

# The FutureList

## **AmaRise**

### Innovation Memo

[WWW.THEFUTURELIST.COM](http://WWW.THEFUTURELIST.COM)

# Innovation In Words





A note from the Founder and CEO, Dr. Dumebi Okonji, PhD:


AmaRise is a dream come true for me. After facing wellness challenges as a child, I saw the need for a diverse healing platform. Now, with my parents aging, I'm passionate about making alternative practices accessible to everyone. As a lifelong learner, teacher, and mentor in wellness, I'm excited to bring this transformative resource to life and help build a much needed supportive and integrative community.


# AmaRise


## Executive Summary

  
Health

  
Wellness

  
[amarise.io](https://amarise.io)

  
Bootstrapped

  
2024

AmaRise is a digital wellness marketplace that connects individuals and businesses with personalized, holistic wellness solutions. At the heart of AmaRise is Ari, an advanced AI chatbot that assesses users' wellness needs, preferences, and goals to match them with the perfect practitioners and modalities. From aromatherapy and astrology to sound healing and nature-based coaching, AmaRise offers an integrated approach to wellness, blending ancient wisdom with modern technology. This innovative platform simplifies the wellness journey and empowers users to achieve a balanced, healthier lifestyle.

AmaRise operates in the highly competitive wellness market, with many established players vying for user attention. Moreover, navigating regulatory compliance and securing continuous funding are potential hurdles that require strategic planning and robust execution. The AmaRise Team is addressing these challenges head-on with a focus on differentiation, user engagement, and compliance will be critical to AmaRise's success.

The potential for AmaRise to transform the wellness industry is immense. By democratizing access to holistic wellness practices and providing a seamless, personalized user experience, AmaRise stands to impact societal health and well-being significantly. The platform's emphasis on sustainability and mental health support further enhances its appeal and relevance in today's wellness-conscious market. To fully realize its vision and scale its operations, AmaRise seeks strategic investment and partnerships. Investors are invited to join this exciting journey, contributing to a future where holistic wellness is accessible to all, fostering a healthier and more balanced world.



**Dr. Dumebi Okonji, PhD**  
Founder and CEO

Dumebi has an engineering and alternative healing and wellness background and brings a unique blend of technical expertise and holistic healing knowledge to her work. She holds a Bachelor of Science in Industrial and Systems Engineering and a PhD in Alternative Counseling. Before founding AmaRise, Dumebi gained experience in program management and operations at companies like Salesforce and Cengage. She has been running Bia Healing since 2017, offering holistic approaches to mind, body, and soul connection through classes, workshops, and retreats, specialising in ancestral healing coaching.



**Drew Livingston**  
Head of Technology & Design

Drew is a versatile professional with extensive experience in technology, design, and entrepreneurship. As a United States Marine Corps veteran, Drew brings a unique perspective and disciplined approach to his work. His diverse skill set spans web and graphic design, branding, digital marketing, sales, and customer success. Drew's technical proficiency includes mastery of the Adobe Suite and web technologies such as HTML, CSS, and JavaScript. His entrepreneurial journey includes founding successful businesses and demonstrating his ability to innovate and execute in competitive markets.

## Innovation Spotlight

### a) Core Functionality and Features

- **AI-Driven Assessments:** AmaRise leverages AI technology to conduct assessments and match users with suitable holistic wellness practitioners.
- **Personalized Wellness Plans:** The platform creates tailored wellness plans based on individual needs and preferences.
- **Ari AI Assistant:** An AI chatbot that helps users navigate their wellness journey and matches them with appropriate coaches and practitioners.
- **User Dashboard:** A personalized interface for tracking progress, scheduling sessions, and managing wellness plans.
- **Comprehensive Practitioner Profiles:** Detailed profiles of practitioners ensure credibility and provide transparency.
- **Community Building:** Facilitates connection to a network of like-minded individuals for mutual support.

### b) Design and User Experience

- The platform is designed to be user-friendly, focusing on ease of navigation and accessibility. AI for personalized matching and continuous support ensures a seamless user experience.
- The platform interface is visually appealing and ergonomically designed to ensure a comfortable and engaging user experience.

### c) Performance Metrics

- The platform aims to maintain fast load times and high uptime to ensure a reliable user experience. The AI and platform components are designed to be highly responsive, providing real-time assistance and support.
- The initial positive feedback, with a 98.7% satisfaction rate, indicates strong market acceptance.

### d) Integration and Compatibility

- AmaRise's platform is constructed on a modern and nimble tech stack, with a growing list of dozens of plugins and integrations enhancing functionality and user experience and ensuring scalability and adaptability for future advancements.

### e) Safety and Compliance

- AmaRise prioritizes data security and user privacy. Encrypted connections and secure data storage protect all user interactions and information. Compliance with relevant data protection regulations is a core aspect of the platform, ensuring users have control over their information.

### g) Innovation in Business Model

- AmaRise's business model includes subscription plans for individuals and businesses, offering a steady revenue stream.
- Monthly listing fees for practitioners and additional promotional opportunities provide a diversified revenue model.
- Revenue from paid workshops, events, partnerships, and sponsorships further enhances the business model.

### h) Scalability of the Innovation

- AmaRise is designed to scale with increasing demand, leveraging AI and digital tools to handle more users and practitioners. Their roadmap includes milestones for soft launch, full launch, and scaling user and practitioner bases. Continuous improvement and feedback integration will ensure that the platform evolves and adapts to user needs and market trends.

## Market Impact & Future Outlook

### Market Influence

With one-third of Gen Z experiencing depression, AmaRise's focus on holistic healing is timely. It offers alternative solutions to traditional mental wellness approaches, catering to a growing need. AmaRise seeks to address the fragmented nature of the wellness market, where individuals often need help finding integrated and holistic solutions. By providing a centralised platform, AmaRise simplifies access to diverse wellness modalities.

The AI-driven assessments and Ari AI assistant offer highly personalised matching of users to practitioners, enhancing user satisfaction and engagement. The platform's ability to refine practitioner alignment through post-session feedback ensures continuous improvement in service quality.

With over 150 holistic practitioners expressing interest in listing on the platform, AmaRise has already demonstrated its appeal to service providers in the wellness sector. The founder's active role in matching clients to practitioners and the successful initial matches showcase proof of concept and market demand.

### Future Advancements

The US health and wellness market is projected to grow from USD \$1.28 trillion in 2023 to USD \$2.19 trillion by 2033, with a CAGR of 5.43%. AmaRise is well-positioned to capture a significant share of this growing market. Also, the global health and wellness market, valued at USD \$4.5 trillion in 2023, presents vast opportunities for AmaRise to expand beyond the US.

Continuous advancements in AI will enable more precise and personalised wellness recommendations, improving user outcomes and satisfaction. The upcoming AmaRise app will increase accessibility and user engagement, catering to the growing mobile-first market.

AmaRise's approach to integrating various wellness modalities, from aromatherapy to nature-based coaching, meets the increasing demand for holistic wellness solutions. Additional wellness modalities will attract a broader user base and meet diverse wellness needs. Expanding the practitioner network globally will enhance service diversity and availability, positioning AmaRise in the global wellness marketplace.

AmaRise is positioned to significantly impact the wellness market by addressing current gaps with innovative, AI-driven solutions. Its future advancements and strategic growth plans indicate a promising outlook, with the potential to attract users and investors.

## Societal & Environmental Impact

With a significant portion of Gen Z experiencing depression, AmaRise seeks to provide accessible, holistic alternatives to traditional mental health treatments, potentially reducing dependency on prescription medications and offering sustainable mental health support.

By reviving and integrating ancient healing practices, AmaRise helps preserve cultural traditions and promotes a broader acceptance of holistic health practices in modern society. This integration bridges the gap between traditional and contemporary wellness approaches.

AmaRise's platform makes various wellness modalities accessible to a broader audience, encouraging a more holistic approach to health. This comprehensive view of wellness can lead to a more balanced and healthier society. Addressing disparities in maternal wellness, especially among Black women who face higher mortality rates, AmaRise can play a crucial role in providing essential support and resources to improve maternal health outcomes.

AmaRise encourages using natural and holistic wellness practices, such as herbalism, aromatherapy, and nature-based coaching. These practices typically have a lower environmental impact than pharmaceutical and highly industrialized health solutions.

AmaRise can contribute to a more environmentally conscious user base by promoting natural healing modalities and remote consultations. By reducing environmental impact, AmaRise aligns wellness with sustainability goals.

## Potential Funding & Partnership Opportunities

### Partnership Opportunities

AmaRise can explore various partners that offer mutually beneficial services and offerings. This can include Healthcare Institutions, Insurance Companies, Educational Institutions and Lifestyle brands.

Furthermore, strategic partnerships with non-profit organizations focusing on health and wellness can expand their usage base.

### Funding Opportunities

- Angel Investors known for early-stage investments in health and innovative startups, such as Jason Calacanis, Cyan Banister and Adeo Rossi, may be interested in AmaRise.
- Venture Capital Firms that focus on early-stage investments in technology startups and have a history of investing in innovative health techs, such as Greylock Partners, Accel Partners, and NEA (New Enterprise Associates), could be potential investors.
- AmaRise can explore possible investments from Impact Investors such as Omidyar Network, Acumen Fund and The Rise Fund.
- Accelerators and Incubators for early-stage companies that provide seed funding, mentorship, and a network of resources, such as Y Combinator, Techstars, and 500 Startups, can benefit AmaRise.

By exploring these funding and partnership opportunities, AmaRise can secure the necessary resources to scale its operations, enhance its platform, and expand its market reach. These collaborations will provide financial backing, strategic support, industry expertise, and access to a broader network of potential users and practitioners.

## Potential Roadblocks & Risks

### • Market Competition

The wellness market is highly competitive, with numerous established players and potential new entrants that may want to explore AmaRise's identified niche.

- Mitigation: To maintain its user base and attract more, AmaRise should emphasize its unique features, such as AI-driven assessments and personalized matching with holistic practitioners.

### • Technological Reliability

Ensuring the AI and platform technology are reliable, secure, and user-friendly as the user base increases could pose a challenge.

- Mitigation: AmaRise should implement robust cybersecurity protocols to protect user data and maintain trust. It should also actively gather and act on user feedback to enhance the user experience.

### • Regulatory Compliance

Navigating and complying with various regulations related to health and wellness services, data privacy, and AI usage can be complex and challenging as AmaRise expands its services and operations geographically.

- Mitigation: Consulting with legal experts to ensure compliance with all relevant regulations and standards would keep the team updated on regulatory issues. In addition, regular compliance audits and updates to policies and practices as needed would mitigate this risk.

### • Practitioner Onboarding and Retention

Recruiting and retaining qualified holistic practitioners for different user needs and growing users can be challenging.

- Mitigation: Offering attractive incentives and benefits for practitioners to join and stay on the platform. AmaRise can implement a rigorous vetting process to ensure high-quality practitioners, enhancing the platform's credibility.

## Conclusion

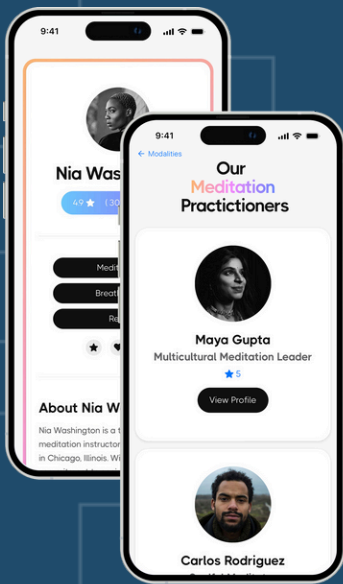
AmaRise emerges as a promising innovator in the rapidly expanding health and wellness sector, leveraging AI technology to create a comprehensive digital wellness marketplace. AmaRise leverages an AI-driven platform, holistic wellness focus, and timely market entry to address the growing demand for personalized health solutions. With the US health and wellness market projected to reach \$2.19 trillion by 2033, AmaRise is well-positioned to capitalize on this growth while addressing critical issues such as mental health concerns and maternal wellness disparities.

In the broader industry context, AmaRise has the potential to stand out for its potential to bridge traditional and modern wellness approaches, simplify access to diverse modalities, and leverage AI for enhanced personalization. The platform's promotion of natural healing methods also aligns with increasing sustainability concerns, potentially transforming how personalized, holistic healthcare is delivered.

While there are potential challenges that AmaRise may face, such as market competition and regulatory compliance, AmaRise's innovative approach and strategic positioning suggest significant potential for growth and impact. As the company progresses, securing strategic investments and partnerships will be crucial for scaling operations and realizing its vision of making holistic wellness accessible to all, potentially playing a transformative role in shaping the future of the wellness industry.

# Innovation In View

How AmaRise brings innovation to life



## Transforming Holistic Wellness with AI

AmaRise stands at the forefront of the wellness industry, combining ancient holistic practices with cutting-edge AI technology to create a comprehensive and personalized wellness platform.

- Ari AI Assistant conducts thorough assessments to understand users' wellness needs, preferences, and goals.
- Users receive personalised wellness plans based on the AI assessments that address their specific health and wellness needs.
- Detailed profiles of wellness practitioners provide users with all necessary information, ensuring they can make informed choices.
- Post-session feedback from customers and practitioners is used to continuously refine and improve the matching algorithm and overall platform experience.

## Empowering Personalized Wellness Journeys

This innovative approach not only addresses the fragmented nature of the wellness industry but also empowers individuals to embark on a holistic wellness journey tailored to their unique needs.

- AmaRise offers subscription plans for individuals and businesses, providing access to personalized wellness services and practitioner matching.
- The platform user dashboard allows for easy tracking of progress, scheduling sessions, and managing wellness plans.
- AmaRise fosters a sense of community by connecting users with like-minded individuals, creating a supportive environment for holistic wellness.



# Contributors

## The FutureList

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## AmaRise

**Dr. Dumebi Okonji, PhD**

Founder and CEO

# The FutureList

# Notes on our methodology

## About The FutureList

The FutureList is dedicated to identifying and linking innovative technology companies with the investors, talent and strategic growth partners they need to rapidly scale their innovation. The FutureList leverages its network of local Innovation Scouts, a comprehensive online platform, and curated events to rapidly spot and match opportunities. The FutureList network has already profiled over 6,000 innovative companies, investors and partners globally.

We scout across a broad range of sectors in tech, aiming to identify the most innovative startups globally. This includes everything from AI to biotech, renewable energy, and more. The 10 categories we currently focus on are: Agriculture (farming, food, beverages, crops, forestry, aquaculture, livestock, irrigation, veterinary, etc.), Climate (electricity, energy, environment, renewables, recycling, circular economy, carbon credits, cleantech, etc.), Education (e-learning, school management, assessments, upskilling, tutors, languages, etc.), Enterprise (legal services, AI, cyber security, market research, recruitment, HR, customer success, consulting, SaaS tools, business analytics, etc.), Finance (banking, capital, trading, lending, personal finance, insurance, crypto, real estate, etc.), Health (medicine, biotech, medical equipment, pharmaceuticals, public health, digital health, hospitals, health records, wellness, fitness, beauty, etc.), Infrastructure (architecture, materials, computer networks, safety, law enforcement, construction, data centers, machinery, telecom, wireless internet, manufacturing, etc.), Media (marketing, influencers, animation, arts, gaming, fashion, content, platforms, music, publishing, translation, editing, etc.), Mobility (delivery, transportation, etc.), and Supply Chain (e-commerce, warehousing, logistics, retail, etc.)

## About Our Innovation Scouts

Our Innovation Scouts are experienced professionals from diverse sectors with a keen eye for groundbreaking technologies and business models. They undergo rigorous training to ensure they provide maximum value to the startups they work with. They conduct their research on a volunteer basis. We have strict ethical guidelines in place. Any Scout with a potential conflict of interest is recused from the process to ensure fairness and objectivity.

## About Our Innovation Memos

Innovation Memos provide a comprehensive profile of an innovator, whether its a startup, hub, investor or more established corporate, highlighting technological and business model innovations. The Memo is written in direct consultation with a verified representative from that entity, and also outlines suggestions around how to rapidly scale their innovation further through use of The FutureList's network. Once published, the Memo accessible to our network of investors, partners, and the general public for free on our platform. The Memo process is completely free for the companies featured as well. The entire process, from initial contact to publishing the Innovation Memo, typically takes about 4-6 weeks, but this can vary based on the startup's availability and responsiveness. Our goal is to promote and scale innovation globally. The FutureList platform and events are sponsored by partners.



# Scaling Innovation

How **The FutureList** identifies and scales innovation globally



## **Ecosystem and sector mapping**

Our Innovation Scouts identify the most innovative early-stage and growth-stage tech companies across key sectors in tech hubs around the globe.



## **Innovation memos and platform profiles**

Our Innovation Scouts interview founders and tech executives to publish innovation memos and create a comprehensive company profile on our public online platform.



## **Introductions to strategic opportunities**

Our Innovation Scouts share company profiles with relevant investors and strategic growth partners across our global ecosystem, and facilitate warm introductions where requested.



## **Private dinners and fireside chats**

Our exclusive evening events bring together founders, tech executives and other special guests for networking and interactive discussions around technology and innovation.



## **Global summits & learning trips**

Featured companies will be invited to larger annual events held at the regional and global stage that connect the most innovative companies with opportunities for further visibility.

# Sponsor

The FutureList platform and events are sponsored by partners.



**Sand Technologies**, a global technology services company with presence across Silicon Valley, France, the UK, Romania, and several emerging markets, is at the forefront of supporting scale-ups worldwide in overcoming the challenges of rapid growth. We're currently aiding businesses in the United States, New Zealand, Denmark, the Netherlands, the UK, the UAE, South Africa, Kenya, and numerous other locations in developing scalable technology products, constructing world-class tech teams, enhancing revenue generation, and elevating customer satisfaction.

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