

Equilibri

*Your personal wellness coach
100% private, 100% offline.*



PROBLEM

Why Computer-Based Work Is a Health Risk

Musculoskeletal Disorders (MSDs)

- Account for nearly 90% of all occupational diseases in France (INRS, 2024)
- Caused by poor posture, repetitive hand motions, and static seated positions
- Includes: neck pain, lower back pain, tendonitis, carpal tunnel syndrome

Sedentary Lifestyle Risks

- Prolonged sitting now surpasses MSDs as #1 health risk in digital workplaces
- Strongly correlated with cardiovascular disease, diabetes, and obesity

Visual Fatigue & Headaches

- Red, dry, or strained eyes, temporary myopia, and screen-induced migraines
- Highly common, yet under-reported among intensive screen users

Mental Health & Psychosocial Strain

- Screen overuse leads to rising stress, anxiety, and cognitive overload
- Over 12,000 psychosocial risk cases recognized yearly in France



PROBLEM

Live healthier without being tracked.

🌐 Most health apps require internet access and share sensitive data.

👤🩺 Doctors lack contextual, longitudinal wellness data to support preventive care and early interventions.

❌ Lack of genuine offline wellness solutions that respect user data confidentiality and provide personalized recommendations

74%

of adults want to improve their daily habits

81%

of health app users are concerned about how their personal data is used

SOLUTION

A desktop app that helps you stay healthy, privately.



AI + Privacy

Calculates your daily health score using local AI and share selected data securely with doctors or insurers — encrypted



Personalized

Personalized preventive care powered by on-device AI and detect early risk trends in lifestyle → cardiovascular, respiratory, metabolic



Nutrition

Suggest nutrition and activity plans tailored to your daily context



Workday

Help you stay focus and improve your productivity





Key Features



Daily Health Score

Predicts your daily cardiovascular/wellness risk on a 100-point scale using ML



Morning Tips

3 personalized, actionable recommendations per day



Smart Reminders

Based on fatigue signals, hydration, breathing, etc.



Webcam Posture Detection

Real-time, offline AI using MediaPipe



Doctor Mode

Share health trends via encrypted file



Habit Tracking Dashboard

View weekly/monthly evolution of key wellness metrics

Market & Opportunity

01 Initial focus market

Tech-savvy professionals aged 25–40 in urban areas

- High-stress jobs, irregular lifestyle
- Already familiar with quantified-self & AI
- Looking for autonomous, secure health optimization

02 Market entry

FR+ DE (GDPR-conscious early adopters)

03 Market

TAM: \$11,5B digital wellness apps (KingsResearch)

SAM: \$2.5B for AI-powered health coaching tools (prevention-only, privacy-first)



Monetization Strategy

FREE

\$0

- ✓ Daily score
- ✓ Habits dashboard

PREMIUM

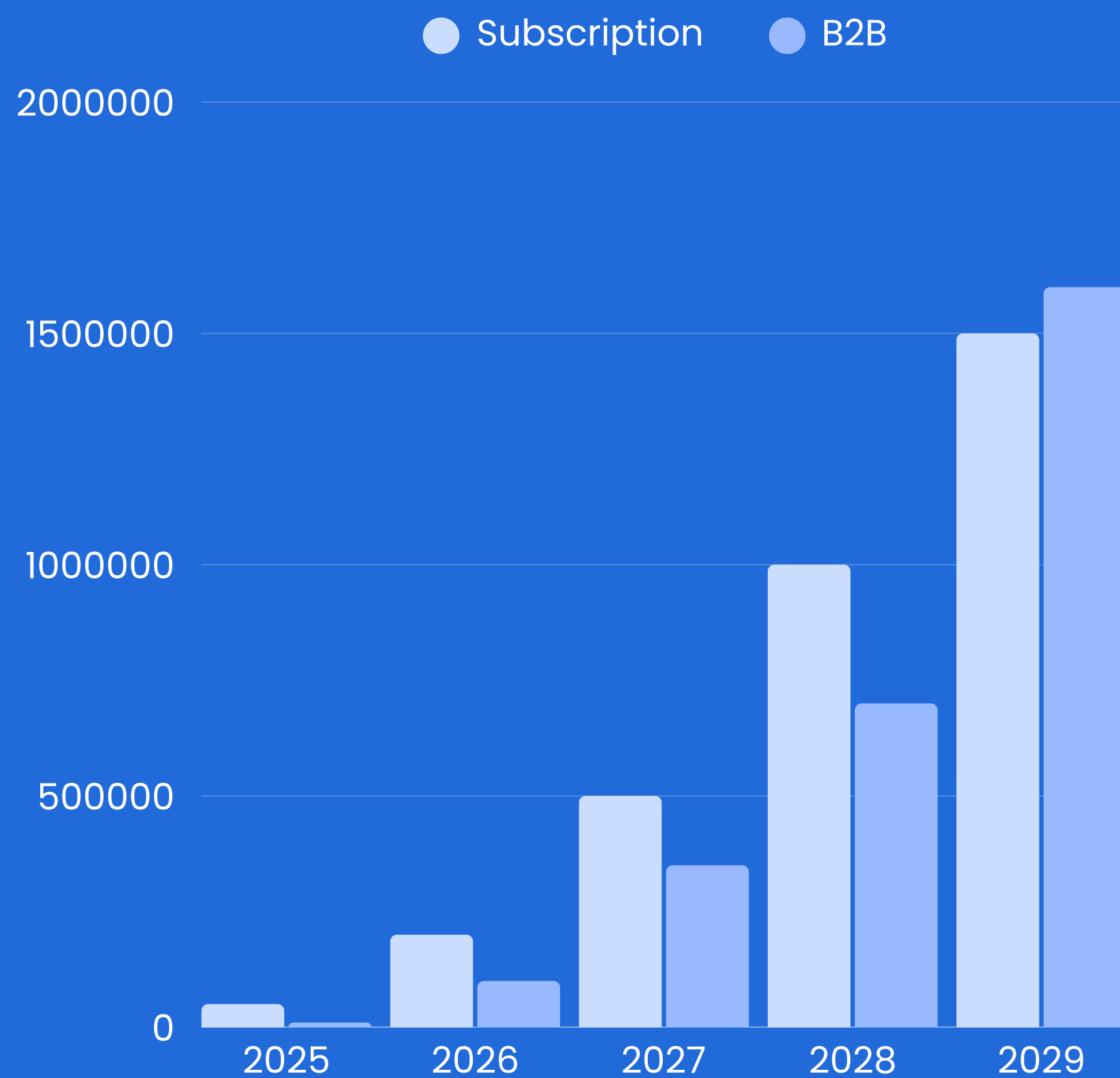
\$9.99

- ✓ Advanced AI suggestions
- ✓ Posture feedback
- ✓ Analyses of medical data

B2B MODEL

Custom

- ✓ Employee wellness for remote teams
- ✓ 24/7 Support



INCOME COMPANY

Our income from year to year

Equilibri's monetization strategy is based on a €9.99/month subscription for individual users, with enterprise packages available at scale.

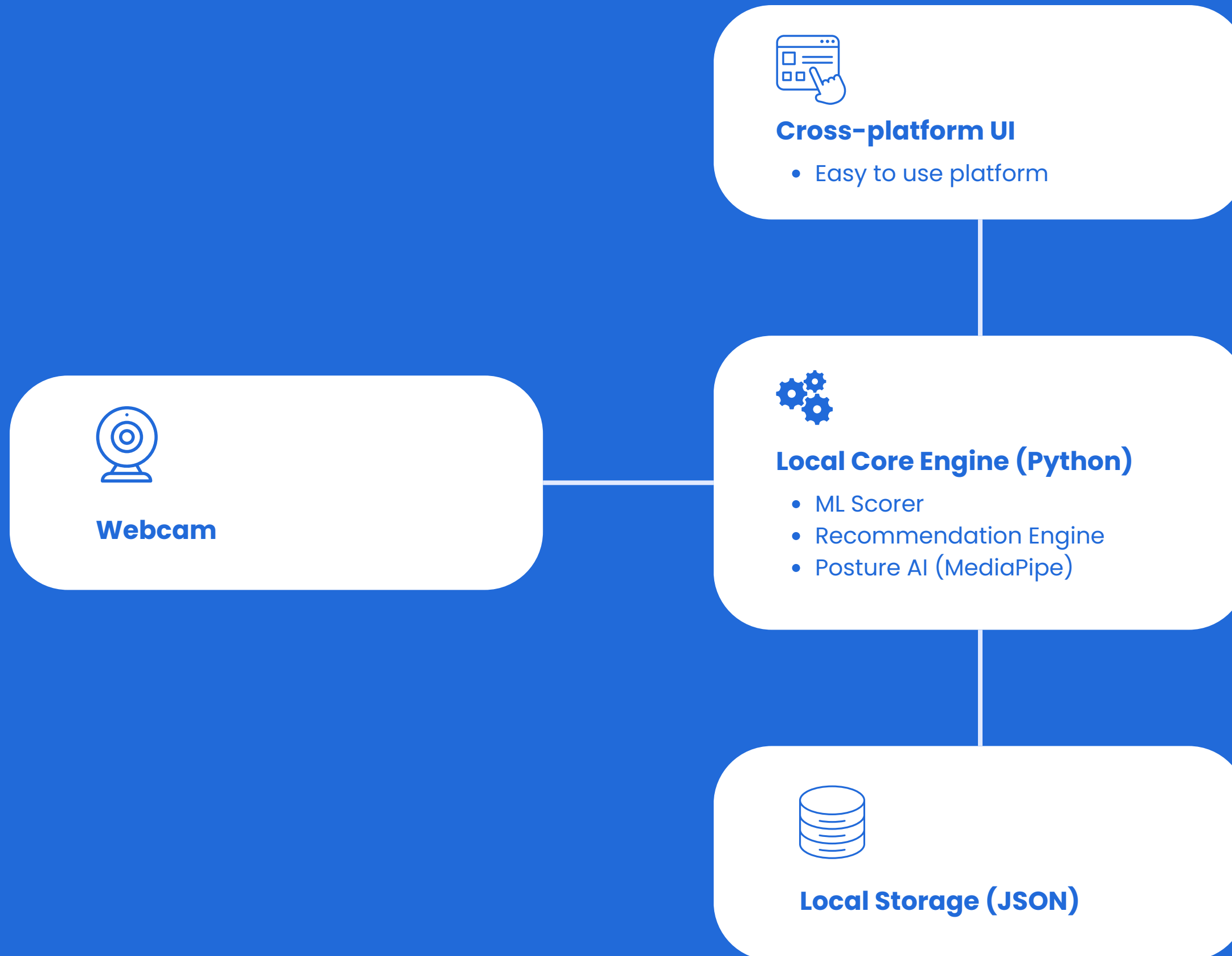
Our financial projections assume steady user growth driven by increasing demand for AI-powered preventive health solutions and privacy-first wellness platforms.

Starting with 500 users in year one, we anticipate reaching over 15,000 individuals and 300 enterprise licenses by 2029.

Competitor Analysis

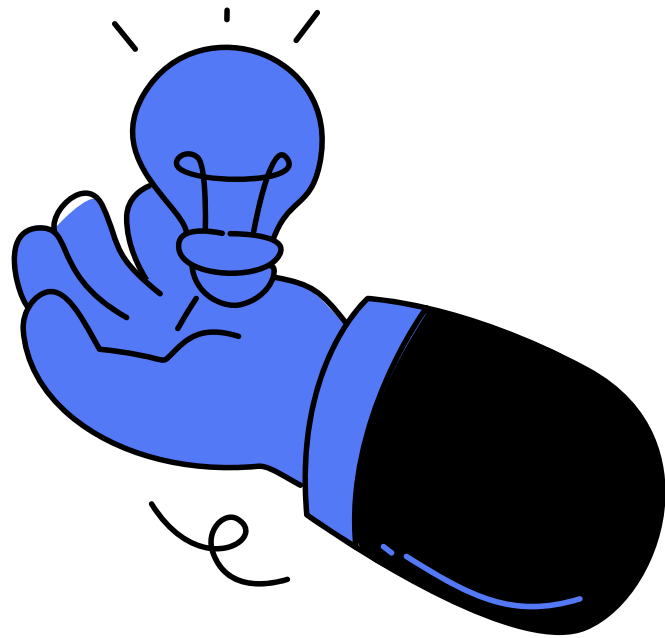
| | Equilibri | Fitbit | Apple Health |
|-----------------------|-----------|--------|--------------|
| Offline | ✓ | ✗ | ✗ |
| Health Score | ✓ | ✓ | ✗ |
| AI Recommandations | ✓ | ✗ | ✗ |
| Privacy | ✓ | ✗ | ✗ |

Architecture



OUR STRATEGY

Startup Development Strategy



Step plan 01

Optimize the beta experience by refining key features (health score, posture detection, reminders) through rapid development sprints.



Step plan 02

Officially launch Premium subscriptions and B2B offerings while rolling out marketing campaigns and securing initial partnerships.



Step plan 03

Become the global leader in “privacy-first” desktop health by building a network of clinical and corporate integrations and achieving critical mass of paid users.

FUTURE PROSPECTS

Scalability & Impacts



Scalability Potentials

- Expand into new markets and demographics
- Integrate with corporate & clinical health systems via API
- Leverage network effects through referral programs
- License our AI engine to third-party platforms



Impact Potentials

- Enhance population health through preventive insights
- Reduce healthcare costs with data-driven care
- Foster partnerships with insurers & telemedicine platforms
- Drive global adoption of privacy-first digital health

MEET GROUP

Meet our team



Adam Benlemlih

Lead Platform Architect

Architect and build the offline-first desktop platform, including on-device AI scoring and real-time posture detection.



Noa

Embedded ML Engineer

Develop and optimize on-device AI models for health scoring and posture analysis.



Aurélien Mary

Strategic Partnerships Lead

Ex entrepreneur in HR
Secure and manage key B2B partnerships (clinics, enterprises, insurers) and roll out pilot integration programs.



Pierre Rigaud

HealthTech Strategy Lead

Ex Strategy Consultant
Define the product vision, monetization model and go-to-market roadmap to drive user acquisition and revenue growth