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**Microns presents**  
**FeelSom: Wellness Tracker**

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**What is your full  
name and  
location?**

Gabriele from Vilnius,  
Lithuania

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# Overview of what your app does

Wellness platform to track daily routines, build healthy habits and get actionable data to improve your life.

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**When did you  
launch the  
business?**

2019

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# Expenses you have for the app

\$45k was spent on design, web, and iOS app development.

To keep the startup running - monthly it's only the server cost. Plus annual one time payments for - Apple developer program and domain.

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**What is your  
annual recurring  
revenue?**

\$1,000

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# What is your business model and pricing?

Freemium subscription  
model. Annual price \$35,99  
with a free weekly trial.  
Monthly price \$5,99.

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**How many  
customers do you  
have?**

6,000

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# Who is your target customer?

People who are interested in improving their wellbeing.

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**Tech stack your  
product is built on**

Flask, PostgreSQL, Redis,  
Docker, Swift

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**What kind of  
support can buyers  
expect from you  
post-sale?**

Everything they need for  
successful transfer.

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# Why are you looking to sell?

Since the project was bootstrapped, we ran out of resources to market it properly and moved on to exploring other ideas.

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**What is your  
asking price?**

\$40,000

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# Contact email address

[gabriele@readmor.com](mailto:gabriele@readmor.com)

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# Startup website

[feelsom.com](https://feelsom.com)

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**That's all, folks!**

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