

# Hydra Health I.V.

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Hangover, health, and fitness intravenous therapies



# What is Hydra Health I.V.?

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New Jersey based start-up dedicated to providing intravenous therapy treatments to help:

- fitness fanatics perform better;
- professionals stay healthier for longer; and
- revelers recover from big nights out.

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Treatments include immunity boosts, sport recovery treatments, dehydration and pain relief cocktails, beauty shots and relaxation recipes.

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Operating initially from a comfortably fitted Mercedes van during a pilot program that will provide the opportunity to test and learn the concept, the business then aims to expand their service to other mobile outlets and physical locations.

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Revenue is derived from one-off treatment appointments, monthly client subscriptions (with set appointment levels). However, in the future, it will also be derived from franchise payments, more expensive beauty treatments (Botox, lip fillers) and subscription health and wellness programs.

# What problem is **Hydra Health** solving?

The health and wellbeing sector is enjoying a another period of huge popularity. Whole food and functional training facilities are the norm, and consumers have access to a huge range of information as to how to lead a more balanced life.

Accordingly, more and more consumers are seeking even better gains – and intravenous therapy (previously only available through a GP) shapes as the perfect solution.



# What problem is **Hydra Health** solving?

## Hydra Health I.V. is a solution for:

-busy professionals who can't afford to lose valuable diary time in their day, who need to be able to recover quickly and who need to be at their best; day in, day out; and

-Those seeking a health and wellness boosts to supplement their existing commitment to wellbeing, the proposition is simple and memorable.

Accordingly, more and more consumers are seeking even better gains – and intravenous therapy (previously only available through a GP) shapes as the perfect solution.



# Why is **Hydra Health** the solution?

Our range of treatments, or 'cocktails' as we call them, are designed with performance in mind. Rather than simply offering saline drips, pain medication and vitamin C, we import the highest quality solutions that have proven benefits.

Moreover, the treatments are administered with the highest standard of care, by professionals who are medically trained and experienced regardless of whether the treatments are carried out onsite or at the patient's home.

Assessments are carried out prior to and after each treatment and detailed medical history is recorded in conjunction with health regulations. Customer's appreciate the trust that comes from a compliant organization and we benefit from rich customer data that we use to remind, retarget and reward.

Simply put, Hydra Health is more credible, reliable and engaging than any of the existing providers within the marketplace.



# Who is the **target** market?



## Professionals

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Busy by day, busy by night. Harry is a tertiary educated businessman that is on the career move. He works hard during the day, takes his job seriously and will be in positions of power in the future. However, he's also in the stage of his life where he's networking, letting off steam with colleagues afterwards and frequently dining and drinking late into the evenings. This trend goes into overdrive on the weekends where the pressure of the week all gets released.



## Athletes

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Fiona is a health and wellness freak – in the best possible sense. She thinks carefully about what she eats, very rarely drinks, uses supplements religiously and works out up to five times a week. Her downtime is spent hunting new recipes to try, learning about new workouts, following fitso influencers on Instagram and trying new supplements. Fiona has tried a lot of different treatments and exercise regimes in the past and isn't afraid of doing more. She's getting a decent amount of knowledge on all things health and wellness and studies carefully what goes into here body.



## Sufferers

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As a dedicated salaryman, Steve is the personification of consistency. He very rarely feels under the weather; preferring to soldier on for his family and his work. Part of the fortification and Steve's ability to limit his days off, is his dedication to immunizations and boosting therapies that he has through I.V. as both a preventative measure and as a response to flu symptoms.

# What is the **size of the** market?

**\$26 billion by 2023**

-Home I.V. treatment market size with compound annual growth rate at 9.5%.

**\$785 million by 2018**

-Sales of products taken for hangovers including Alka-Seltzer Morning Relief and Blowfish for Hangovers — is estimated to reach \$785 million in 2018, according to Euromonitor.

**\$1.9 billion by 2018**

-The combined number of sales for herbal and dietary hangover supplements such as PartySmart and Drinkin' Mate — is projected to hit \$1.9 billion in 2018, up from \$1.6 billion last year.

**\$4 billion by 2018**

- Sales of adult pain relief and over the counter hangover treatments.

# How will they be targeted?



## Website

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-The key to the website of Hydra Health I.V. is in its infrastructure and the relationship between technology, data, automation and interface.

-Customers will be able to book their treatments; amend regular appointments including mixing locations between hotels, homes, offices and our van; get reminded about upcoming appointments (including cross-sell and upgrade messages); earn loyalty and referral credits and learn about the process through engaging video content.



# How will they be targeted?

## Pay Per Click Advertising

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-Search volume for I.V. treatments and synonyms on sites like Google is growing, which represents an opportunity to target people (including geo-targeting) people that are displaying research or purchasing intent.

-However, given a relatively long research period (consideration phase) as customers look to understand the benefits and the risks of the service, a pay-per-click strategy needs to be well – structured. For instance, all the cold leads that visit the website as a result of a Google search need to be placed in a separate list that is then remarketed to.



# Who are the main competitors?

## Drip Doctors

- Celebrity endorsements include Chris Brown, Shad Moss and Steve Aoki;
- Huge celebrity / PR tint themselves with regular media coverage and popularity;
- Huge array of treatments and supplementary income from franchisees and merchandise;
- Largely Vegas and Los Angeles;
- Excellent reviews and credibility.
- However, overwhelming number of treatments and add-ons are likely to confuse or frustrate consumers.



# Who are the main competitors?

## The I.V. Doc

- A completely mobile service operating in New York, LA, Chicago, San Fran, Vegas, San Diego and Norther New Jersey.
- No extra fess regardless of whether the customer uses the service at home, at the office or in a hotel room;
- All staff are licensed and experienced physicians, registered nurses, and medical professionals;
- Contracts to medical teams around the country rather than investing in own infrastructure;
- Hangover and jetlag core positioning; and
- Okay online reviews.
- Struggling to promote the service other than consequence free drinking.



# What is our **advantage** over them?

## Reputable staff –

Unlike some operations that do not have staff that have worked in and around hospitals, our team have a massive dose of experience with I.V.s and patients. The presence of registered doctors, nurses and dieticians adds immediate credibility to our brand and is a clear advantage over others that do not

## Unparalleled training –

In order to scale this business, we need to be able to find staff that can administer I.V. treatments safely and quickly. To ensure we have adequate talent, we'll implement advanced I.V. therapy induction and training sessions with every new starter. Jose's experience as a trainer will help us to set-up a robust on-boarding and training process – setting us apart from amateur alternatives.



# What is our **advantage** over them?

## Location –

Being first movers in a location allows us to conquer a niche before moving to other locations or offering franchise opportunities. Using New Jersey as a test bed is both exciting, as we could enjoy a monopoly in the area and brave given the proximity to NYC and other more established competitors. We're confident the move will pay off and NJ will be the perfect territory to begin in.

## Partnerships –

Few of our competitors have shown an interest in launching partnerships with CrossFit gyms (and other gyms). We think this is a mistake as the professional and amateur athlete market is ripe for the taking. Especially, at the time of events and competitions. We see our desire to work alongside gyms (in either a subscription model, a shared customer list or a solution only selling arrangement) as being vitally important to long term future of the company.



# Growth Model



Pilot project to determine long term feasibility of venture - run from a Mercedes van in Atlantic City.



Adding new locations, including Hoboken, Jersey City, Morristown, Red Bank, New Brunswick, and the Jersey Shore;



Adding new products, including weight-loss solutions, hormone solutions, anti-ageing solutions and home kit hardware;



Adding new services, including hotel concierge visits and home visits; and



Adding new income streams, including franchising.

# Our Team

- **Eddie Rodriguez (RN, BSN)**

Eddie is a cardiac nurse at the best performing cardiac hospital in New Jersey - Morristown Medical Center. The hospital is ranked 35th in cardiology heart surgery in the country according to USA News and World Report. After 2 ½ years specializing in heart failure, Eddie decided to challenge himself and pivot to the cardiac catheterization lab, working alongside interventional cardiologists where he now monitors patient's hemodynamics, interprets their EKG rhythms, administers critical care medications and handles IVs. A member of the American Association of Heart Failure Nurses, Eddie is the perfect operational all-rounder to get the business off the ground and be the face of the patient treatments.

- **Jose Correa (RN, MSN)**

Like Eddie, Jose is also a Registered Nurse specializing in cardiac nursing. In addition to working full time as a bed side nurse he also is the director of nursing at a surgical center. Jose is a great asset to this type of business as he is an experienced IV practitioner, and a flexible nurse with a range of skills that are highly valuable to Hydra Health IV. In addition, he also trains new nurses on the skills and techniques required to insert an IV safely. Jose has a tremendous work ethic and a high tolerance for pressure and stress as evidenced by his recent completion of his Masters in Nursing.

- **Akram Mustafa (MD)**

Dr. Mustafa is a New Jersey native board-certified physician specializing in internal medicine, currently working as a hospitalist at the Morristown Medical Center. He has been practicing medicine since 2014, and has a passion for helping others. He will continue to practice medicine, taking a relatively silent part in Hydra Health I.V.'s day to day running.

- **Rich Lozano (RD)**

Brought on as a consultant to put together the best IV cocktails, Rich is a dietician - hugely knowledgeable on the science of nutrition and what makes up an appropriate I.V. treatment.