



JOHNS HOPKINS

WHITING SCHOOL  
of ENGINEERING

# YourHealth.ai - Mobile Medical Advice

<https://nakedhealth.ai/>

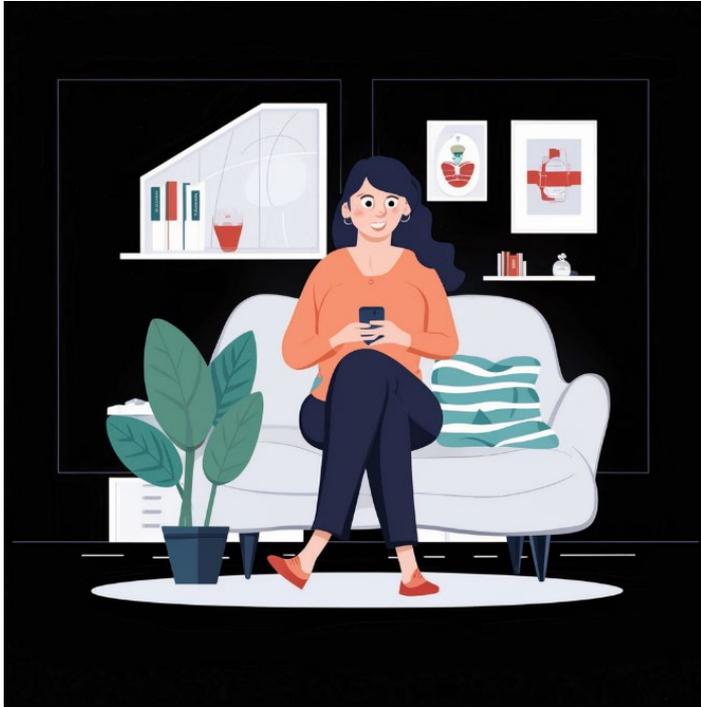
Founders Team: Francis A.M. Manno, Condon Lau, Zhang Haigeng, Yifan Li

Collaboration: City University of Hong Kong & Johns Hopkins University



# YourHealth.ai by NakedHealth.ai

Quality Healthcare, Open Access, Freely Accessible for All.



- Question: Have you ever encountered a health diagnosis or medical uncertainty and felt you had no one to ask for guidance?
- Market: Billions each year seek primary and secondary medical opinions for their health concerns and those of their loved ones.
- Solution: Our product provides free personalized health advice curating precision medicine tailored to your needs.

# YourHealth.ai Mobile Health Guidance

Free User Platform  
AI Risk Modelling  
User Health Analytics  
AI/ML Natural Language Enhancements  
Personalized/visualization dashboard insights  
Customizable for insurers and healthcare  
Electronic Health Record Integration



Our product is a mobile and web-based application designed to provide personalized tailored health advice.

The system analyzes user health data through various formats, providing tailored reports, to support to enhance health outcomes.



## - Target Market -

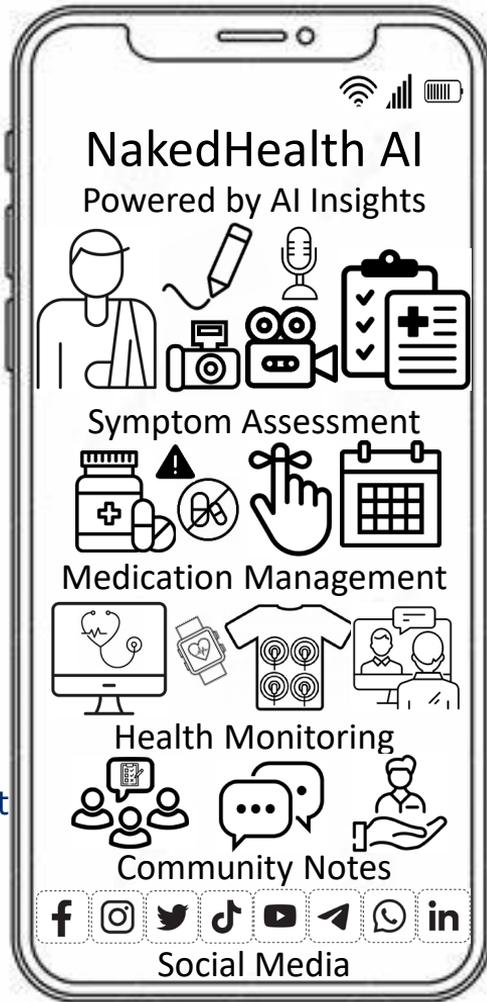
**Primary Medical Advice:**  
Individuals seeking initial guidance on health concerns or diagnoses.

**Secondary Medical Opinions:**  
Patients looking for additional expert opinions to confirm or reassess their current medical guidance.

□ Introduction:  
Artificial intelligence-assisted personalized healthcare, providing tailored reports, to support to enhance health outcomes.

□ Product:  
SaaS, mobile and web-based application

□ Problem we are solving:  
Democratize healthcare by providing open access to medical information through a free platform, ensuring that everyone can obtain reliable and personalized healthcare

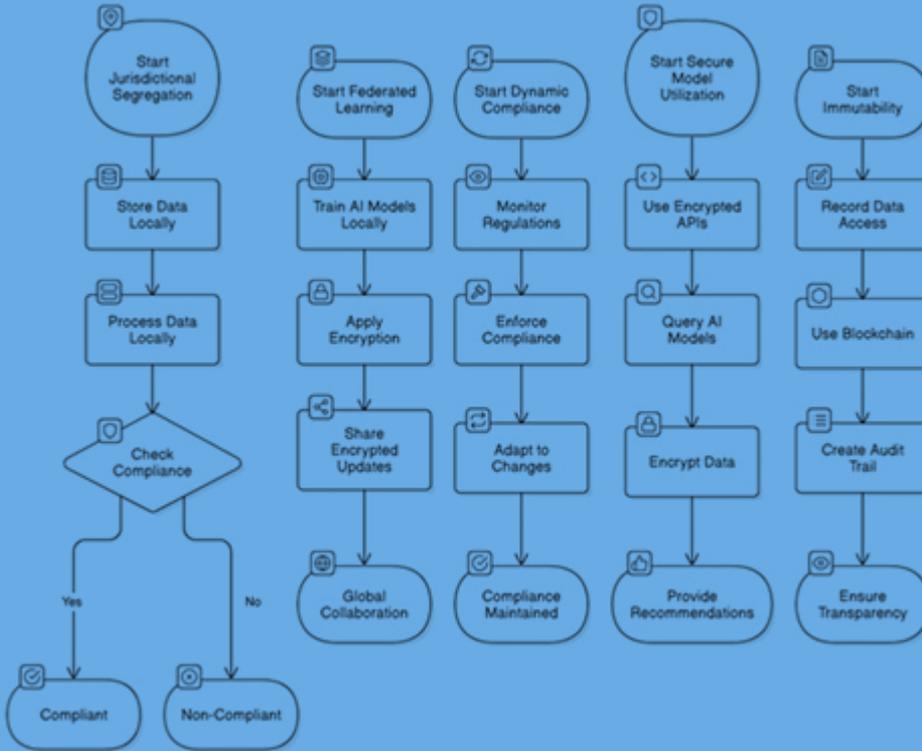


# YourHealth.ai App Features

- 1) Symptom and Health Assessment:
  - AI-driven analysis of symptoms via text, voice, images, or video.
  - Generates diagnostic reports with tailored recommendations and tracks symptoms over time.
- 2) Medication Management:
  - Tracks dosages, schedules, and refills with reminders and alerts for drug interactions.
  - Provides personalized pharmacotherapy recommendations and educational resources.
- 3) Real-Time Health Monitoring:
  - Integrates with wearables to track vital signs and health metrics.
  - Offers telemedicine consultations and emergency response features.
- 4) Community Support and Collaboration:
  - Discussion boards, chat groups, and community notes foster user interaction and cohesion
  - Feedback improves AI recommendations.
- 5) Social Media Integration:
  - Analyzes user-generated content (e.g., posts, images) for AI-derived health insights.
- 6) AI-Driven Insights and Recommendations:
  - Tracks user data over time to identify trends and provide personalized suggestions.
  - Features data visualization, comparative analysis, and integration with healthcare providers.

# YourHealth.ai App Features

Healthcare Data Management Flowchart



## Data Structure

- 1) Jurisdictional Segregation  
Store & process data locally based on regional regulations.  
Ensure compliance through regular checks.
- 2) Federated Learning  
Train AI models locally without sharing raw data.  
Use encrypted updates for global collaboration.
- 3) Dynamic Compliance  
Monitor & enforce regulatory changes dynamically.  
Adapt to maintain compliance continuously.
- 4) Secure Model Utilization  
Query AI models via encrypted APIs.  
Encrypt data to provide secure recommendations.
- 5) Immutability and Accounting  
Record data using blockchain for transparency.  
Create audit trails to ensure accountability.



# YourHealth.ai - Sales



Insurance Companies: Risk models for underwriting and pricing.

## Target Customers (Payers)

Hospitals & Healthcare Providers: Leverage insights for patient risk arbitration and resource management.

Public Health Organizations: Utilize epidemiological data for population health strategies.



## Target End-Users (Product Users)

Individuals: Use the product for free health assessments and insights.

Patients: Benefit from personalized health recommendations.



# YourHealth.ai Marketing

- Market size? (Compound Annual Growth Rate)
  - Global Life & Health Insurance: \$4.4 trillion by 2028, growing at a CAGR of 6.0%.
    - McKinsey & Company "Global Insurance Report 2023"
  - Healthcare Analytics Market: \$75.1 billion by 2028, growing at a CAGR of 25.7%.
    - Fortune Business Insights (2023) "Healthcare Analytics Market Report"
  - Digital Health Market: \$780.05 billion by 2030, growing at a CAGR of 18.6%.
    - Grand View Research (2023) "Digital Health Market Size & Share Report, 2030"
- Marketing channels?
  - B2B Direct Sales: Outreach to insurers and hospitals through partnerships.
  - Electronic Health Record (EHR) Providers: Collaborate with healthcare tech platforms.
  - InsurTech Platforms: Collaborate to improve claims processing & underwriting efficiency.

# Competitor analysis: NakedHealth.ai

Features/ Problems to be solved	YourHealth.AI	Competitors			
		WebMD	SmartPatients.com	Primary Care Physician	Baichuan-ai
a. AI Assisted	✓				✓
b. User-input	✓	✓	✓	✓	✓
c. Personalized Medicine	✓			✓	✓
d. App/Trackable/Timeline	✓			✓	
e. BioMonitoring	✓			✓	
f. Family track/Interaction	✓			✓	
g. Community Support	✓	✓	✓		✓
h. User feedback mod	✓			✓	
i. Educational Explanation	✓	✓	✓	✓	✓
j. Image, Video, Social Med	✓			✓	✓
Price (Monthly or Onetime)	<b>FREE</b>	<b>HKD250</b>	<b>HKD700</b>	<b>HKD1000</b>	<b>HKD250</b>

# Business development, Finance & Technology Development

## Marketing channels?

- ❑ B2B Direct Sales: Outreach to insurers and hospitals through partnerships.
- ❑ Electronic Health Record (EHR) Providers: Collaborate with healthcare tech platforms.
- ❑ InsurTech Platforms: Collaborate to improve claims processing & underwriting efficiency.

	Q1	Q2	Q3	Q4
Business Development Plan	Strategy & Goal Setting: Define objectives, identify target markets, and build partnerships.	Collaboration with CityU/JHU for marketing research/ Outreach & Engagement Launch marketing campaigns, network with leads, and establish relationships.	Set up social media accounts/ Expansion & Refinement: Analyze results, improve strategies, and explore new opportunities. App Launch	Review & Scaling Evaluation: performance, strengthen partnerships, and plan for growth.
Technology Development	Research & Planning Market research, roadmap creation, prototyping.	Dev: Build MVP, internal testing, early feedback.	Testing: Beta launch, user feedback, feature refinement.	Full Release & Scaling: Product launch, scaling, training, updates.
Finance Planning	Budget Setup: Plan initial expenses, allocate resources, track burn rate., Bank account opening	Second IP reg/Fundraising Prep: Refine pitch, engage investors, and secure funding.	Negotiate Hospital Insuring: Optimization Monitor spending, adjust budget, and track milestones.	Growth Planning: Forecast next year's financial needs, refine scaling strategy.



# NakedHealth.ai

## Research & Development

- Lau, C., and Manno, F. A. M. (2025). U.S. Provisional Patent Application No. 63/747,548. "Artificial Intelligence-Assisted Personalized Health Guidance." Filed January 21, 2025.
  - AI & ML: Researched predictive modeling and risk stratification
- Market Needs: Engaged with insurers and hospitals for insights
- R&D plan for the coming 12 months?
  - AI/ML Enhancements: Boost accuracy and real-time predictions
  - Feature Development: Personalized/visualization dashboard insights



# Team: NakedHealth.ai

- Undeveloped regions worldwide remain in desperate need of medical information



## Dr. 'Frank' Francis A.M. Manno

- DPhil, PhD – Clinical Scientist
- 10 years clinical experience



## Dr. Condon Lau

- 15 years research experience



## Zhang Haigeng, MEng

- AI Project Managing Director
- 10 Years experience Billion + Global App downloads



## Yifan Li, MEng

- UI/UX Application Technical Managing Director
- 10 Years experience Billion + users interface design

