

# ReliefHub

*Symptom tracking + AI triage + peer community for chronic pain conditions (fibromyalgia, migraine, endometriosis, chronic fatigue). The population is enormous, willingness-to-pay is high, and no quality dedicated platform serves them.*

<b>Category</b>	Set 6 · Consumer & Family
<b>Customer</b>	Adults with chronic-pain conditions: fibromyalgia + migraine + endometriosis + IBS + chronic fatigue + chronic back pain
<b>Monetisation</b>	\$15/mo Solo · \$29/mo Pro (advanced analytics + dietitian-Q&A; integration) · \$99/yr annual prepay
<b>Build effort</b>	Med
<b>Plan version</b>	v1.0 — 2026-05

## Executive Summary

ReliefHub is a focused platform for adults living with chronic pain conditions — fibromyalgia, migraine, endometriosis, IBS, chronic fatigue syndrome, chronic back pain. These conditions collectively affect 200M+ globally, severely impact daily function, frequently take 5-10 years to diagnose properly, are managed (not cured) through ongoing lifestyle + medication adjustments, and are systematically under-served by both medical care + consumer apps.

Product: structured symptom tracking (pain-level + symptom-pattern + suspected triggers) + AI-triage (identifying patterns + suggesting potential triggers + flagging when to escalate to physician) + curated peer community (moderated forums by condition + verified medical-info content) + integration with treatment-plan tracking (medication schedules + supplement tracking + therapy appointments).

Year-1 target: 6,000 paying subscribers generating █2.4 crore annual revenue against █48 lakh costs. Cash-positive month 3-4. The wedge against generic health-tracking apps is condition-specific depth; against support groups (Facebook chronic-pain groups) is medical-info quality + privacy; against medical specialists is daily-cadence accessibility.

## The Problem

200M+ adults globally live with chronic pain conditions that severely impair daily function but lack adequate management infrastructure. Typical patient journey: symptoms develop, multiple GP visits inconclusive, 5-10 year diagnostic delay to reach correct diagnosis (fibromyalgia + endometriosis typically 7-10 years to diagnosis; migraine often misclassified; chronic fatigue dismissed by clinicians). Once diagnosed, management is the patient's ongoing work — tracking symptoms + identifying triggers + adjusting lifestyle + coordinating with multiple specialists.

Existing options fail. Generic health-tracking apps (MyFitnessPal, Apple Health) are not condition-specific. Specialised apps exist for specific conditions (Migraine Buddy is strong for migraine; Bearable for fibromyalgia; some endometriosis apps) but most are weakly designed + poorly maintained + lack community + lack AI-pattern-recognition depth. Facebook chronic-pain support groups provide community but mix evidence-based + alternative-medicine + outright fraud + lack privacy. Medical specialists are available only every 3-6 months for 15-minute consults.

The market gap: a focused multi-condition platform that integrates symptom tracking + AI-pattern-recognition + curated medical-info content + privacy-protected peer community, at consumer-SaaS pricing.

## The Solution

ReliefHub structured around the patient's actual workflow. Daily symptom tracking: condition-specific structured entry (for fibromyalgia: pain level by body region + fatigue + cognitive function + sleep quality; for migraine: episode log with severity + duration + triggers + medication taken; for endometriosis: cycle phase + pain location + GI symptoms + medication; for chronic fatigue: energy envelope tracking + post-exertional malaise). Weekly + monthly views with AI-identified patterns + suspected trigger correlations.

AI triage: identifies when patterns suggest medication-adjustment conversation with physician, when episode severity warrants specialist escalation, when new symptom pattern emerges that should be flagged. Plus: suggests questions to ask physician at next visit (improves the 15-minute consult value).

Curated medical content: condition-specific evidence-based guides + treatment-option overviews + lifestyle-modification frameworks (sleep + diet + exercise + stress) + medication-class explanations. Curated by medical advisor team.

Peer community: moderated condition-specific forums with privacy protection (no real-name requirement, structured posting templates to discourage low-quality content), verified-experience-sharing not medical-advice. Strong moderation against alternative-medicine quackery + fraud.

Three structural differences from existing options. First, multi-condition support across the chronic-pain umbrella (versus single-condition apps), useful because comorbidity is common. Second, AI-pattern-recognition depth (vs. just symptom logging). Third, curated content + moderated community in one platform.

Pro tier (\$29/mo) adds: advanced analytics (correlation between weather + sleep + menstrual cycle + diet + medication + symptom severity), monthly dietitian-Q&A; access, integration with wearable data (Apple Watch / Oura / Whoop) for objective fatigue + sleep data.

## Market Opportunity

Global chronic-pain-condition prevalence: ~200M+. Per-condition: fibromyalgia ~10M, migraine ~150M (severe + chronic ~10M), endometriosis ~190M women, chronic back pain ~80M, IBS ~30M, chronic fatigue ~25M.

Willingness-to-pay segment: ~12-20M who would pay \$15-29/mo for structured management support.

At blended ARPU of \$220/year, SAM is \$2.6-4.4B globally. Realistic 4-year capture: 0.05-0.15% = \$1.3-6.6M ARR.

Adjacent expansion. Year 2: clinical partnership tier (white-label for pain clinics + headache specialists). Specialist-condition deep tiers (premium fibromyalgia tier with neurologist Q&A; access).

## Target Customer

Primary persona: a 39-year-old woman with fibromyalgia (diagnosed 4 years ago after 6 years of symptoms) managing symptoms with 3 medications + lifestyle adjustments. Uses Bearable currently + dissatisfied with depth. Will pay \$15/mo Solo for ReliefHub.

Secondary persona: a 33-year-old marketing professional with chronic migraine (8-12 episodes/month) trying to identify triggers + manage triptan usage. Will pay \$29/mo Pro tier for advanced analytics + wearable integration.

Tertiary persona: a 41-year-old woman with endometriosis + IBS comorbidity. Will pay \$15/mo Solo for multi-condition support that single-condition apps don't provide.

## Product

Condition selection during onboarding (multi-select for comorbidity).

Daily symptom tracking: condition-specific structured templates.

AI pattern recognition: weekly + monthly insights into pattern + suspected triggers + flagged escalation suggestions.

Curated medical content library: condition-specific evidence-based guides reviewed by medical advisor team.

Peer community: moderated condition-specific forums.

Treatment-plan tracking: medication schedule + supplement tracking + therapy appointment tracking + symptom-medication correlation.

Doctor visit prep: AI-generated summary + questions for next physician visit.

Pro tier additions: advanced correlation analytics + monthly dietitian-Q&A; + wearable integration.

## Technical Architecture

Frontend: Next.js + React Native mobile.

Backend: Python on Hetzner cloud, Postgres.

AI: GPT-4o for pattern analysis + content curation (\$0.40/user/mo at average usage).

Wearable integrations (Pro): Apple Health + Oura + Whoop APIs.

Community: custom-built moderated forum infrastructure.

Payments: Stripe + Razorpay.

Compliance: HIPAA-aligned posture for US users + DPDP for India + strong privacy framework given sensitive health data.

## Business Model & Unit Economics

Two tiers. Solo (\$15/mo or \$149/yr): full tracking + AI insights + community + content. Pro (\$29/mo or \$289/yr): advanced analytics + dietitian-Q&A; + wearable integration.

Conversion: 14-day trial converts at 20%. Distribution: 75% Solo, 25% Pro. Annual prepay reduces churn meaningfully.

Gross margin: 80%. Costs: AI inference + community moderation + content + medical-advisor retainer.

LTV: \$180 × 24 mo = \$432 (Solo); \$348 × 30 mo = \$1,044 (Pro). Strong because chronic conditions are long-term.

### Unit Economics (Year-1 base case)

<b>Year-1 paying subscribers (target)</b>	6,000
<b>Blended ARPU</b>	\$192/year
<b>Year-1 revenue</b>	\$355,000 (~■2.4 crore)
<b>Gross margin</b>	80%
<b>CAC</b>	\$32
<b>Payback</b>	2 months
<b>Year-1 all-in costs</b>	~■48 lakh
<b>Year-1 net contribution</b>	~■1.4 crore

## Go-to-Market

Channel 1 — Condition-community organic (40%): Reddit chronic-pain subreddits + Facebook fibro/migraine/endo support groups + condition-specific Instagram creators.

Channel 2 — Content + SEO (30%): substantive condition-specific content (trigger-identification guides + medication primers + lifestyle frameworks).

Channel 3 — Medical-specialist partnerships (20%): partnerships with pain clinics + headache specialists + gynecologists.

Channel 4 — Paid acquisition (10%).

### Roadmap (first 12 months)

- Month 1-3: MVP with fibromyalgia + migraine support + Solo tier. 350 subscribers.
- Month 4-5: Add endometriosis + IBS + chronic fatigue, 1,200 subscribers, ■6 lakh MRR.
- Month 6-8: Pro tier with wearable integration + dietitian Q&A;, 2,800 subscribers.
- Month 9-10: Community + content depth expansion, 4,500 subscribers.
- Month 11-12: 6,000 subscribers, ■2.4 crore annualised.

### Key Risks

- Medical-info liability: chronic-pain space attracts alt-medicine fraud + bad-info. Mitigated by medical-advisor curation + strict community moderation + clear evidence-based positioning.
- Community moderation cost: chronic-pain communities require careful moderation against fraud + suicide-risk content. Mitigated by professional moderator team + crisis-escalation protocols.

- Privacy sensitivity: chronic-condition data is extraordinarily sensitive. Mitigated by privacy-first architecture + clear data-use commitments + no third-party sharing.
- Slow consumer-SaaS conversion: chronic-condition population may be skeptical of paid apps after disappointments. Mitigated by free trial + quality-first positioning + medical-credibility signals.
- AI pattern-recognition accuracy: false-positive trigger correlations could mislead users. Mitigated by confidence-scoring + medical-evidence-based context.