



**We are a Venture Studio  
designing the future of  
Health + Wellness**



**WellyLabs**

# Building transformative solutions for the future of health + wellness.



Technology Quarterly | The AIs have it  
**Can artificial intelligence make health care more efficient?**

Technology has rarely been able to do so



## Unlocking the Future of Wellness: How AI Will Revolutionise the Industry

Apr 19, 2024 — by Rachel (Scriven) Branson in Health, Wellbeing in Work

### Wellness Check: How AI Is Changing the Health Industry

Posted on May 2, 2024



AI is transforming the health and wellness industries by offering new tools and techniques that improve the way individuals and professionals manage and monitor health and wellness. One notable application is the concept of a "wellness check" facilitated by AI, which is evolving to become more efficient, personalized, and comprehensive. Learn how AI is impacting related aspects of health and wellness.

# AI is changing health+wellness as well...

The wellness sector accounts for \$4.4 trillion in the global economy, with an expected 5%–10% annual growth. In addition, as we exit the pandemic, the industry's rise will increase and is expected to reach around **\$7.0 trillion** in value by 2025.





# We're the perfect Co-founders

WE ARE HELPING YOU BUILD YOUR COMPANY IN WAYS YOU CANT IMAGINE

## Traditional Co-founder

- Nights and weekends, limited hours, slow growth.
- Functionally specific (i.e., technical, design)
- Equal equity, your slice of the pie is smaller.
- Will have a salary that needs to be paid.
- Likely first time.

## Welly Labs Co-founder

- Full-time, accelerated growth.
- We're designers, marketers, engineers, board members, investors, LPs, and advisors.
- We take less than equal equity.
- We pay you.
- We've been in your shoes.



# who we are looking for?

- You are discontented with the current state of things, yearning to break free from the ordinary and conventional.
- You seek the extraordinary.
- You believe the current approach to human health and wellness is inadequate.
- You are convinced that leveraging AI technology to enhance people's well-being is not only possible but essential and practical.
- Human potential knows no bounds.
- You feel unfulfilled and desire to be unhindered.
- Your journey is still unfolding.
- You are ready to prove yourself and face the challenges ahead.



# Our Process

We're obsessed with learning. We've built a process to help us validate ideas as quickly as possible so you can confidently take the first step.



**First step is Build;** we work with entrepreneurs who already started to build or already built about what ideas might grow into successful businesses and build it together with our internal teams.



**Second we launch;** with our extensive Marketing and Sales expertise and network, we helped our startups launch better and grow faster with that acceleration!



**Third step is Accelerate;** using our global network, we help our startups with sales, marketing, content, tech and basically help them accelerate the growth process and launch into multiple markets in a short time.



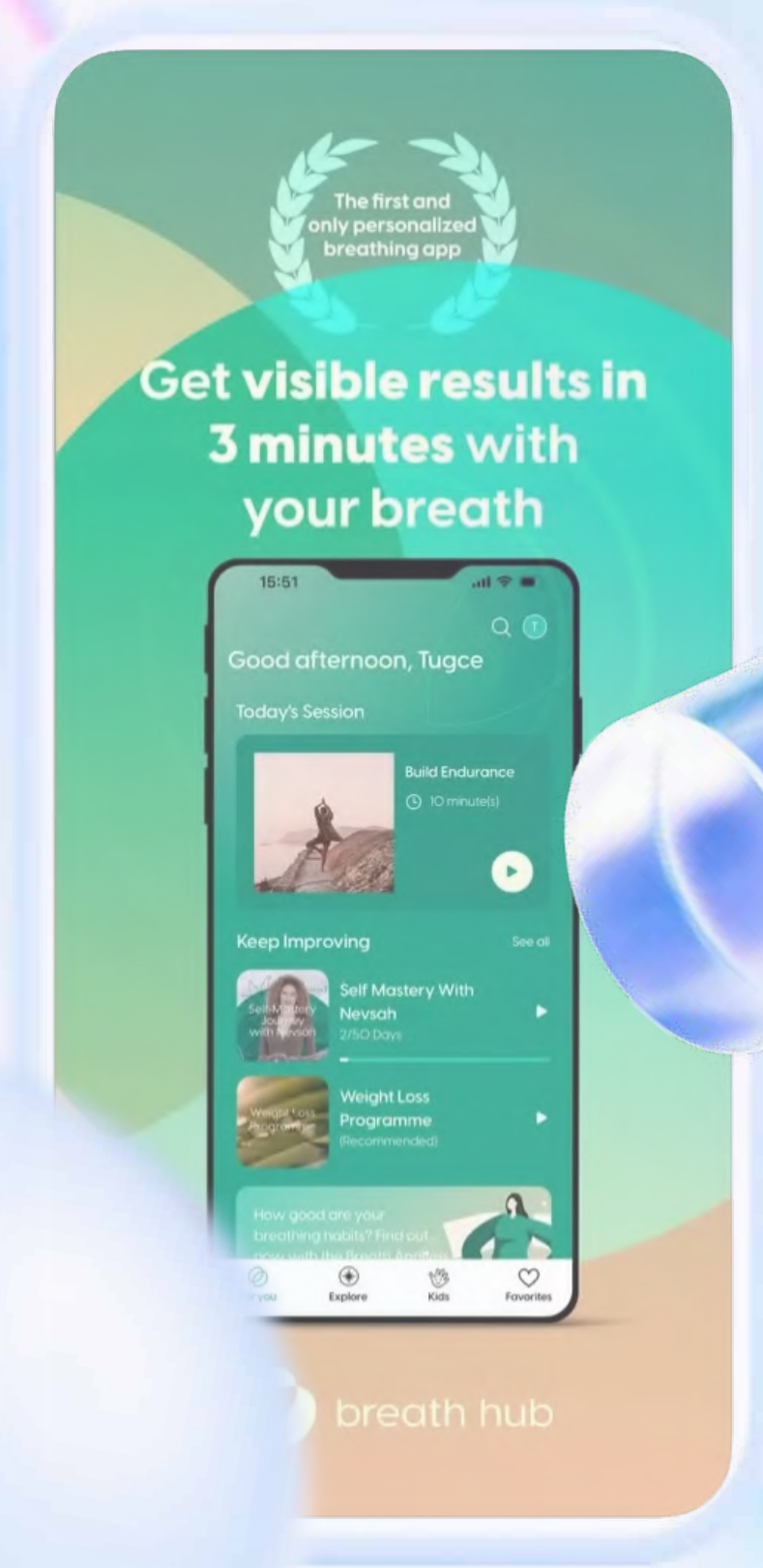
# Our Projects

## 01. BreathHub

Breath Hub has been developed by breath scientists and is recommended worldwide by breathwork experts, fitness trainers, sports coaches, psychologists, physiotherapists and doctors. With Breath Hub, you can enjoy a healthy mind and body through the power of your breath, using a holistic approach that blends psychology and mindfulness. Discover breathing exercises to relax, relieve anxiety and stress, help with depression, and motivate you to reach your true potential.

**600K downloads, Leading breathing app in the market.**

<https://apps.apple.com/tr/app/breath-hub-guided-breathwork/id1531494892>



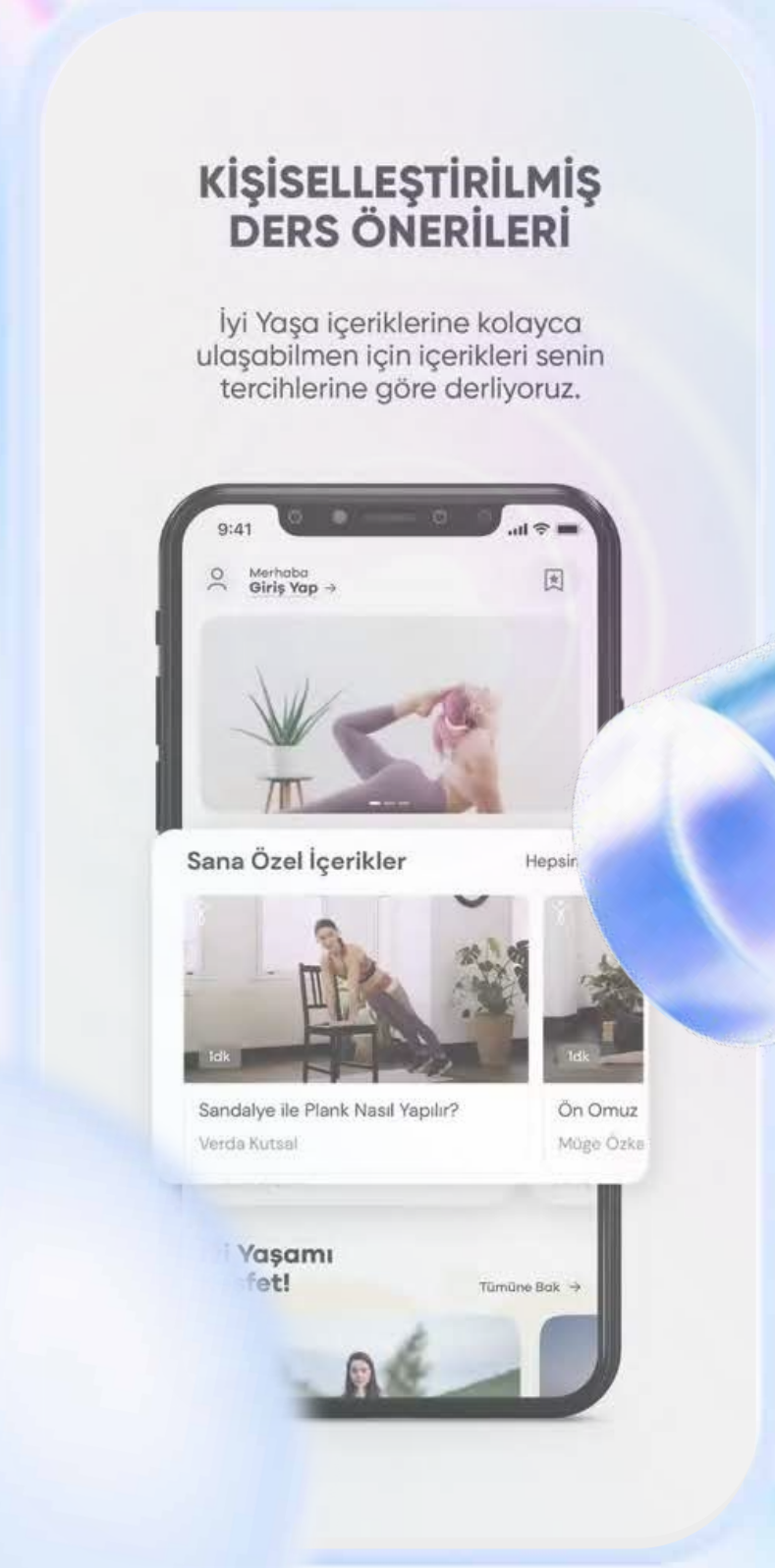
# Our Projects

## 02.Live well

Iyi Yaşa is a digital platform offering original lifestyle content curated personally by the most reliable and experienced fitness, yoga, meditation, mindfulness, and nutrition trainers in Turkey. It provides a variety of video content with the highest quality training and recordings, offering alternatives suitable for every level to fitness and health enthusiasts, wherever they are, who want to take a step towards good living. Iyi Yaşa, which combines the trio of spirit, body, and mind on a single and compact platform, serves a holistic view of life, regardless of sports that fit your daily mood and lifestyle, bringing benefits to everyone's home.

**300.000 downloads,**

<https://apps.apple.com/tr/app/iyi-ya%C5%9Fa-live-well-online/id1581107417?l=tr>





# Our Projects

## 03. Pure

Pure is a Personalized Skin Coach that diagnoses skin issues, tracks your skin health daily, reminds healthy habits, and gives guidance according to your skin triggers. With Artificial Intelligence Skin Coach, you take one selfie, and the miracle happens. Let our advanced artificial intelligence technology analyze your skin under six critical topics and generate a detailed report.

**260.000 Download, Most Popular Skincare AI App in Turkey**

<https://apps.apple.com/tr/app/pure-skincare-tracker-routine/id1633318781>



# Meet the team



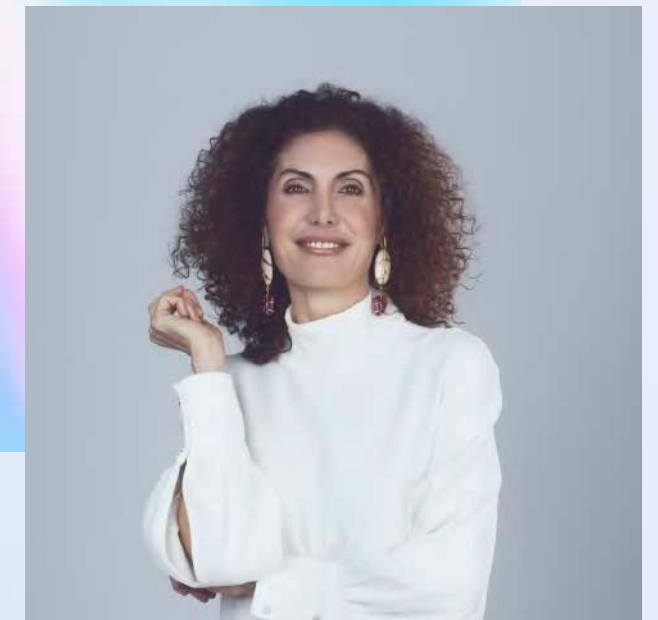
Alemsah Ozturk  
COFOUNDER, GROWTH LEAD



Bugrahan Bayat  
COFOUNDER, TECH  
LEAD



Onur Candan  
COFOUNDER, BUSINESS LEAD



Nevsah Karamahmet  
COFOUNDER, EXPERT LEAD



# Meet the team



## BUGRAHAN BAYAT

3x entrepreneur. Specialized in computer vision and AI. Tech management experience +50 people.  
Major: Business Administration, Finished in 2019  
Head of Technology / CTO - Visioninteractive  
Exited from PulpoAR (CTO of PulpoAR)  
Co-Founder of Pure SkinAI App  
<https://www.linkedin.com/in/bugrahanbayat/>



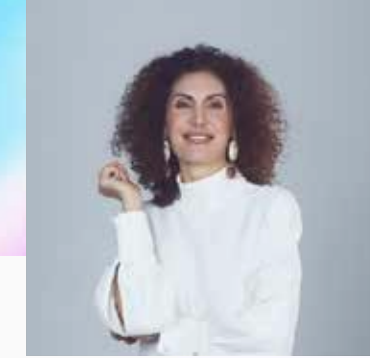
## ONUR CANDAN

3x entrepreneur. Oversaw 50+ salespeople and sales experience in 25 countries over 10 years of the entrepreneurial journey. Management experience +100 people  
Major: Systems and Industrial Engineering & Business Administration, Finished in 2013  
Founded - Visioninteractive (CEO of Visioninteractive)  
Exited from PulpoAR (CEO of PulpoAR)  
Co-Founder of Pure SkinAI App  
<https://www.linkedin.com/in/candanonur/>



## ALEMŞAH ÖZTÜRK

Alemsah is the Founder of **4129Grey** (which he started in 2007 and sold it to WPP - World's largest advertising network in 2010) and Ogilvy Istanbul with 200 employees in Turkey.  
He started his first agency at the age of 19 and since then he is a serial entrepreneur, angel investor and mentor in Turkey. He co-founded Grupanya, Colendi, Spintop Network, Heroes Chained, Good Factor Co and angel invested and mentored into startups like Insider, Wooshi, Faveo, Crave.  
He is also globally sought Keynote Speaker and with 340.000 followers on twitter, 20K followers on LinkedIn, a thought leader.



## NEVŞAH KARAMEHMET

Nevsah Karamehmet is a serial entrepreneur, an angel investor, a well known teacher, and a best-selling author. She is the founder CEO of Nevsah Institute, founder president of Breath Coaching federation and Vice President of Graduate School of Behavioral Health Sciences.  
With more than 20 years' experience in the field of Breathing Sciences, Nevsah is recognised globally as being the authority on dysfunctional breathing and thinking habits.  
Her work has taken her all over the world, working with clients like HSBC, ING Bank, Pfizer and Vodafone, as well as well-known celebrities and professional athletes.



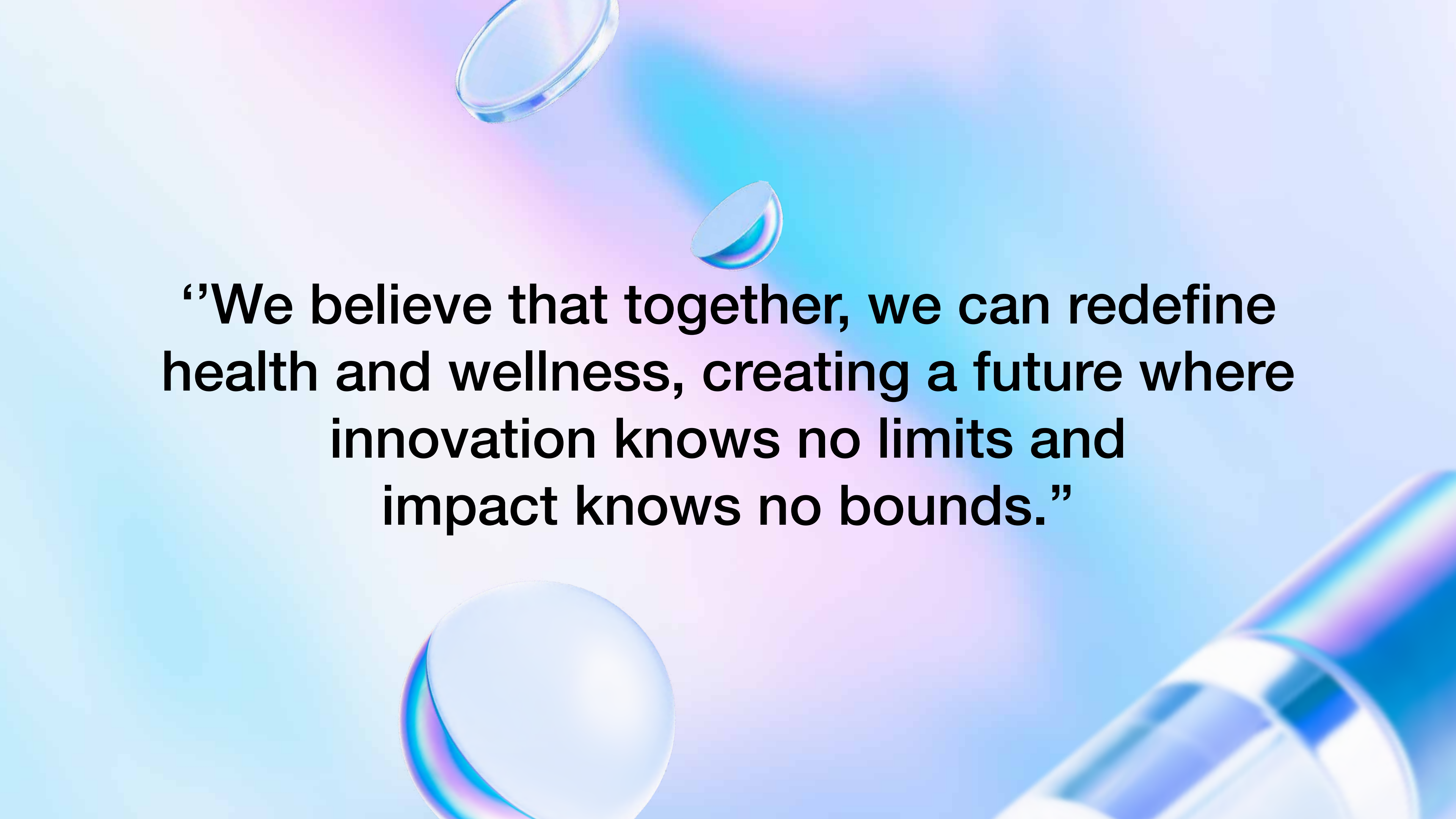
# The ask.

INVEST EARLY INTO OUR FUND AND GET UNIMAGINABLE RETURNS

Our plans into to invest/build into 10 startups in the next 4 years.

We are asking for **300K USD ( with 10M valuation)** investment to increase our output and growth pace.





**“We believe that together, we can redefine health and wellness, creating a future where innovation knows no limits and impact knows no bounds.”**

## REACH US OUT FOR MORE DETAILS

Please reach out for more details about our process, investment opportunities and how to be part of the future of wellness industry

## EMAIL

[investment@wellylabs.com](mailto:investment@wellylabs.com)

# Get in touch

