Fab4050 Build

December 2025 Update

DRAFT

Fab4050 Mission

To build a privacy-first app/platform for women in the 40+ age group focusing on menopause health and empowerment.

Six Core Features

Scalable Learning Hubs
Online classrooms

Trusted Peer Support
Community chats monitored by health professionals

Engagement Driver
Push notifications/ reminders

Personalised Guidance
Large Language Model integration and Translation Tools

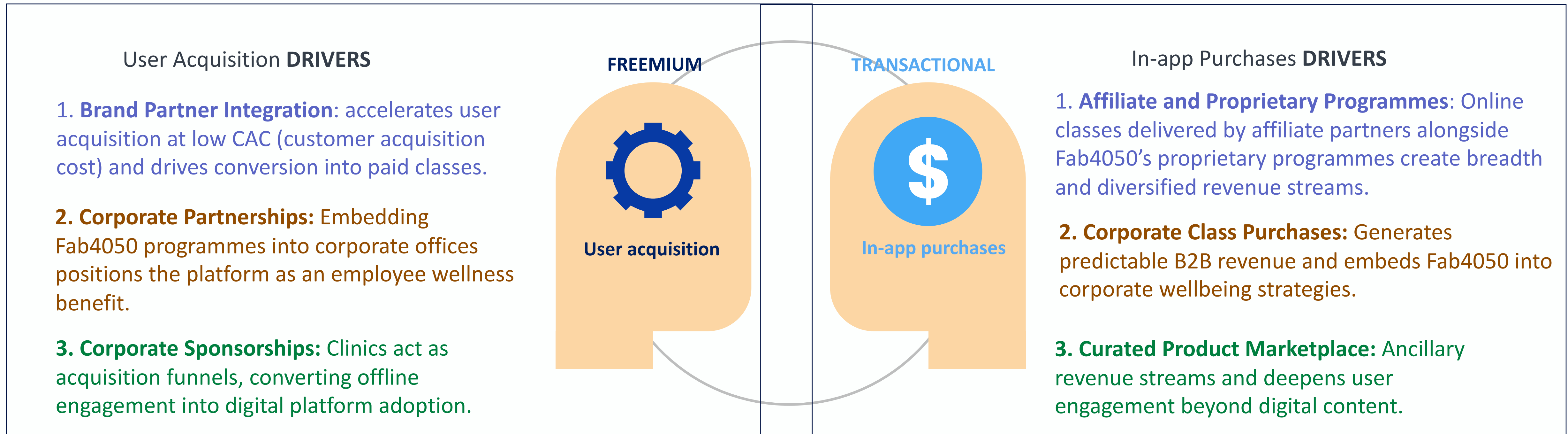**Knowledge Library**
Extensive evidence-based resources

Brand Partnerships and Affiliate Ecosystem
Strategic alliances with corporates, retailers and wellness providers

Robust Infrastructure & Data Privacy Framework

Strategy for delivery

Growth and Revenues delivered by a Freemium + Transactional Model

User Acquisition **DRIVERS**

1. **Brand Partner Integration**: accelerates user acquisition at low CAC (customer acquisition cost) and drives conversion into paid classes.

2. **Corporate Partnerships:** Embedding Fab4050 programmes into corporate offices positions the platform as an employee wellness benefit.

3. **Corporate Sponsorships:** Clinics act as acquisition funnels, converting offline engagement into digital platform adoption.

FREEMIUM

User acquisition

TRANSACTIONAL

In-app purchases

In-app Purchases **DRIVERS**

1. **Affiliate and Proprietary Programmes**: Online classes delivered by affiliate partners alongside Fab4050's proprietary programmes create breadth and diversified revenue streams.

2. **Corporate Class Purchases:** Generates predictable B2B revenue and embeds Fab4050 into corporate wellbeing strategies.

3. **Curated Product Marketplace:** Ancillary revenue streams and deepens user engagement beyond digital content.

Data & Analytics Layer

Whilst these growth drivers are being executed, Fab4050 is simultaneously undertaking **extensive data collection** across clinics, community touchpoints, and platform interactions. This data fuels:

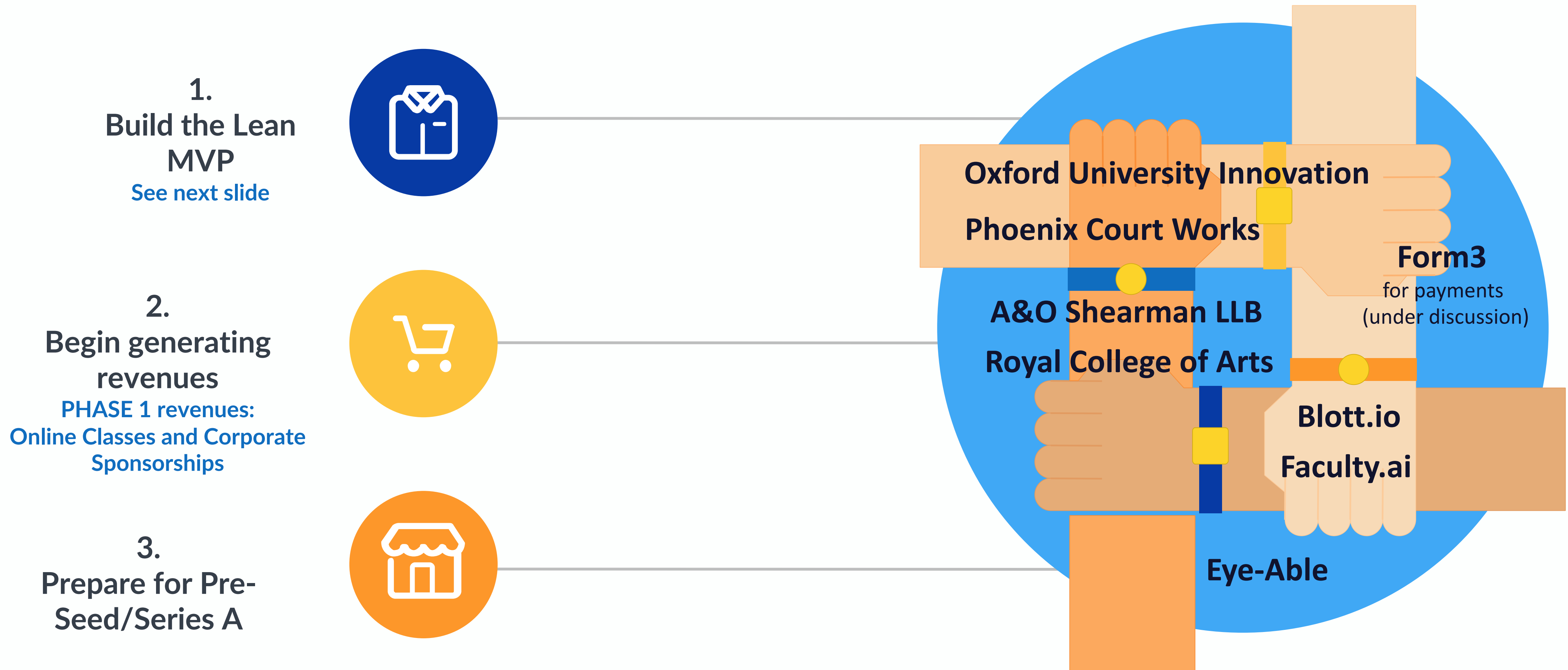**Predictive modelling** → anticipating user needs and tailoring interventions.

Trends dashboards → providing real-time insights into health inclusion, engagement, and adoption patterns.

AI optimisation → reducing hallucinations and bias by strengthening training datasets.

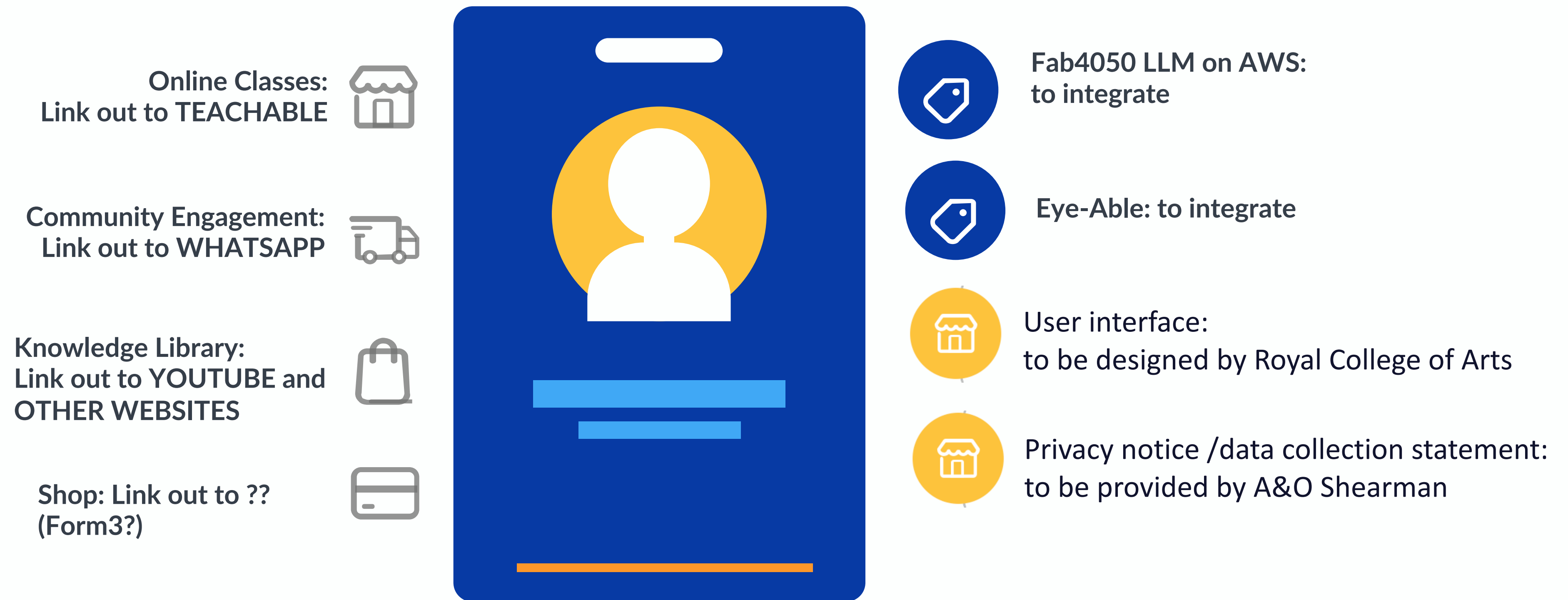**Corporate reporting** → offering partners measurable ESG impact metrics.

State of Play (December 2025)

We have received a tiny amount of funding and lots of support to:

1.
Build the Lean MVP
See next slide

2.
Begin generating revenues
PHASE 1 revenues:
Online Classes and Corporate Sponsorships

3.
Prepare for Pre-Seed/Series A

Oxford University Innovation

Phoenix Court Works

A&O Shearman LLB

Royal College of Arts

Form3
for payments
(under discussion)

Blott.io
Faculty.ai

Eye-Able

Lean MVP

Our plan is to build (1) a robust website with links out to other platforms, websites and portals, and then (2) use an interface such as Mobiloud to convert to an app. This is the most cost-efficient way of building the MVP, though *I am not convinced about using Mobiloud due to costly ongoing monthly subscription but we need app functionality (for notifications to drive user engagement).*

Online Classes:
Link out to TEACHABLE

Community Engagement:
Link out to WHATSAPP

Knowledge Library:
Link out to YOUTUBE and OTHER WEBSITES

Shop: Link out to ??
(Form3?)

Fab4050 LLM on AWS:
to integrate

Eye-Able: to integrate

User interface:
to be designed by Royal College of Arts

Privacy notice /data collection statement:
to be provided by A&O Shearman

Data collection and analytics: To be advised by Faculty and A&O Shearman