

AI-Powered Global Health & Beauty Platform

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1. Business Overview

- **Platform Name (example):** *MediView, LookCare, HealSketch*
- **Format:** Operates through a mobile and web-based platform that connects medical and beauty consulting services with AI guidance and international clinic capabilities.
- **Primary Target Market:** Seeks to solve both U.S. healthcare accessibility and cost problems
- **Core Technologies:** AI consultation guidance, expert video feedback, real-time AI translation, virtual simulation
- **Value Proposition:**
 - Solving the U.S. healthcare cost & access problem
 - Expert feedback from licensed Korean medical professionals
 - Seamless, multilingual experience with AI translation
 - Cross-border clinic referrals and cosmetic tourism

2. Problem in the U.S. Market

| Pain Point | Description |
|-------------------------------------|---|
| High Medical Costs | General consultations: \$150–\$300+, elective services often not covered by insurance |
| Long Waiting Times | 2 to 6 weeks or more to see a specialist |
| Lack of Transparency | Patients face unclear costs, options, and quality differences |
| Dissatisfaction with Service | Complaints about rushed appointments and impersonal care |

3. Our Solution

| Feature | Description |
|---------------------------------------|--|
| AI-Guided Recording | Smart camera guide for taking medical-related photos/videos (face, posture, teeth, etc.) |
| Korean Doctor Video Feedback | Personalized responses within 24 hours from trusted specialists |
| AI Translation System | Real-time voice & subtitle translation (Korean ↔ English) |
| Virtual Simulation | Cosmetic & dental AI-powered before/after visualization |
| Clinic & Hospital Matching | Curated referrals to certified hospitals in Korea or partner countries |
| Product Recommendations | Health/beauty product suggestions based on the user's condition |

4. Application by Medical Field (U.S. Use Cases)

| Specialty | Platform Use Case |
|------------------------|--|
| Dermatology | Upload acne/eczema photos → AI analysis + Korean dermatologist feedback → product suggestion & referral |
| Plastic Surgery | Facial scan → AI-based virtual nose/eye/jaw simulation → doctor commentary + surgery package offer |
| Dentistry | Upload smile/alignment photos → AI + dentist analysis → cost estimate + remote consult |
| Mental Health | Voice recording + stress survey → AI mood analysis → psychiatrist video feedback + virtual consult option |
| Orthopedics | Upload walking/posture video → AI imbalance detection + physical therapy advice |
| Gynecology | Record menstrual symptoms + submit health quiz → Korean OB-GYN video advice + wellness product suggestions |

5. Go-to-Market Strategy (U.S. Launch Plan)

Phase 1: MVP Launch (6 months)

- Targeted specialties: Dermatology, Dentistry, Plastic Surgery
- The startup begins its operations with several verified Korean doctors who include the founder's father.
- Paid and free consultation packages

Phase 2: Growth via Content Marketing

- **YouTube Shorts / TikTok:** "\$8,000 in LA vs. \$2,000 in Seoul" content
- **Community penetration:** Reddit (r/SkincareAddiction, r/PlasticSurgery, etc.) & Facebook groups
- **Influencer Collaborations:** U.S. creators review "feedback from Korean doctors" experience

Phase 3: Strategic Partnerships

- The company should expand its Korean clinical facilities to include dermatology services and plastic surgery services along with dentistry services.
- Search for collaborations with healthcare businesses which operate without insurance coverage in the United States.

6. Differentiation through Korean Medical Excellence

| | |
|-----------------|---------------------------|
| Strength | Messaging Strategy |
|-----------------|---------------------------|

| | |
|---------------------------|--|
| Global Reputation | "World-Class Korean Doctors. Trusted Globally." |
| Cost-Effectiveness | "1/3 the U.S. cost. Triple the care." |
| Service Experience | "Precision, hospitality, and care." |
| Speed | "Real feedback in 24 hours. Appointments in 3 days." |

7. Key Benefits for US Consumers

| Benefits | Why it Matters |
|----------------------------------|--|
| Lower Cost | 70–80% savings vs. U.S. prices |
| Fast Access | 24h expert feedback vs. weeks of waiting |
| No Insurance Needed | Great for uninsured & elective care |
| Korean Doctor Expertise | Global trust in K-Medicine |
| Smooth Communication | AI-powered English/Korean translation |
| Aesthetics + Wellness | Affordable care in beauty, skin, and mental health |
| Travel Support (Optional) | Safe, verified medical tourism experience |

8. Revenue Model

| Source | Method |
|---------------------------------|--|
| Paid Consultations | \$9.99–\$49.99 per expert video feedback |
| Clinic Referral Fee | \$30–\$100 per successful booking |
| Medical Tourism Packages | Bundled services: treatment + hotel + flight |
| Product Sales | Korean skincare, health devices, supplements, etc. |

9. Roadmap for Expansion

- Partner with U.S. insurers, health tech, or fitness platforms
- The application should include Spanish language support for its Latinx user base.
- The company should launch operations in Southeast Asia along with China and UAE markets.
- The company should expand its services to cover health wellness and fitness together with women's health products.

10. U.S. Marketing Plan

- Strategy Highlights
 - The current medical operations in the United States remain both expensive and cumbersome according to research.
 - Medical staff should be introduced through compelling statistics about credentials and operational speed and welcoming treatment offered to patients.
 - The core value in medical care at the South Korean clinic comes from doctors physically examining patients.
- Suggested Messaging (Ad Examples)
 - A U.S. doctor takes weeks. A Korean specialist replies within twenty-four hours according to the provided service.
 - World-class medical guidance received from doctors in Seoul can be obtained for a starting price of \$29.
 - Real doctors. Real care. Health care professionals in Korea deliver top-tier global services at prices starting from \$29.
- Marketing Channels
 - Content Marketing: TikTok/YouTube Shorts with side-by-side comparisons
 - Community Engagement: Reddit AMAs, Facebook health/beauty groups
 - Review content includes feedback from actual users along with visual outcomes shown during influencer promotional campaigns.

11. Korean Medical Quality-Based Marketing Strategy

| Value Point | Highlighted Messaging |
|-------------|---|
| Expertise | "South Korea ranks among the top 3 in global medical tourism" |

| | |
|-------------------------------|--|
| Affordability | “One-third the cost of U.S. procedures, without sacrificing quality” |
| Care & Hospitality | “Known for precision, detail, and care” |
| Speed | “Receive a personalized medical opinion within 24 hours” |

12. Recommended Marketing Content

| Type | Content Example |
|---------------------------------|---|
| Before & After | AI simulation + real result of a cosmetic procedure |
| User Vlogs | Experience receiving Korean doctor video feedback via the app |
| Cost Comparison Cards | U.S. vs. Korea: consultation, cosmetic, or dental procedures |
| Testimonial Interviews | American patients share stories post-Korea treatment |
| AI Skin Challenge | “Guess my skin age” – AI analysis as viral TikTok trend |
| Live Interpretation Demo | Show real-time multilingual consultation in action |