



**Politecnico
di Torino**

MASTER'S DEGREE THESIS

***GoodLife: the development of an ecosystem
to support healthy lifestyles***



Supervisor:
Prof. Maurizio Morisio

Candidate:
Fabio Ortalda Cena

The aim

Discover a way to improve people's quality of life and at the same time find the secret of longevity.



Help people living better making a connection between the world of technology and the correct daily habits

Problem statements

How can technology be used to improve the quality of life?

What are the existing solutions and how could they be improved?

How to make the market with this new service?



Luigi Fontana's method

Who is he?

Professor Luigi Fontana is a world leader in the field of nutrition, physical exercise, and healthy longevity in humans.



Professor Fontana believes that it is urgent that people begin to take a *prevention-based approach* to health, not a disease-based one.



The solution



VERSION A1



VERSION B1



GoodLife A1

SOCIAL SUPPORT

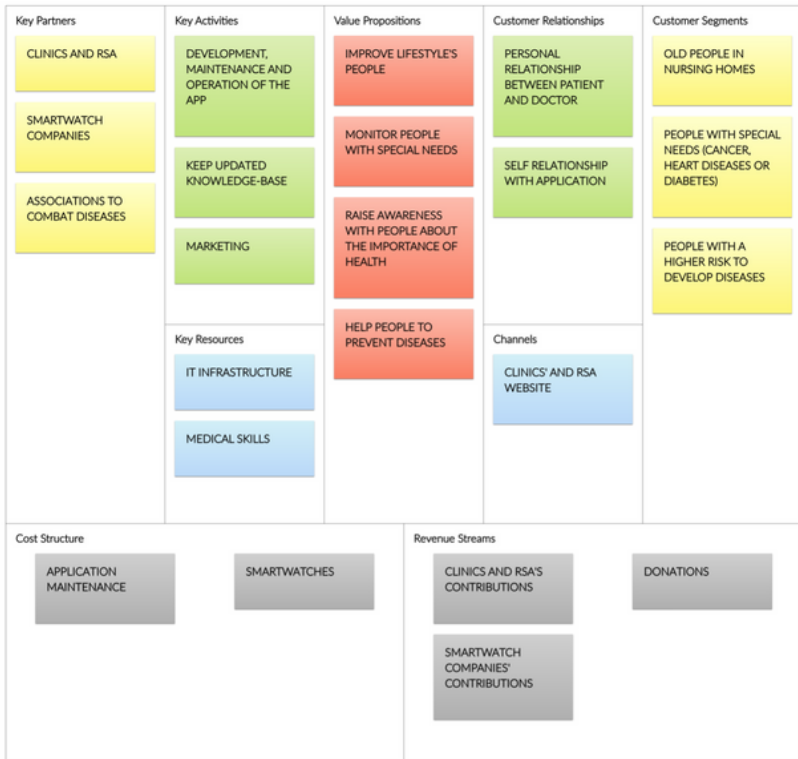
Monitoring, help people with diseases to control their state of health;

Raise awareness, for people who have just healed from cancer or diseases to have greater awareness to prevent their returning;

Improve lifestyle, helping people, specially old ones, giving them advice on how to stay healthy.



Business Model Canvas



GoodLife B1

COMMERCIAL USE



New healthy way of living

Monitoring, controlling people's state of health

Consults and advices, through a database and contacts with specialists on how to stay healthy



GoodLife Coaches

In order to guarantee a more efficient service, it is necessary to have specialized personnel who take care of the clients and patients directly.



<i>DOCTORS</i>	<i>NUTRITIONISTS</i>	<i>TRAINERS</i>
Master's Degree in Medicine and Surgery Specialist Degree (dermatology, oncology...)	Master's Degree in Biology or Nutrition Sciences	Master's Degree in Physical Education

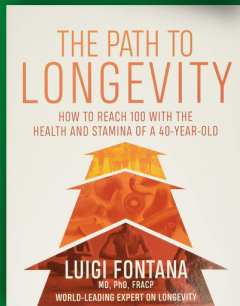
Courses



GOODLIFE TRAINING COURSE

**56 HOURS
+
FINAL EXAM**

PROF. LUIGI FONTANA



GOODLIFE REFRESHER COURSE

**8 HOURS EVERY YEAR
+
FINAL TEST**

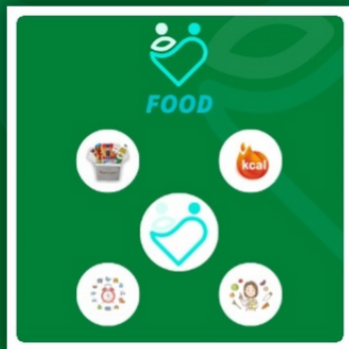
PROF. LUIGI FONTANA

Sections

HEALTH



FOOD



FITNESS



Levels of payments



FREE

- ✓ GOODLIFE DATABASE
- ✓ HEART RATE, O2 LEVEL, VO2-MAX, CALORIE COUNTING, SLEEP, PEDOMETER...
- ✗ MOOD JOURNAL AND HEALTH ROUTINE
- ✗ MEDITATION, YOGA, BRAIN TRAINING
- ✗ WEEKLY CONSULT WITH COACH
- ✗ NO ADVERTISING



PREMIUM SILVER

- ✓ GOODLIFE DATABASE
- ✓ HEART RATE, O2 LEVEL, VO2-MAX, CALORIE COUNTING, SLEEP, PEDOMETER...
- ✓ JOURNAL AND HEALTH ROUTINE
- ✓ MEDITATION, YOGA, BRAIN TRAINING
- ✗ WEEKLY CONSULT WITH COACH
- ✗ NO ADVERTISING

€ 9,99/MONTH






PREMIUM GOLD

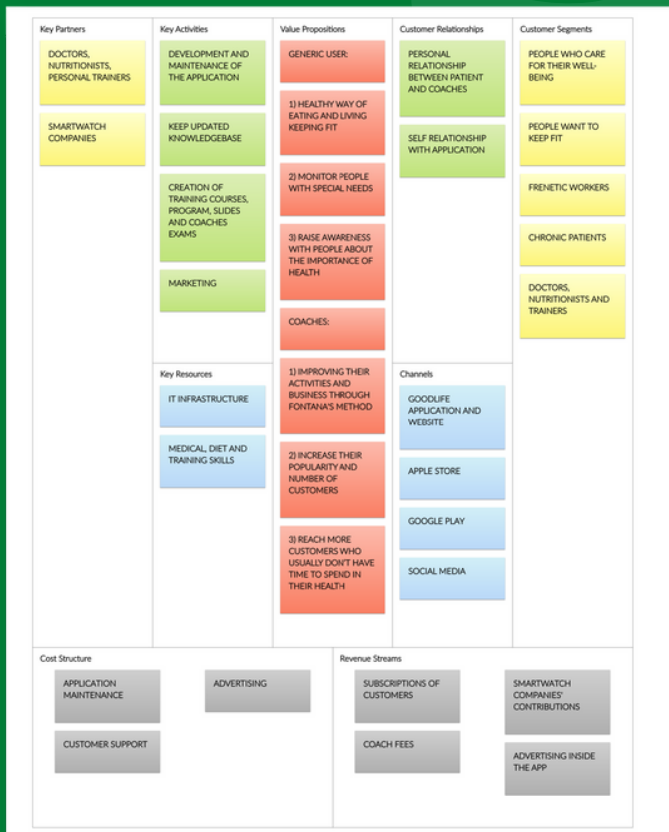
- ✓ GOODLIFE DATABASE
- ✓ HEART RATE, O2 LEVEL, VO2-MAX, CALORIE COUNTING, SLEEP, PEDOMETER...
- ✓ JOURNAL AND HEALTH ROUTINE
- ✓ MEDITATION, YOGA, BRAIN TRAINING
- ✓ WEEKLY CONSULT WITH COACH
- ✓ NO ADVERTISING

€ 29,99/MONTH

GoodLife VS Competitors

		mSafety	
<i>Health, food and fitness Database</i>	<i>Diet and food Database</i>	-	<i>Food and fitness Database</i>
<i>Heart rate, ECG, O2, VO2max, calories, sleep and mood</i>	<i>Calories</i>	<i>Heart rate, ECG, O2, VO2 max, calories, sleep</i>	<i>Heart rate, calories, sleep</i>
<i>Journal routine</i>	<i>Meal's routine</i>	<i>Medical record</i>	<i>Synced data</i>
<i>Fitness session</i>	-	-	-
<i>Yoga and meditation</i>	-	-	<i>Meditation</i>
<i>Brain sessions</i>	-	-	-
<i>Coaches' consults</i>	-	<i>Medical consults</i>	-
<i>Free € 9,99/month € 29,99/month</i>	<i>Free € 9,99/month</i>	<i>Free € 19,99/month</i>	<i>Free € 8,99/month</i>

Business Model Canvas



Future work

Finally, it needs to market the application via intranet channels for the first version and commercial channels such as Apple Store or Google Play for the second version to make it available to all users.

A first step could be taken in Italy at a geriatric center in Verona where monitoring and consumption could be tested with old people.

Goodlife could create a collaboration with IRCCS Candiolo Cancer Institute near Turin in Italy to help people with cancer to be helped and monitored.



Thank you!