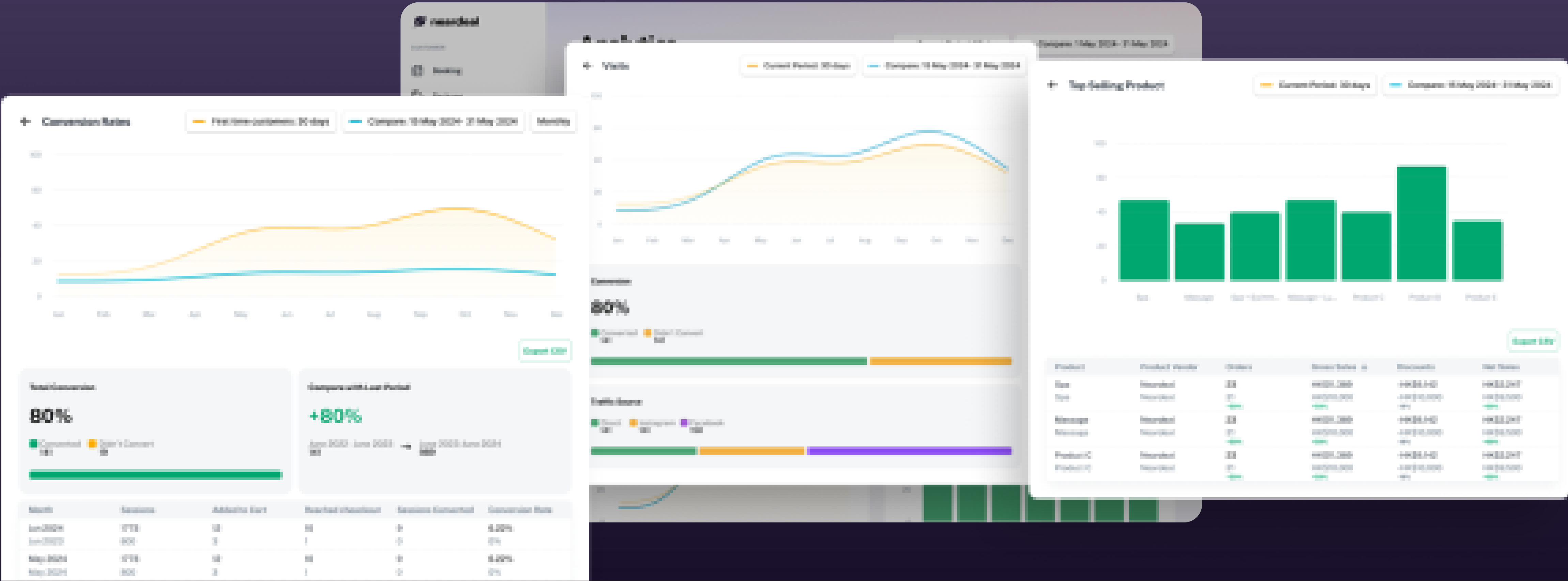
# How it works

## Merchant Product



### Detailed analytics

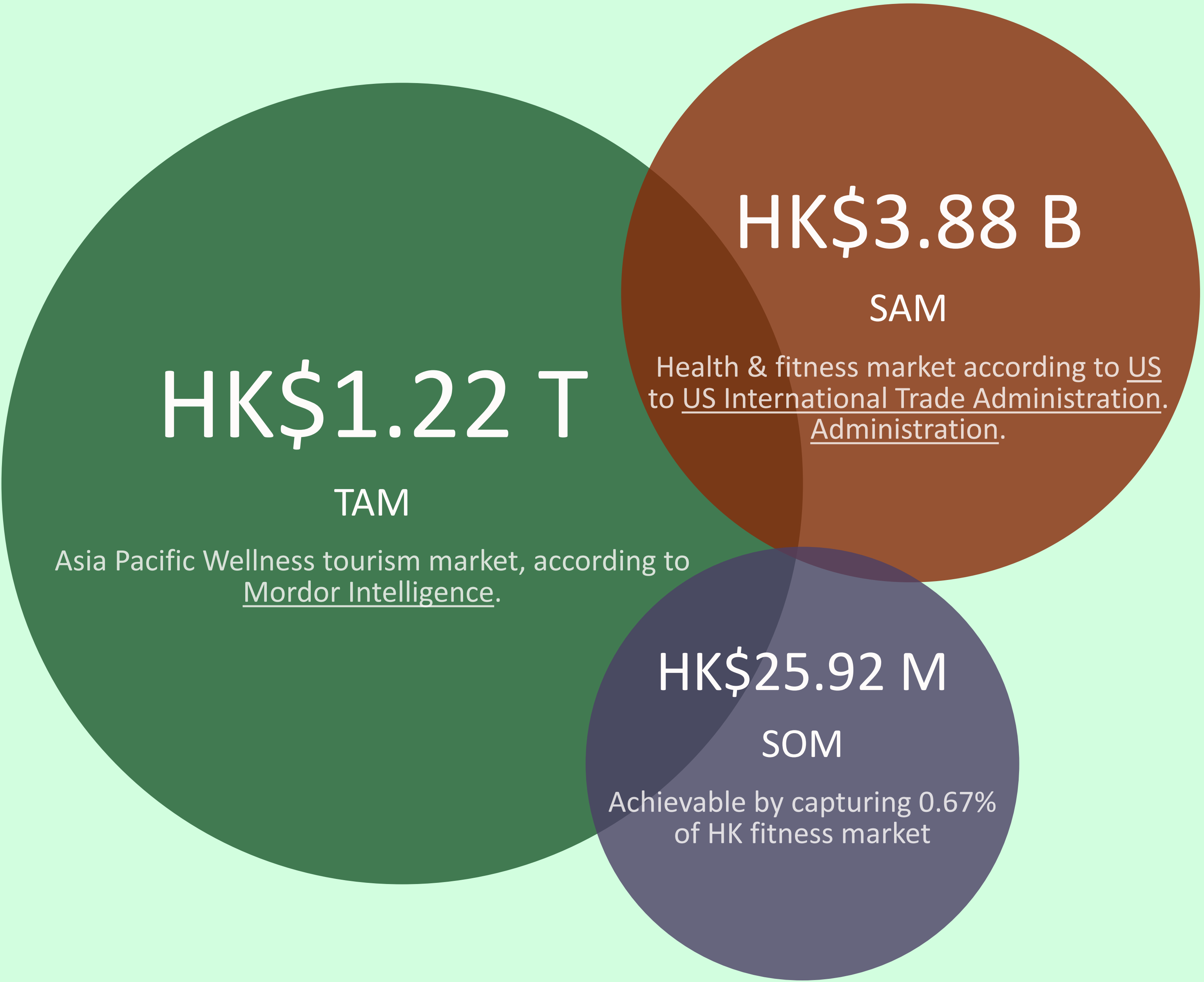
Give merchants a better idea of what they could do to better market their services.





# The market

Other players



93 million  
appointment and classes  
booked in 2024

40,000  
Businesses

Using Mindbody



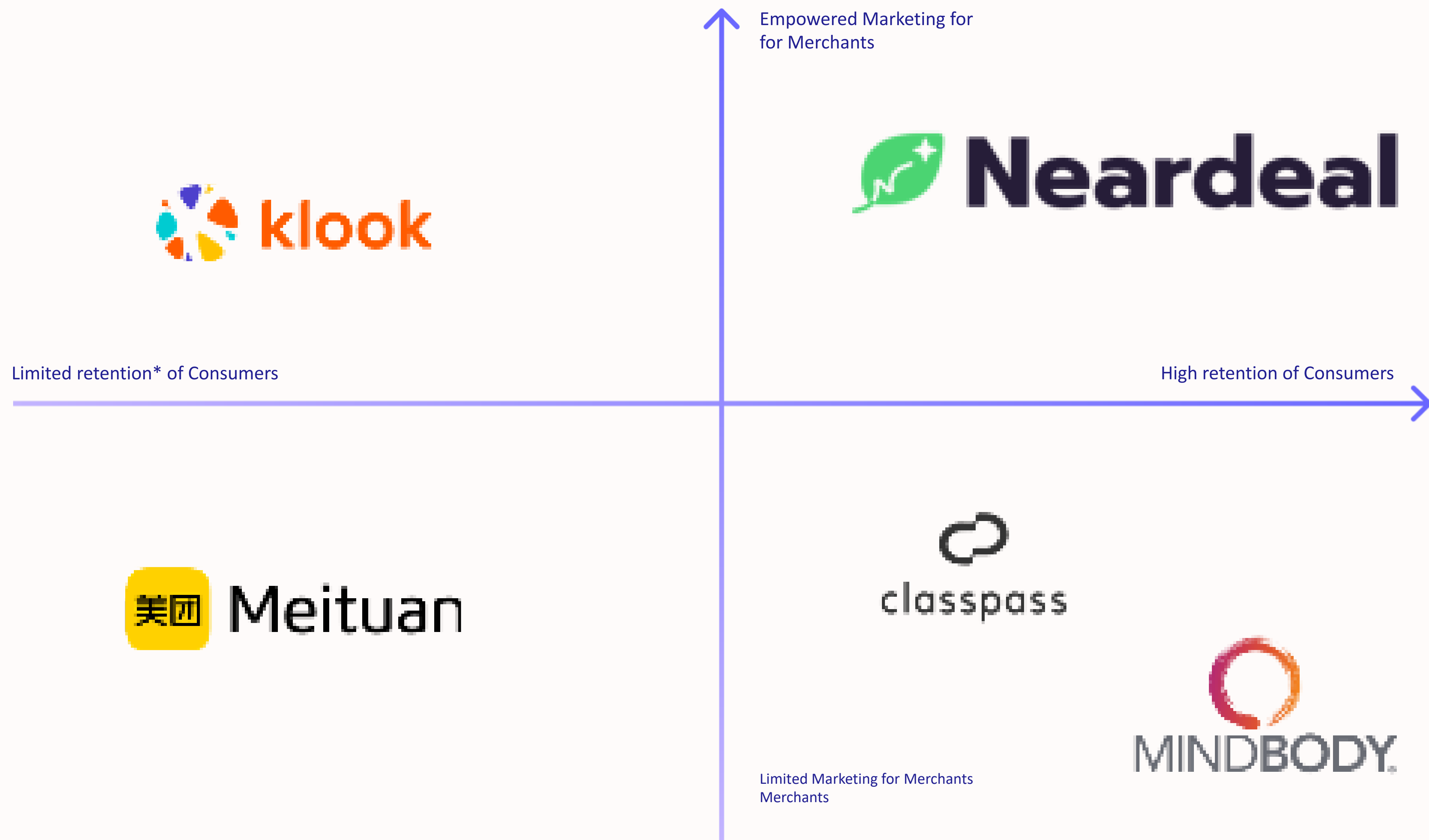
150 million  
Reservations made since  
2013

HK\$18 billion  
Revenues generated by  
partners globally.

Using ClassPass



# How we compare?





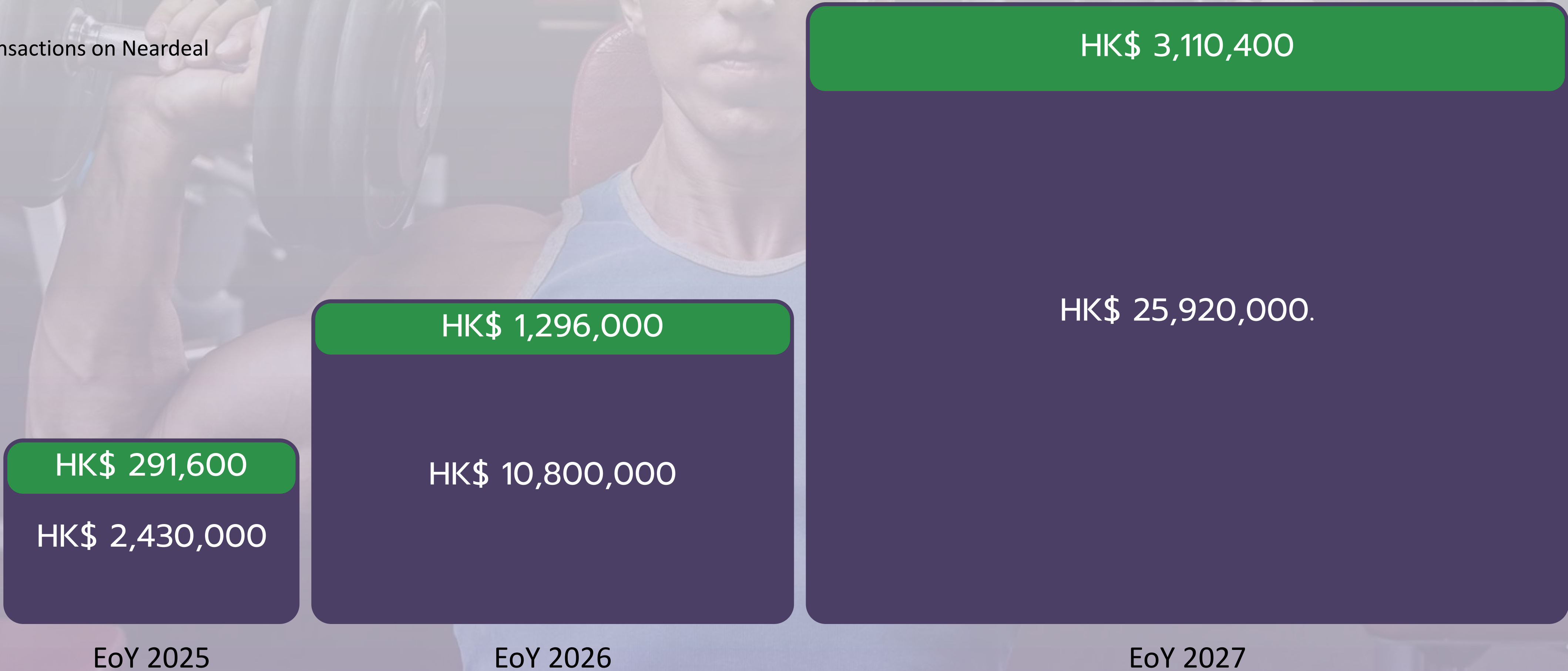
\*Limited retention: Lacks tools for retaining customers



# How we make money

We will charge 12% commissions on bookings and have additional charges for services like ads.

-  Neardeal revenue
-  Transactions on Neardeal



\*With average transaction sizes being HK\$ 150.00



# Go-to-market Strategy



## User acquisition

## User engagement

## Market entry

EoY 2025

Have 1500 consumers onboarded

- Grow through referral programs, holiday promotions, group bookings and corporate wellness partnerships

Have 100 merchants onboarded

- Offer 0% commission fee for the first 3 months, use early case studies to draw in new in new merchants.

Have at least 30% of users making at least 3 least 3 transactions per month.

Have 50% of them actively using the platform.

Launch in Hong Kong & Shenzhen

EoY 2026

Have 5000 consumers onboarded

- Launch features like merchant recommendations, consumer review reels and gifting

Have 250 merchants onboarded

- Leverage merchant referrals and increase merchant scope beyond spas, saunas, gyms into other wellness areas.

Grow user engagement to 4 transactions per month.

Have 50% of them actively using the platform.

Enter a new market (tourist hotspot of HK users) in Asia or Europe.

EoY 2027

Have 12,000 consumers onboarded

Have 1000 merchants onboarded

30% active users, 4 transactions per month month

50% actively using the platform.

Enter a new market (tourist hotspot of HK HK users) in Asia or Europe.



# Our Achievements and Traction



## Business development

- Selected as a finalist for HiCOOL 2025 Global Entrepreneurship Competition.
- Talks with multiple chambers of commerce (including German, British, British, Canadian and InvestHK) to discuss market entry support.
- Graduated from HKSTP Ideation.
- Presented at NovaX Global InvestMatch Carnival
- Novotel expressed interest in joining, met with the marketing manager of Perfit and Perface to discuss onboarding.
- Over 100 merchants listed on our platform.

## Technological milestones

- Consumer App launched on Android and iOS.
- Merchant web portal launched.
- AI video generation live on merchant portal.
- Merchant app launched on Android and iOS.
- Pre-full consumer launch bug fixing and finetuning underway.
- In talks with Alibaba and Bytedance cloud to access more features like payment gateways, KYC and AI video generation features.

A snapshot of some of the partnerships we have been pursuing.



Market launch & entry



Technological

Major merchants

# Meet the team



**Komal Murudkar**

CEO/Founder

JP Morgan, Morgan Stanley, HSBC



**Niket Murudkar**

COO/Founder

HSBC, British Telecom, Bank of America



**Kirti Sahi**

Acting CTO

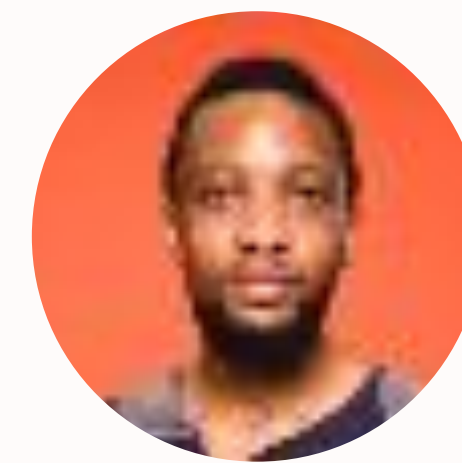
Yantravyuh LLP



**Emmanuel Joojo Hanson**

Tech Operations

Barclays & Absa Bank, Neufast, LIT Future Holdings.



**Vimbainashe Emmanuel Mushayikwa**

Product Manager & Designer

Expando World Limited



# Partner with us

## We are looking for investment to

- Team growth: We can offer more competitive salaries to our team and draw in more talent in areas like marketing, development and technology to take our product to the next level.
- Market growth: We need funding to be able to increase our marketing efforts in order to draw in more merchants and consumers and further grow our product traction.
- Technological development: greater funding would enable us to develop and implement key features to improve our platform and the experience we offer our users.
- Connect us to industry leaders: we would like a partner connect us to people in the industry who can help us product and give us feedback as we build.

## Investment Highlights

- Market growth: We are positioned in a fast-growing market, market, expected to reach HK\$ 1.706\* Trillion by 2030 with a CAGR of 7%.
- Strategic Positioning: Being based in Hong Kong, we are take advantage of consumer travelling habits to spread to East and South-East Asian markets.
- Powerful business model: We plan to use our referral mechanism to not just increase consumer transactions, but but quickly grow our own user base.
- Strong product: We plan to use our referral mechanism to increase consumer transactions, but quickly grow our base.
- Global vision: We do not just plan to change the way that people book and engage with wellness services in Hong Kong, but Asia and the world as a whole. Join us in our journey.

\*With an exchange rate of US\$ 1 = HK\$ 7.753

# Let's elevate digital connection in wellness with AI-driven referral solution



Connect to us

 [Neardeal website](#)

 [@neardlhq](#)

 [@neardlhq](#)

 [Neardeal demo](#)



# Appendix: Photos

Meeting InvestHK



Booth at NovaX Global InvestMatch Carnival



Meeting Marketing Manager of



Pitching Neardeal at HKSTP Startup Alumni Association gathering