

# Wellness

Providing an easy solution to dealing with stress and anxiety using nature

**\$162M TAM**

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WANDERPHYLL

*explore the wanderphyll  
world of nature*



**Jacob Liu · Akhil Gundala**  
Made with Y Combinator

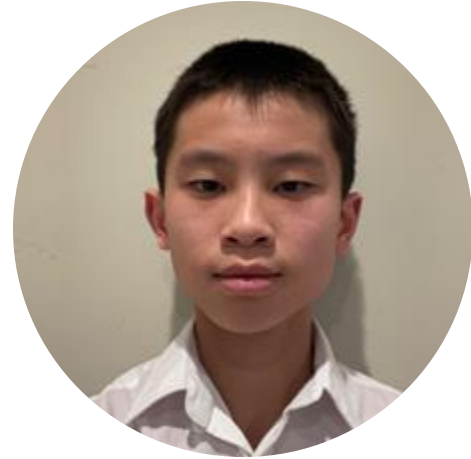
# The Team



**Akhil Gundala**

*CEO*

Akhil Gundala is a freshman at BASIS Independent Silicon Valley. His interests include animals, hiking, and art.



**Jacob Liu**

*COO*

Jacob Liu is a freshman at BASIS Independent Silicon Valley. He is a devoted member to the boy scouts and enjoys camping, hiking, and being outside in general.



# The Problem



Stress and laziness from schools and offices have caused people to stop going outside. People would rather spend their free time on their phones or watching TV.



Mental health issues like depression increase alongside with pressure and stress from work and constant screen time and lack of exercise.



Going outside to nature restores people's mental wellbeing and reduces depression and anxiety in most people.

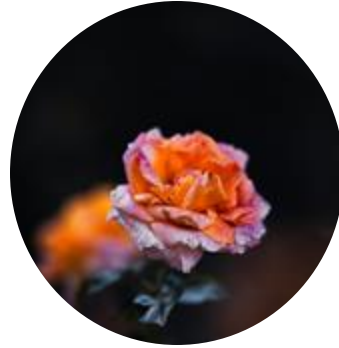


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# The Service



Wanderphyll is a mobile app that incentivizes going outdoors by turning it into a passive game.



Users scan interesting plants they find using their cell phone camera and collect them over time. Users can then learn information and facts about the plant.



“Collected” plants are identified by species using an open-source plant identification model and saved in a calming digital garden. Plants are assigned “rarities” by the app.



The collection aspect and rarity aspect incentivize users to want to continue to go find interesting plants and thus go outside.



# The Service



WANDERPHYLL



The Plant Scanner



The Digital Garden



Plant Information

# The Service



The Menu



Character Customizer



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# Product Benefits

## Wellness

Incentivizes going outside to explore and learn about new plants.

## Low Maintenance

Requires no constant commitment, unlike other types of stress relief.



## Calming & Simple

Helps calm users with a simple and stressless game.

## Flexibility

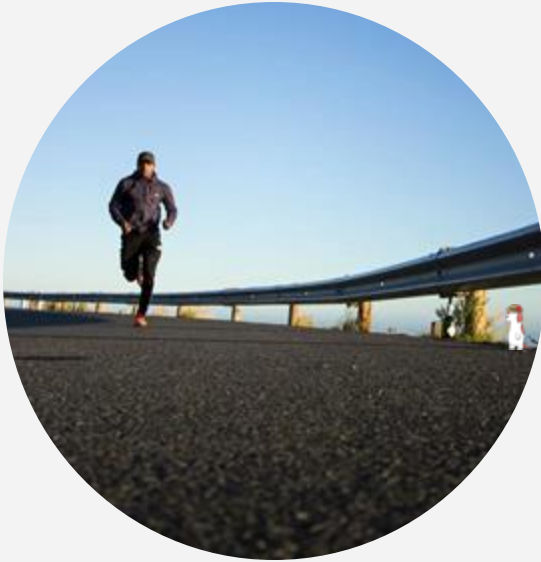
Has flexibility to be used anywhere.

# What are the Benefits of Wanderphyll?



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# Market Validation



We ran a poll to internet users online and shared it to our classmates and found that about  $\frac{3}{5}$  of people do not go outside because nothing motivates them to, and  $\frac{2}{3}$  of people said they would be motivated by an app like this.

In 2016, the video game **Pokemon Go** became immensely popular and incentivize people to go outside and play the game. Apps like **Strava** have also encouraged people to go outside. According to ActivePlayer, there are around 97 million Pokemon Go users, and 120 million Strava users.



# Customer Persona

## Jane McDonald

Age: 27

Salary: \$80,000

Job: Insurance Agent

Due to work, Jane struggles with getting enough outdoors time.

### Struggles:

- struggles with stress and anxiety from work
- doesn't have time or motivation to go outside and exercise
- would rather spend freetime idle and on her phone which she doesn't like

### Wants & Needs:

- motivation to go outside, instead of sitting around on her phone
- free, fun stress relief app

**Many people in office jobs or dense urban areas struggle with similar issues as Jane.**



# Business Model

Primary Revenue: Rewarded Ads

- least distracting means good UX
- high revenue compared to other types of ads
- $\$8 \text{ (eCPM)} / 1,000 * 20 = \$0.16 \text{ per user per month}$

IAPs:

- secondary revenue
- example: cosmetics
- $5\% \text{ (users who purchase IAPs)} * \$2 \text{ (monthly)} = \$0.10 \text{ per user per month}$

Mascot: Berry the Beagle



# GTM Strategies



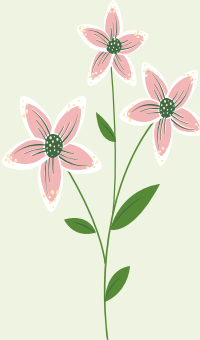
Social media and content creation platforms like Instagram, YouTube, and Tiktok can be used to our advantage for marketing.

- Creating promotional content or videos (could range from Behind-the-Scenes to current trends)
- This gets the audience's attention and brings in more users for us
- Most importantly: flexible + free



Other potential strategies

- paid sponsorships
  - In-game events
- in-game prizes to incentivize downloading
  - featured in ads
- market using mascot
  - like Duolingo's successful marketing campaign
  - merchandising
    - stickers, clothes, plushies



# Market Size



**TAM**  
**\$162.24M**

**SAM**  
**\$89.23M**

Approximately 52 million people downloaded a meditation or stress relief app. Every user is about \$0.26 in revenue from ads monthly.

**TAM = 52M Users × \$3.12 annually = \$162.24M**

About 55% of people live in an urban area.

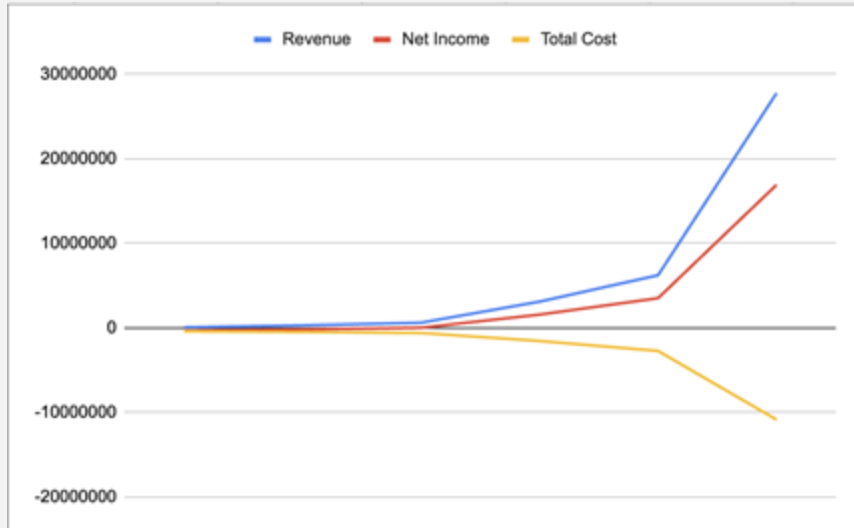
**SAM = 55% × \$162.24M = \$89.23M**





# Financial Projections

	2025 Fall	2026 Spring	2026 Fall	2027 Spring	2027 Fall	2028 Spring
Revenue	\$78,000	\$312,000	\$624,000	\$3,120,000	\$6,240,000	\$27,768,000
Gross Profit	-\$280,051	-\$46,051	\$265,948	\$2,761,948	\$5,881,948	\$27,409,948
Net Income	-\$309,496	-\$163,831	\$30,388	\$1,584,148	\$3,526,348	\$16,927,528
Total Cost	-\$387,497	-\$475,832	-\$593,612	-\$1,535,852	-\$2,713,652	-\$10,840,472
Profit Margin	-396.79%	-52.51%	4.86%	50.77%	56.51%	60.96%



## Calculations

**Labor** - \$301k annually; 2 devs, 1 marketing

**Hosting** - \$57k annually; AWS hosting

**Taxes & Fees** - Around 38% of our revenue goes to taxes and fees.









**Revenue** - Users \* \$3.12  
10% of SAM after 3 years

Sources: BLS, ZipRecruiter, AWS Calculator, IRS.gov, Apple





# Competitors

App	wanderphyll	headspace	strava	pokemon go
<b>Pricing</b>	Free with <b>optional</b> ads, <b>optional</b> purchases	Subscription, \$34.99 a year	freemium model, \$6.99 a month	Not-optional ads, optional purchases
<b>Convenience &amp; Flexibility</b>				
<b>Educational</b>				
<b>Commitment Free</b>				



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# Competitive Advantages

## Free for the User

Competitors run on freemium models or forced advertising.

## No Maintenance

Competitors like headspace require consistent commitment.

## Convenience

Can be played anywhere outside on a phone.

## Educating

Our service provides enriching learning experiences in a fun manner.



## Explore & Collect

Identify and gather a garden of digital plants

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## Highly competitive

Flexible & Convenient

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## Rewarded Advertisement Strategy

User satisfaction and high profit

**\$162M TAM**

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