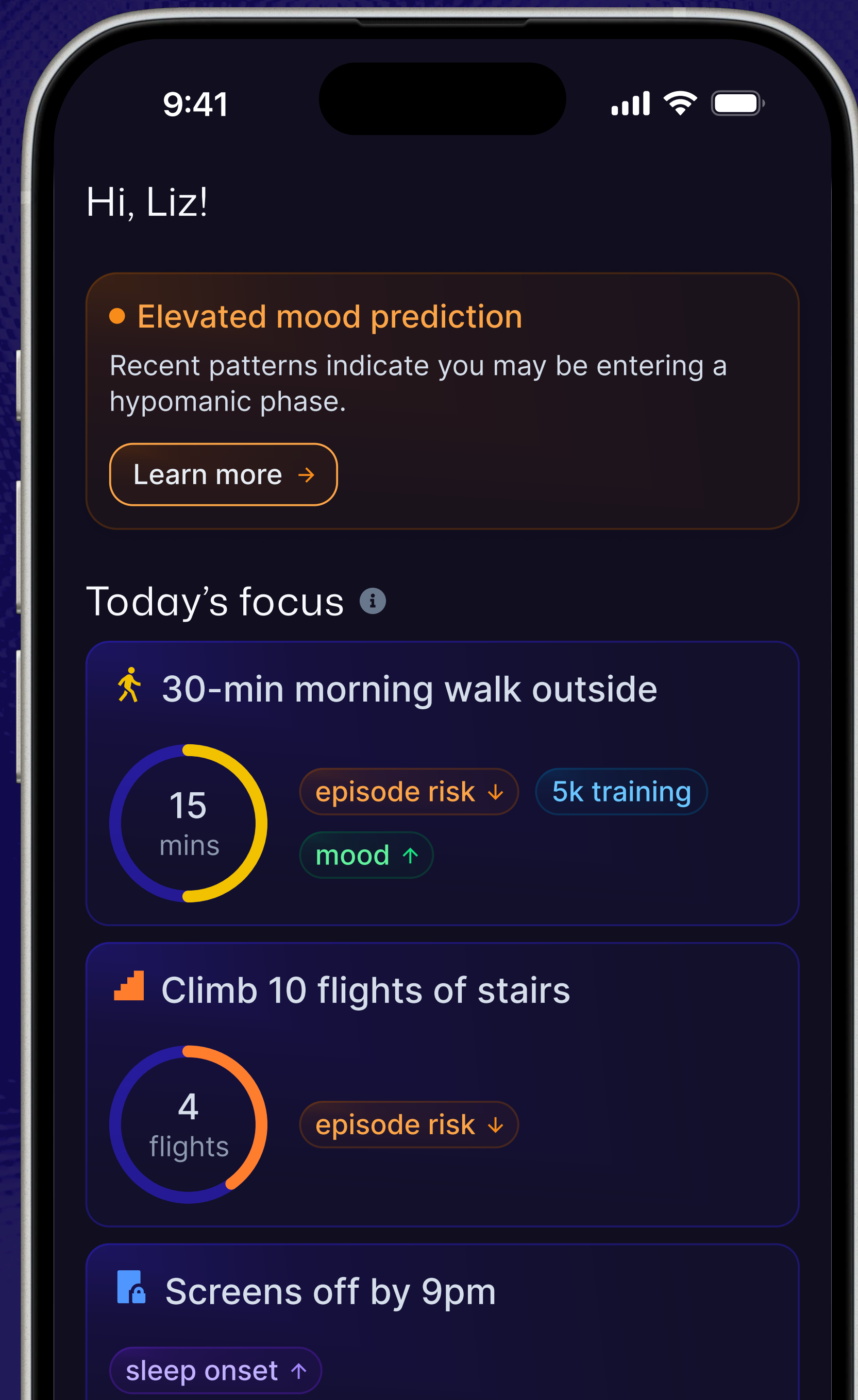




Your Daily Wellness Forecast

Transform complex wearable data into actionable insights.



The problem

Over-tracked and under-informed

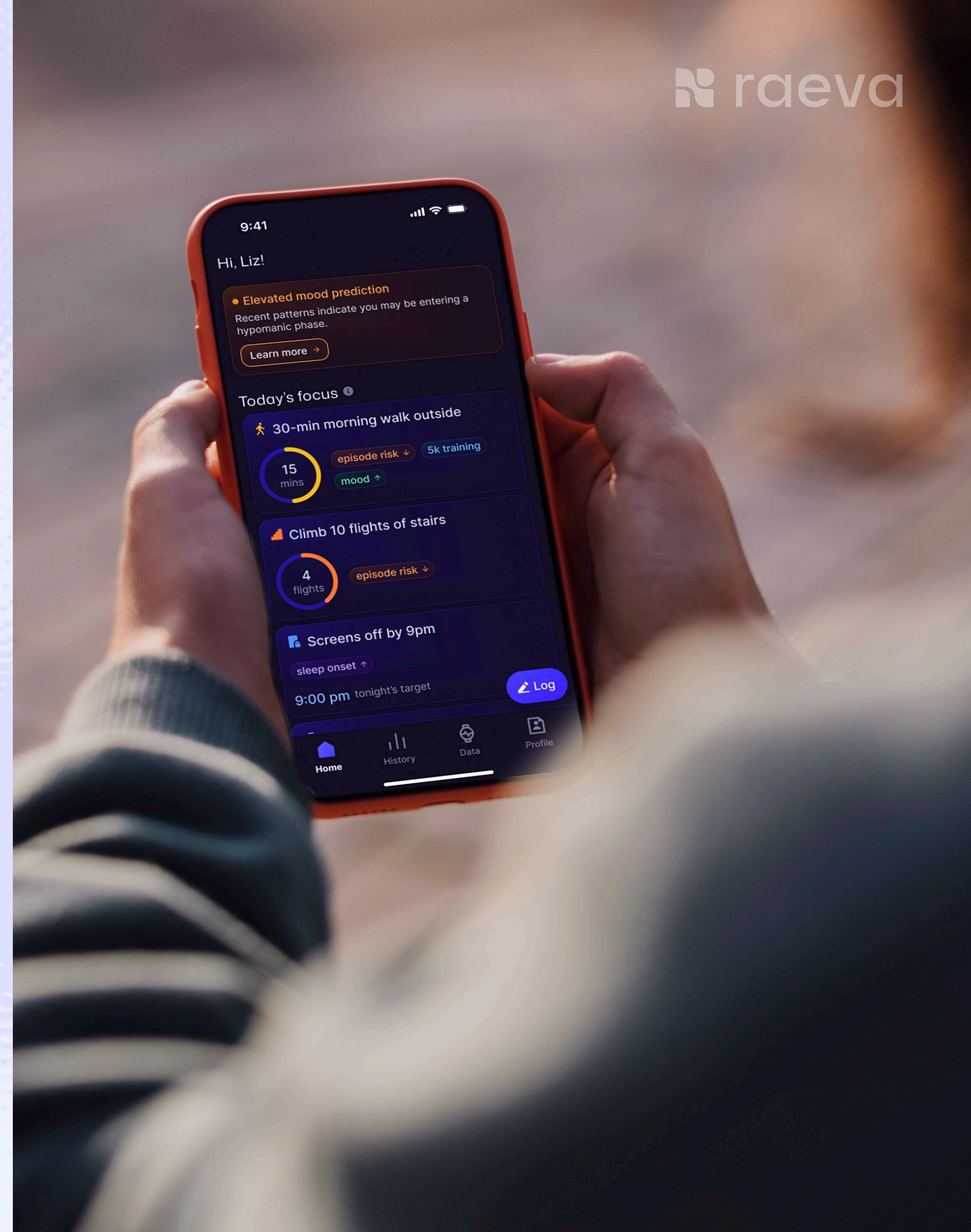
- **Data is siloed:**
 - No way to overlay data from multiple wearables
 - No holistic view of the interplay between sleep, heart rate, movement, and other metrics
- **Wearable data isn't actionable**
- **Historic data isn't predictive**



The solution

Predictive, personalized wellness

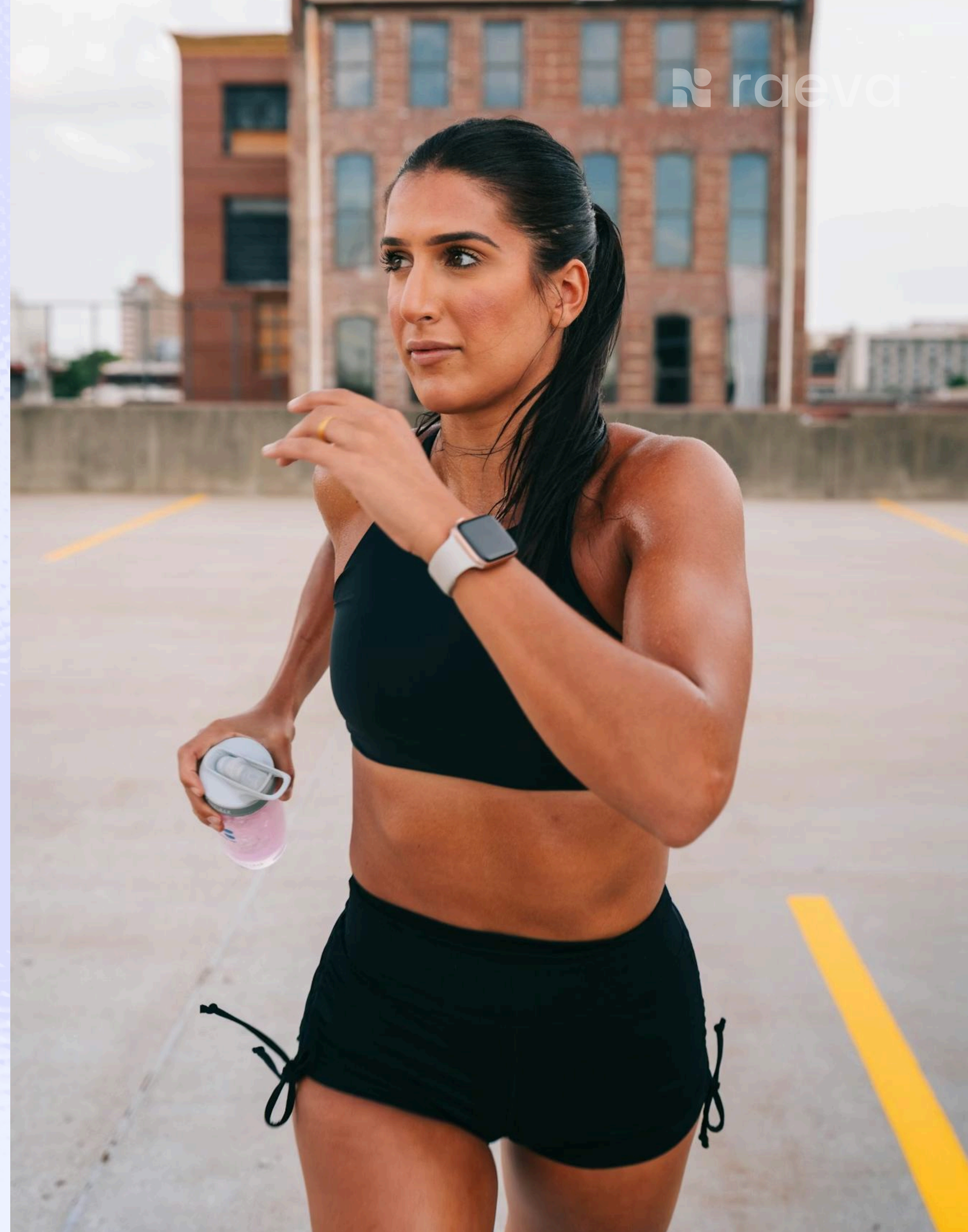
- **Data interplay:** Raeva brings together siloed data and personal context (eg. prescriptions, symptoms, alcohol consumption).
- **Actionable insights:** Raeva provides training insights customized on your biometric data
- **Predictions based on historic data:** Raeva predicts emotional symptoms (panic attacks, bipolar episodes, depressive lows) before they happen and suggests preventive steps



The why

The convergence of personal health sovereignty and AI

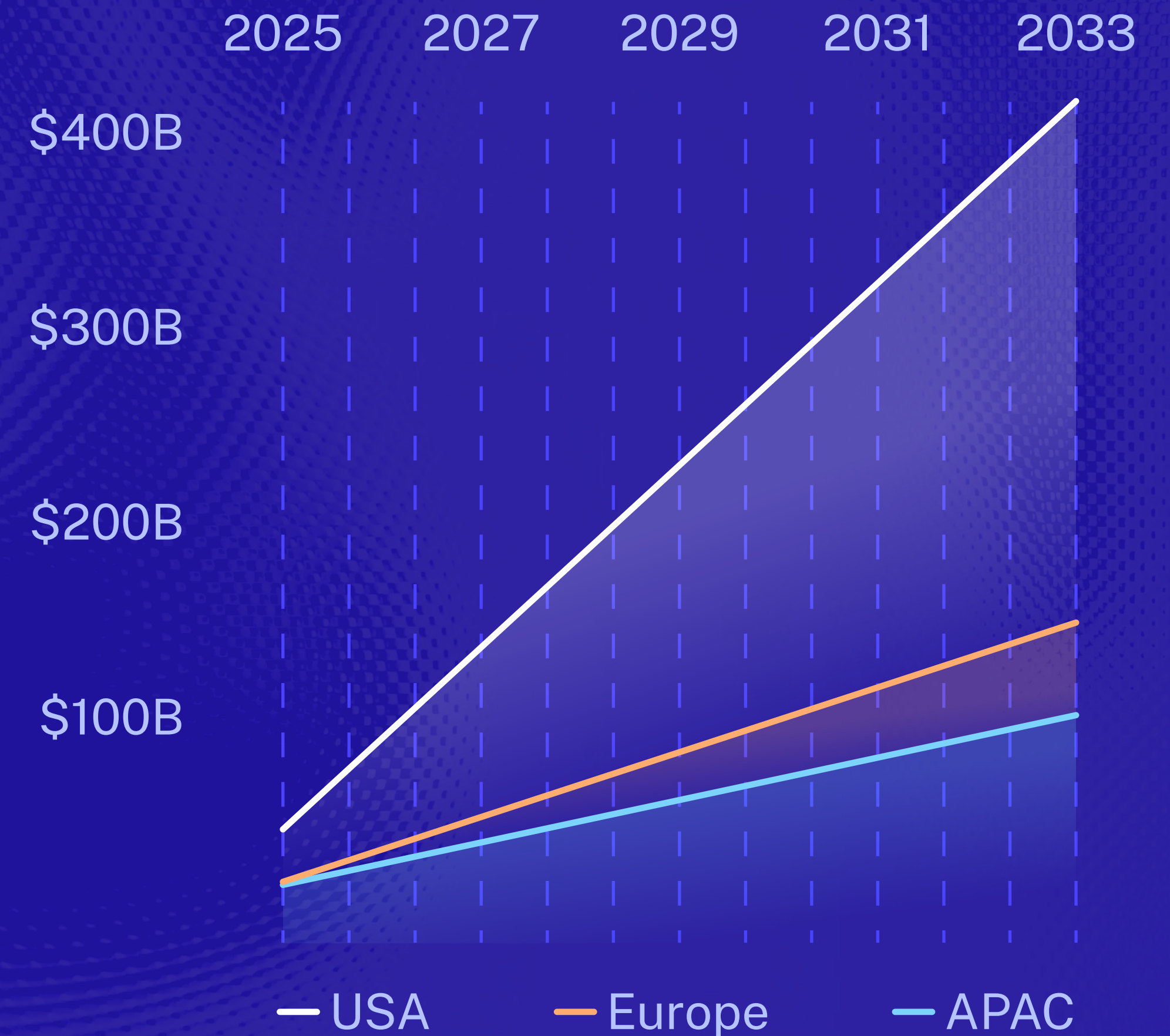
- Post-pandemic, people are proactive about holistic health and wellness management
- US fitness wearable market penetration reached **44%** in 2023 and is continuing to climb as wearables become #1 fitness trend in 2026
- Shifting from population averages, AI learns each individual's unique "normal," translating raw data into actionable wellness forecasting



Market opportunity

A rapidly expanding global fitness tracker market

- In 2023, **44% of American adults** owed fitness wearables ⁽¹⁾
- Fitness tracker market anticipation:
 - **USA:** \$84.68B in 2026 to \$486.6B by 2034 (24.45% CAGR) ⁽²⁾
 - **Europe:** \$20.75B in 2025 to \$100.66B by 2033 (19.18% CAGR) ⁽³⁾
 - **APAC:** \$22.07B in 2024 to \$146.86B by 2033 (23.44% CAGR) ⁽⁴⁾



Market sizing

The Raeva opportunity

- **Total Addressable Market (TAM)**
 - 640M global users ⁽⁵⁾ × \$59.99 (annual full feature price) = **\$38.4B**
- **Serviceable Addressable Market (SAM)**
 - MVP (Garmin only): ~45M users ⁽⁶⁾ × \$45.99 (annual MVP price) = **\$2.07B**
 - Phase 2 (+Apple, Fitbit, Oura): ~138M users ⁽⁷⁾ × \$59.99 = **\$8.28B**
- **Serviceable Obtainable Market (SOM)**
 - 1% penetration of USA Garmin market within first 24 months
 - 12M ⁽⁸⁾ × 1% × \$45.99 = **\$5.52M** (year 1–2 revenue goal)

Competitors

Guidance that adapts to you

- **Welltory**: uses HRV science to provide insights and personalized tips for things like panic attacks and recovery
- **Elite HRV**: using HRV science to focus on nervous system balance, high-performance athletes use it to predict illness and prevent burnout
- **Flourish**: provides emotional support and habit tracking based on behavioral science
- **Neurofit**: AI nervous system trainer using biometric tracking

Competitive advantage

Bridging the gap between physical and mental health

- Raeva overlays all wearable datasets to predict both mental and physical states before they happen
- Raeva integrates user-provided context such as alcohol consumption for improved forecast accuracy
- Raeva moves from insight to action, prompting mitigation suggestions to break negative cycles

The product

Guidance that adapts to you

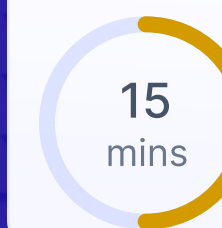
- Forecasting: an intuitive interface shows your emotional and physical forecast
- JITAIs (Just-In-Time-Adaptive-Interventions): detects trends and triggers mitigating suggestions to prevent symptoms spiraling
- Multimodal context: log data non wearable-tracked data (alcohol, injury, illness) for more accurate and customized insights.

• Elevated mood prediction

Recent patterns indicate you may be entering a hypomanic phase.

[Learn more →](#)

30-min morning walk outside



episode risk ↓

5k training

mood ↑

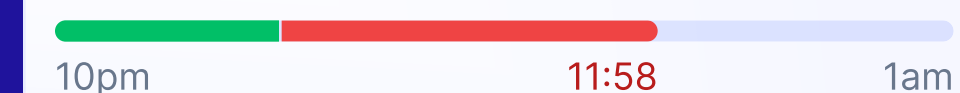
Screens off by 9pm

sleep onset ↑

9:00 pm tonight's target

Sleep start

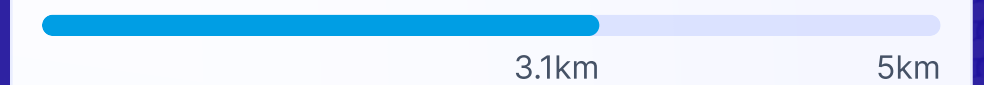
▲ trending later



10:45 pm tonight's target

Run a 5k

week 3 of 8



3

runs this week

7:24

min/km pace

7.9

km this week

Insights

▲ Recovery is low

A hard run may worsen physiological stress and increase episode risk.

● Light jog or walk recommended

30 minutes of light movement supports mood regulation without overexertion.

Mental health science

Clinical-grade accuracy with ML

98%

accuracy predicting bipolar manic or hypomanic episodes (9)

80–83%

accuracy predicting depressive episodes (10)

92%

accuracy predicting panic attacks 7 days in advance (11)

64%

experience significant symptom reduction with mitigating behaviors (12)

9

floors to climb per day to reduce panic attack frequency (13)

30

minutes of morning light exposure to avoid bipolar depression (14)

Leveraging wearable biometric data, machine learning models predict mental health events before they occur with extreme accuracy. Raeva recommends preventive steps to mitigate symptoms or avoid episodes altogether.

Physical health science

Achieve goals with personalized insights

25%–35%

reduction in athletic injury occurrence
(15)

72–78%

accuracy predicting illness 1–5 days in
advance (15)

8.1%

increase in velocity/power within 9
weeks (16)

17.4%

increase in time-to-exhaustion (TTE) (16)

3–8%

improvement in running economy and
velocity within 8 weeks (17)

If an episode is predicted, Raeva recommends preventive steps to mitigate symptoms or avoid episode altogether.

Business model

Competitive pricing and strategic partnerships

- Revenue & pricing
 - Tier 1 (MVP): \$6.99/mo or \$45.99/yr
 - Tier 2 (post 2027): \$8.99/mo or \$59.99/yr when additional integrations and feature support are live
- Distribution strategy
 - Initial launch: direct-to-consumer via AppStore
 - Expansion (2027+): partnering with corporate wellness platforms and insurers

Roadmap

Evolution of the Raeva ecosystem

Phase 2

Integration with additional wearables (Apple, Fitbit, Oura, etc.)

Phase 4

Women's health support: hormone cycle tracking, menopause, and chronic conditions

MVP

Garmin integration, daily mood and physical forecasting, and customized suggestions

Phase 3

Advanced support for additional physical and mental health goals

Future

EHR integrations to ease information transfer to healthcare providers

The team

The vision and engineering behind Raeva



Liz Hixon

Founder & UX Lead

Liz is a senior product designer and leader pioneering user experiences in medtech. A neurodiverse fitness enthusiast, she was inspired to create Raeva as a tool to help herself and others better navigate their wellness journeys. As the design architect behind Raeva, Liz bridges the gap between complex health data and intuitive user action. Applying her expertise in UX, design systems, and design ops for the medical industry, she ensures that Raeva's predictive forecasting is both clinically grounded and effortlessly accessible.



Terry Lee

Strategic Technical Advisor

Terry has served in leadership roles including CTO at KooPrime and Principal Software Engineer at Noggin, where he specialized in intent inference and personal data platforms. With 30+ years in bioinformatics and healthcare systems, Terry is an innovator with multiple patents in data processing. Advising on technical strategy, he provides the architectural oversight necessary to ensure complex data systems intended to convert multi-dimensional physiological data to reliable insights are built for long-term scale and security.



Kenneth Kostrešević

Strategic Technical Advisor

Kenneth is a full-stack Elixir engineer with expertise building scalable, reliable backend systems and messaging platforms for greenfield and established products. With deep expertise in Phoenix, LiveView, and the Ash framework, he also brings experience in machine learning and computer vision through tools like Nx and Bumblebee. As Raeva's Technical Officer, Kenneth applies his expertise to build the robust, well-tested backend infrastructure needed to process biometric data from wearables into accurate, individualized insights at scale.

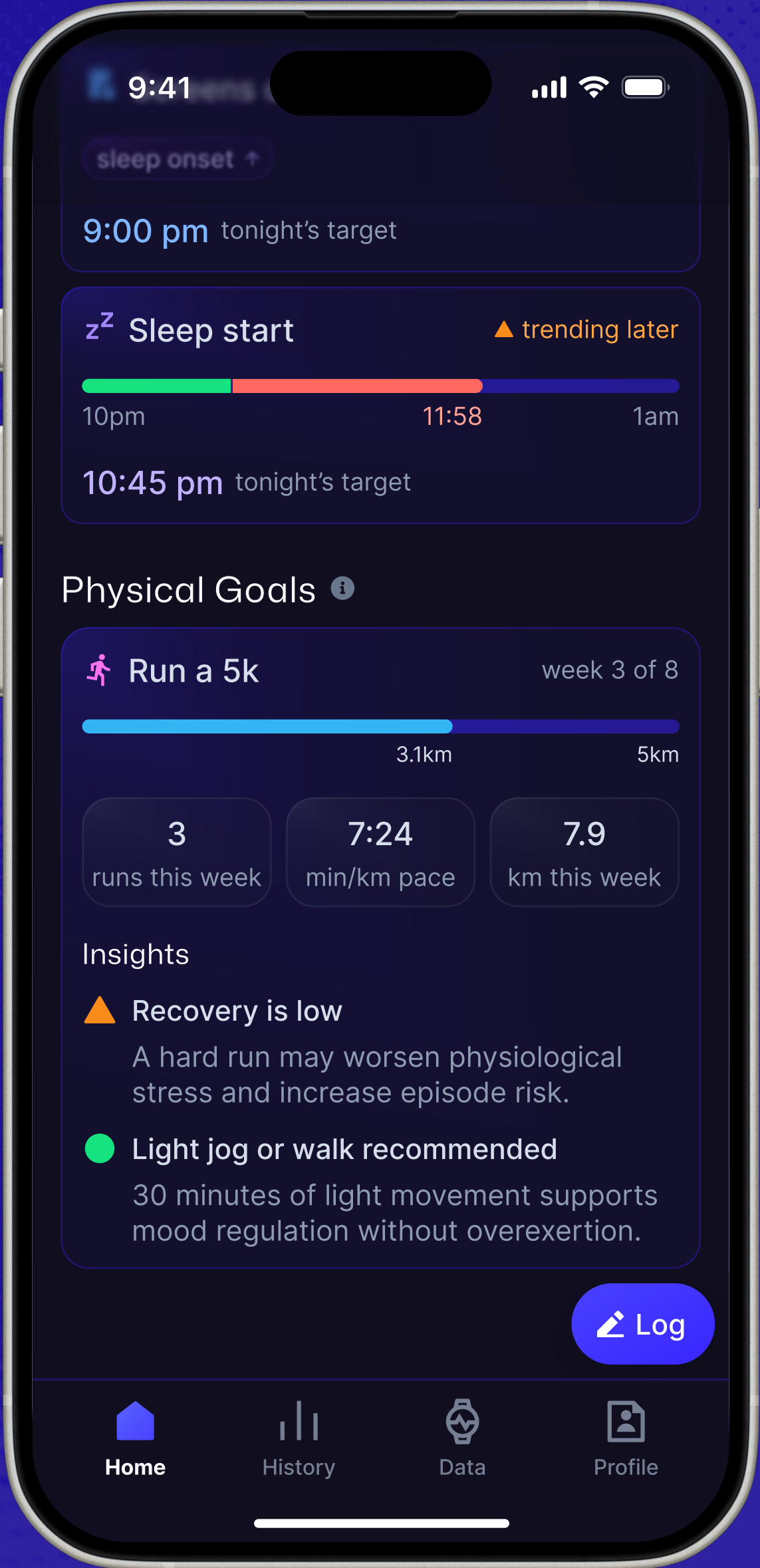
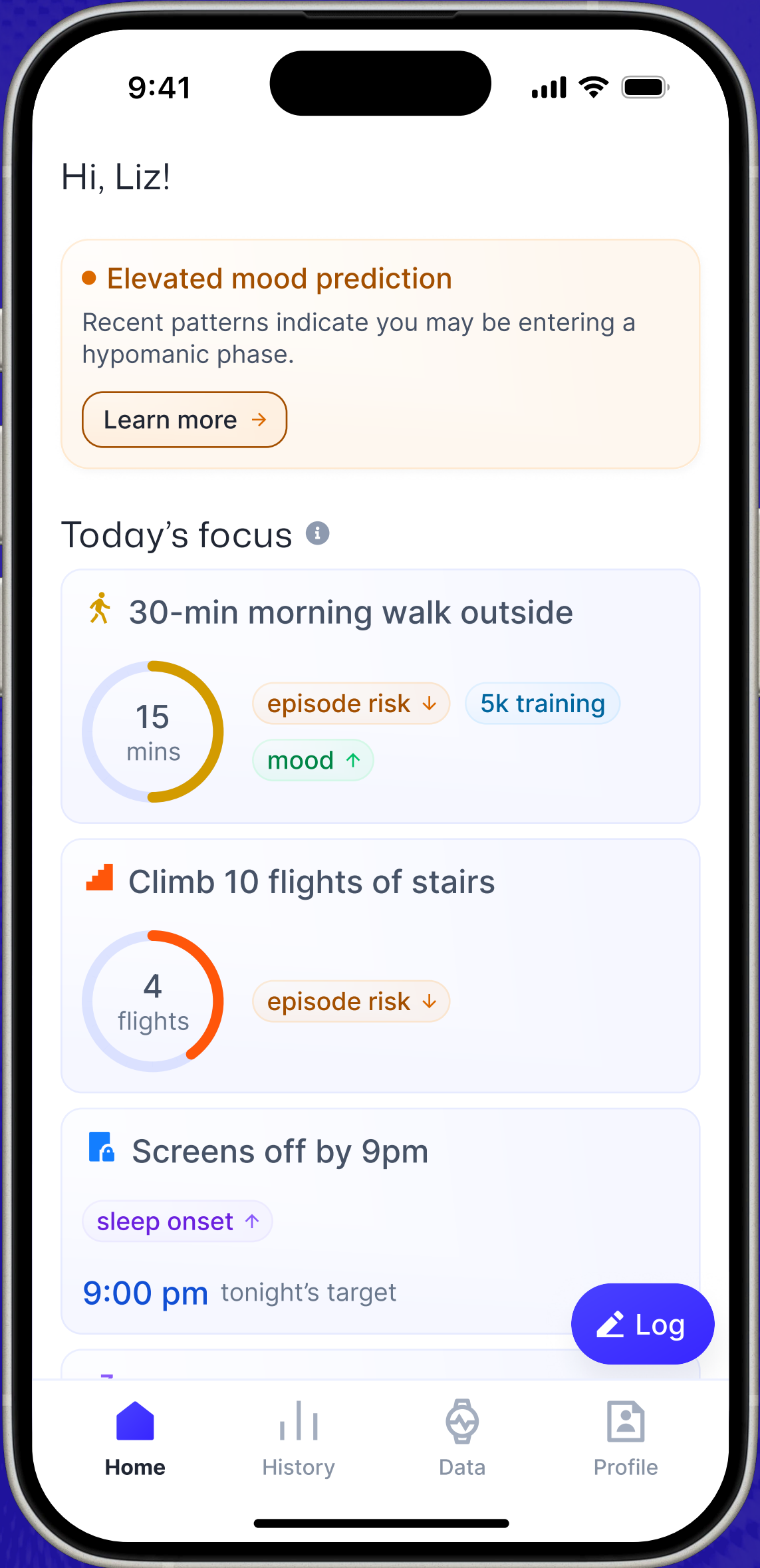
MVP

Engineering & data science	\$275,000
User experience & product design	\$50,000
Legal, regulatory & compliance	\$55,000
Marketing, launch & user acquisition	\$80,000
Insurance, software & overhead	\$40,000
Strategic runway (post MVP momentum)	\$100,000
Total	\$600,000

3-year runway

Focused on advanced data science engineering,
user and enterprise scaling, and marketing

MVP build	\$600,000
Advanced engineering & data science	\$1,100,000
Growth & user aquisition	\$400,000
Legal, Regulatory & Data Privacy	\$160,000
Cloud infrastructure & APIs	\$120,000
Operations and Overhead	\$110,000
Total	\$2,490,000



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