



# TAIJIFLOW

APP FOR HEALTHY AGING BY  
SUGGESTING HOLISTIC  
EXERCISES



# PROBLEM

The global population aged over 60 is projected to double by 2050, underscoring the demand for proactive health solutions to support aging populations.

In the U.S., there exists a 12-year gap between life expectancy and healthy life expectancy, indicating that while people are living longer lives, they are not necessarily enjoying optimal health in their later years.

Existing healthcare systems prioritize symptom treatment over proactive health improvement strategies.



# SOLUTION



TaijiFlow provides personalized exercise plans rooted in traditional Chinese medicine principles, including tai chi and qigong, renowned for their holistic approach and anti-aging benefits.

According to a 1996 paper by Sancier KM titled "Anti-Aging Benefits of Qigong," qigong is proposed as a natural anti-aging medicine, potentially superior to certain physical exercises.

The exercise routines benefit a wide audience, but are particularly beneficial for older adults and people with chronic conditions.

# EVIDENCE



Qi, L., Wang, G.-L., Tian, Z.-H., Guan, S., Yang, S.-Y., Yang, Y.-L., Liu, L.-Q., & Lin, Y.-Z. (2023). Prefrontal cortical hemodynamics and functional network organization during Tai Chi standing meditation: an fNIRS study. *Frontiers in Human Neuroscience*, 17. <https://doi.org/10.3389/fnhum.2023.1294312>

Carvalho, L. P., Décary, S., Beaulieu-Boire, I., Dostie, R., Lalonde, I., Texier, É., Laprise, L., Pepin, E., Gilbert, M., Corriveau, H., & Tousignant, M. (2021). Baduanjin Qigong Intervention by Telerehabilitation (TeleParkinson): A Proof-of-Concept Study in Parkinson's Disease. *International Journal of Environmental Research and Public Health*, 18(13), 6990. <https://doi.org/10.3390/ijerph18136990>

Irwin, M. R., Olmstead, R., & Oxman, M. N. (2007). Augmenting Immune Responses to Varicella Zoster Virus in Older Adults: A Randomized, Controlled Trial of Tai Chi. *Journal of the American Geriatrics Society*, 55(4), 511-517. <https://doi.org/10.1111/j.1532-5415.2007.01109.x>



# HOW IT WORKS

Users enter a medical condition (e.g., high blood pressure) or a vital function (e.g., healthy kidneys) into TaijiFlow.

The app then suggests a personalized holistic exercise routine and displays example video clips.

Users can engage in these routines regularly with the guidance of qualified instructors, enhancing their overall health and well-being.





# TECHNOLOGY

We utilize generative AI powered by GPT-4 Turbo on the Clarifai platform to recommend exercise descriptions tailored to specific medical conditions or targeted body functions for improvement.

Exercise descriptions are sent to the Twelve Labs API to retrieve corresponding video clips.

The app displays video clips on screen, specifying their start and end times.

# MARKET OPPORTUNITY

Revenue sources for TaijiFlow include course partnerships, workshops and retreats, personal coaching, sponsored content, and corporate wellness programs, providing diverse monetization opportunities.



## TAM

The global wellness market was \$5.6 trillion in 2022. Assuming 10% are interested in traditional Chinese medicine, the total addressable market (TAM) is \$560 billion.

## SAM

The serviceable addressable market (SAM) is estimated at 1% of the TAM, focusing on North America, Europe, and East Asia, with a value of \$5.6 billion.

## SOM

The serviceable obtainable market (SOM) is estimated at 0.25% of the SAM, giving TaijiFlow a market reach of \$14 million.



# REVENUE MODEL

Course Partnerships: 150,000 customers at \$60 per year.

Workshop and Retreat Signups: 2,500 signups, with an average commission of \$200 each.

Personal Coaching Signups: 10,000 signups, with an average commission of \$10 each.

Sponsored Content: 20,000 sponsored content deals, with an average revenue of \$100 each.

Corporate Wellness Programs: 120 corporate clients, with an average revenue of \$20,000 each.



# COMPETITIVE ANALYSIS



Martial arts publishing and courses such as:

YMAA (Yang's Martial Arts Association) - known for its extensive range of martial arts books, videos, and training courses.

Human Kinetics - publishes books and resources on sports and fitness, including martial arts training guides.

Udemy - an online learning platform where various instructors offer martial arts courses.

# COMPETITIVE ADVANTAGES

Personalized Training Programs - AI that recommends exercise routines that cater to the specific health needs, fitness levels, and goals of each user.

Real-Time Feedback and Correction - AI that provides real-time feedback on posture and movements, helping users to correct their form and improve their practice more effectively than traditional video or text-based instruction.

Diversified Offerings - expand into yoga and other holistic exercises to broaden the company's portfolio, attracting a larger and more diverse customer base interested in various forms of holistic health practices.



Comprehensive Wellness Solutions - a one-stop-shop for holistic health and longevity, offering complementary services like nutrition guidance for customers seeking an integrated approach to well-being.

Synergistic Effects - combining different holistic practices to create synergistic effects, where the benefits of one practice complement and enhance the benefits of another, leading to improved overall health outcomes.



# FUTURE PROSPECTS



Tai chi standing posture



Tai chi standing posture with analysis

Automated posture and motion analysis for real-time feedback and correction.

Partner with professionals who teach exercises based on traditional Chinese medicine principles.

Conduct clinical trials, with expected durations of 8-12 weeks for short-term studies, 3-6 months for studies on chronic conditions, and 1 year or more for long-term studies.

Expand into other holistic exercises such as yoga and Pilates.

Expand the services to include complementary longevity approaches such as diet and nutrition advice.



# TEAM



Our team includes Don, who developed generative AI applications for healthcare, such as a language model fine tuned for the rare disease hypophosphatasia. He also teaches martial arts at CoachArt, a platform for children with chronic illnesses. Zeshan, another team member, is a seasoned software engineer with expertise in generative AI, strong software development skills, and a deep understanding of AI to drive innovation.





# D E M O

**Website**

<https://taijiflow.streamlit.app>