****5 Senses

Business Plan

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Dr. Katrina Nakamura, (808) 319-7754

Founder, 5 Senses, [Talk to Me in Flowers](https://talktomeinflowers.com/), Sustainability Incubator Inc.

Katrina@Sustainability-Incubator.com

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**Business Model & Profit Concept**

Business Model:

* Product-focused software for B2B sales, supplier-centric business model
* We offer an expertise-driven product with low upfront and scaling costs.
* The product software is called 5 Senses, a virtual spa that effectively eliminates stress for users in 15 minutes with a personalized experience.
* We host the program and manage its infrastructure.
* B2B income is generated from licenses and subscriptions.
* Our target customers are large companies with a growing focus on health or wellness, especially stress management, and the infrastructure and customer base for a mutually beneficial partnership.
* We offer integrated solutions to work with clients to understand their needs and develop customized solutions to meet those needs.
* The initial customer targets are wearable tech firms and corporate wellness programs which can integrate our product software into their customer experience model.
* The desired business model is to operate as a small team composed of a product-scientist, developer, and marketer with a financial partner. The team will grow a little with the demand but a large team is not desired.
* Assets grow and compound as knowledge and relationships accumulate in the company and fuel business fitness and innovation.
* Expansive business potential exists for 5 Senses in the luxury, longevity, and digital therapeutics domains. We will establish a scientific advisory board by 12/25 to develop targeted, science-based products for leading firms in these domains within 3-5 years.
* The short-term plan, 2025-2026, is to develop a web-based interactive version of the product software and prove the concept with a wearable tech firm, then filling out the team and expanding the customer base by offering integration and basic customizations.

Profit Concept:

* This profit concept is focused on long sales cycles in lasting relationships and ensuring high quality and low risk.
* We believe that offering an expertise-driven, personalized and customizable product with low upfront and scaling costs is a dependable formula for generating high-value sales for bulk-use of our service software to firms offering B2C digital services in health tracking, stress reduction, travel concierge, spa and therapeutics.

Musts:

* We must operate with a deep understanding of the buyer's needs and preferences to achieve a supplier-centric profit model.
* We must operate with a product-developer who is able to offer solutions that meet those needs.
* We must operate with a product marketer who can bring in and customize customer relationships and support growth with a strong sales and marketing strategy to reach potential buyers, maintain sales relationships, and help expand into new domains.
* We must operate with a product-scientist who is highly innovative, credible and a thought leader with a development strategy for gaining recognition for the service and for realizing new opportunities.
* We must operate with a revenue model based on mutual success and with sharply honed plans for growth, reinvestment and profit.

**Product Overview & Development**

Product Overview:

* 5 Senses is a virtual spa that effectively eliminates stress for users in 15 minutes. It is offered B2B to wearable tech firms, corporate wellness and online travel providers as a personalized service for their users.
* 5 Senses can be used by anyone in any posture, anywhere and anytime.
* It is a personalized, gentle and safe-for-all program based in Eastern approaches to balance (Qi) validated by peer-reviewed science.
* A stress release exercise (5 minutes) is followed by a short diagnostic survey of balance (5-7 minutes) and energizing (3 minutes).
* Users can scale the experience to the time they have available, for example after working out, on a work break, while waiting in a line or on hold, making it very versatile and attractive to firms aiming to keep their customers logged in with personalized services (wellness, luxury, concierge), like online travel providers.

Product Development:

* Initial revenue and capabilities plans were completed.
* 5 Senses content v1 is complete and being user tested.
* 5 Senses market viability was researched and refined to B2B targets in wearable tech, online travel, and corporate wellness following discussions with Richard Jhang, StratMinds VC and participant volunteers at East Meets West. Luxury spas were removed as a B2B target thanks to feedback from the Halekulani Spa.
* The 5 Senses platform might best be accessible by QR code (Richard Jhang), lowering costs and avoiding the need to download an app.
* A contract developer will be hired to add AI capacity to the survey and configure to customer programs.
* Considerable business potential exists for 5 Senses in the longevity domain and with digital therapeutics, assisted by scientific collaborations and data collected over the first 3 years.

**Market**

*1-2 years: Targets:* Wearable tech, Online travel providers, Corporate wellness

*3-5 years*:: Digital therapeutics and science-based monetization

Our target customers are large companies with a growing focus on health or wellness, especially stress management, and the infrastructure and customer base for a mutually beneficial partnership.

**B2B Target 1: Wearable Tech Firms Selling Data-Driven Wellness**

Data-driven insights and personalized stress reduction are a natural fit.

In an increasingly competitive market, wearables companies partnering with us will stand out by offering personalized physical + mental insights and suggestions for holistic health and effective stress reduction.

Wearables like Fitbit, Oura Ring, Apple Watch, and Whoop track vital metrics like heart rate variability (HRV), stress levels, sleep quality and physical activity.

2024 value of wearable tech: $70.5 Billion; 2029 forecast value is $110-150 Billion based on 6-16% year-on-year growth.

**Potential partners: Fitbit, Oura ring, Apple watch, Whoop**

5 Senses can be plugged into wearables stress programming or purchased as a premium add-on, like: “Unlock a personalized stress relief session tailored to your heart rate variability (HRV).” We also gain data for validating our 15-minute stress relief experience and increasing its effectiveness.

Goal: Gain a large customer base through their distribution for a high rate of use and charging per use (license) or by number of users (subscription).

Access and Integration**:** 5 Senses is accessible on our platform via a QR code and can be integrated to a wearable tech company’s platform without needing to download an app.

Why wearable tech firms are our target: Some wearables like Fitbit Sense 2, Sense, and the Samsung Galaxy watch already offer features like stress tracking, guided breathing and meditation but are not yet customizing how they communicate the meaning of the tracking data to their customers, or data variability, to be relevant to the state of their customer’s mind-body right now.

Problem: Wearables users are not given a context for understanding variation in their bodies over time or why their readings differ from other people. Currently, in order to understand what their tracking readings mean, wearables users are provided with ranges for a general population that are correlative not causative or personalized and might not apply to their bodies at that moment. Readings can vary widely over 24 hours, the course of a week.

Wearables offer biomedical data interpretations from a Western science perspective in a context of disease. What that means is two people of the same age and gender with similar readings are messaged equally about susceptibility to the same disease(s) despite two peoples’ readings are generally for entirely different reasons. The person receiving messages they are stressed and must ‘be mindful’ could just be excited or engaged in something. The result is that wearables messaging—from a too high/low reading or a disease projection—cause stress for wearables users without recourse beyond hoping their next reading is better but compounding the stress and fear of disease when it’s not.

“I’m really stressed, apparently, and this smartwatch wants me to think about it. It’s always searching for signs of stress. For a week, it buzzed incessantly as we constantly worried.” [Fitbit Sense 2 review](https://www.independent.co.uk/extras/indybest/gadgets-tech/fitbit-sense-2-review-b2191752.html)

By contrast, Eastern approaches focus on preventing anxiety and disease by addressing what each person is experiencing in real time. A personalized pattern of symptoms is detected from physical signs of bodily stress and imbalance like dry skin, insomnia, indigestion, or irritability that could contribute to disease over time but can be addressed immediately by restoring mind-body balance.

Solution: Wearables users of 5 Senses can achieve restorative results in a very short time with access to the best of Western and Eastern detection methods.

The 15 minutes 5 Senses program was formulated as 3 parts, as a stress reduction exercise followed by a diagnostic experience then an energizing exercise for a resilient and pro-active mindset. The diagnostic experience[[1]](#footnote-1) generates insights on the body’s overall balance right now and practical easy steps for restoring balance that are low effort and in reach. The overall effect for wearables users is restorative, regenerative and therapeutic.

Wearables users of 5 Senses gain more personal power to understand their tracking results and how their physical symptoms today, like a headache, may reflect current events in their life and can change.

Revenue model: Licensing, subscription, priced per head or use. 5 Senses was designed to be repeated often by single users or duos daily or weekly. Options include:
(1) license agreements for a white-label version of our virtual spa for wearables companies to brand as their own,
(2) subscriptions with co-branding, where wearables subscribers can access 5 Senses by QR code (we host it). Fitbit could offer an integrated stress management program with our 15-minute sessions under their branding, for example, paying us a subscription fee based on the number of users.

(4) co-branded personalized wellness/stress relief kits touching 5 senses (Kampo herbal body spray, flower oil or candle, acupressure guide and tools, herbal teas, colored light mask, playlist, code to access custom audio exercises, 3 months subscription for focused stress relief sessions etc).

**B2B Target 2: Online Travel Providers**

In the highly competitive travel market, online providers are keeping customers logged onto their platforms for as long as possible by providing experiences beyond concierge and evolving into luxury shopping and spa. JTB, for example, is looking for “Wow!” factor experiences to help their customers stay on-app and generate a bigger spend per person, according to JTB’s Kentaro Suzuki, Director of R&D, Corporate Planning.

About 45-50% of travel is booked online currently. The global online travel market was $661 Billion in 2022 and projected to $1.52 trillion by 2027.

**Potential partners: JTB, TripAdvisor, AirBnB, Expedia**

Travel is stressful and physically demanding, making 5 Senses a natural fit for travelers to use to be calm and collected while waiting in line or to take off, or for helping to pull oneself together after some part of the plan goes off rail. An online travel provider offering virtual spa and real-time wellness that reduces stress and feels really good will gain positive reviews and prevent, or offset, negative reactions from their customers to unexpected travel problems.

Revenue Model: We can integrate our virtual spa services into online travel platforms and benefits programs and earn revenue from bundled packages or API usage charges. 5 Senses offers Online Travel Providers revenue and expansion into wellness and digital health.

Initial potential revenue streams include In-Destination Upsell / Concierge Integration, where 5 Senses is offered by OTAs to customers booking to Hawaii or Asia-Pacific or in business class, for example, and affiliate commissions. The goal however is reaching license agreements or operating under subscriptions.

**B2B Target 3: Firms or Institutions with Wellness and Productivity Programs**

We can integrate our virtual spa services into Human Resources online platforms or software and wellness benefits programs offered to employees and customers, like fitness benefits, employee health benefits and corporate culture programs to boost user contentment and productivity by effectively reducing stress.

The global corporate wellness market size was estimated at US$ 59.91 billion in 2023 and is projected to grow to US$ 130.03 billion by 2034.

**Potential partners: Online Human Resources providers Workday, Zenefits, or Gusto and telehealth, fitness and insurance providers, universities**

5 Senses is a natural fit for insurance and other providers and institutions that are investing in productivity. Productivity increases from regular stress reduction and building feelings of control. 5 Senses delivers both with a personalized and timely diagnosis that is credibly based in science and sandwiched between two calming exercises in a total of 15 minutes.

Revenue Model: We can earn revenue from licensing fees, subscriptions or white-label solutions with recurring revenue, or from per-user pricing from bundled packages or API usage charges for example $8-10 per employee/month depending on usage, customization, and integration.

We also plan on science-based monetization in partnerships with insurance or employers looking to cut mental health care costs by offering our stress reduction program with reimbursable codes under stress/anxiety management.

This is an important growth area for 5 Senses leading to digital therapeutics.

**Financials**

Income projections for the launch phase of 5 Senses are modest and consider two scenarios of self-financing and partnership financing.

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| --- | --- | --- | --- |
|  | **2025** | **2026** | **2027** |
| Income Projection 1 of 2, *if self-financed* |
| Users | 1000 | 8000 | 25,000 |
| Sales | 2 | 8-12 | 12-15 |
| Average price per sale | $15/user or$7500/subscription(<100 users/sub) | $20/user or$15,000/sub(1-300 users/sub) | $30/user$20,000/sub(3-500 users/sub) |
| Revenue (15%) | 15,000 (2250) | 160,000 (24,000) | 750,000 (112,500) |
| **Gross profit** | **0** | **45,000** | **350,000** |

|  |  |  |  |
| --- | --- | --- | --- |
|  | 2025 | 2026 | 2027 |
| Income Projection 2 of 2, *with financial partners* |
| Users | 8000 | 35,000 | 200,000 |
| Sales | 8-12 | 20-25 | 20-50 |
| Average price per sale | $20/user or$15,000/subscription(1-300 users/sub) | $30/user or$40,000/sub(3-500 users/sub) | $30/user$120,000/sub(500+ users/sub) |
| Revenue (15%) | 160,000 (24,000) | 1,050,000 (157,500) | 6,000,000 (900,000) |
| Gross profit | 0 | 45,000 | 4,500,000 |

**5 Year Plan, 2025-2029**

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| --- | --- | --- | --- | --- |
| **2025** | **2026** | **2027** | **2028** | **2029** |
| Initial Product Development | Customer Retention Strategy | Obey the data:-Cost per lead-Conversion rate-Monthly recurring revenue-Retention and satisfaction scores | Focus on Customer feedback and prepare v2.0 | Increase SalesGoal: 20+ large firms |
| Automate the survey & establish QR code access (hire contract developer) | Potential Co-Brand Launch with a B2B partner | Optimize revenue model for growth | Increase SalesGoal: 10-15 large firms | Launch 2.0 and a dtx pilot |
| Financial Partner Consideration & Board Formation | Firm up Operations Team, Science Partners | Offer agreements in line with the growth model | Apply results of science partnership to digital therapeutics | Retreat to consider the road ahead |
| Market Funnel, Outreach, Piloting, Sales | Q4 Recruit a Markets VP | Increase SalesGoal: 8 large firms | Focus on monetizing the science | Launch the 2nd 5-year plan |

1. The diagnostic experience offered in 5 Senses is based in a scientifically validated “kampo” questionnaire, used widely in Japanese healthcare and derived from Traditional Chinese Medicine then validated for use in English by physician specialists; See Zedler et al 2024. Frontiers in Pharmacology, Sep 27;15:1426491. doi: [10.3389/fphar.2024.1426491](https://doi.org/10.3389/fphar.2024.1426491) [↑](#footnote-ref-1)