

AROMEDY

Wellness Delivered, Happiness Accomplished!





The Market Opportunity

Holistic Health and Wellness Solutions

01

Market Need

As the pace of life accelerates, there is a growing demand for comprehensive wellness solutions that cater to both physical and mental health needs. Consumers are increasingly looking for platforms that offer an all-in-one solution for health insurance guidance, wellness information, and lifestyle enhancements.

02

Aromedy's Approach

Aromedy integrates health insurance enrollment services with continuous wellness support, ensuring that subscribers are not just covered but also empowered to maintain their well-being with up-to-date wellness information.



Personalized Health Insurance Assistance

Simplifying Complex Choices

01

Market Need

Navigating the myriad of health insurance options can be confusing and overwhelming, leaving many individuals uncertain about their choices. There is a significant demand for personalized assistance in selecting the right health insurance plans that align with specific health needs and financial situations.

02

Aromedy's Solution

Aromedy offers personalized health insurance guidance, simplifying the process and ensuring that subscribers choose plans that best fit their needs, giving them confidence in their coverage.



Reliable Health and Wellness Information

Curated, Expert-Verified
Content

Market Need

With the overwhelming amount of information online, consumers are seeking reliable, trustworthy sources for health and wellness trends and advice. There is a growing need for expertly curated content that helps people make informed decisions about their health.

Aromedy's Solution

Aromedy delivers regularly updated and expert-reviewed content on health and wellness. This keeps subscribers informed and engaged with the latest trends and research, empowering them to stay ahead of the curve.



Enhancement of Emotional Well-Being and Luxury

Uplifting Experiences in Everyday Life

01

Market Need

Beyond physical health, consumers increasingly recognize the importance of emotional well-being and the pursuit of luxury and joy as integral components of overall wellness. Products and services that enhance emotional well-being and bring a sense of luxury into daily life are in high demand.

02

Aromedy's Approach

Aromedy's perfume subscription service provides fragrances designed to uplift the mood and deliver a luxurious experience. This service enhances the emotional well-being of subscribers, adding a touch of luxury to their daily lives.



Market Size and Growth Opportunities

Health and Wellness Market in the United States

 **Geographic Focus:**
United States.



Industry Segments

01

Health Insurance

- Market Size: Estimated at over \$1 trillion in 2023.
- Growth Rate: Expected to grow at a CAGR of 4-5% over the next five years, driven by rising healthcare costs, an aging population, and regulatory changes.

03

Nutrition and Weight Management

- Market Size: Approximately \$70 billion in 2023.
- Growth Rate: Projected to grow at a CAGR of 6-7%, driven by increasing health consciousness and the popularity of personalized nutrition plans.

02

Fragrance Industry

- Market Size: Valued at approximately \$10 billion in 2023.
- Growth Rate: Stable growth at a CAGR of 3-4%, fueled by consumer interest in luxury and personalized fragrances.

04

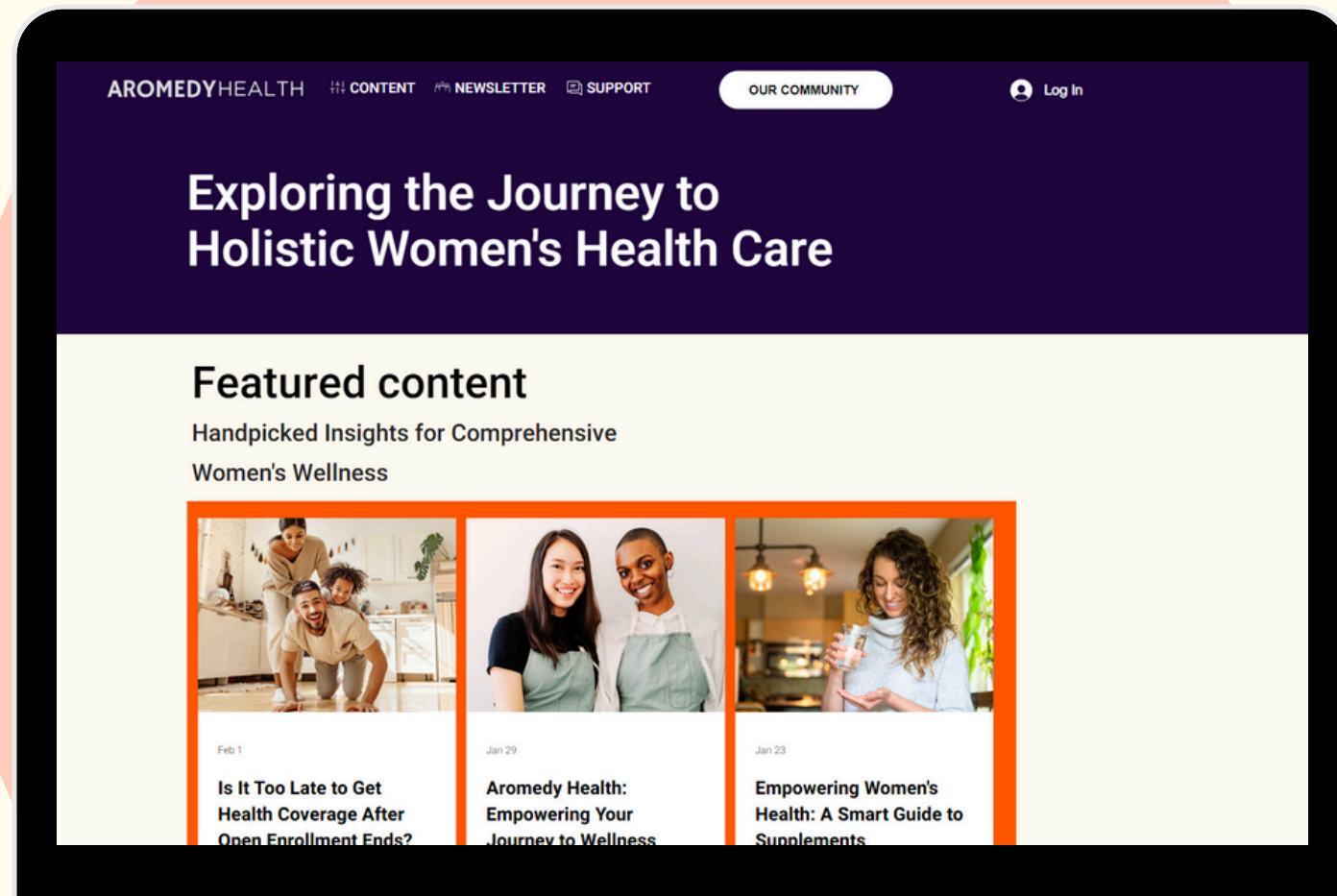
Personal Products

- Hot Sauce:
- Market Size: Valued at around \$1.6 billion in 2023.
- Growth Rate: Expected CAGR of 5-6%, driven by the demand for spicy and flavorful food options.



The Aromedy Platform

Integrated Wellness Experience



01

Holistic Approach

Combining health insurance guidance, wellness information, and luxury products into a single platform.

02

Subscriber Benefits

Personalized health insurance plans, expert wellness advice, and an indulgent perfume subscription that enhances emotional well-being.



Why Aromedy? Unique Value Proposition

Comprehensive Wellness

Aromedy addresses both physical and mental health needs in a unified platform.

Personalization

Tailored health insurance assistance and curated wellness content, ensuring relevance to each subscriber.

Luxury and Happiness

Our fragrance subscription adds a touch of luxury and joy to everyday life, contributing to overall well-being.



Health Insurance

Increasing demand for simplified, personalized guidance amid rising healthcare costs.

Fragrance Industry

Growth driven by the pursuit of luxury and personalized experiences.

Nutrition and Weight Management

Expanding market as consumers prioritize health and wellness.

Personal Products

Niche markets like hot sauce and artisanal candy show robust growth due to evolving consumer preferences.

Market Growth Potential

Significant Growth Opportunities





Revenue Model

How Our Company Will Make Money

01

Commissions from Health Insurance Sales

The primary source of revenue comes from commissions earned on selling health insurance policies. Each time a policy is sold, the company receives a commission, providing a steady and reliable income based on our extensive experience and successful direct sales approach.

02

Sales from Subscription Boxes

We have expanded our offerings to include subscription boxes, which provide an additional revenue stream. These boxes, tailored to our customers' preferences, generate recurring income through monthly or annual subscriptions.

03

Future Advertising Revenue

We are also positioning ourselves to tap into future revenue streams by offering advertising opportunities. As our brand grows and our customer base expands, advertisers will seek to leverage our platform to reach a targeted audience, adding another layer of revenue to our business model.



Health Insurance Success:

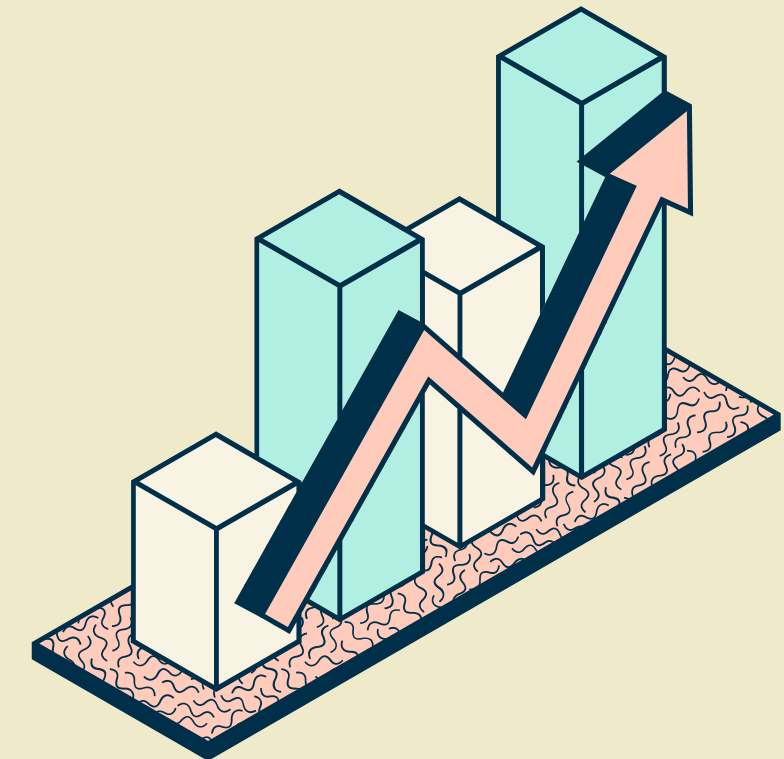
We secured 172 health insurance customers during the 2023-2024 open enrollment period, generating an impressive \$1.2 million in annual health insurance premiums sold. This success translated into \$47,000 in commissions, highlighting our strong sales capabilities and market presence.

Growing Aromedy Customer Base

In addition to our health insurance achievements, we have also gained 140 Aromedy customers to date. This growing customer base reflects the expanding appeal of our subscription box offerings and our ability to diversify revenue streams effectively.

Traction

Showcasing Our Success



Use of Funds

What the Funding Will Be Used For

01

Sales & Marketing

A significant portion of the investment will be directed towards enhancing our marketing efforts. This will help us expand our reach, attract more customers, and increase brand awareness in both the health insurance and subscription box markets.

02

Hiring Seasonal Staff

To manage increased demand during peak periods, particularly during open enrollment, we will hire additional seasonal staff. This will ensure we maintain high service levels and continue delivering personalized support to our growing customer base.

03

Salaries

The funding will also be used to support salaries, allowing us to retain and motivate our experienced team members who are crucial to our success.

04

Retiring Bootstrapping Debt

Lastly, a portion of the investment will be allocated to retiring existing bootstrapping debt. This will improve our financial health and provide a stronger foundation for future growth.





Team Strengths

Why Our Team Stands Out

In-House Client Servicing

By servicing clients in-house, we ensure a personalized and consistent customer experience. This approach allows for better control over the quality of service and fosters stronger relationships with clients.

Extensive Experience

With over a decade in the insurance business since 2011, our team has a wealth of experience. This long-standing expertise allows us to navigate complex insurance scenarios effectively and provide clients with well-informed advice and solutions.

Proven Sales Success

Our team excels in direct sales, successfully selling to each and every customer over the phone. This demonstrates strong communication skills, an ability to build rapport quickly, and a deep understanding of customer needs and how to address them effectively.

Strong Brand Loyalty

Our commitment to being available to customers at any time for additional questions builds trust and reliability. This ongoing support reinforces customer confidence in our brand, leading to increased loyalty and long-term client retention.



Join Us in Shaping the Future of Wellness



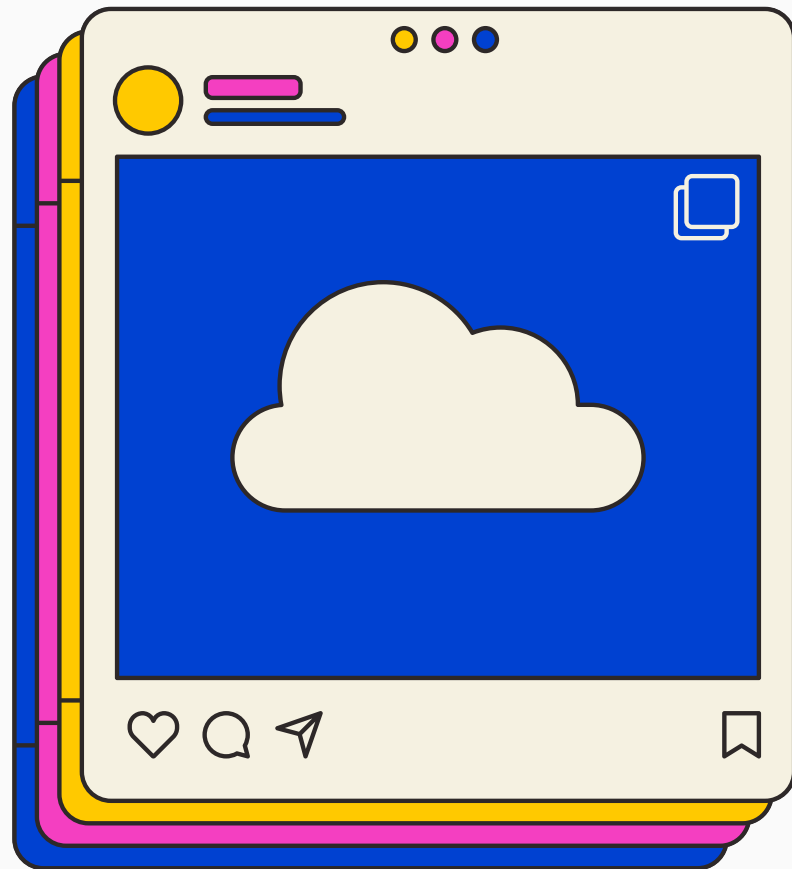
Bernice Njoroge

Founder

“Aromedy is pioneering a comprehensive approach to health and wellness, blending practical health insurance solutions with enriching wellness experiences. Be part of the movement that empowers individuals to achieve holistic well-being with personalized, luxurious, and informed choices.”



Connect with Us



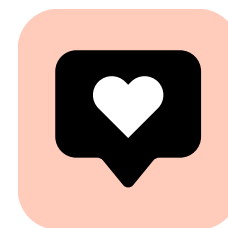
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