

VITAL.AI STRATEGY AND EXECUTION



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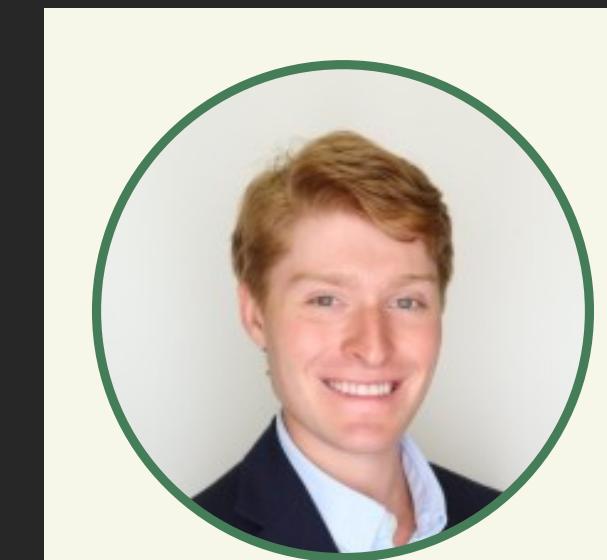
OUR TEAM



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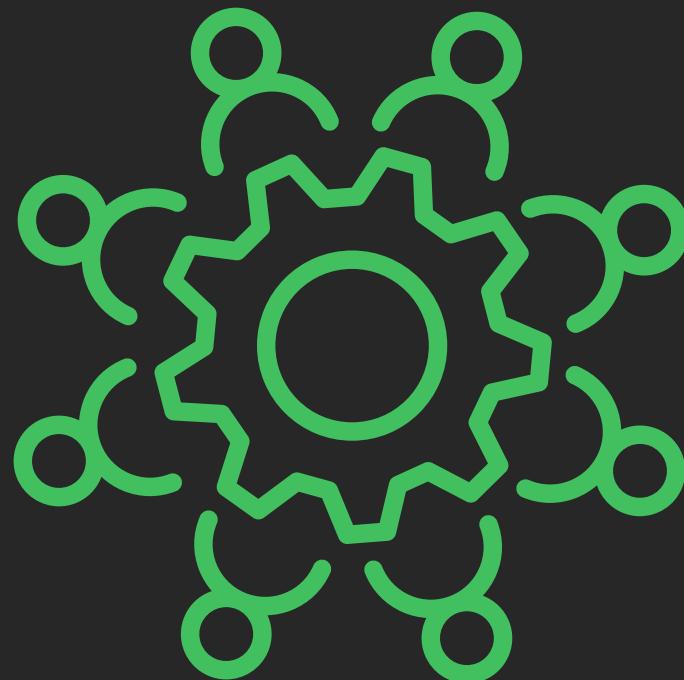


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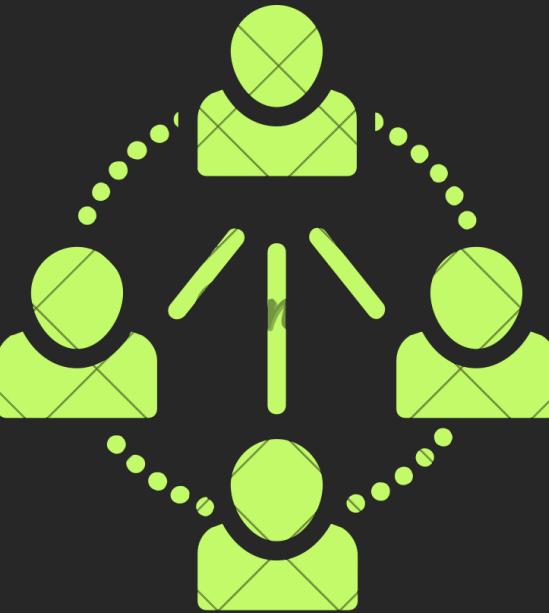
INTRODUCTION

COMPANY

- AI Powered nutritional platform based on genetic tests
- Freemium business model developed to create a custom modular platform
- Strategic partnerships with companies like Hello Fresh



CUSTOMERS



- Focus on a young tech savvy customer base
- Market specifically to members of urban generation Z who desire of improved their health
- Build trust and transparency with our customer base through continuous customer feedback

COMPETITION

- We compete across multiple markets as we are combining AI, nutritional food platforms, and genetic tests
- Our main competitors early on may eventually become one of our future partners as we focus on building out our AI features
- The market is overall segmented as most companies will not provide the comprehensive value proposition we do



TARGET MARKET

Young tech-savvy health-conscious consumers who prioritize maximizing their diet and health to perform at work, school, or athletics

Characteristics

- **Age Range:** 18-28 (Generation Z adults)
- **Estimated Average Income:** ~\$80k (Relatively higher income for someone in Gen Z)
- **Geographics:** In the United States, regionally agnostic but focused consumers in urban areas

Key Market Statistics:

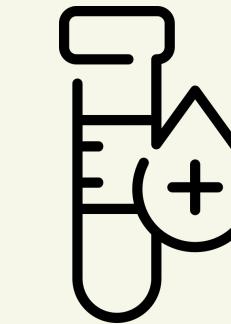
- **US Gen Z Population:** ~70 million
- **Percent of Global Workforce:** 27%
- “According to the 2025 Sprout Social Index™, Gen Z is highly active on social media, with 89% using Instagram, 84% using YouTube, and 82% using TikTok” (Simple Been)

MARKET WANTS AND NEEDS



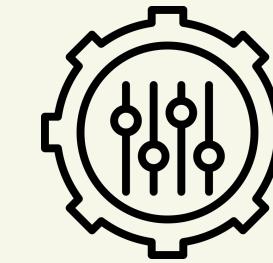
Fully Integrated Platform

Consumers like to access all of their genetic and dietary information quickly across devices. They currently don't have the ability to do this.



Convenient Testing Process

We look to strong strategic partners to create an at home testing system that provides results accurately and efficiently, meeting the desire for personalization.



User Customization

Consumers have a diverse set of goals, preferences, and dietary restrictions. Providing them with the opportunity to personalize their own improves personal empowerment.

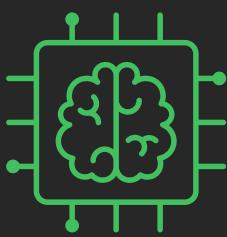
KEY ATTRIBUTES & BENEFITS



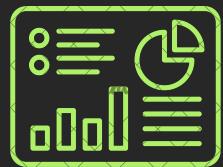
An iOS and Android app that can easily be downloaded and navigated, meeting customers where they are



An introduction survey that asks customers about health desires, preferences, and restrictions, which sets us up well amongst others relevant to the field



State-of-the-art AI assistant providing answers to questions, creating meal plans, and developing analytics based on customer feedback , which is what sets us apart



Customizable dashboard displaying key performance indicators, current goals, future goals, and meal plan options, helping us lead with transparency in the industry



Freemium model where customers can download, but then rollout the DNA backed food personalization once profitablity starts to be realized



MARKETING POSITIONING

Science-Backed Precision

The only meal solution combining AI analysis with DNA-based nutrition science

Affordable for Customers

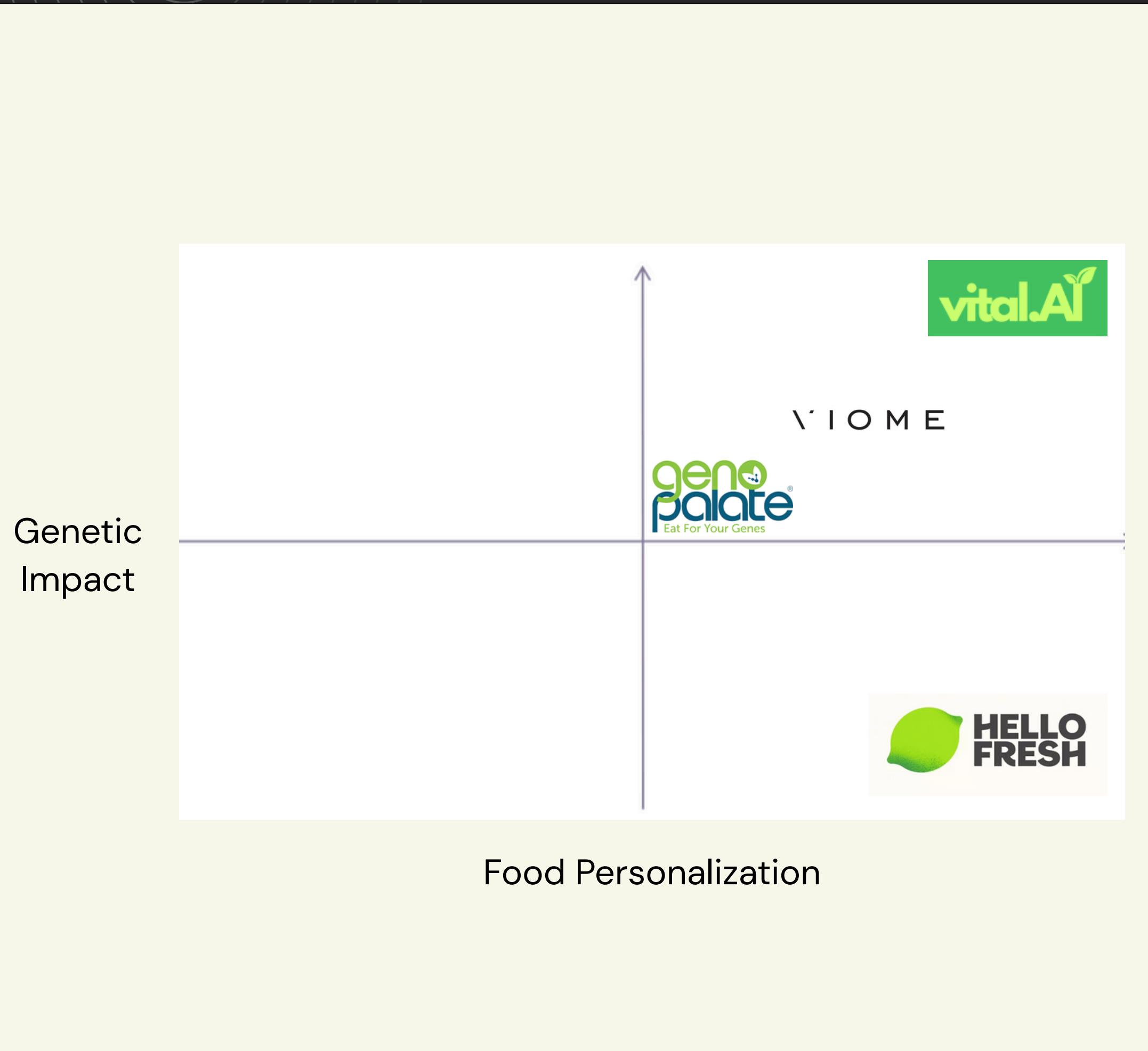
Makes personalized nutrition practical through local grocery partnerships

Deep Customer Personalization

Goes beyond diets to optimize meals for your unique genetic profile

Perceptual Map

- HelloFresh offers generic meal kits without biological personalization. Genopalate and Viome deliver supplements and insights, but no complete meals.
- VitalAI combines DNA-based meal personalization with ready-to-use plans and local grocery integrations, allowing for budget-friendly meals tailored to your unique biology, beyond general supplements or one-size-fits-all recipes.



MARKETING OBJECTIVES

Short Term

The goal is to partner with HelloFresh, and health influencers within 1 year to reduce customer acquisition costs and expand reach, as it will strengthen credibility and accelerate growth by tapping into established audiences.

Long Term

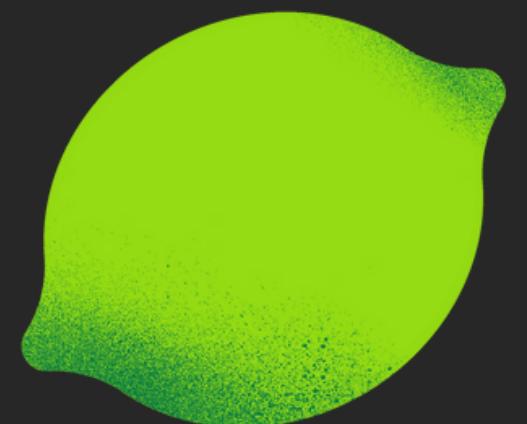
The plan is to launch AI-powered meal plans with local grocery partnerships in our initial market within two years, creating a more accessible personalized nutrition solution that differentiates our offering by directly addressing the financial challenges of competitors.

STRATEGIC INITIATIVES

SHORT-TERM

CO-BRANDED MARKETING CAMPAIGNS

- Launch campaigns with partner companies such as Hello Fresh and with influencers
- Taking advantage of developed companies/influencers markets and reach
- Immediately increased brand credibility



"TRUST THROUGH TRANSPARENCY"

- Run a campaign highlighting vital.AI's ethical DNA handling
- Puts our company ahead of the 23andMe controversy
- Mitigates fear and builds consumer confidence in the DNA space



STRATEGIC INITIATIVES

LONG-TERM

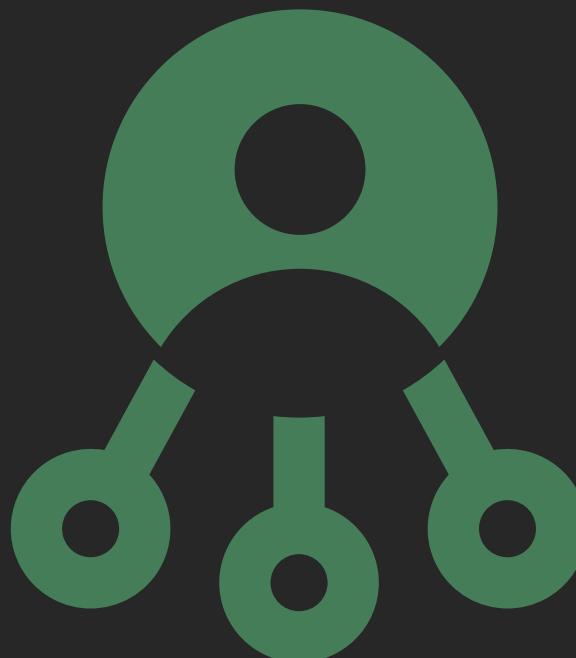
LOCAL PILOT PROGRAM

- Launch a physical test program in Austin with local grocery stores
- Demonstration of our company's overall goal or mission
- Measure adoption and effectiveness before scaling nationwide

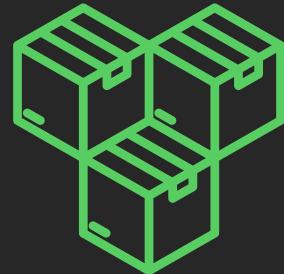


REFERRAL & LOYALTY PROGRAM

- Create program for early adopters to be incentivized to invite friends or leave reviews
- Boosts user base without significant ad spending



GENERAL MARKETING MIX



PRODUCT

- AI-powered, DNA-personalized nutrition recommendation w/ a **companion app and testing kits**
- Eventual **physical meal planning**, with **affordable grocery guides**



PLACE

- Digital channels (**user-friendly app and website**)
- Strategic **partnerships** with **grocery chains/retailers** and **meal kit providers**



PRICE

- Affordability focus w/ **cost-saving guides and local grocery partnerships**
- Promotional offers w/ **introductory discounts, referral rewards, and loyalty incentives**
- **Co-branded bundles** with partners



PROMOTION

- **Co-branded campaigns** with DNA testing companies, grocery partners, and influencers
- Dedicated campaigns to address **privacy concerns**

TACTICS FOR SHORT-TERM INITIATIVES

CO-BRANDED MARKETING CAMPAIGNS

- Personalized Content and Offers (Product and Price)
 - Use AI and DNA insights to deliver personalized meal recommendations and exclusive offers to each partner's customer base
- Integrated Product Bundles (Place and Promotion)
 - Co-branded starter kits or subscription bundles, promoted across multiple brands' channels, leverage each partner's strengths



"TRUST THROUGH TRANSPARENCY"

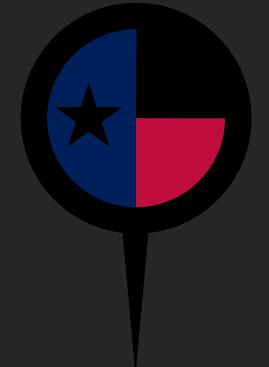
- Third-Party Audits and Certifications (Product and Promotion)
 - Builds credibility and reassures users about their safety
- User Control and Consent Features (Product)
 - Empower users through ready access to their data as well as opt-in/opt-out processes for data sharing, reinforcing the brand's commitment to user autonomy



TACTICS FOR LONG-TERM INITIATIVES

LOCAL PILOT PROGRAM

- Local Ingredient Integration (Product, Price, and Place)
 - Use AI to link meal recommendations to locally available and affordable ingredients in partner stores
- Feedback and Data Loop (Product, Price, and Promotion)
 - Offer feedback incentives for pilot participants



REFERRAL & LOYALTY PROGRAM

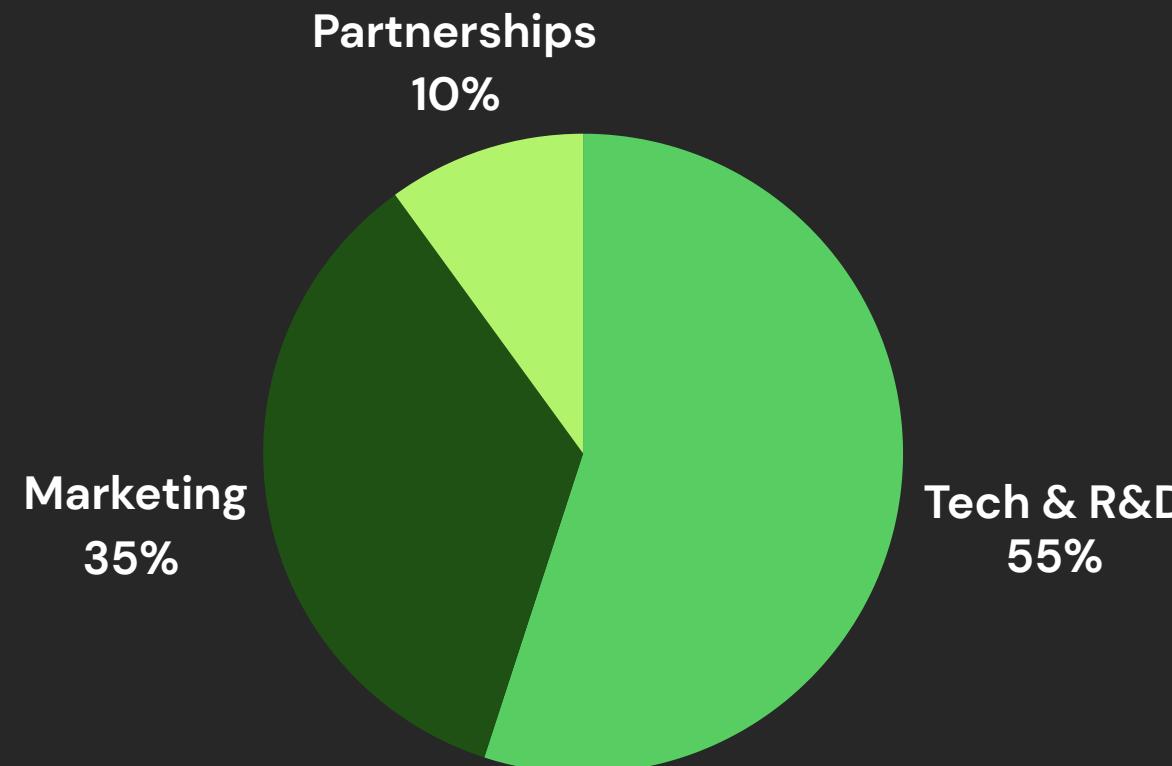
- Dual-Sided Initiatives (Promotion and Price)
 - Reward both the referrer and the new user with meaningful benefits, increasing motivation for word-of-mouth growth
- Gamification and Progress Tracking (Product, Place, and Promotion)
 - Introduce fun aspects to the app (e.g., badges, leaderboards, and milestone rewards) to encourage continued activity



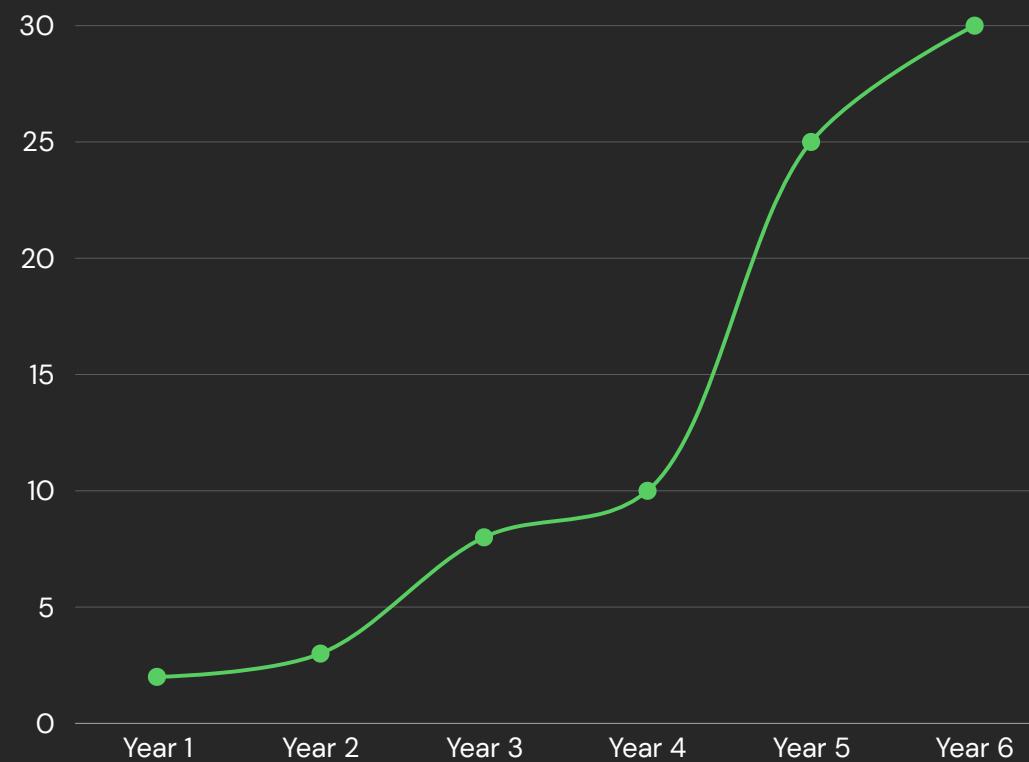
FINANCIAL IMPLICATIONS

EXPENDITURES

- Majority of expenses towards R&D, as we need to be clinically accurate and compliant
- Acquire customers through marketing spend
- Partnerships need onboarding and potential revenue share agreements



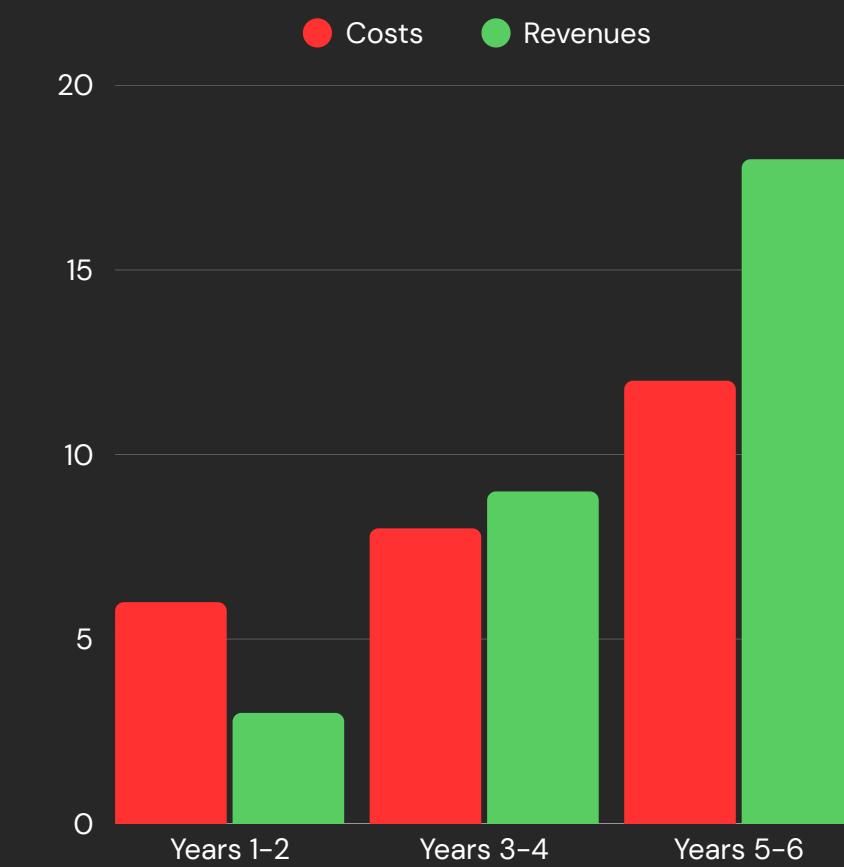
REVENUES



- First 2 years focused on generating app subscriptions to the digital plan
- Years 3 and 4, local pilot programs with physical meals
- Years 5 and 6, nationwide physical meal rollout with grocery store connections in every area

PROFITS & ROI

- By securing initial partnerships, we put ourselves in a position to grow
- Expect to **break-even** with the local pilot program rollout
- Long term growth driven by customer loyalty, lower CAC, and expansion



RISKS (POTENTIAL LOSS OF TRUST)



Data Breaches

Data breaches could jeopardize the entire company. We would have to endure a loss of trust that would irreparably destroy our brand.



Regulatory Non-Compliance

Discovered non-compliance relating to user data could lead to legal penalties and a damaged brand reputation.



Algorithmic Bias

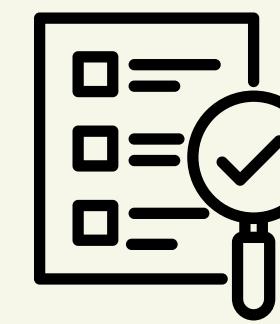
Algorithmic bias could produce discriminatory or inaccurate meal plans or nutritional information, ignoring cultural dietary preferences or genetic conditions.

CONTINGENCIES (HOW TO MAINTAIN TRUST)



Encryption and Response Playbook

Implement military-grade encryption and zero-trust architecture for genetic data storage. Also, include a breach response playbook.



Auditing System

Conduct quarterly third-party audits to ensure compliance with global privacy laws.



Include Diversity and Humans

Diversify training datasets with genetic and lifestyle data from global populations.

**Remember that what makes you
different is what makes us
different!**

Thank you for listening.

Any Questions?



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