

# NUTRISYNC



HORMONAL CARE MADE EASY

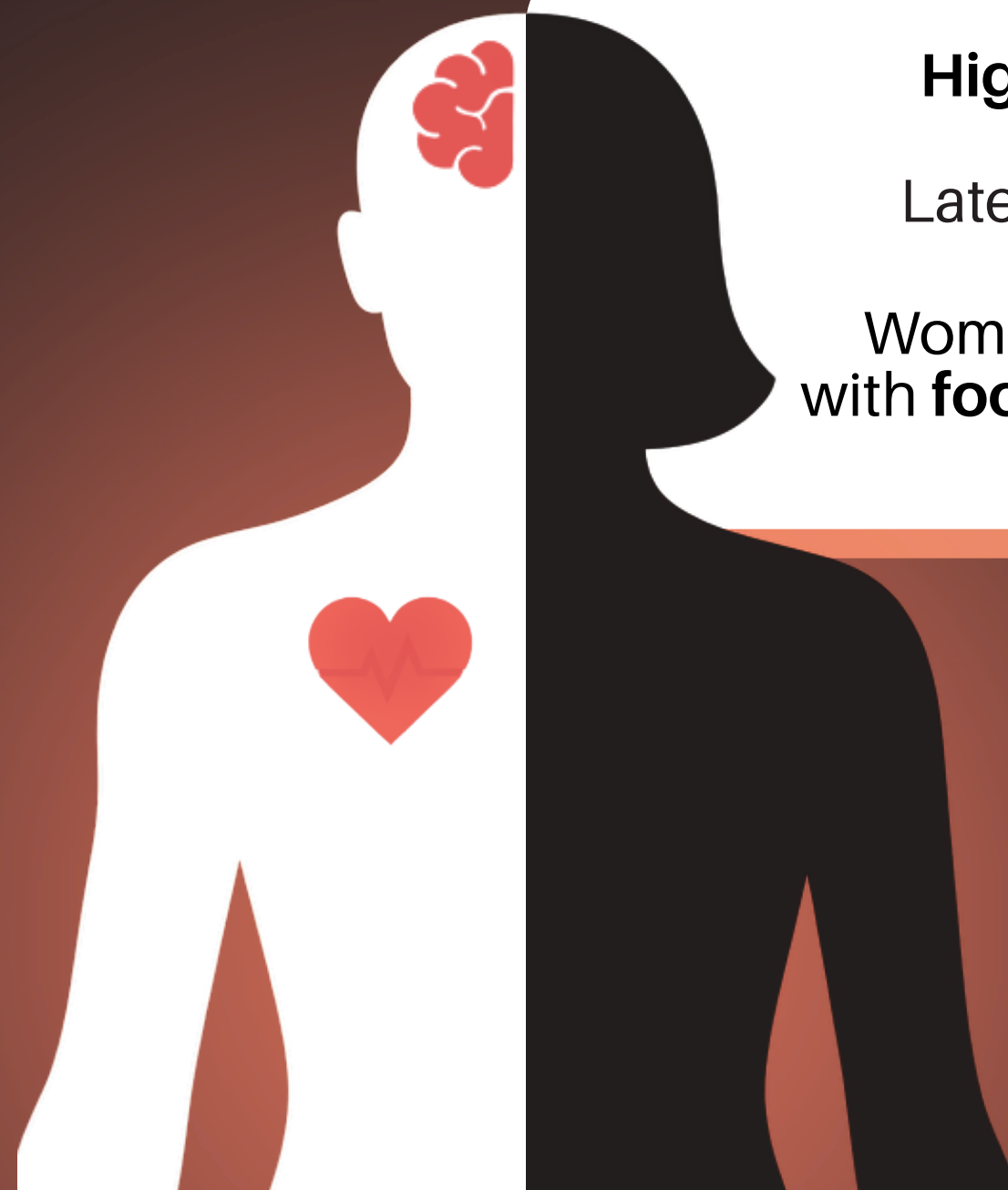
*Pilar Gonzalez*

*Lucia Cebrian*

*Maria Paula Garzon*

# Healthcare was designed for the **male** biology

...and **women** are paying the cost



**Higher adverse** drug reactions

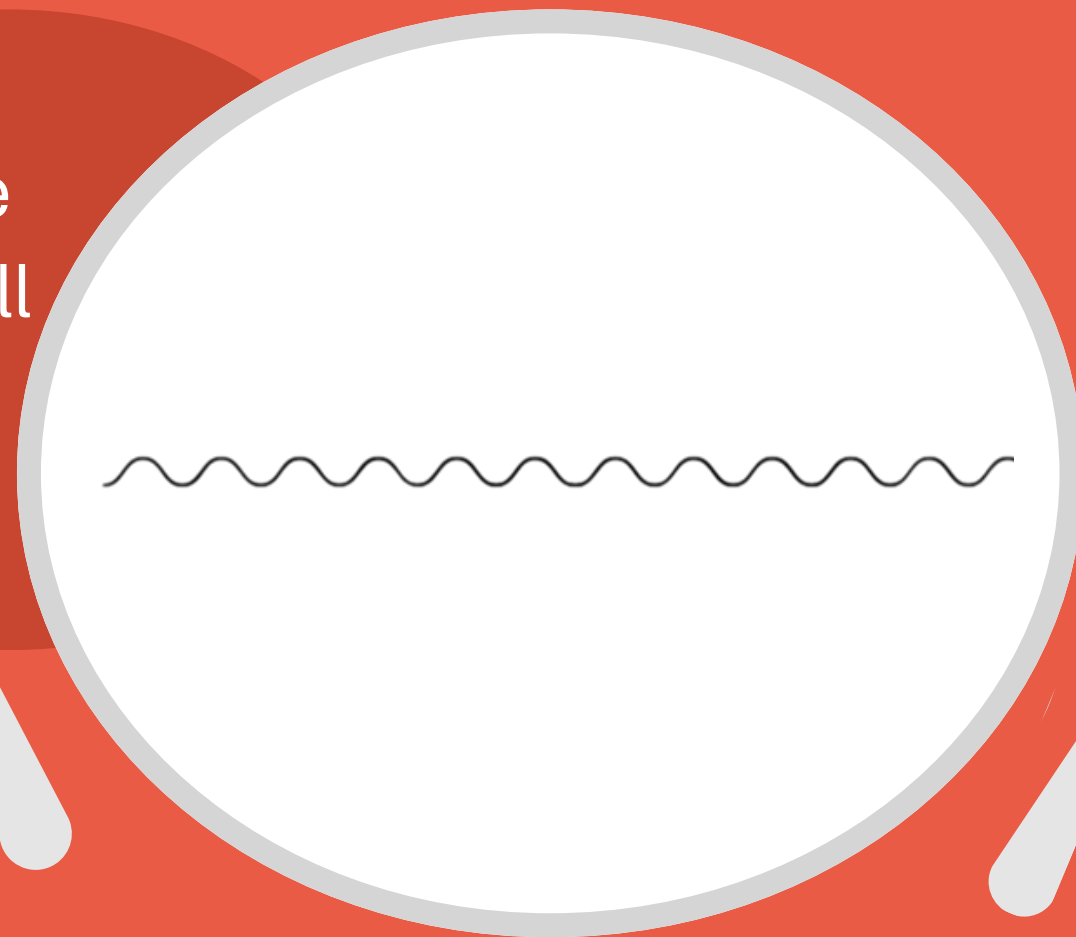
Later diagnoses & **delayed care**

Women are left to self-experiment  
with **food + training across phases**

# Different biology. Same nutrition.

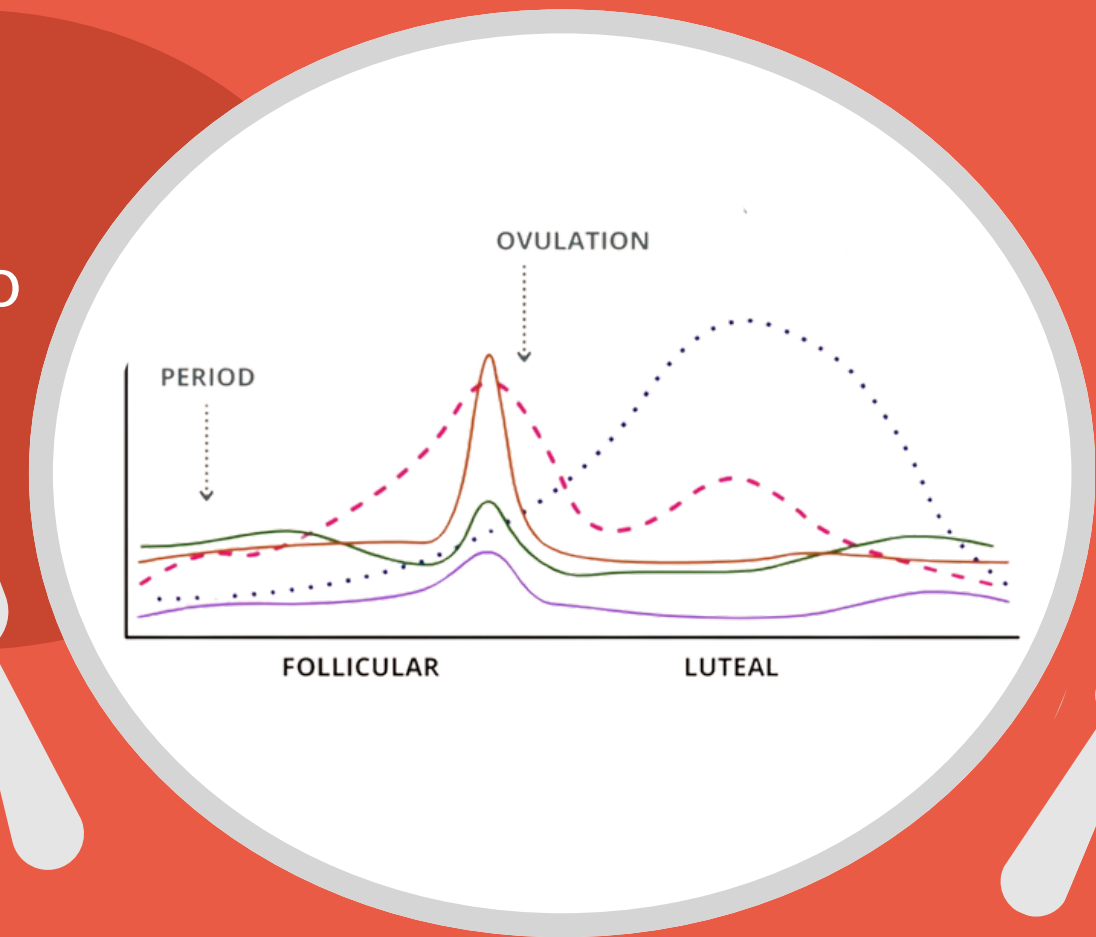
Most nutrition plans were built for men, leaving women's 28-day cycles overlooked.

The 'one size fits all diet'...



Male Hormones 28 days

Does not take this into account.



Female Hormones 28 days

(Source: FemTech Analytics, 2023)

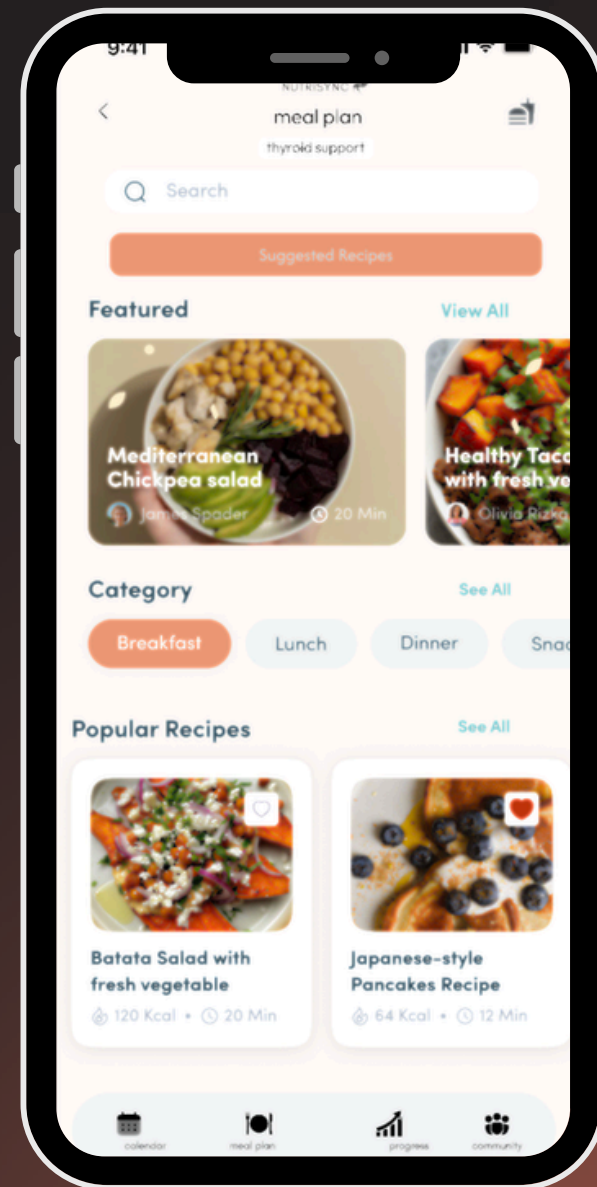


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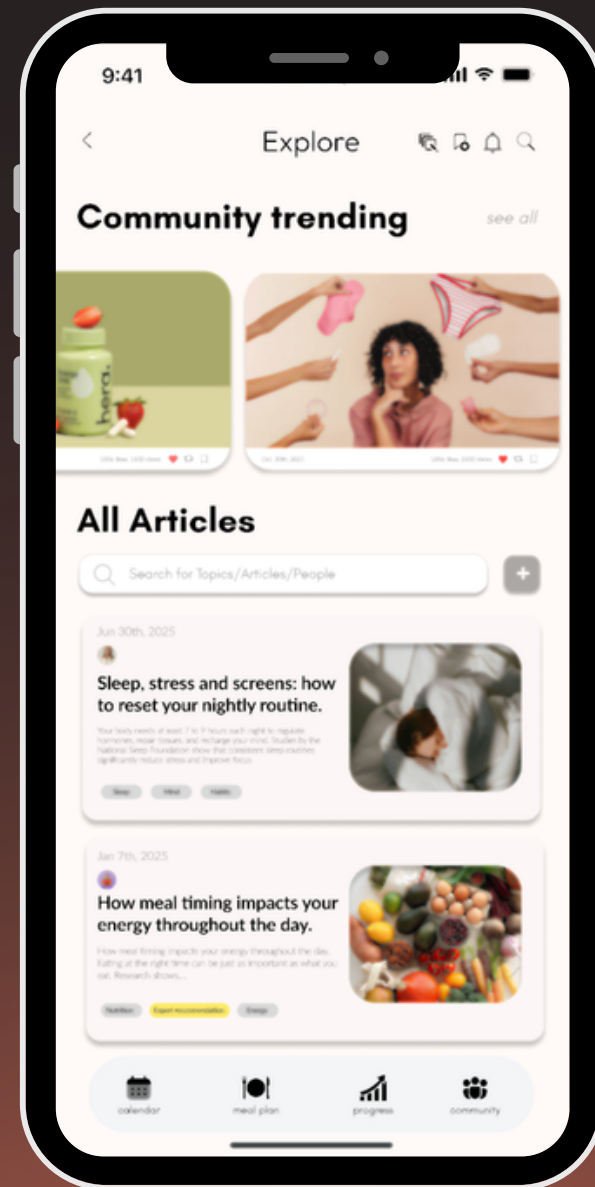
# A Tailored Solution for All **Woman**



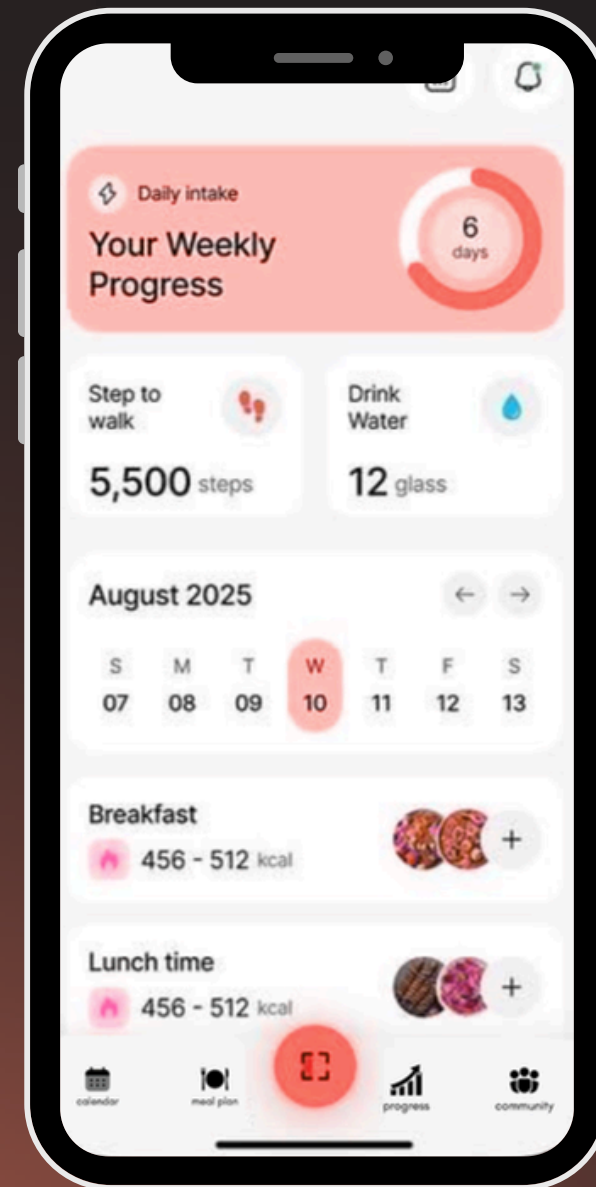
DAILY GUIDED EXP.



MEAL PLANS



COMMUNITY FORUM



PROGRESS TRACKING



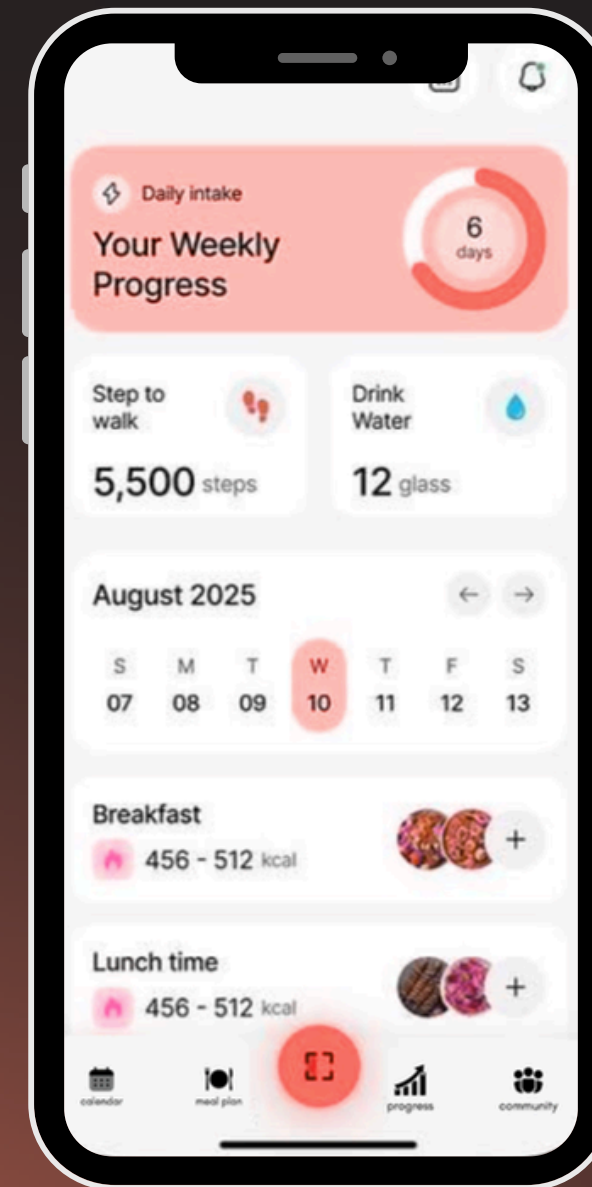
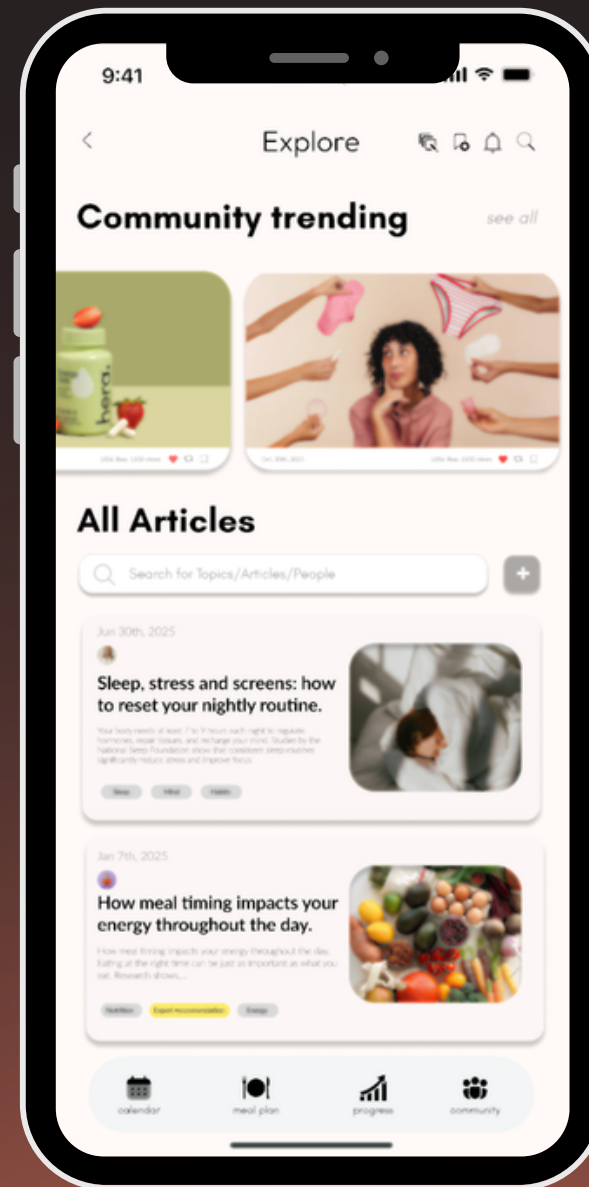
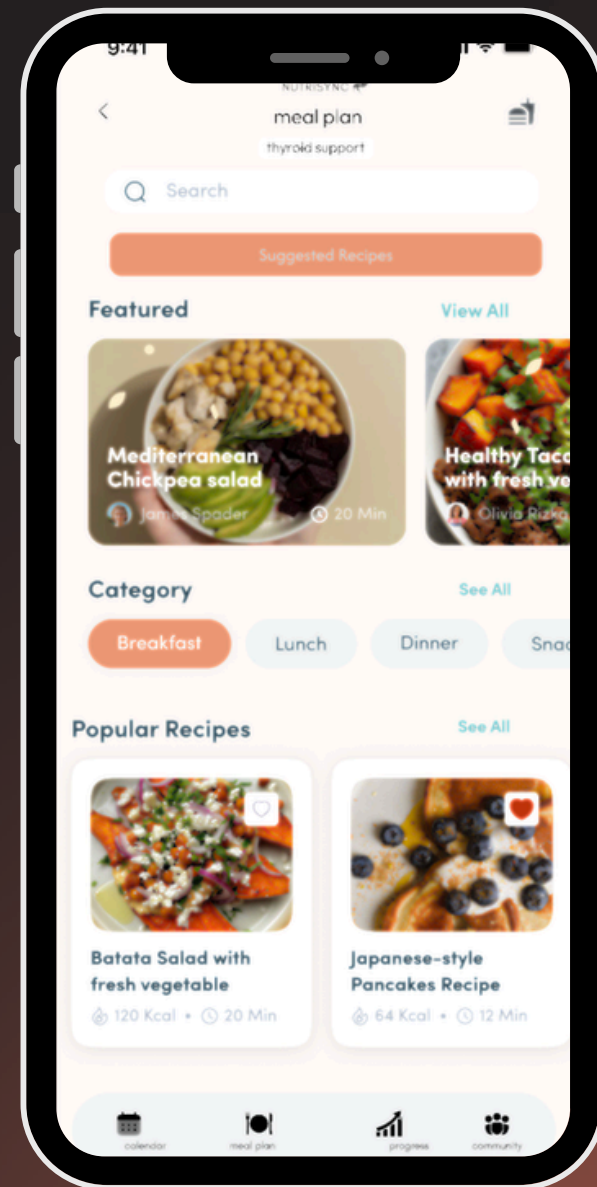
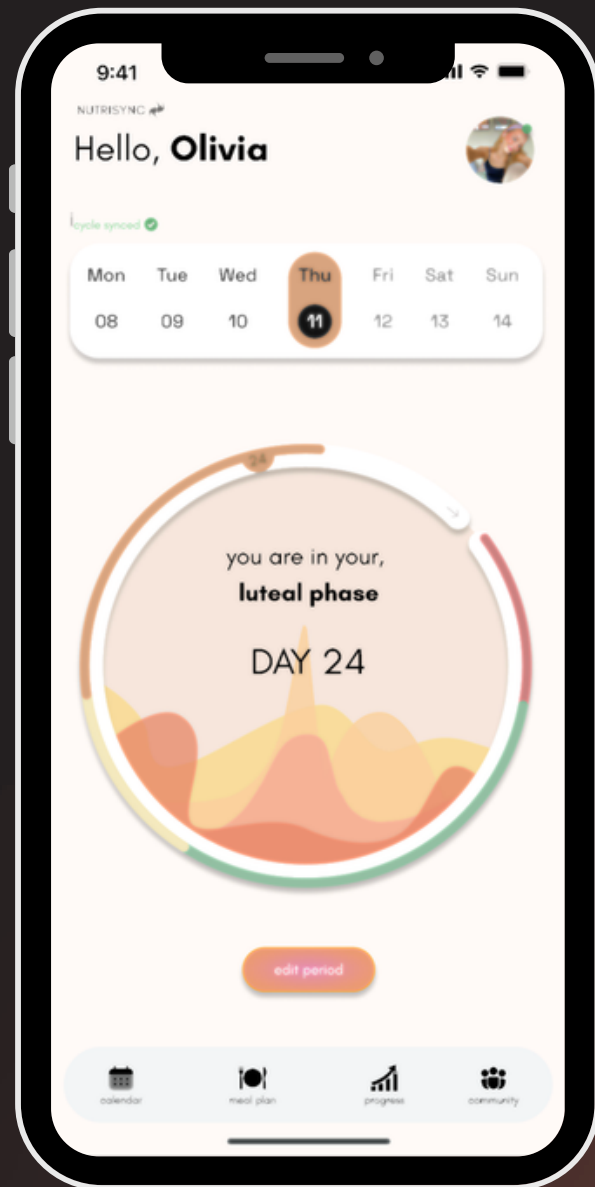
AND MORE...



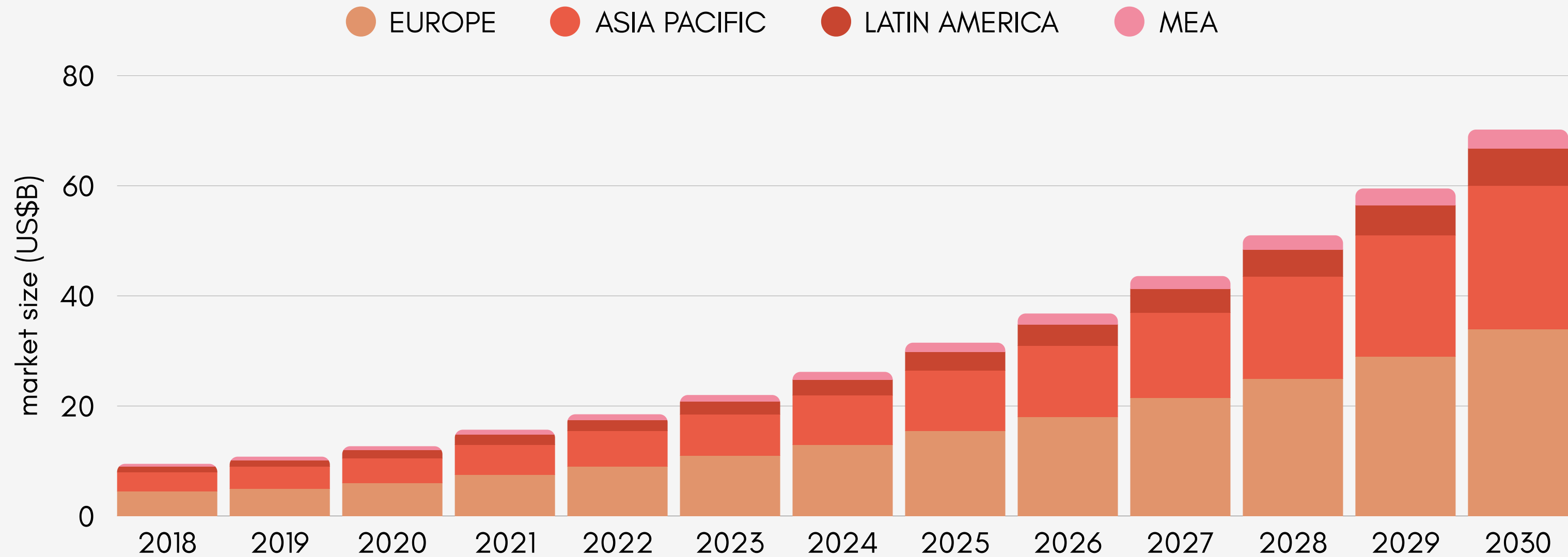


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# A Tailored Solution for All **Woman**

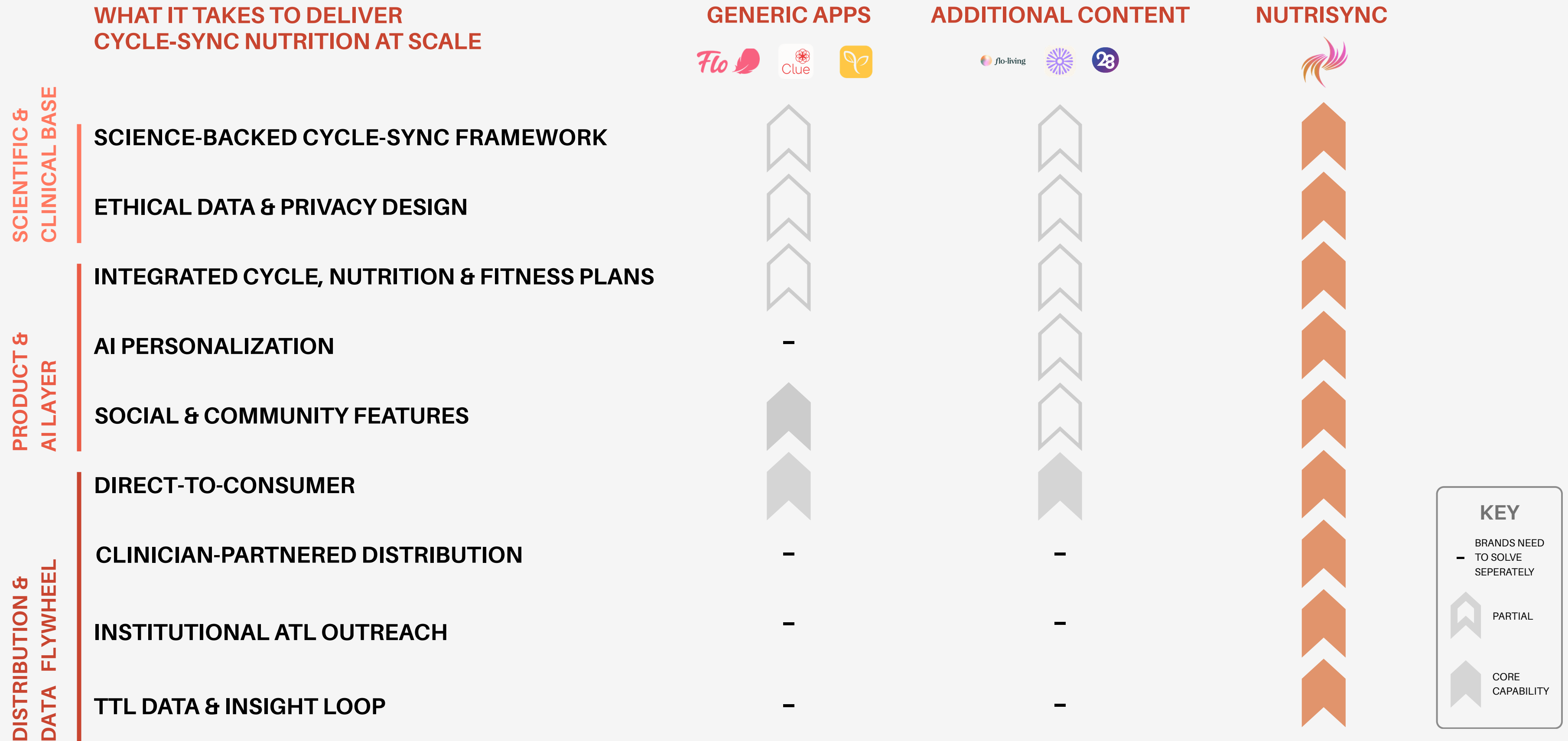


# FemTech Boom



Sources: FEMTECH MARKET (Grand View Reaserch, 2030) size by region 2018-2030

# The NutriSync difference - from period tracking to personalized, medically-distributed cycle nutrition



# Traction



**+120 interviews**

**96%**  
CYCLE AWARE

**86%**  
ENGAGED



**Engagement Growth**

**100**  
WOMEN

**+13K**  
TOTAL VIEWS



# Business Model

Our revenues come from a €5.99/month premium subscription, in-app purchasing, and sponsored expert content, creating a diversified and scalable model.

**€0.81**

In app payments/  
user/ year

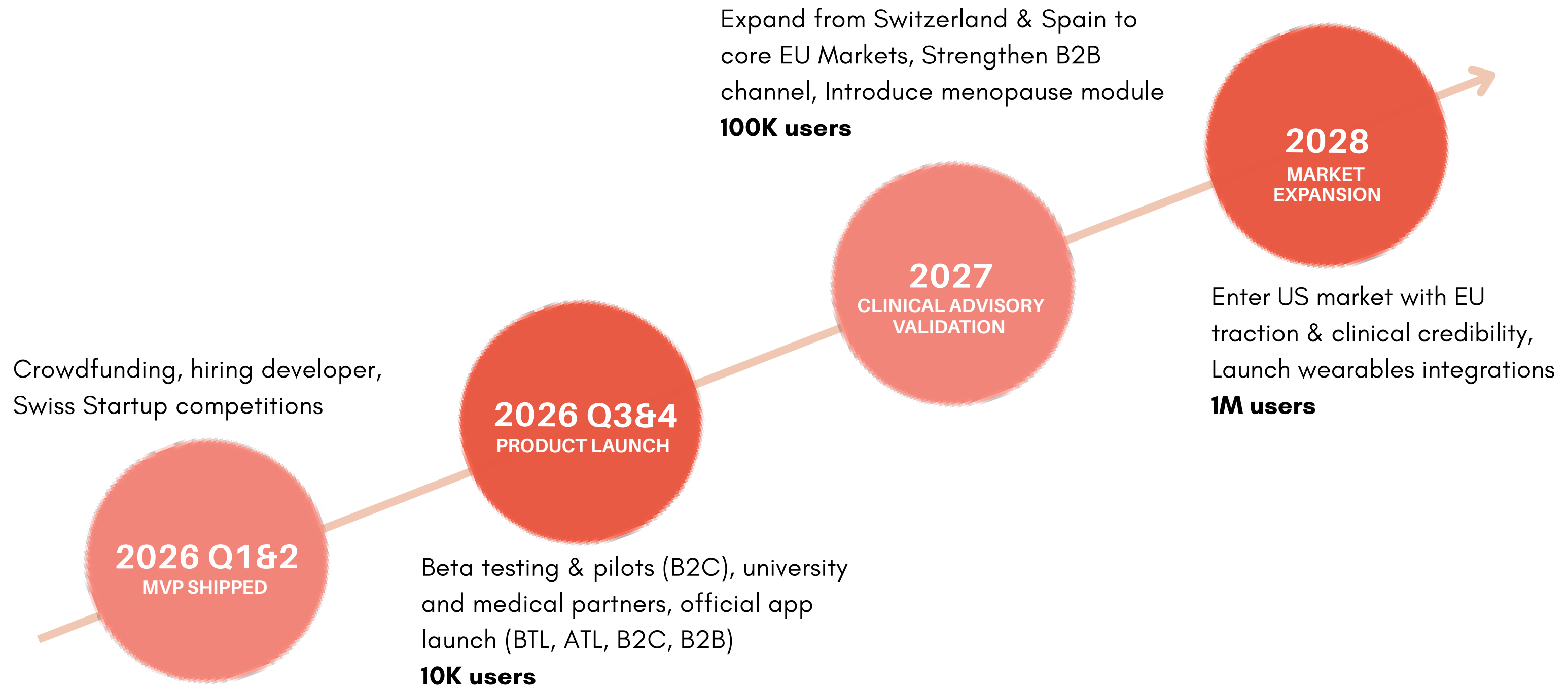
**€5.99**

Month

**€35-€50**

Per female  
employee/year

# Go To Market & Growth Roadmap

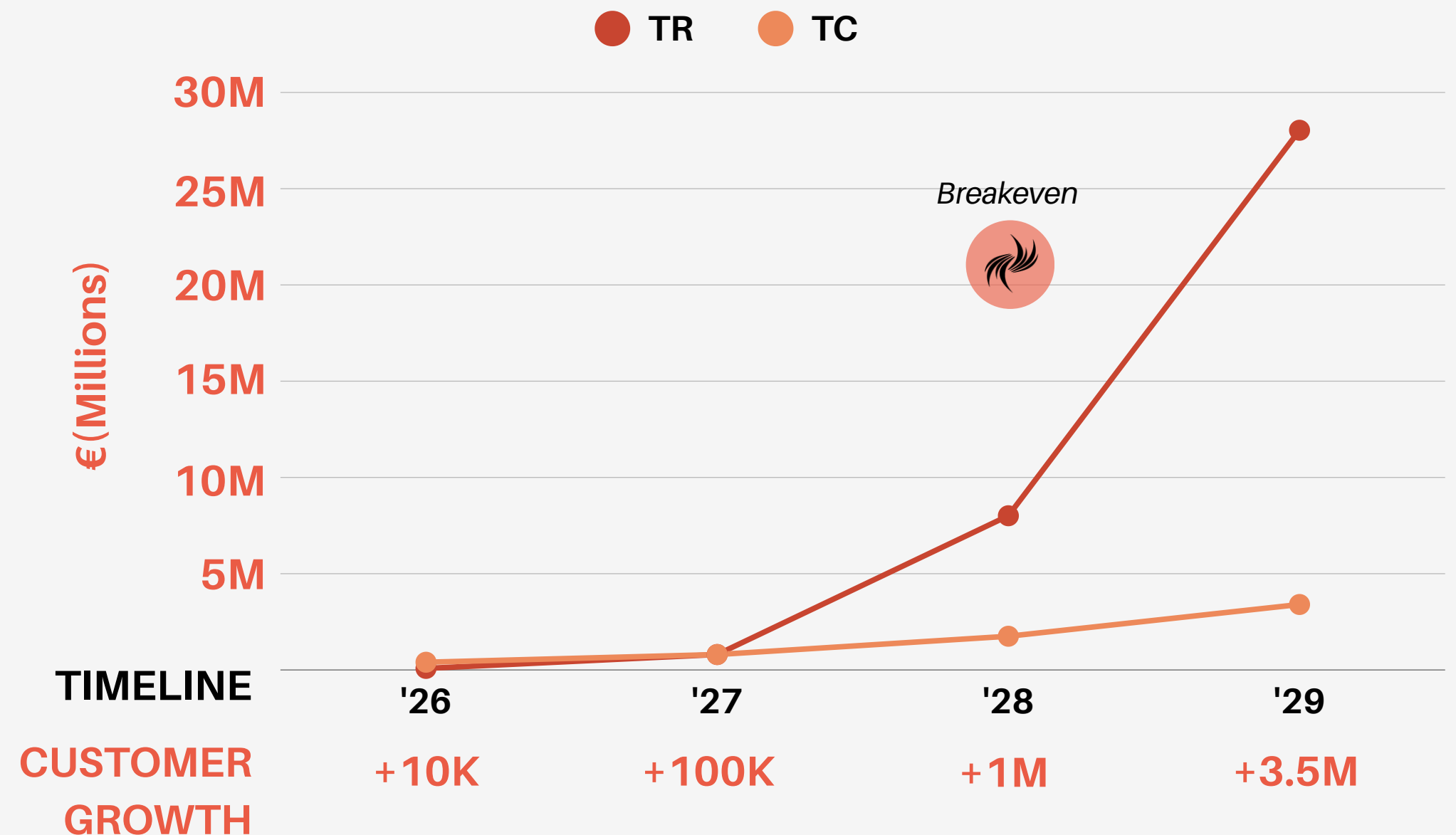


# Financial Figures

Conversion Rate	10%
Product Cost	€120K
Y3 Revenue	€28M

<b>CAC</b> €15 9-5 months post-launch	<b>ARPU</b> €8 12-18 months post-launch	<b>LTV</b> €24.03 12-18 months post-launch
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## Nutr NutriSync Projections



# Join our Growth Journey

Looking to raise  
**Shared agreement**  
**€250K**

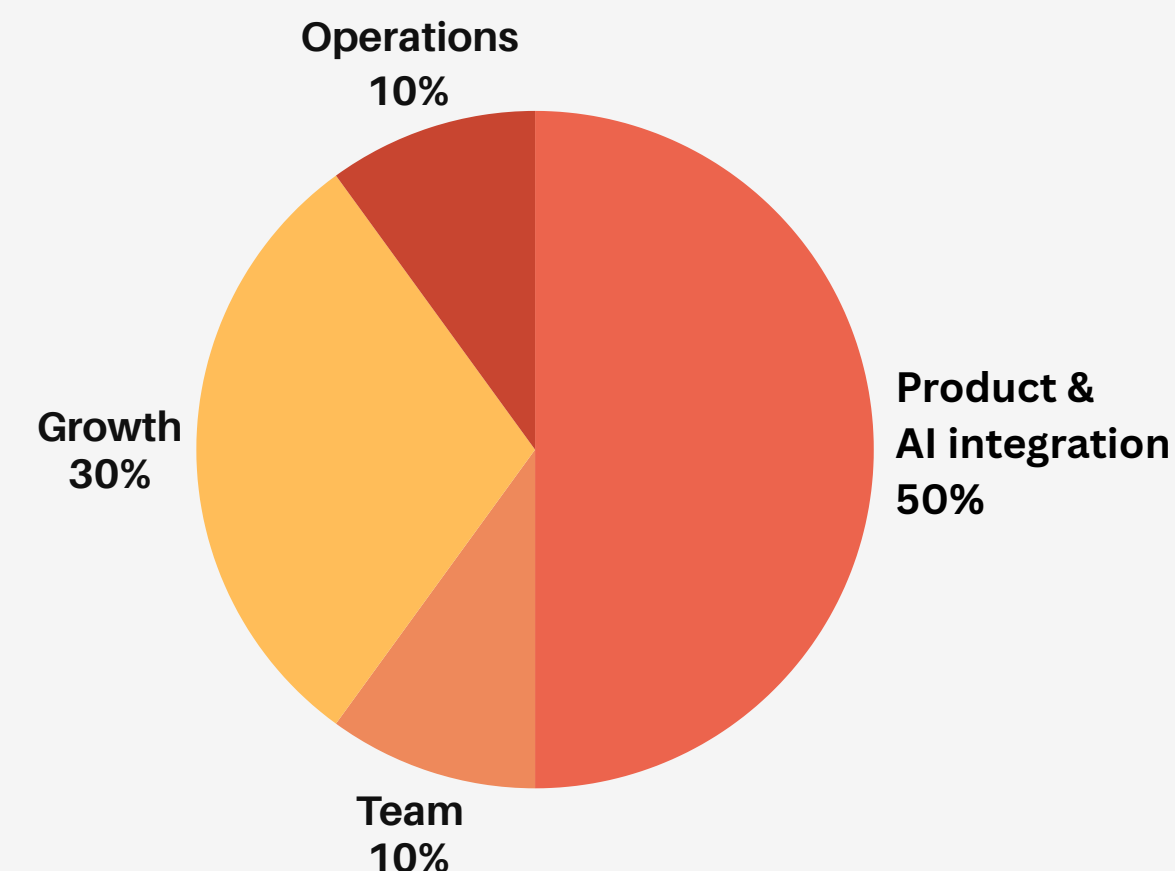
## Goal

Reach **10M users by 2032**

Break even by **2027**

**€24.6M profit by 2029**

## Investment Breakdown





**Pilar Gonzalez**

**CEO - Co Founder**

Experienced in strategy consulting and research



**Lucia Cebrian**

**COO - Co Founder**

Experienced in UX/UI design, product development



**Maria Paula Garzon**

**CMO - Co Founder**

Experienced in branding, marketing research, and strategy

**Your Vision**

# Advisory Board



**Kanika Pandey**

**AI & Growth Strategy**

- VP of Global Sales at Loadmill.



**Juan Jose Gonzalez**

**Technology & Digital Transformation**

- Management Director at UOB.
- Supports NutriSync's digital infrastructure, product scalability, and AI-driven user experience strategy.



**Beatriz Serrano Sordo**

**Finance & Governance Advisor**

- Senior Credit Analyst at AXA.
- Provides financial oversight, funding strategy, and corporate governance guidance.



**Constanza Ramirez Milli**

**Clinical Nutrition**

- Nutritionist specialized in clinical nutrition & corporate wellness.
- Ensures NutriSync's nutritional approach is evidence-based.



**Rocio Suanzes**

**Innovation & Social Impact**

- Advises on social innovation, partnerships, and building inclusive, sustainable ecosystems around women's health



**Clara Miranda**

**Strategy & Brand Innovation**

- Former Global Innovation Lead at ING.



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HORMONAL CARE MADE EASY

customer acquisition strategy

# Who we get, How we get them

Year	Target Users (Cumulative)	Primary Channels (% Mix = 100%)	# Partners / Institutions	Key Actions	Marketing Spend (€)
2026	10K	B2B 35% / Universities 25% / Medical 15% / Social & UGC 25%	15 employers / 10 universities / 60 clinics	MVP validation • 15 pilot employers (avg 800 eligible women, 25% activation) • 10 unis (15% activation) • 60 clinics • organic social + micro-	150K
2027	100K	B2B 45% / Social & Creators 30% / Universities 15% / Medical 10%	60 employers / 30 universities / 250 clinics	Full EU launch • Creator-led performance • 60 employers (28% activation) • Referral "Give 3 Get 1" • 10% paid conversion	280K
2028	1M	B2B 40% / Wearables & Fitness 20% / Social & Creators 20% / Universities 10% / Medical 10%	120 employers / 60 universities / 800 clinics / 8 fitness brands	Global expansion engine • Co-bundles with wearables • Franchise partnerships • Creator scaling	600K
2029	3.5M	B2B 45% / Public & Insurer Programs 10% / Wearables & Fitness 15% / Social & Creators 20% / Medical 10%	300 employers / 2K clinics / 15 franchise brands / 2-3 insurance programs	Corporate & national health programs • OEM pre-installs • Scaled US & LATAM creator reach	1.2M
2030	5M	B2B 40% / Public & Insurer Programs 20% / Wearables & Fitness 15% / Social & Creators 15% / Medical 10%	400 employers / 3K clinics / 5 insurer programs / 8 fitness brands	Gov partnerships • SDK integrations with wearables • Co-marketing bundles	2M
2031	7.5M	B2B 35% / Public & Insurer Programs 25% / Wearables & Fitness 15% / Social & Creators 15% / Medical 10%	600 employers / 5K clinics / 10 insurers / 10 fitness brands	Mega-employer & insurer rollouts • Referral flywheel • Deep integrations	2.1M
2032	10M	B2B 30% / Public & Insurer Programs 30% / Wearables & Fitness 15% / Social & Creators 15% / Medical 10%	900 employers / 3-5 gov partners / 3-4 global wearable partners	Category leadership • Apple/Google Health integrations • Brand campaigns • WHOOP/Oura partnerships	2.2M

# Financials

Year	Product (AI/APP)	Marketing	Team & Advisory	Operations	Total Costs
2026	120,000	150,000	100,000	30,000	400,000
2027	220,000	280,000	220,000	80,000	800,000
2028	450,000	600,000	500,000	200,000	1,750,000
2029	800,000	1,200,000	1,000,000	400,000	3,400,000
2030	1,200,000	2,000,000	1,600,000	600,000	5,400,000

# Financials

Year	Users	IAP	Subscription (B2B+B2C)	Total Costs	Total Revenue	Profit
2026	10,000	8,100	72,000	400,000	80,100	-319,900
2027	100,000	81,000	720,000	800,000	801,000	1,000
2028	1,000,000	810,000	7,200,000	1,750,000	8,010,000	6,260,000
2029	3,500,000	2,835,000	25,200,000	3,400,000	28,035,000	24,635,000
2030	5,000,000	4,050,000	36,000,000	5,400,000	40,050,000	34,650,000