

ENVOL – Business Plan August 2025



Business Name: Envol B.V.

KVK: 78220661

Website:

www.envol-mind.com

Date: August 2025

Location: Weena 690, 3012CN, Rotterdam, The Netherlands

Executive Summary

Envol is a growing wellness platform that offers science-backed tools to support mental and physical health. By combining a mobile app with (online) programs, we support people in creating a healthier lifestyle. Our users are primarily women aged 35–50 recovering from health concerns that are looking for solutions to improve their health.

Our mission is to become the bridge between conventional medicine and holistic approaches by partnering with health practitioners and offer Envol as a support during their treatments.

In 2024, we optimized our business model, and now we are on track to reach profitability by 2026. Our current team structure is efficient and can support the forecasted growth through 2026-2027 without requiring expansion in overhead, enabling high profitability as we scale.

With €200,000 forecasted in revenue for 2025 and a projected €375.000 in 2026, our growth is driven by product-market fit, a rising base of loyal users, and strategic expansion in France, Germany, and English speaking markets. We are currently raising €25,000 to accelerate our growth through app localization, program expansion, and new acquisition channels.

Social proof & traction:

- 4.8/5 average rating across iOS and Android from over 950 reviews
- Only 5-star reviews from participants in our in-person Envol Retreats
- We receive daily testimonials from users sharing how Envol is helping them change their lives

Key Highlights:

- Growing international user base (France, USA, Germany)
- Multi-platform model: Mobile App + (Online) Programs
- 50+ active health professionals and 2 hospital partnerships
- Scalable with existing team structure
- Strong 2026 profitability potential

1. Company Description and Activities

1.1 Objective of the Company

To empower people, especially women, navigating chronic health challenges and to take an active role in their healing by combining the best of science-based tools, holistic practices, and personalized guidance.

1.2 Mission / Vision Statement

Envol's mission is to bridge the gap between conventional medicine and holistic healing.

1.3 Core Values

- Empowerment
- Guidance
- Connection
- Credibility
- Positivity

1.4 Product and Service Line

Mobile Application

The Envol app offers accessible mental health support, including:

- Guided meditations
- Breathing exercises
- Positive affirmations
- Personalized support

At the moment we have a 4.8/5 rating out of 950 reviews across [iOS](#) and [Android](#) and the application is available in English, French and Spanish. We are planning to launch the app in German by the end of 2025.

Online Health and Personal Development Programs

Our programs guide users to reconnect with their bodies, shift their mindset, and activate their natural healing capacity.

Together, the app and programs create a holistic solution for mental health and personal growth.

Pricing Model

App Subscription:

- Monthly: €12.99
- Half yearly: €49.99
- Yearly: €89.99

Online Programs:

Priced according to duration and included services. Ranging from €100 to €2890.

2. Market Analysis

2.1 Target Market

Our audience is made up of individuals who prioritize health and are looking for efficient, easy-to-use solutions.

Key Traits:

- Aged 35–50
- Health-conscious / recovering from chronic illness, yet overwhelmed by conflicting advice
- Limited time; seeking quick and effective solutions
- Motivated to change

2.2 Geographic Distribution

- France: 50%
 - USA: 20%
 - Germany: 15%
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3. Marketing Plan

3.1 Positioning Strategy

We focus on understanding the needs, experiences, and expectations of our audience. Our goal is to position Envol as the trusted solution for personal growth and mental wellness.

3.2 Acquisition Channels

- Live events (online & offline)
- Webinars
- Social media (Instagram & YouTube)
- Digital ads

For 2025, we are prioritizing online events as a key promotional tool for the mobile app and digital ads for our online programs.

We are as well expanding our collaborations with healthcare professionals, currently working with:

- **50+ health practitioners**
 - **2 hospitals in France**
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4. Financial Overview

4.1 Revenue Forecast

- **2025:** €200,000
- **2026:** €375,000
- **2027:** €750,000

Based on market expansion, more collaborations, and additional live events/programs.

4.2 Break-Even Point

Expected profitability by **2026**.

4.3 Forecasted Income Statement

Please refer to the attached financial document for detailed revenue, expense, and profit projections.

4.4 Funding Needs

Currently raising **€25,000**.

- Scaling our mobile app and online programs
- Localization of our services in German