



Healing Art Solutions LLC  
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**Company Overview:** Healing Art Solutions LLC dba Balance provides tools and services to healing art and wellness professionals (e.g. Yoga teachers, mind-body wellness experts, etc.) through unique and innovative technology platforms and a community-based approach. We offer a mobile and web platform to enrich the wellbeing of individuals through proven and effective Yoga practices delivered by passionate professionals on demand anytime, anywhere. In near future, platform will include other healing art and wellness service providers and their customers.

**Product/Service Overview:** Online platform and marketplace for yoga learners and businesses to find, book, pay, and rate yoga instructors for on-demand yoga/meditation/mindfulness services. The platform also acts as an avenue to build credibility for yoga instructors so that they can get more clients or bookings. Balance is bringing the instruction, practice, and the vibe of Yoga from a commercial place (e.g. Studio or Gym) to the private/public space (e.g. Home or Office) by providing users with on-demand access to quality Yoga instructors from anywhere, anytime. Consumers can use the geo-location based mobile app from a smartphone and a website accessible from any computing devices connected to the internet. By transitioning into a business management SaaS platform for wellness professionals, Balance aims to expand its services to consumers. Unlike other sources, Balance simplifies the process of finding a qualified yoga/meditation instructor near you and makes the process of booking sessions highly efficient. Balance allows yoga instructors to capitalize on their unused teaching hours by teaching more yoga while earning more with more freedom. The current incumbents or competitors who operate as gig sharing platforms are 'me-too' version where they have yoga/meditation as one of many categories on their platforms. We Another competitive advantage is no charge to instructors for leads, and no price wars among instructors. The platform offers robust feedback and review system for both parties, while being streamlined and efficient.

**Market Opportunity:** For Yoga/Meditation/Mindfulness, market size for booking on-demand and private sessions is \$1.2B. Overall Yoga/Meditation instruction market for classes, events and training with Studios and gyms as major players is over \$6B in US alone. Our main customer is a yoga instructor who will join us for free and will pay commission from each session booked with them. In addition, they will have an option to pay a subscription fee for advanced features on the platform in future. The other set of customers is a group of individuals and businesses who want to host yoga and meditation and other wellness sessions at their homes, workplaces, and events. Currently, we are winning yoga instructors by word of mouth, events, social media, and working with local instructors and yoga studios. Our future customer acquisition strategy for yoga instructors will be based on promoting customer success stories, benefits of the Balance platform, and event-based marketing. To acquire learners and students, we are hosting events, promoting benefits of private yoga instruction on social media and through blogs. In future, we would like to spend on ads and work with direct marketing channels to get more users. In addition, we will launch an affiliates program for our partners, and collaborate with wellness platforms and professionals. The MVP for iOS and Android mobile apps along with a responsive webapp are launched, and is in use. We have over 90 local yoga teachers registered and over 70 registered learner users. Future validation plans include acquiring more learners and booking recurring sessions with them. We have been working on onboarding a few corporate clients and businesses as well to provide more teaching opportunities to our registered instructors.

#### **Management Team:**

- **CEO & Co-Founder:** Atul Mahajan, 17 years in engineering, management, and leadership roles in Fortune 500 companies, previous startup and entrepreneurship experience.
- **CTO:** Parag Jagtap, business transformation and CIO experience in fortune 500 companies, 3 startups
- **Business Development:** Suzi Havens, marketing and sales professional, Strength and fitness coach
- **Marketing:** Emily O'Brien, Yoga teacher, studio manager, blogger
- **Customer Success:** Jennifer Matthews, Yoga teacher, healing practitioner, Wellness professional
- **Advisors:**
  - Ian Lopatin, Yoga entrepreneur & CEO of Spiritual Gangster
  - Brian Palmer, founder and CEO of Krato, Inc.
  - Tom Fulcher, Owner of Idea Gardner, Mentor at Chandler Innovations
  - PJ Likhmania, Co-Founder, Rovicare, experienced CTO and entrepreneur
  - Jeff Dunphy, Retired CFO, Financial Strategist