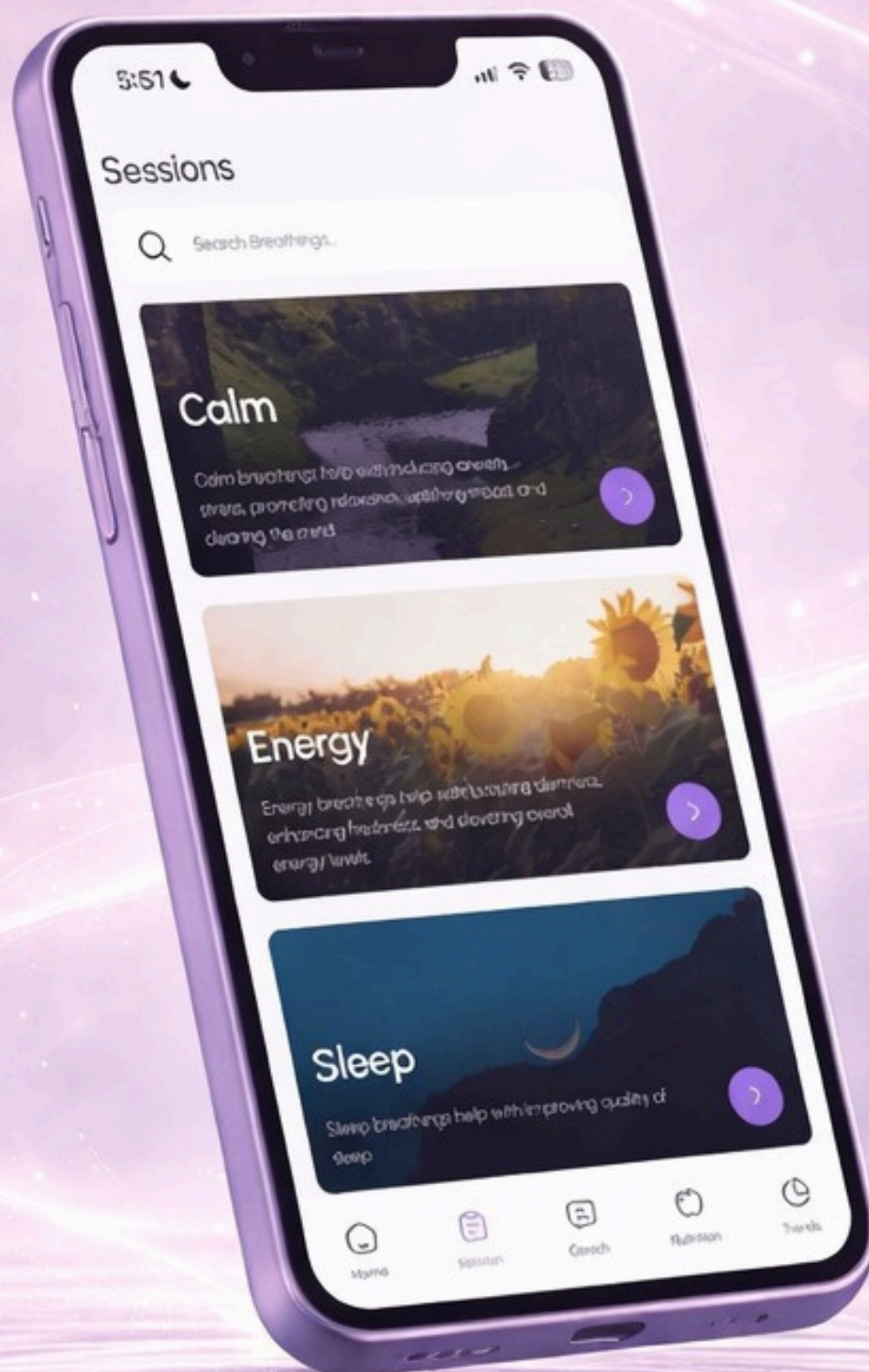


US-Based Digital Health Platform



PROBLEM STATEMENT

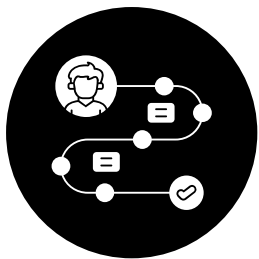
A US-based wellness startup had a powerful product vision scientifically backed breathwork programs developed by a renowned Vedic trainer but no technology to deliver it at scale. The entire program library existed offline, the platform had no personalization capability, and there was no way to connect user health data from wearables to the wellness experience. Without a digital infrastructure to underpin it, the vision of making expert wellness guidance accessible to a global audience remained out of reach.

CHALLENGES



Offline-Only Knowledge Base:

Vedic trainer's programs, exercises, and health insights existed entirely outside any digital system, with no structured way to curate, deliver, or scale them to a global audience.



Non-Standard Personalization Demands:

User wellness journeys are deeply individual. A one-size approach would underdeliver. The platform needed a data-driven personalization engine that adapted content, pacing, and recommendations to each user's unique health profile.



Diverse Global Audience:

Serving users across geographies, age groups, health goals, and device ecosystems required a platform architecture flexible enough to accommodate demographic variation without compromising the core wellness experience.

Solution

1

Wellness Content Digitization:

Migrated the client's offline exercise and program library onto the platform, structuring content for modular delivery. Each exercise was tagged with health goals, difficulty levels, and physiological impact markers - enabling intelligent content curation at scale.

2

Hyper-Personalized Content Delivery Engine:

Built a robust recommendation engine that dynamically tailors breathing programs, daily routines, and wellness tips to each user based on their health goals, behavioral patterns, session history, and real-time biometric signals.

3

Multi-Device Wearable Integration:

Integrated health data pipelines from Apple Watch, Fitbit, Ultrahuman Ring, and other wearables, giving the platform continuous access to heart rate, HRV, sleep cycles, and activity data - turning raw biometrics into actionable wellness guidance.

4

GenAI-Powered Wellness Coach:

Integrated a Generative AI coaching layer that engages users conversationally, responds to their health progress in real time, surfaces personalized recommendations, and provides the experience of an always-available personal wellness expert.

Impact

150K+

Global Customers Added Across US and international markets.

Engagement vs. Generic Apps Through personalized content delivery.

4K

60%

Improvement in Retention Driven by wearable-linked insights.



pacewisdom



www.pacewisdom.com



info@pacewisdom.com

