



APPWELL

CORPORATE PROFILE

[appwell.com](http://appwell.com)

## ABOUT US

# APPWELL

is a full-service app for wellness solutions of the mind, body, and soul.

## OUR UNIQUE SELLING POINT

Our app is crafted by a team of passionate wellness tourism, experience, and tech experts who understand that each person's wellness journey is unique.

We curate the finest wellness travel experiences and expertise, allowing you to access them in ways that are tailored specifically to your needs.

# THE NEXT GENERATION OF WELLNESS TRAVEL






## WE UTILIZE ARTIFICIAL INTELLIGENCE TO GET TO KNOW WELLNESS PATTERNS AND NEEDS,

**integrating the power of the Myers-Briggs Personality Indicator (MBTI) to authenticate a unique persona on the app using Web3 technology.**

This allows us to curate travel wellness recommendations tailored specially for our users' needs and give them access to a universe of high-end, best-in-class travel wellness service providers that can be booked directly on the app.






## WE EASE DAYS FROM THE WORRY OF REGENERATION — ON APPWELL, EVERYTHING IS TAKEN CARE OF.


We make it seamless and time-efficient to keep track of and act on all wellness needs in one app, giving a sense of a 'handsfree' booking process and relieving you from the stress of de-stressing.





APPWELL UNDERSTANDS  
THE NEED FOR  
COMMUNITY AND  
GETTING TOGETHER  
WITH PEOPLE GOING  
THROUGH THE SAME  
EXPERIENCES.

We build a community of like-minded people that desire to put their wellness needs first, providing a full support system through each users' unique wellness path.



# OUR ETHOS

## FINDING PERSONAL HARMONY

Our philosophy is rooted in the symbolism of the 'Desired Path' and 'Elephant Trail,' representing the journey of self-discovery, growth, and transformation.

It serves as a reminder of resilience, guidance, and the beauty of overcoming challenges, inspiring individuals to embrace life's adventures with open hearts and unwavering courage.

**We believe that every path chosen leads us closer to our truest selves.**



## OUR VISION

To empower individuals to  
find their personal journey to  
holistic wellbeing.

We are dedicated to streamlining and simplifying your access to premier wellness solutions so you can achieve your peak mind, body, and soul. By leveraging artificial intelligence and Web3 technology, we gather and remember your personal wellness needs to provide you with vital, personalized information about your health, ultimately providing you with deep healing and nourishment for your holistic health.

## OUR MISSION

To provide access to comprehensive information, top-tier experts, and personalized solutions, fostering holistic wellness and a sense of fulfillment in every user

Through bespoke content, expert access, immersive experiences, seamless booking, and innovative features like crypto payments and NFT memberships.

# OUR FUNDAMENTAL BELIEFS

## WE EMPOWER TRANSFORMATIONS

We believe in our mission and commitment to transforming lives.

## WE INNOVATE WITH HEART

We invite you to join us in innovative solutions driven by empathy and care.

## WE ENCOURAGE RESILIENT SPIRITS

We trust in our ability to overcome challenges and grow stronger.

## WE EMBRACE AUTHENTIC JOURNEYS

We build trust in our authenticity and genuine relationships.

## WE FOSTER GENUINE CONNECTIONS

We partner with you for reliable and authentic collaborations.

# OUR POSITIONING

## We Are Souls Carers



### IN OUR IDENTITY & DESIGN

- Sleek, intuitive interface
- User-centric design principles
- Visual elements symbolizing paths and exploration
- Prioritizes simplicity and visual engagement



### IN OUR EXPERIENCE & ENGAGEMENT DESIGN

- Personalized recommendations and goal tracking
- AI algorithms for actionable insights
- Community features for interaction and support
- Empowering users to achieve holistic wellness

### IN OUR ETHOS & IDENTITY

- Rooted in a personal journey for everyone
- Embraces self-discovery, growth, and transformation
- Symbolizes resilience, guidance, and courage
- Inspires users to create the community they need



### IN THE WAY WE COMMUNICATE

- The best combination of talent and expertise anywhere
- Emotionally connecting messaging
- Curated resources and expert advice
- Inspiring stories and motivational content



# AN AI-DRIVEN WELLNESS JOURNEY



## DELIVERING ON OUR POSITION

# WE ARE THE MOST SOPHISTICATED AND DISRUPTIVE WELLNESS/WELLBEING BOOKING PLATFORM

### AI HOST FOR ONBOARDING

- **Onboarding Process:** An AI host guides guests through a questionnaire to identify their MBTI type.
- **User Personas:** Personalized avatars based on MBTI type, ensuring uniqueness.

### BOOKING ENGINE

- **Supplier Integration:** Access to 50+ suppliers for wellness stays and experiences.
- **User Interface:** Seamless booking interface for easy retreat and activity bookings.

### REGULAR TUSE FEATURES

- **Daily/Weekly Features:** Encouraging engagement with wellness tips, community forums, and personalized AI assistant recommendations.

### NFT-BASED AVATARS

- **Unique Avatars:** One-of-a-kind avatars generated using NFT technology.
- **Custodial Wallet:** NFTs securely stored on-chain, linked to user accounts.
- **Metadata Storage:** Metadata connects the NFT to the user's app account.

### PAYMENT INTEGRATION

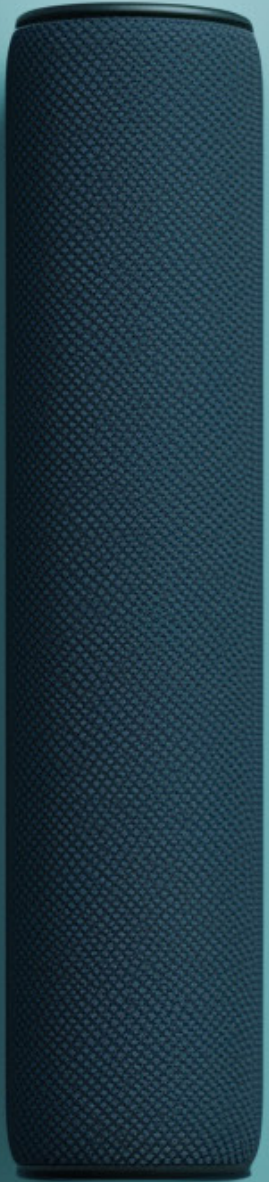
- **Multiple Payment Options:** Accepts fiat and cryptocurrency payments.
- **User Flexibility:** Multiple payment options for convenience.
- **Security and Compliance:** Secure transactions complying with financial regulations.



APPWELL



APPWELL



# We Seek To Build Is Bound By An Ethos That Wellness Is A Lifestyle

## BEHAVIORAL

Elevating wellness as a lifestyle, central to the journey

## USAGE-BASED

Embracing wellness as a lifestyle, seeking comprehensive tools for holistic wellness

## GEOGRAPHIC

Users in various locations committed to wellness lifestyles

## PSYCHOGRAPHIC

Embracing wellness as a lifestyle, seeking comprehensive tools for holistic wellness

# OUR TARGET AUDIENCES



**WELLNESS  
VIRTUOSA**

Globally experienced and discerning, prioritizing high-quality wellness experiences and community.



**HEALTH  
MAESTRO**

Interested in longevity and cognitive rejuvenation, value community engagement and personalized health advice.



**ACTUALIZATION  
AFICIONADO**

Growth-oriented, seek adaptable wellness solutions and quick setup



**BLUE  
ADVENTURER**

Active retirees valuing unique experiences and lifelong learning.



**CONSCIOUS  
CORPORATE**

Corporate leaders focused on holistic well-being and work-life balance.

# WHAT WE OFFER OUR PARTNERS



## EXPOSURE TO WELLNESS COMMUNITY

Exposing them to a community of wellness



## LEAD GENERATION

Targeting audience, understanding mentality, easy access to locals as positioned in UAE



## PRODUCT DEVELOPMENT

Develop deeper, more detailed programming that is informed by market performance



## TRAINING & EDUCATION

Understand the value of programs, so can communicate the needs of the clients more efficiently



## PERFORMANCE ANALYSIS

Get experience feedback seamlessly

# INVESTMENT APPEAL

# #1 FOUNDING TEAM



**MOH  
BELKODJHA**

Co-Founder, Director of  
Investments & Welltech



**MANEL  
KHEMIRI**

Co-Founder, Director Of  
Wellbeing & Lifestyle



**ALEX  
ANDARAKIS**

Co-Founder, Director Of  
Purpose & Strategy



**CHRISTIAN  
SALLOUM**

Head Of Hospitality



**THOMAS  
KHOUEIRY**

Head of Technology  
Innovation



**ELLA  
VENNICE**

Head Of Brand Success



## MOH BELKODJHA

Co-Founder, Director of Investments & Welltech

*"I am committed to driving Appwell's vision forward, ensuring sustainable growth and success in tourism and hospitality."*

[in LinkedIn Profile](#)

**20+** YEARS  
OF EXPERIENCE

Mohamed Belkhodja is a seasoned business leader with a Master's Degree in International Hotel Management.

Over 15 years of experience in hospitality management and management consulting across MENA. Focus on Eco, Wellness, Agri, and Adventure Tourism (EWAA).



## MANEL KHEMIRI

Co-Founder, Director Of Wellbeing & Lifestyle

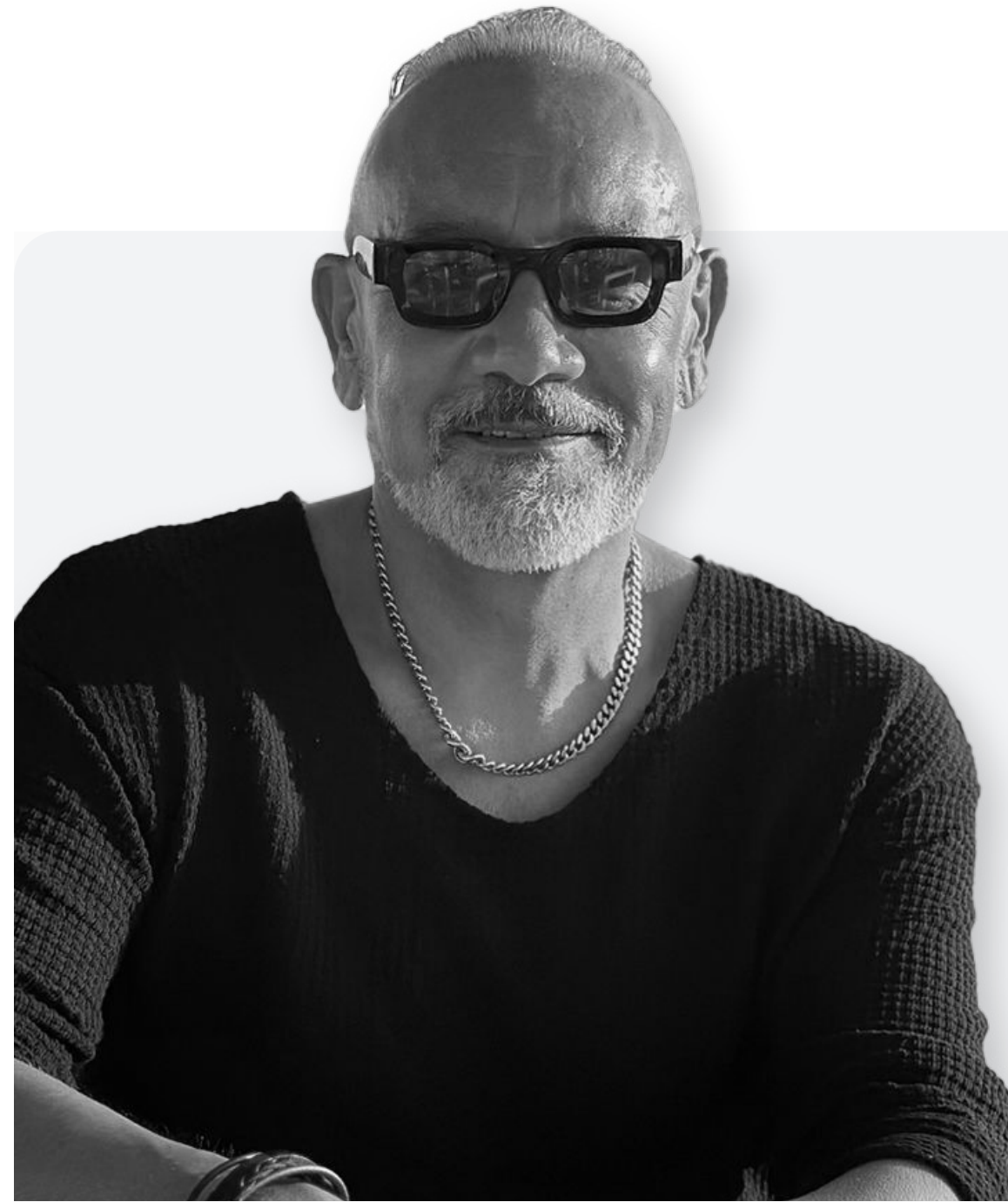
*"At Appwell, I aim to elevate wellness experiences, enriching lives through transformative journeys."*

[in LinkedIn Profile](#)

**20+** YEARS  
OF EXPERIENCE

With over two decades of experience in Travel & Tourism, Hospitality, Wellbeing, and Wellness. Certified in Reiki, Akashic Records, Life Scripting, and Feng Shui.

Visionary behind World Wellbeing Tourism and Moon Retreats, blending exploration and wellness.



## ALEX ANDARAKIS

Co-Founder, Director Of Purpose & Strategy

*"I believe in the power of purpose-driven strategy to propel Appwell's success and inspire positive change."*

[in LinkedIn Profile](#)

**35+** YEARS  
OF EXPERIENCE

Alex Andarakis has over 35 years of experience in senior leadership roles with Unilever, Aujan Coca-Cola, and Emaar Properties.

Strategic leadership and transformative vision for Andarakis Advisory Services. Extensive work with governmental bodies and private sectors.



## THOMAS KHOUEIRY

Head of Technology Innovation

*"Innovation fuels my drive at Appwell, where I push technological boundaries to shape our future."*

[in LinkedIn Profile](#)

**10+** YEARS  
OF EXPERIENCE

Thomas Khoueiry is a visionary strategist and Web3 innovator with over a decade of experience in advanced digital solutions and complex project management.

As VP at Kelsier, he excels in transforming cutting-edge ideas into Web3 realities. Background in consultancy, mediation, and guiding diverse talent teams. Proven track record of providing value to top Web3 entities and driving innovation across various sectors.



## CHRISTIAN SALLOUM

Head Of Hospitality

*“Delivering exceptional hospitality experiences and driving growth are my priorities at Appwell.”*

[in LinkedIn Profile](#)

**17+** YEARS  
OF EXPERIENCE

Christian Salloum brings extensive experience in strategic hospitality brand development, new market entry, and F&B integrated complex development.

Background in Hotel and Restaurant Management, Executive MBA from City, University of London. 17+ years of experience in F&B retail and service industry across MENA Region.



## ELLA VENNICI

Head Of Brand Success

*“The Appwell brand is born out of being truly human-centric—delivering what people value & love.”*

[in LinkedIn Profile](#)

**10+** YEARS  
OF EXPERIENCE

Ella Vennice is a strategic visionary with over a decade of transformative leadership in branding and marketing strategy.

Driving high-impact initiatives in branding, marketing, and experience strategy across diverse sectors.

A photograph of a young man and woman with wet hair, looking off-camera with serious expressions. The woman is in the foreground, and the man is slightly behind her. The background is a blurred interior space with warm lighting.

# CONTACT

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EMBARK, EMBRACE, EVOLVE





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