

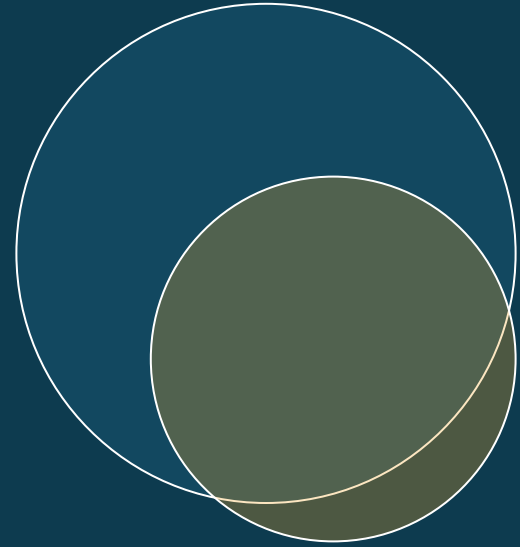
# TEAM 5

## VITALIS

*Vocal & Volatile Integrated Longevity Analytics System*

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EITT 2025-26 · Week 11 · PClass05-Thu



# THE PROBLEM

**87%** of interviewees want to track their biological age — but no affordable daily tool exists.



**A gap no product  
has filled**

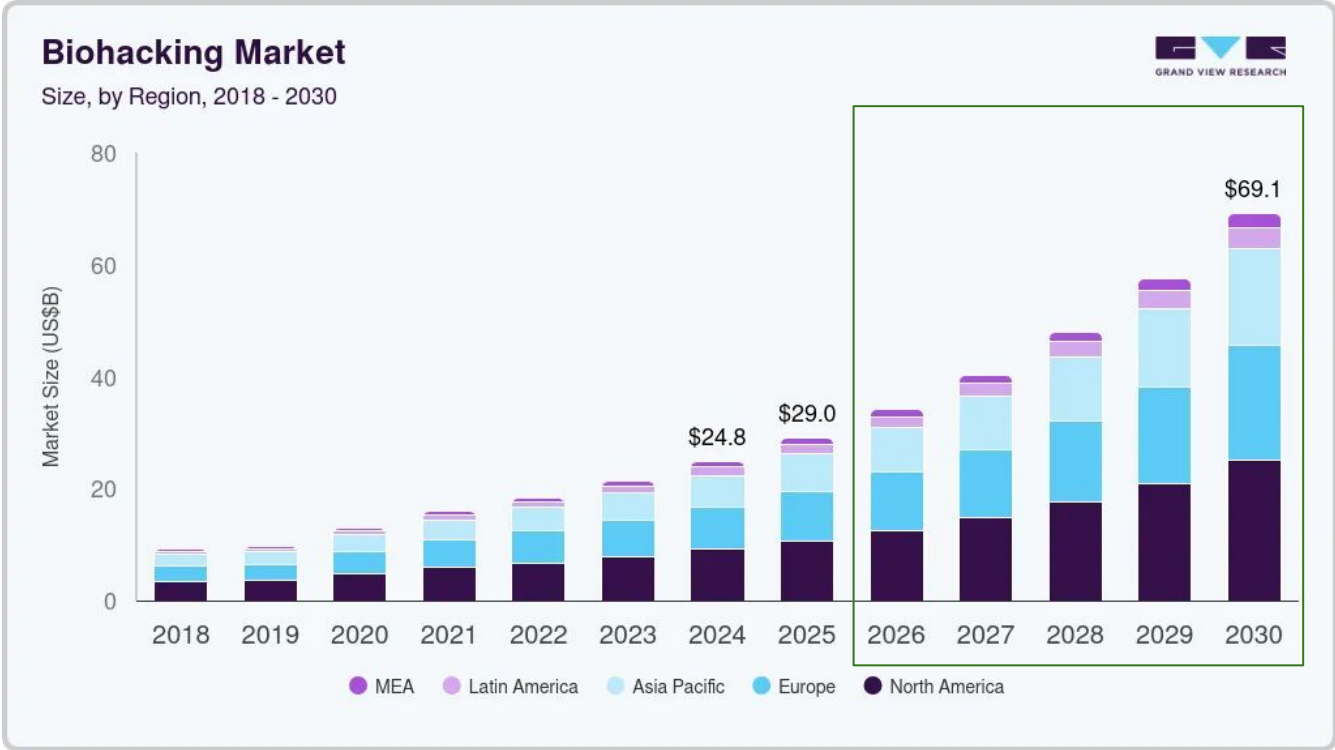


**No daily window  
into biological metrics**



**Awareness without  
a feedback loop**

# THE MARKET



Source: Grand View Research Biohacking Market (2025 - 2030)

# CUSTOMER SEGMENTS

## PRIMARY

### Biohackers & Wellness enthusiasts

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#### AGE

25–45, developed markets

#### SPEND

\$100–\$400/year on health

#### PROFILE

Already use Oura, Whoop, Apple Watch and track fitness metrics

#### REACH

Digital marketing, longevity forums, viral content

## SECONDARY

### Wellness-Conscious Consumers

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#### AGE

30–55, health-aware non-biohackers

#### SPEND

Loosely tracks

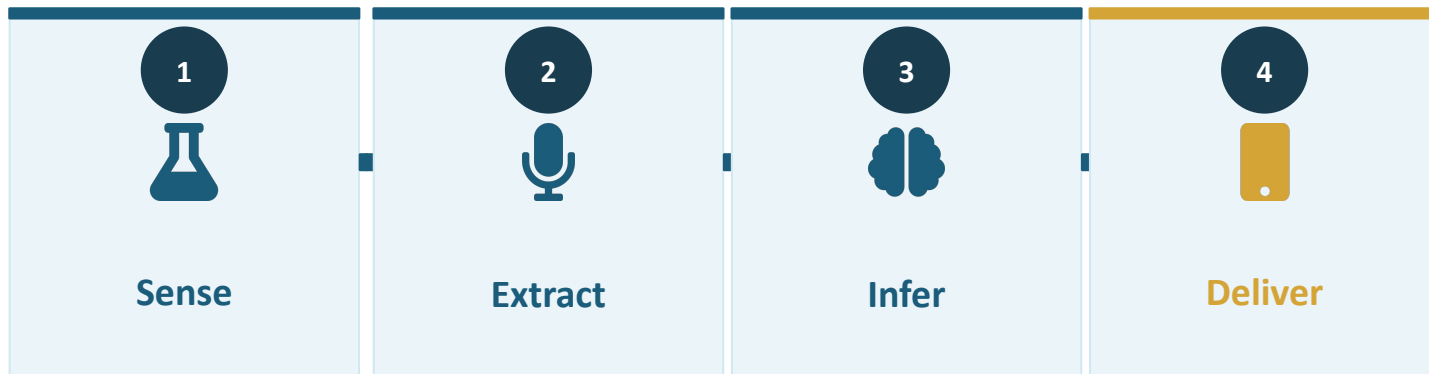
#### PROFILE

Interested in gut health; needs trust signals before buying, not really invested in metrics

#### REACH

Lifestyle media, mainstream wellness influencers, WoM, Digital marketing

# VITALIS



## WHY IT'S DIFFERENT:

**Breath Biomarkers**

H<sub>2</sub>:CH<sub>4</sub> ratio via MOS sensors

**Voice Acoustics**

Jitter & shimmer via MEMS mic

**15€ monthly subscription**

**Trend Intelligence**

Personalised baseline + longitudinal tracking

**Privacy First**

Data stays on-device. ML Algorithms executed on-device.

# COMPETITION

FEATURE	Standard wearables (Apple Watch, Whoop)	Breath analyzers (Lumen, Foodmarble)	Clinical testing	VITALIS
Daily tracking	✓	✓	X	✓
Non body invasive	✓	✓	X	✓
Chemical biomarkers	X	Partially	✓	✓
Vocal anomaly detection	X	X	Partially	✓
Device Price (€)	100-500	Included in subscription bundle	+80	250
Subscription (€)	starting at 200/year (optional)	starting at 320/year	X	15/month (optional)

VITALIS is the only product on the market that combines the zero-friction convenience of a smartwatch with the deep diagnostic power of a clinical breath test.

# VALIDATION

## E1 Interest in Biological Age

### Observed

87% found the concept personally relevant.

### Learned

Consumers see value in tracking biological age as proof that habits are working.

## E2 Medical Accuracy & HCP Endorsement

### Observed

Gastroenterologist confirmed H<sub>2</sub>:CH<sub>4</sub> ratio is clinically meaningful.

### Learned

Trend tracking over time is more valuable than a single score.

## E3 Daily Routine Integration

### Observed

Most consumers found the routine easy to adopt.

### Learned

Irregular travel and stressful mornings are friction points.

## E4 Pricing & Willingness to Pay

### Observed

Users already spending €250+ on Whoop, Apple Watch Ultra are willing to pay.

### Learned

Willingness to pay exists in the biohacker/wellness segment  
Subscription model faces resistance

## E5 Privacy & Security Guarantees

### Observed

Consumers comfortable with data collection.  
Key condition: no third-party sharing.

### Learned

Privacy is not a hard blocker for the majority  
Transparency about data handling converts cautious adopters

## E6 Hardware Supplier Costs

### Observed

€1–2 discounts possible on sensors at 1,000+ units. PCB pricing fixed — no discounts possible.

### Learned

Hobbyist suppliers are prototype-only. Direct manufacturer contact needed at scale.

# MARKETING & GO-TO-MARKET

## GET

Content digital marketing

Early-adopter waitlist

Affiliate partnerships

## KEEP

Daily engagement loop

Personalization

Privacy-first design

Weekly trend reports

## GROW

Free → Premium

Referral program

B2B corporate wellness

# TEAM

## Kristi

Hustler

*Role: Communicator*  
Function: Marketing  
(Customers)



## Signe

Hipster

*Role: Idea Generator*  
Function: Designer  
(Creative)



## Dean

Hacker

*Role: Executor*  
Function: Engineer  
(Builder)



## Rediet

Hacker

*Role: Problem Finder*  
Function: Business  
Planning



## Elias

Hustler

*Role: Problem Solver*  
Function: Manager



## Diego

Hacker

*Role: Puppy Shooter*  
Function: Engineer  
(Builder)



# REVENUE STREAMS

1

## Device Sale

*Asset Sale Revenue*

- ▶ One-time hardware purchase
- ▶ Breath analysis device with embedded sensors
- ▶ 80% direct sales; 30% channel margin on indirect.  
25% gross margin on hardware.

**€250**

unit price

+

2

## Monthly Subscription

*Subscription Fee Revenue*

- ▶ Unlocks real-time gut health analysis & AI insights
- ▶ 70% of users convert to paying tier; 5% monthly churn drives long-term LTV.
- ▶ Ensures recurring revenue & long-term customer retention

**€15**

per month

# FINANCIAL PROJECTION

3-year operating model · €300K investment · €4M exit value

3-YEAR CUMM. REVENUE

€2.5M

INVESTMENT REQUIRED

€300K

YEAR-3 EXIT VALUE

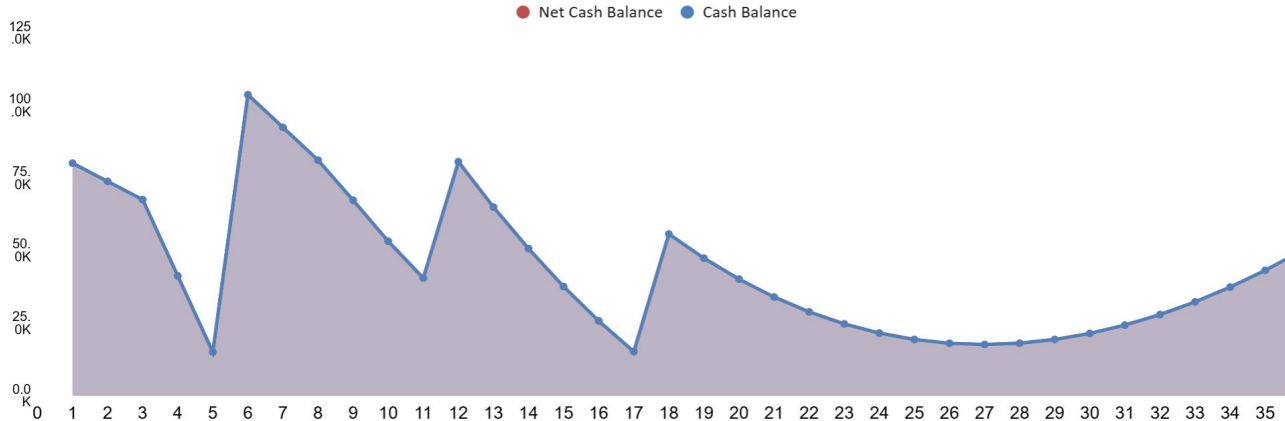
€4M

3.0x revenue multiplier

GROSS MARGIN YEAR-3

36%

+2 pp YoY



## KEY MILESTONES (36-month plan)

Month

Milestone

- |    |                        |
|----|------------------------|
| 0  | Start and IP filling   |
| 3  | MVP Ready              |
| 5  | Private Beta Launch    |
| 8  | Public Beta Launch     |
| 9  | V1.0 Launch            |
| 11 | 100% growth rate/month |
| 14 | 1k active users        |
| 17 | 10K revenue/month      |
| 20 | 3k active users        |
| 30 | 150K revenue/month     |
| 36 | 3-Year checkpoint      |