

Annual Spend on Healthspan

Product

<\$5K
10% (15M)

Product + AI Service

\$5K-\$10K
15% (20M)

\$10K-\$20K
10% (15M)

AI + Human Service
(Product Incremental)

\$20K-\$30K
3% (5M)

Human Service + AI
(Product & Additional Human Service Incremental)

\$30K-\$40K
2% (2M)

>\$40K
1% (<1M)

COST CONTINUUM

\$100K++
\$40K
\$25K
\$20K
\$17.5K
\$15K
\$12.5K
\$10K
\$7.5K
\$5K
\$4.5K
\$4K
\$3.5K
\$3K
\$2.5K
\$2K
\$1.75K
\$1.5K
\$1.25K
\$1K
\$750
\$500
\$250
\$0



Forums Functional Foods Supplements Apps/Tests/Wearables Beauty & Personal Care Active Recovery Tech Health & Fitness Clubs Comp & Alt Medicine Gym-as-Clinic Telehealth Coaching Spas Non-Invasive Aesthetics Personalized Medicine (diagnostics/clinics)

SERVICE SPECTRUM