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## Renewal Health - An E-Commerce Wellness Business

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Renewal Health – An E-Commerce Wellness Business

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Knoxville, TN

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# Overview and Customer Validation

## **Overview:**

At Renewal, our mission is to empower individuals to live their healthiest and most fulfilling lives by providing the highest quality health and wellness products and services. We believe that everyone deserves to feel their best, and we are committed to making that a reality through our services. With a focus on helping individuals become aware of their medical history, health risks, and vitamin deficiencies, we provide personalized support to inspire and empower our customers to take control of their health and well-being, and to achieve their full potential in all areas of life.

Renewal Health is an online service that tells consumers exactly what vitamins/supplements to take or what action plan to follow based on their current health status determined by a series of worksheets and questionnaires. Many people are often deficient in certain vitamins or at risk for health problems, but oftentimes they don't know it, or they don't know what to take/do to correct the problem.

Renewal will provide a list of vitamins and/or supplements or an action plan specific to a person's health needs and/or goals so that they are maximizing their health and know exactly what is going into their bodies. Not only that, but with a monthly subscription, users are provided a list of affordable brands/locations where they are available, as well as a full list and explanation of ingredients. You can also purchase customized meal and workout plans.

Renewal exists to empower individuals with knowledge, tools, and resources to improve their physical, mental, and emotional well-being. Renewal can be seen as a beacon of hope and inspiration for those seeking to live a healthier and more fulfilling life. This company aims to improve the quality of life for people of all ages, backgrounds, and circumstances, and strives to provide accurate and up-to-date information on topics ranging from nutrition to exercise. Renewal aims to be a lifeline in times of struggle, offering a sense of comfort, community, and support. It is a place where people can come together to share their experiences, find encouragement, and learn from one another. In a world where so much can feel uncertain and overwhelming, Renewal offers a sense of clarity and direction. Renewal is here to remind individuals that they are not alone in their journey towards better health and well-being, and that there is always hope for a brighter tomorrow.

## **Validation:**

The health and wellness market is one that has been growing exponentially over the past decade and is only going to continue to expand as more and more people notice the positive benefits of prioritizing their overall health and wellness. Lots of people have health issues even if they are minor. Prioritizing the health of others has always been a passion of mine, and I believe that this website would help people to become knowledgeable about their current health status and become aware of potential health issues.

## **The Company and the Concept**

The idea for Renewal came about in one of my entrepreneurship introductory courses in 2021. We were instructed to come up with an idea that had meaning to us, and health was the first thing that came to my mind. For years, I have watched members of my family struggle with their health whether it was genetic or the result of poor lifestyle choices. I wanted to create something that would allow people to see current and/or future health problems so that they could be made aware and take proactive steps to fix it.

The unique value proposition for Renewal is that it helps people to achieve their health goals and/or helping people to become more aware of potential health issues or deficiencies and providing exact steps on how to fix them.

## **The Product/Service Mix**

The services that Renewal will provide are as follows: a questionnaire with specific questions to gauge current and future health status and a list of recommended vitamins and/or supplements to take to enhance health as well as where those vitamins/supplements are located, or an action plan with detailed steps on what to do to achieve maximum health.

The first step with Renewal will be to answer very specific questions about an individual's family history, previous and current health issues/status, demographics, etc. to gauge where improvements and changes need to be made. Depending on the questionnaire, users will be provided a list of vitamins and supplements with a full list of ingredients, general purpose, location, and price attached to each or an action plan with detailed steps to follow. Users are then able to take that information and use it to work towards building a healthier lifestyle. Individuals will primarily use Renewal to become aware of the status of their health so they can take proper steps to achieve maximum health.

# **INDUSTRY OVERVIEW**

The company, Renewal, will operate in the Health and Wellness industry. Statista defines wellness as, "...making healthy lifestyle choices and maintaining one's wellbeing both physically and mentally." The Health and Wellness industry is one that is composed of various activities promoting physical, mental, and emotional wellbeing. These activities can be in the form of healthy eating habits, exercise programs, beauty care products, and so much more (Brand Minds). The relevant SIC code for this industry is 5122 – Drugs, Drug Proprietaries, and Druggists' Sundries. The relevant NAICS code for this industry is 446191 – Food (Health) Supplement Stores (NAICS Association). The segments that make up this industry are as follows: fitness, preventative medicine, nutrition, weight management, personalized medicine, and personal care/beauty (imarc).

The global wellness economy size in dollars was valued at \$4.4 trillion in 2020 and has an expected annual growth rate of 9.9% reaching \$7 trillion dollars by the year 2025 (Global Wellness Institute). The Health and Wellness industry is rapidly growing with more people making health a daily priority rather than an occasional thought or action. Whether it is through healthier food purchases, reducing stress, daily movement, environmental awareness, or a longing for happiness, the health industry is contributing to the fulfillment of those goals (Brand Minds). The Health and Wellness industry is heavily flourishing with competitors in both physical locations and the ecommerce industry. With several segments making up this industry there are various players both large and small all with a similar purpose of enhancing individuals' health. Some of the largest players in this industry currently are as follows: Unilever, L'Oréal, LifeTime Fitness, Amway, Proctor & Gamble, Hilton, Nestle, LA Fitness, and Estee Lauder (Market Reports World).

## **Entry and Growth Strategy**

- Renewal will enter the market in the Health and Wellness Market in the U.S. as a website available on any search engine.
- The questionnaire service provided will be composed of questions relevant to the time, and the comprehensive list of vitamins and supplements will be up to date with current market trends.
- The website development industry already has an abundance of barriers to entry such as: website management and administration, excessive competition, and government policy. Since the ideas for websites is unlimited almost anyone can join the market, but these three barriers help limit potential competitors. Website management and administration can be costly and time consuming, therefore discouraging individuals to pursue and follow through with website creation and development. There are millions of websites today, so there is already an abundance of competitors in the market which raises standards and uniqueness for a website to be successful. Lastly, government policy

requires developers to follow various rules and regulations which can be a deterrent for potential developers.

## The Business Model Canvas

<b>The Business Model Canvas</b>					
		Designed for:	Designed by:	Date:	Version:
<p><b>Key Partners</b></p> <ul style="list-style-type: none"> <li>-Partnerships with healthcare professionals and organizations to provide input and guidance on content and resources</li> <li>-Partnerships with brands and companies in the health and wellness industry to create sponsored content and generate advertising revenue</li> <li>-Influencer partnerships to increase brand awareness and credibility</li> </ul>	<p><b>Key Activities</b></p> <ul style="list-style-type: none"> <li>-Content creation and curation to provide valuable and reliable information to website visitors</li> <li>-Search engine optimization and social media marketing to drive traffic to the website</li> <li>-Engagement with healthcare professionals and customers to ensure the website meets their needs and supports their goals</li> </ul>	<p><b>Value Propositions</b></p> <ul style="list-style-type: none"> <li>-Comprehensible and reliable information on nutrition, fitness, and mental health</li> <li>-Access to a community of like-minded individuals for support and motivation</li> <li>-Tools and resources to help individuals set and achieve health and wellness goals</li> <li>-A platform for healthcare professionals and organizations to connect with patients and clients</li> <li>-Customizable wellness programs</li> </ul>	<p><b>Customer Relationships</b></p> <ul style="list-style-type: none"> <li>-Personalized communication through email, social media, and community pages to provide support and answer questions</li> <li>-Regularly updated content to keep customers engaged and informed</li> <li>-Ongoing engagement with customers to ensure the website meets their needs and supports their goals</li> </ul>	<p><b>Customer Segments</b></p> <ul style="list-style-type: none"> <li>-Health-conscious individuals seeking information and resources on nutrition, fitness, and mental health</li> <li>-Individuals with specific health conditions seeking information and support</li> <li>-Healthcare professionals and organizations looking to connect with patients and clients</li> <li>-Corporations and businesses seeking wellness programs for their employees</li> </ul>	
<p><b>Key Resources</b></p> <ul style="list-style-type: none"> <li>-Expert writers and editors with knowledge and expertise in health and wellness</li> <li>-Web developers and designers to create and maintain the website</li> <li>-Social media and marketing professionals to promote the website and drive traffic</li> <li>-Healthcare professionals and organizations to provide input and guidance on content and resources</li> </ul>			<p><b>Channels</b></p> <ul style="list-style-type: none"> <li>-Search engine optimization to drive organic traffic to the website</li> <li>-Influencer partnerships to increase brand awareness and credibility</li> <li>-Email marketing and newsletters to communicate with subscribers and promote website content</li> </ul>	<p><b>Cost Structure</b></p> <ul style="list-style-type: none"> <li>-Salaries for writers, editors, web developers, designers, and marketing professionals</li> <li>-Website hosting and maintenance costs</li> <li>-Marketing and advertising expenses</li> </ul>	
			<p><b>Revenue Streams</b></p> <ul style="list-style-type: none"> <li>-Advertising revenue from sponsored content and partnerships with brands and companies in the health and wellness industry</li> <li>-Subscription revenue from individuals and businesses seeking access to premium content and services</li> </ul>		

## Porter's 5 Forces

The Bargaining Power of Suppliers is high in this industry due to established suppliers using their influence to achieve high costs. The Bargaining Power of Distributors and Customers is also high due to the large number of consumers in the market. Threat of New Entrants is low because of the high costs associated with maintenance and installation and there are many government restrictions and regulations that must be followed. The Threat of Substitutes is also low because there are very few substitute products and services. Finally, the Competitive Rivalry in the Market is high due to the many various sized manufacturers working to implement advancements and improvements daily.

## **Key Trends Within the Industry**

Two key trends that are intertwined in the Health and Wellness industry worth noting are the rate of new product development and new markets and customers. The rate of new product development is rapidly increasing as the definition of wellness becomes even more broad to include anything from food all the way to beauty care products. Wellness can be achieved physically, mentally, spiritually, and emotionally which leaves so much room for various products. The second trend is new markets and customers. Especially with the recent pandemic, more and more people have become concerned with their overall health and make it a priority to better themselves daily. Most current supplement users are middle-aged, but more younger people are focusing on health earlier on in order to prevent issues in the future.

## **Main Competitors**

The top health and wellness websites can be analyzed in several ways, including their content, design, user experience, and popularity. Here is an overview of the top 5 health and wellness websites and their features:

1. **WebMD.com:** WebMD is a popular website that provides information on health, wellness, and medical conditions. It has a user-friendly interface and provides detailed information on various topics, including drugs and supplements, diet and nutrition, mental health, and women's health. WebMD also has a symptom checker and a doctor directory to help users find medical professionals in their area.
2. **Healthline.com:** Healthline is another popular health and wellness website that provides in-depth articles on various topics. It also has a symptom checker, drug and treatment information, and a directory of healthcare providers. Healthline is known for its science-backed content and is considered a reliable source of health information.
3. **Verywellhealth.com:** Verywell Health is a health and wellness website that covers a broad range of topics, including medical conditions, mental health, and lifestyle. The website has a clean design and easy-to-read articles. It also provides helpful tools like a symptom checker, a drug and supplement database, and a directory of healthcare providers.
4. **MayoClinic.org:** Mayo Clinic is a well-known medical center that also has an online presence. The website provides detailed information on medical conditions, treatments, and procedures. It also has a symptom checker, healthy living tips, and a directory of healthcare providers. Mayo Clinic is known for its evidence-based approach to healthcare and is a trusted source of medical information.



5. Prevention.com: Prevention is a health and wellness website that focuses on healthy living and disease prevention. It provides articles on nutrition, fitness, and mental health, as well as tips on healthy living. Prevention also has a strong community of users who share their experiences and advice.

Overall, these top health and wellness websites provide a wealth of information on various topics. They are designed to be user-friendly and provide reliable, evidence-based information. Users can benefit from their tools and resources, which include symptom checkers, drug and treatment information, and directories of healthcare providers.

### Health Website Competitor Chart

Website Name	Unique Features	Target Audience	Content Focus	Traffic (monthly visits)
WebMD	Symptom checker, doctor directory	General population	Health conditions, drugs, and supplements	95 million
Healthline	Science-backed content	General Population	Health conditions, mental health, nutrition	20 million
Verywell Health	Clean design, easy-to-read articles	General population	Health conditions, lifestyle, mental health	20 million
Mayo Clinic	Evidence-based approach to healthcare	General population	Medical conditions, treatments, procedures	15 million
Prevention	Focus on healthy living and disease prevention	Health-conscious individuals	Nutrition, fitness, mental health	9 million

An analysis of Renewal's top competitors can be furthered by looking at competitors that offer subscriptions packages. These health and wellness websites can be analyzed in several ways, including their subscription package cost, features and benefits target audience, strengths, and weaknesses. Here is an overview of these health and wellness websites:

1. MyFitnessPal: This website offers customized meal plans, goal tracking, fitness tracking, and community support to fitness enthusiasts and weight loss seekers. Their large user community and comprehensive food database are strengths, but their limited customization options and basic features are weaknesses.

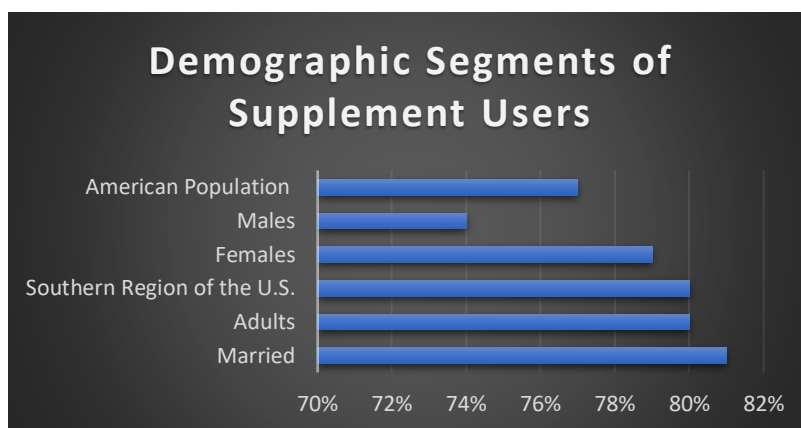
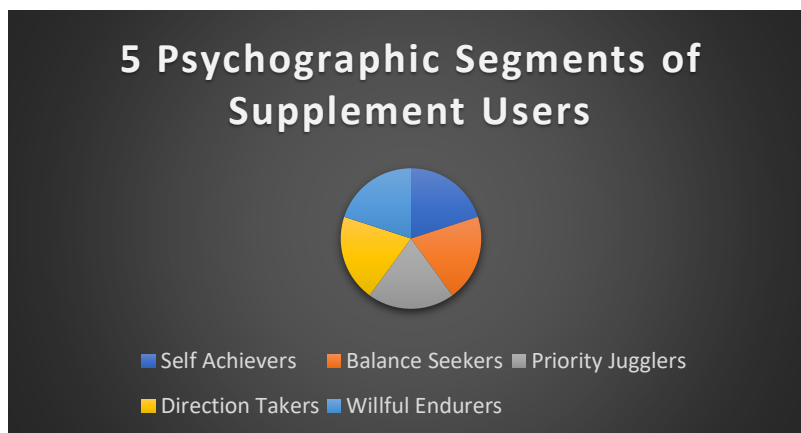
2. Noom: This website provides personal coaching, customized meal plans, fitness tracking, and a behavioral change program to weight loss seekers and health-conscious individuals. Their focus on behavior change, personalized coaching, and interactive features are strengths, but their higher price point and lack of community support are weaknesses.
3. Headspace offers guided meditations, sleep sounds, mindfulness exercises, and stress relief tools to individuals looking to reduce stress and improve mental health. Their high-quality content, user-friendly interface, and variety of features are strengths, but their limited focus on physical health and higher price point compared to other meditation apps are weaknesses.
4. Peloton: This website provides live and on-demand fitness classes, customized workout plans, and community support to fitness enthusiasts and individuals who enjoy group exercise classes. Their high-quality content, extensive variety of workouts, and strong community support are strengths, but their higher price point for all-access membership and equipment investment requirement are weaknesses.
5. Daily Burn: This website offers customized workout plans, live and on-demand fitness classes, and personalized coaching to fitness enthusiasts and individuals who enjoy at-home workouts. Their comprehensive library of workouts, personalized coaching, and user-friendly interface are strengths, but their limited community support and higher price point compared to other at-home workout apps are weaknesses.

### Health Website Competitor Chart (Subscriptions Offered)

Website Name	Subscription Package Cost	Features and Benefits	Why Individuals Choose This Platform	Strengths	Weaknesses
MyFitnessPal	\$9.99 per month, \$49.99 per year	Customized meal plans, goal tracking, fitness tracking, fitness tracking, community support	Fitness enthusiasts, weight loss seekers	Large user community, comprehensive food database, integration with other health apps	Limited customization options, basic features
Noom	\$59 per month, \$199 for 4 months, \$540 per year	Personal coaching, customized meal plans, fitness tracking, behavioral change program	Weight loss seekers, health-conscious individuals	Focus on behavior change, personalized coaching, interactive features	Higher price point, no community support
Headspace	\$12.99 per month, \$69.99 per year	Guided meditations, sleep sounds, mindfulness exercises, stress relief tools	Individuals looking to reduce stress and improve mental health	High quality content, user-friendly interface, variety of features	Limited focus on physical health, higher price point compared to other meditation apps
Peloton	\$12.99 per month for digital membership, \$39 per month for all-access membership	Live and on-demand fitness classes, customized workout plans, community support	Fitness enthusiasts, individuals who enjoy group exercise classes	High-quality content, extensive variety of workouts, strong community support	Higher price point for all-access membership, requires equipment investment
Daily Burn	\$19.99 per month, \$49.99 per quarter, \$119.99 per year	Customized workout plans, live and on-demand fitness classes, personalized coaching	Fitness enthusiasts, individuals who enjoy at-home workouts	Comprehensive library of workouts, personalized coaching, user-friendly interface	Limited community support, higher price point compared to other at-home workout apps

## Market Analysis

Renewal can be broken down further into specific market segments relating to both demographic and psychographic characteristics. Below is a pie chart that illustrates the five main psychographic segments of supplement users: self-achievers, balance seekers, priority jugglers, direction takers, and willful endurers. To further illustrate the demographic features of the main population of supplement and vitamin users found by the CRN Consumer Survey, I have included a second chart titled “Demographic Segments of Supplement Users” that is broken down by the percentage of American population, gender, region, age, and marital status.



## Market Trends

Two key trends regarding consumers in the Health and Wellness industry that are worth noting are increased mental fitness and sleep awareness. When it comes to mental fitness, individuals are prioritizing their mental health more and more with the rise of the pandemic causing increased anxiety and depression. According to Kadence, “This isn’t a short-term trend... activities to support mental health is one of the areas with the greatest sticking power.” Sleep awareness is becoming more prominent as consumers are placing more of an emphasis on quality sleep to reduce stress and anxiety levels. Kadence also states, “[The sleep] is set to be worth a

massive \$585 billion by 2024.” Costs associated with these trends are only going up with both new and old products being used.

## **TAM/SAM/SOM**

The health and wellness industry is a vast market that encompasses a broad range of products and services, including fitness, nutrition, mental health, wellness, and medical care. To analyze the total addressable market (TAM), serviceable addressable market (SAM), and share of the market (SOM) for the health and wellness industry, we need to consider the different segments of the health and wellness market as well as Renewal’s potential customer base.

- Total Addressable Market (TAM):
  - The global population is approximately 7.9 billion people, with approximately 4.7 billion people using the internet as of January 2021 (according to a report by We Are Social and Hootsuite). The target market for the health and wellness website includes health-conscious individuals seeking information and resources on nutrition, fitness, and mental health, as well as those with specific health conditions, healthcare professionals and organizations, and corporations seeking wellness programs for their employees. According to a report by Grand View Research, the global wellness market was valued at \$4.5 trillion in 2018 and is expected to grow at a CAGR of 6.4% from 2019 to 2025. Assuming a moderately competitive market and effective marketing efforts, Renewal could potentially capture 1% of the global wellness market, which would be \$45 billion. Based on the above assumptions, the total addressable market for the health and wellness website is \$4.5 trillion, and the potential market share is \$45 billion. The market potential for the health and wellness website is significant, with a large and growing global wellness market.
- Serviceable Addressable Market (SAM):
  - The SAM is a subset of the TAM that represents the portion of the market that can be realistically targeted by businesses based on factors such as geography, demographics, and customer behavior. For the health and wellness industry, the SAM includes individuals who have a demonstrated interest in health and wellness and are willing to spend money on products and services that improve their health and well-being. This market includes health-conscious consumers, fitness enthusiasts, individuals with specific health conditions, and those seeking preventative care. The SAM is estimated to be in the hundreds of billions of dollars globally, and the potential markets share is estimated to be around 10%. This would equate to approximately 470 million people who use the internet and are interested in nutrition and ways to maximize their health.
- Share of the Market (SOM):

- The SOM represents the portion of the SAM that a particular business can realistically capture based on its competitive advantages and market position. The SOM for the health and wellness industry is highly fragmented, with many different businesses offering a variety of products and services. Some of the key factors that determine a business's SOM in this industry include the quality of its products and services, its pricing strategy, its marketing efforts, and its ability to innovate and stay ahead of the competition. With all of that being said, a realistic goal for the share of the market would be 1% of the SAM which is approximately 4.7 million people

Overall, the health and wellness industry represent a massive market with enormous potential for growth. While the TAM and SAM are vast, the competition is fierce, and Renewal must differentiate itself and offer unique value propositions to capture a significant share of the market.

## REVENUE DRIVERS AND PROFIT

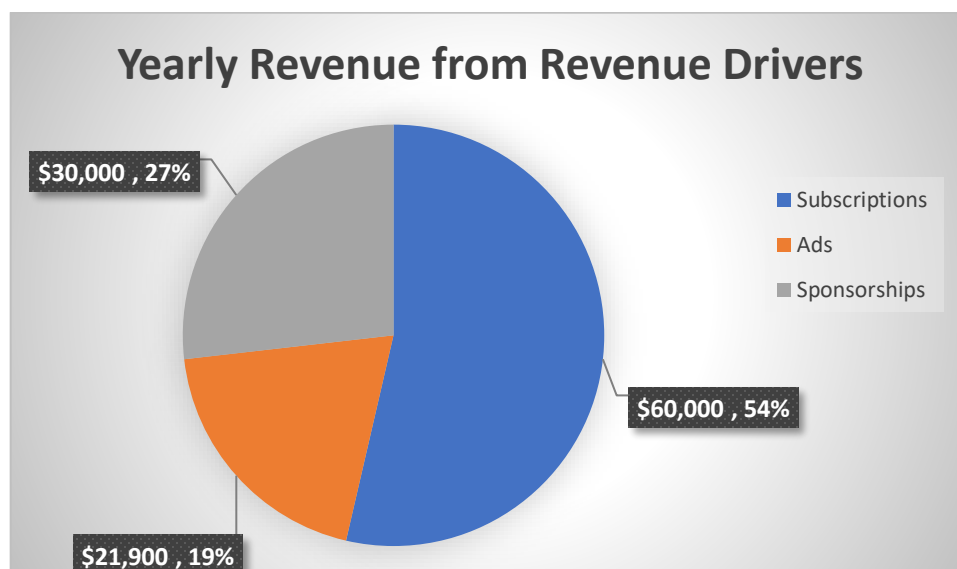
The major revenue drivers for Renewal will be, subscriptions, ads, and sponsorships. The subscriptions will provide extra steps such as healthy recipes and work-out routines to go along with the healthier lifestyle that vitamins/supplements and action plans will provide. Ads will be used with Renewal, but they won't interrupt the consumer experience. The ads displayed will also be relevant to consumers to keep them engaged. Lastly, Renewal will attempt to partner with advertisers to sponsor the website. With this, consumers can receive rewards after completing specific actions. This will increase consumer engagement and revenue for both parties in the sponsorship.

**Fixed Costs:** The fixed costs associated with this venture will be payment for design and IT team, wages for customer service reps, expansion of the website (whether that is adding more features or expanding to more platforms), software to keep up with changing financial payment plans, and cost of storage depending on consumer usage. This is because the salaries for these individuals will not increase as website sales increase.

**Variable Costs:** The variable costs associated with this venture will be the alteration of the website and any legal issues that may arise.

### Revenue Drivers Model

The total revenue expected from revenue drivers will be \$111,900. However, the cost for getting Renewal up and running will range anywhere from \$300,000-\$425,000. Therefore, the gross margin will be negative until Renewal has time to make a profit.



## Sources of Funds

The primary sources of funds for my venture will come from myself, family/friends, and other potential investors. The approximate total dollar amount needed will be about \$350,000. For my venture, I want the majority of control and overall say, but I am willing to compromise if it means my venture will be fully funded. The financial risk that I will be taking for this venture is high since the amount of money needed is far more than a year's salary.

## Pricing Model

Subscriptions/Packages	Price
Meal Plans	\$30/month
Workout Plans	\$45/month
Meal and Workout Plan	\$55/month
DNA Testing Kit	\$75 one time fee

Renewal has four subscription plans that will be offered. Customers can choose to purchase additional health and wellness guidance in the form of a meal plan, workout plan, combined meal and workout plan, or a DNA testing kit which will be conducted through a partnership with a third-party. The pricing is set per month or for a one-time fee and is based on similar offerings of competitors in the health and wellness industry. The pricing is set to drive customers to choose the combined meal and workout plan as that will produce more of a profit than choosing just one.

# ADDENDUM 1: MINIMUM VIABLE PRODUCT

## MVP: Logo & Questions



- 
1. Do you struggle with understanding which vitamins and supplements to take?
  2. Are you actively doing anything to manage a healthy lifestyle?
  3. Do you struggle with knowing how to initiate your health journey?
  4. Are you currently taking, or have you ever taken any vitamins and/or supplements?
  5. Does anyone in your family currently take vitamins and/or supplements?
  6. Are you aware of any pre-existing health conditions, or are you lacking any nutrients in your body?
  7. Do you worry about finding affordable vitamin/supplement brands?
  8. Do you struggle with finding reliable information regarding vitamins/supplements on the internet?
  9. What is your current age demographic?
  10. Would you be willing to visit a website and fill out a questionnaire that would in-turn provide you with a reliable and affordable list of vitamins or an action plan based on your current health status?



From this MVP, I am mainly looking to learn if this service will be overall beneficial and accepted by users and to gauge user interest. Many websites or programs today can tell users exactly what they need to do to better their health, but the main issue is users not following through after they receive that information. The way Renewal will be designed will hopefully push users to take that next step, and hopefully through this MVP I can see just how willing they are to take that next step, and if they aren't, I can see what I can do to change that. I am also looking to test the following assumptions:

- a.** That most people currently do not take vitamins because they have no idea where to start and/or they cannot afford them. (Supported by questions 1,3,4,7,8)
- b.** That most people interested in the website will be in the older age demographic group. (Supported by questions 6,9,10)
- c.** That most people have never or have somewhat used vitamins before. (Supported by questions 2,4,5)

By testing these assumptions, the MVP can be better representative of user population. This logo can be positioned on flyers or made into stickers that can be used for laptops, water bottles, etc. How many people pay attention to/interact with this logo and questions can gauge consumer interest and help get a better understanding of the market.

# ADDENDUM 2: START-UP EXPENSES

<b>STARTUP EXPENSES</b>		Renewal
<b>INITIAL INVESTMENT</b>		
<b>PROFESSIONAL SALARIES</b>		<b>AMOUNT</b>
CEO/Founder Salary		\$70,000.00
Editor		\$40,000.00
Web Developer		\$60,000.00
Web Designer		\$50,000.00
Healthcare Advisors		\$80,000.00
Social Media Manager		\$40,000.00
<b>Total</b>		<b>\$340,000.00</b>
<b>ADVERTISING AND PROMOTIONAL EXPENSES</b>		
<b>EXPENSES</b>		<b>AMOUNT</b>
Advertising		\$10,000.00
<b>Total</b>		<b>\$10,000.00</b>
<b>Reserve for Contingencies</b>		<b>\$120,000.00</b>
<b>DEVELOPMENT COSTS</b>		
<b>COSTS</b>		<b>AMOUNT</b>
Search Engine Optimization (SEO)		\$5,000.00
Website Hosting and Maintenance		\$3,000.00
Legal and Accounting Fees		\$5,000.00
<b>Total</b>		<b>\$13,000.00</b>
<b>OWNERS</b>		
Olivia Griffin		

## **ADDENDUM 3: Vitamin Deficiency Test**

Name:

Date:

**Instructions:** Please read each statement below and indicate whether you have experienced the symptom in the past month by selecting the appropriate response. Add your total points for each category at the end of the questionnaire to get a score. The score interpretation is provided at the end.

### **Vitamin A Score:**

<b>CATEGORY</b>	<b>SYMPTOMS</b>	<b>YES (1 PT)</b>	<b>NO (0 PT)</b>
Night blindness	I have difficulty seeing in low light or darkness.		
Dry eyes	My eyes feel dry or irritated.		
Dry Skin	My skin is dry or itchy.		

### **Vitamin B1 (Thiamine) Score:**

<b>CATEGORY</b>	<b>SYMPTOMS</b>	<b>YES (1 PT)</b>	<b>NO (0 PT)</b>
Fatigue	I feel tired or lack energy.		
Loss of appetite	I have little or no desire to eat.		
Muscle weakness	My muscles feel weak or have aches.		

### **Vitamin B2 (Riboflavin) Score:**

<b>CATEGORY</b>	<b>SYMPTOMS</b>	<b>YES (1 PT)</b>	<b>NO (0 PT)</b>
Tingling in hands/feet	I experience tingling or numbness in my hands or feet.		
Memory problems	I have difficulty remembering things or have memory loss.		
Fatigue	I feel tired or lack energy.		

**Vitamin C Score:**

CATEGORY	SYMPTOMS	YES (1 PT)	NO (0 PT)
Easy bruising	I quickly develop bruises or have trouble with bleeding.		
Dry skin	My skin is dry or itchy.		
Slow wound healing	My cuts or wounds take longer than usual to heal.		

**Vitamin D Score:**

CATEGORY	SYMPTOMS	YES (1 PT)	NO (0 PT)
Muscle weakness	My muscles feel weak or have aches.		
Bone pain	I experience bone pain or tenderness.		
Mood swings	I experience mood swings all the time.		

**Vitamin E Score:**

CATEGORY	SYMPTOMS	YES (1 PT)	NO (0 PT)
Weakness	My muscles feel weak or have aches.		
Loss of balance	I experience a loss of balance or coordination.		
Difficulty walking	I have difficulty walking or experience an unsteady gait.		

**Score Interpretation:**

Add the points for each "Yes response for each category to get a total score.

- A score of 0-1 indicates no deficiency or mild deficiency.
- A score of 2-3 indicates a moderate deficiency.
- A score of 4 or more indicates a severe deficiency.

**Note: This questionnaire is not intended to diagnose or treat any condition. If you have any concerns about your health or suspect that you may have a vitamin deficiency, you should consult a healthcare provider.**

# ADDENDUM 4: BMI CALCULATION WORKSHEET

**First Name**

**Gender**


**Age**

**Height (in)**


**Weight (lb)**

## BMI CALCULATION RESULTS

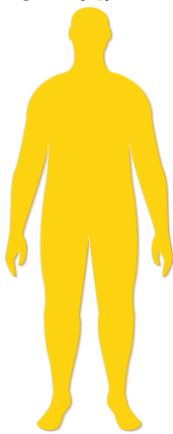
**BMI: LOW**  
Underweight Range  
Under 18.5




**BMI: NORMAL**  
Normal and Healthy  
Weight Range  
18.5 - 24.9



**BMI: HIGH**  
Overweight Range  
25 - 29.9



**BMI: VERY HIGH**  
Obese Range  
Above 30



# **ADDENDUM 5: MEDICAL HISTORY** **FORM**

**First Name**

**Last Name**

**Gender**

**Check the conditions that apply to you or to any members of your immediate relatives:**

- Asthma
- Cancer
- Cardiac disease
- Diabetes
- Hypertension
- Psychiatric disorder
- Epilepsy

**Check the symptoms that you have experienced in the PAST 6 WEEKS:**

- Fever/Chills
- Unexplained change in weight Fatigue/Malaise/Generalized weakness
- Headaches/Migraines
- Dizziness
- Sinus Pain/Pressure/Discharge Excessive snoring
- Wheezing/Chronic Cough
- Shortness of breath
- Chest pain, pressure or tightness Swelling of hands/feet/ankles Nausea/Vomiting
- Abdominal pain
- Heartburn
- Constipation or diarrhea
- Stiffness/Pain in joints/muscles

- Joint swelling
- Bleeding/Easy bruising
- Excessive urination
- Excessive thirst/hunger
- Hot flashes
- Painful/Bloody urination
- Difficulty urinating/Night-time urination Urinary incontinence (leakage)
- Sexual Difficulties/Painful intercourse Rash
- Anxiety/Panic Attacks
- Concentration Difficulty
- Feelings of Guilt Insomnia/Problems with Sleep Loss of energy
- Thoughts of harming self or others

**Date of last menstrual period (for women only)?**

MM/DD/YYYY

**Number of pregnancies (for women only)?**

**Number of live births (for women only)?**

**Are you taking any hormones or birth control (for women only)?**

- Yes
- No

**Do you have irregular or painful periods (for women only)?**

- Yes
- No

**Are you currently taking any medication?**

- Yes
- No

**If so, please list:**

**Do you have any medication allergies?**

- Yes
- No
- Not Sure

**Do you use or do you have history of using tobacco?**

- Yes
- No

**Do you use or do you have history of using illegal drugs?**

- Yes
- No

**If so, please list:**

**How often do you consume alcohol?**

- Daily
- Weekly
- Monthly
- Occasionally
- Never



# **ADDENDUM 6: HEALTH EVALUATION** **FORM**

The following questionnaire is a comprehensive look at your health. It will take about 5 minutes to complete.

**First Name**

**Last Name**

**Gender**

**Height (in)**

**Weight (lbs)**

## **GENERAL INFORMATION**

**What are the main reasons you are seeking health care?**

- Weight loss
- Disease Prevention
- Digestive Support
- Stress Management
- Energy
- Sports Enhancement
- Detox
- Pre-conception & Pregnancy Care
- Cardiovascular Protection
- Dietary Advice
- Immune System

- Pain Management
- Other

**How many hours sleep do you get a night?**

**Do you have trouble getting to sleep?**

- Yes
- No

**Do you wake often, or get woken easily?**

- Yes
- No

**Do you have to go to the bathroom during the night?**

- Yes
- No

**Do you snore or have breathing problems during sleep?**

- Yes
- No

**Do you have known allergies?**

- Yes
- No

**If so, please list:**

**Please list any medications you are currently taking (e.g., warfarin, contraceptives, laxatives):**

**Please list any supplements you are currently taking:**

**Do you have a main health complaint? Please describe.**

**Are there any of the following medical conditions in your family history that you are aware of? Please tick all that apply.**

- Arthritis
- Autoimmune Disorders (e.g., lupus, rheumatoid arthritis)
- Cancer
- Depression
- Heart Attack
- High Cholesterol
- Mental Illness
- Obesity
- Osteoporosis
- Strokes
- Thyroid Under Active
- Asthma
- Bowel Disorders
- Dementia /Alzheimer's Diabetes
- High Blood Pressure
- Low Blood Pressure
- Muscular Dystrophy
- Osteoporosis
- Skin Disorders
- Thyroid Overactive
- Other

**Additional info you might want to share:**

## **DIET AND LIFESTYLE**

**Do you exercise?**

- Never
- 1-2 times a week
- 3-4 times a week
- 5-6 times a week
- Everyday

**Please list the types of exercise you do regularly:**

**Do you smoke?**

- Yes
- No

**If yes, how many packs per week?**

**Do you take recreational drugs?**

- Yes
- No

**If yes, please specify which ones:**

**Please list any food allergies / intolerances that you are aware of:**

**How many glasses of water do you have a day?**

**Do you drink alcohol?**

- Yes
- No

**If yes, how much?**

## **PATIENT HEALTH HISTORY**

**Frequency of exercise (days per week):**

- 6-7
- 3-5
- 1-2

- 0

**Vegetarian or vegan?**

- Vegetarian
- Vegan
- Neither

**Age >50 years?**

- Yes
- No

**Planning to have a baby in the next 3-6 months?**

- Yes
- No

**Pregnant or breastfeeding?**

- Yes
- No

**Do you diet often?**

- Yes
- No

**Are you unhappy with your weight?**

- Yes
- No

**Do you have a family history of diabetes, cardiovascular disease, cancer, or any other major illness?**

- Yes
- No

**If yes, please specify which one:**

## **ADDENDUM 7: WEBSITE PROTOTYPE**

In order to fully visualize Renewal as a functioning company, I created a website prototype that matches the overall meaning of Renewal and showcases some of the features that would be present on the actual website. This website is just a prototype and does not contain the actual technology to be a full-functioning website.

To view the website prototype, follow this link: <https://oliviahelengriffin.wixsite.com/renewal-health>

## **ADDENDUM 8: FUTURE ASPIRATIONS**

This research paper, along with the creation of a website prototype, were made with the intention of fully pursuing this idea in the future. Renewal is still very much in its ideation and its research stage, and the next steps would be to bring on professionals who specialized in website creation as well as health and wellness. From there, we would create a full functioning website that contains content approved and reviewed by health professionals to ensure that customers are getting a quality experience.

Thank you to the University of Tennessee, Knoxville and to my professors, whom without none of this would be possible. I am proud to demonstrate the knowledge and skills that I have gained from the entrepreneurship department and look forward to showcasing those even further along this journey.

I have every intention of pursuing this opportunity in full when I am more settled in my career path. I look forward to seeing how Renewal will launch and grow in the future.

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