

zen

On-demand
massage service



Massage therapy is a cultural treatment

- reduce pain & stress
- enhance nutrient delivery
- shorten surgical healing time

Officer workers



Pregnant women



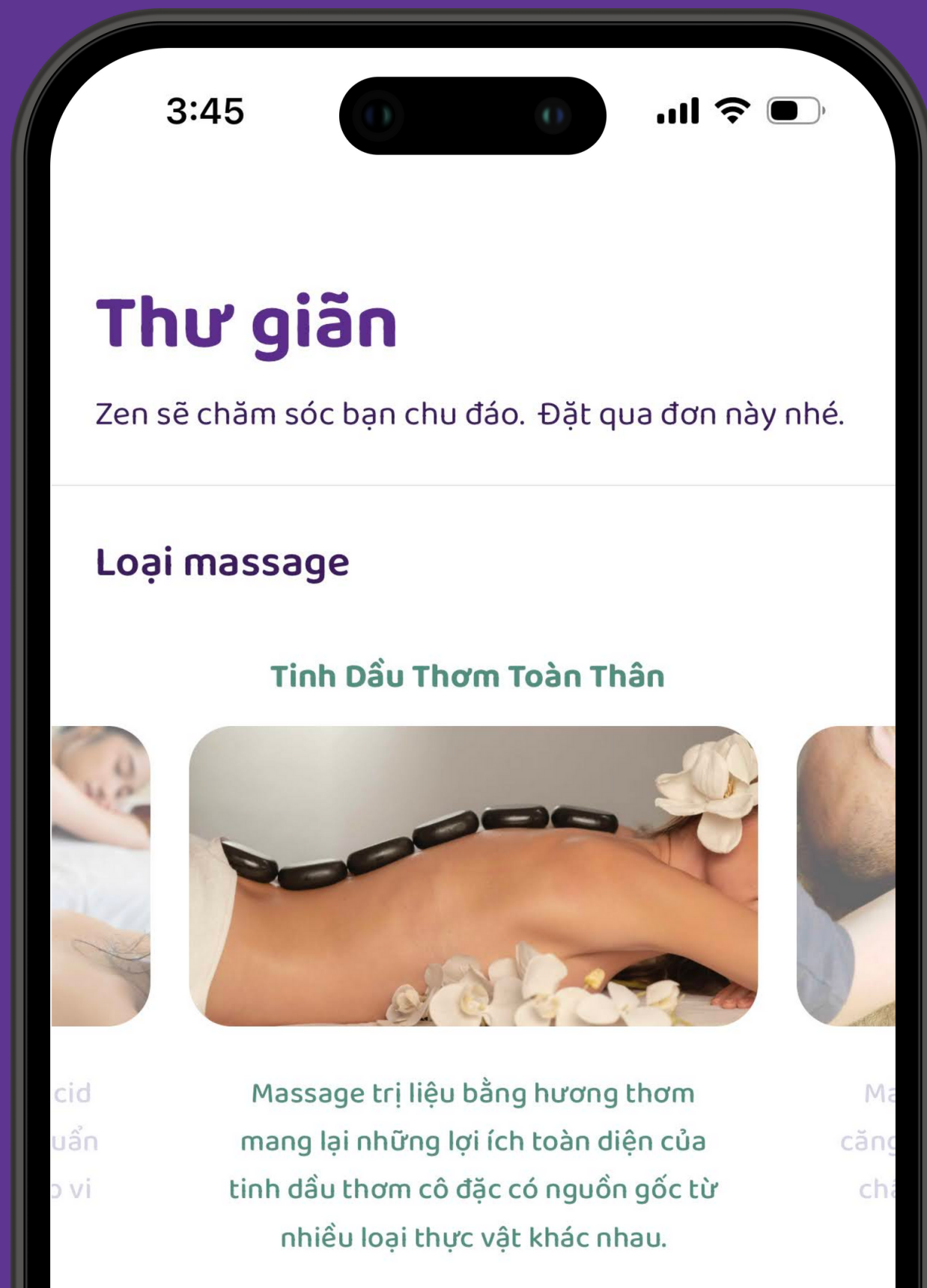
**Patients with
chronic conditions**



Problem

Access to professional massage service is
hindered by **cultural stigma**
& is **technologically outdated**
for clients seeking health & wellness.

Solution



A mobile app that let massage providers

Connect
with wellness seekers

Prove
professionalism

Make money
\$2,140 more than spa job

Business Model

B2C

On-demand Marketplace
50% commission

B2B

Corporate events
Anywhere wellness package

on-boarding kit, anniversary rewards, birthday gifts, maternity leave gift

2

Premium Features

with paid subscription (exclusive massages, packages, high-end users, spa experience)

3

Education

Additional training for specially designed innovative massage services through paid educational services.

4

Revenue from brand

massage essentials (i.e., massage & essential oil, candles, wellness products, etc.)

5

Affiliate marketing

and ads in our large, high-quality health & wellness community.

Traction

351 Facebook inquiries
in one month

2 apps developed
for therapist & customer

59 signed vetted
therapists

225

bookings made since March 2022

Partnerships

- Health / Maternity centers
- Training Academies
- Digital Agency

Market

Southeast Asia



The image shows three concentric circles of decreasing size from left to right, representing the Total Addressable Market (TAM), Serviceable Addressable Market (SAM), and Serviceable Obtainable Market (SOM). Each circle is a different shade of blue, with the outermost being the darkest and the innermost being the lightest. The TAM circle is the largest, followed by SAM, and then SOM. Each circle contains a value in bold white text and a label below it.

+\$60B

TAM

\$20B

SAM

\$2B

SOM

**Adults book 12
messages annually**

**1/3 population is
in urban areas**

10% share

Market

Vietnam 🇻🇳

+\$8.7B

TAM

**Adults book 12
messages annually**

\$2.9B

SAM

**1/3 population is
in urban areas**

\$290M

SOM

10% share

Competitors



Locally

- Massage centers
- Freelance therapists

→ Current valuation

Team



Poppet Celdran **CEO**

- 20+ years as a director, producer and DOP in the media & ent. industry
- Co-Founder of Mazik Space
- Serial entrepreneur with 3 e-commerce & internet businesses
- University of the Philippines MS Dev. Communication



Tri Nguyen **CTO**

- Software Engineer at Ubisoft & Future Super
- ML research assistant at Vietnam Nation University
- Deakin University BS Computer Science

Vision

YEAR 4 - Wellness as a service

5. Own the **physical layer of healthtech**

YEAR 2

4. **Rollout to SEA: starting with Cambodia & Philippines**

3. **Product development: exclusively designed massages, sports massage, yoga, PT**

YEAR 1

2. Rollout to the **5 other major cities in Vietnam**

1. **Partnerships with hotels, cafes, maternity centers**