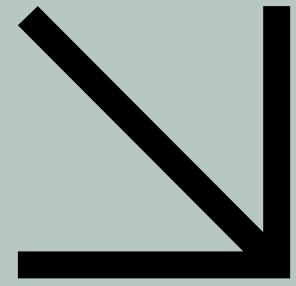
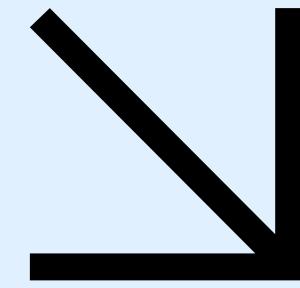


WHAT IF.



What if we could **empower coaches** with AI superpowers to serve 3x more clients while maintaining safety and personalization?

EVEN BETTER, WHAT IF.



What if we could *democratize wellness*, giving access to expert health advice and information to **more** people?

PROBLEM? YES.

Quality nutrition coaching is *artificially* scarce.

THE COACHING BOTTLENECK

1

- Expert nutrition coaches are limited to 25-50 clients (manually intensive processes) ¹
- Months-long waitlists for quality coaches
- \$150-300/month pricing puts expert guidance out of reach for the majority of people ²
- Coaches want to scale their time/expertise but are limited.

THE GENERIC APP PROBLEM

2



- “MyFitnessPal, Cronometer” Apps: Data tracking *without expert interpretation*
- ChatGPT, nutrition AI: Unsafe medical advice *without professional oversight*
- Cookie-cutter meal plans: Ignore individual health conditions, poor preferences, and culture
- 85% of nutrition app users abandon within 90 days. ³

THE MARKET GAP

3

- **Expensive Tier:** \$200-400/month human coaching (limited amounts of clients)
- **Cheap Tier:** \$10-20/month generic apps and plans (many “clients,” high failure rate)

OPPORTUNITY >> AI-powered expert guidance at accessible pricing

SIZE OF MARKET.

Massive, growing market with clear demand.

THE BIG PLAYERS



MyFitnessPal
(220M users)



Nourish
(\$115M funding)



Precision Nutrition
(45K coaches)



40 BILLION USD < 10 YEARS

\$20.4B coaching market →
\$37.6B by 2032 (8.1% CAGR)



DEMAND FOR GUIDANCE

- 200M+ people want nutrition guidance,
~45K coaches.
- Ratio > 1 coach: 4444 clients



DIGITAL HEALTH CRAZE

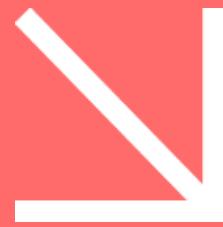
300% increase in digital health adoption
post-pandemic



30 BILLION INVESTMENT

* \$29.1B health tech funding in 2024

MEET NOOCH.ai



nutrition + coaching = **nooch**

Operating System for nutrition coaches and their clients, and anyone seeking expert-level nutrition guidance for a healthier lifestyle.

We're not just building an app/OS. We're democratizing access to expert health guidance and empowering nutrition coaches with "superpowers" to transform the world's health!



NOOCH MODEL.

Online coaching is a massive, growing market with clear demand. Let it thrive.



NO CHANGES TO COACH PRICING

Coaches bring their existing business to Nooch.

No need for coaches to adjust their pricing unless the overall market price decreases. So, services in the Coach marketplace vary by price.

They bring their current clients and business model.

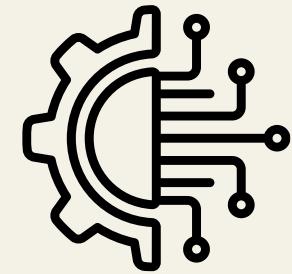


THE COACH REMAINS THE EXPERT, NOT AI.

Coaches can maintain their reputations and authentic connections with clients.

Nooch is not the expert. The coach remains the expert.

There is still skepticism about AI; so, clients now have comfort that plan changes are approved by the coach before sending.



NOOCH IS THE VEHICLE, NOT THE COACH

Nooch handles the technology solutions, not the coaching.

Through machine-learning, Nooch will become more familiar with each individual coach and their philosophies and methodologies.

Additionally, AI will be loaded with a library of free nutrition programs designed by thousands of trainers online.

HOW IT WORKS: THREE USER PATHS.



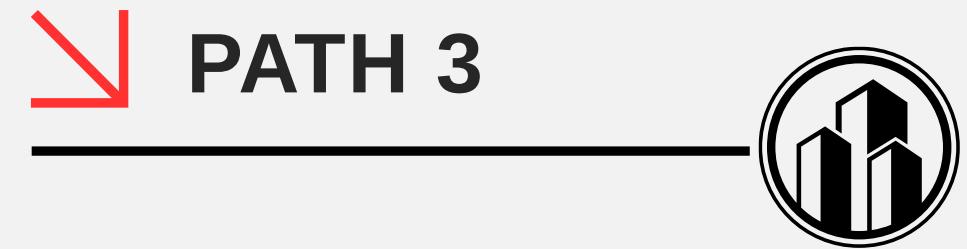
Coach brings existing clients
(*Primary business model*)

- Coach uploads methodology → AI learns their approach
- Clients text updates, ask questions, get instant AI responses
- Coach reviews all AI recommendations before they go to client
- Coach scales from 25 to 75+ clients with same effort



Consumer finds a coach through our marketplace

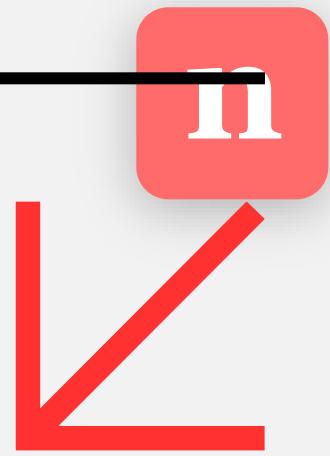
- Download app → browse verified coaches → book consultation (thru coach's preferred method)
- Coaches control profile visibility, client count always shown
- Verified reviews from 30+ day clients only



Consumer uses premium AI Plan Builder (\$XYZ/month)

- Expert-level AI plans trained on collective coach wisdom
- No human coach needed, premium alternative to \$300/month coaching

THE BIZ MODEL.

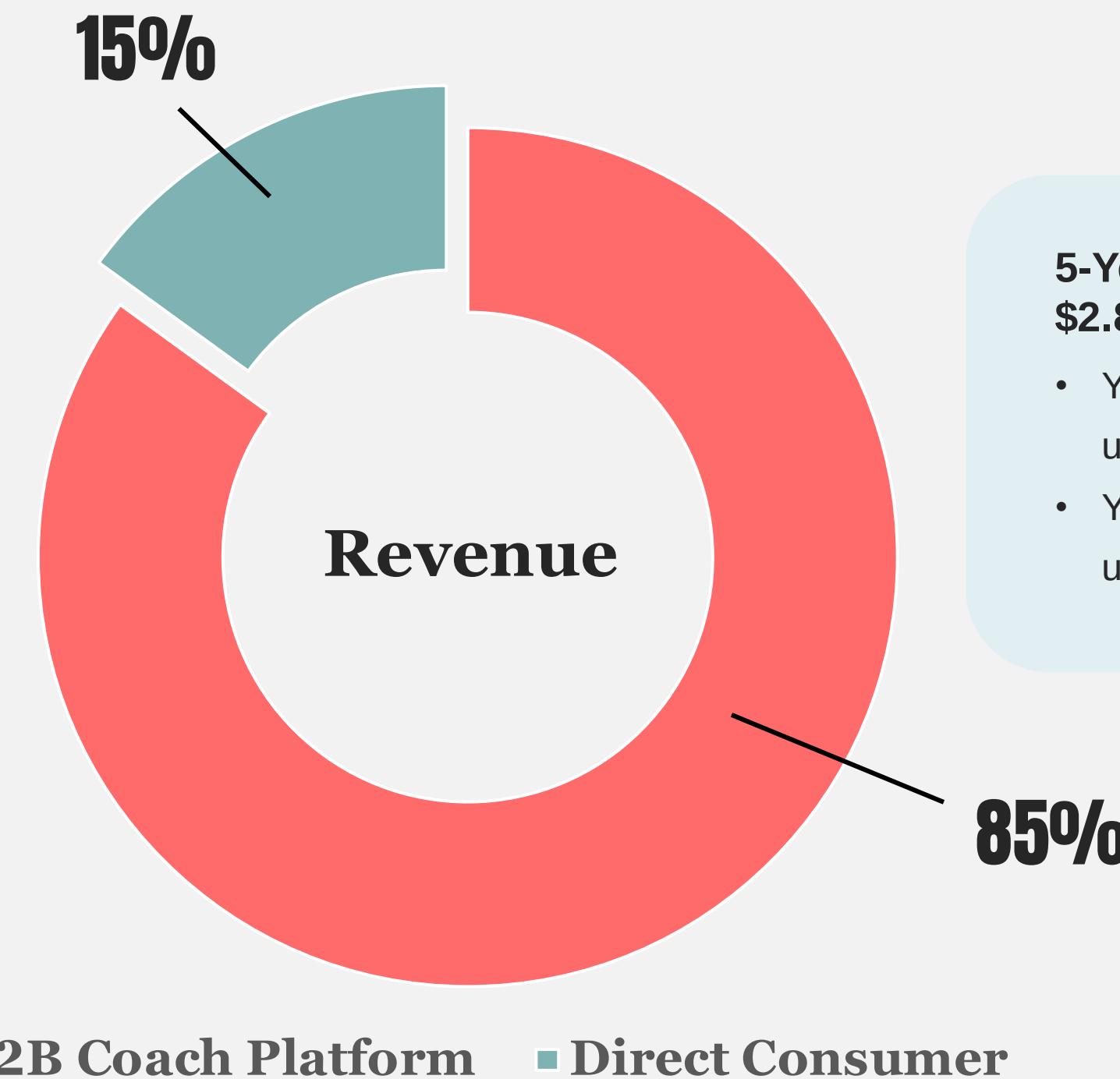


Direct Consumer (15% of revenue)

- AI Plan Builder: \$67/month premium
- Coach discovery: Free, 5% commission first month only

B2B Coach Platform (85% of revenue)

- Coaches pay \$99-399/month based on client volume
- White-label option: +\$200/month for branding
- No revenue sharing - coaches keep their existing pricing



5-Year Conservative Projection: \$2.8M Annual Recurring Revenue

- Year 1: \$310K ARR (15 coaches, 50 AI users)
- Year 5: \$2.8M ARR (400 coaches, 2K AI users)

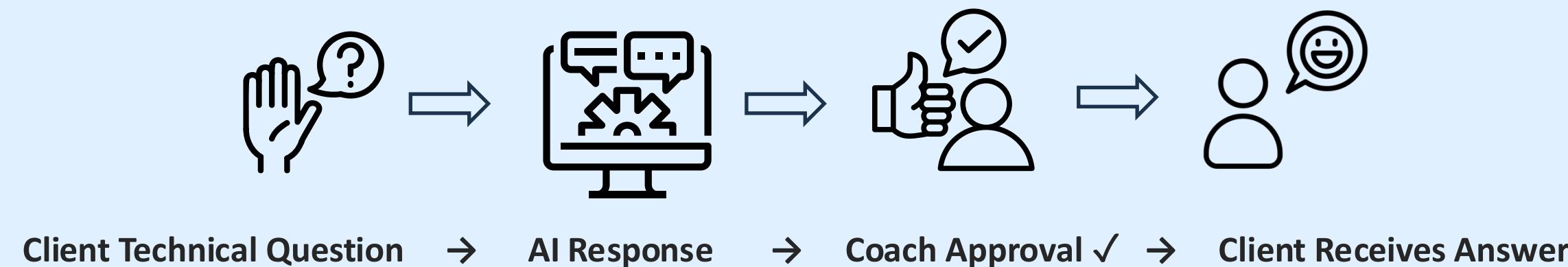
WHY WE'LL WIN. ↘

ONLY platform that combines AI efficiency with human expertise at scale.

	NOOCH	Nourish	MyFitnessPal	Coach Platforms
Human Oversight	✓	✓	x	x
AI Coaching	✓	x	x	x
Marketplace	✓	x	x	x
Scalable (100+ clients)	✓	x	n/a	x
AI learns coach style	✓	x	x	x
Global Optimization	✓	x	✓	x

Our competitive advantages:

- **Scalable human oversight:** AI handles routine tasks, coaches approve recommendations (vs. manual everything)
- **Coach methodology training:** AI learns each expert's approach (vs. generic AI or no AI)
- **Marketplace + discovery:** Find coaches easily (vs. word-of-mouth referrals)
- **Accessible pricing:** Expert guidance at \$99 vs. \$300+ traditional coaching
- **The real differentiator:** We're the **ONLY** platform that combines AI efficiency with human expertise at scale. Traditional coaching = human oversight but can't scale. AI apps = scalable but unsafe. We = both.



WHY NOW?



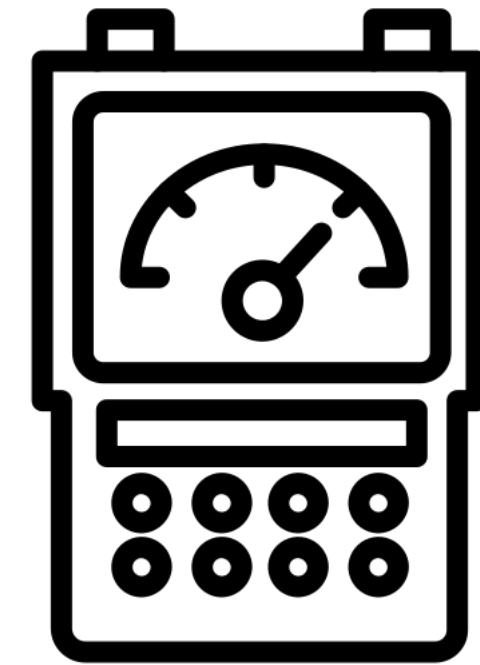
NOW is the perfect time for this scalable solution.

- **AI maturity:** LLMs can handle complex nutrition conversations reliably
 - **Market readiness:** Consumers increasingly more comfortable with AI assistance
 - **Coach adoption:** 86% already use digital tools, *proven* willingness to pay
 - **Regulatory clarity:** Clearer guidelines for AI in health/wellness
 - **Kevin Curry:** relevant and **respected authority** in wellness, 2M+ community, industry relationships, proven transformation methodology through food.
-

TECHNOLOGY CHALLENGE.

We need a strong CTO who understands the unique, strategic challenges to make Nooch a reality.

1. **AI methodology training:** Learn from the coach's documents/plans
2. **Real-time personalization:** Adapt recommendations based on progress
3. **Food recognition:** Cultural bias problem (current systems 80% accurate)
4. **HIPAA & Data compliance:** Healthcare & general data privacy and security
5. **Marketplace algorithms:** Coach discovery and rating systems



Tech stack

- React Native
- Node.js/Python
- OpenAI GPT-4 + custom models, PostgreSQL + Vector DB

CORE FEATURES.

CLIENT FEATURES

- **Text-to-app integration:** "updated weight – 195lb" → automatically populates in coach dashboard
- **Conversational AI assistant:** Ask questions, get instant responses based on your coach's methodology
- **Photo meal/physique analysis:** Instant meal compatibility + dynamic before/after comparisons to show visual changes
- **Custom habit goals:** Create personalized nutritional habits beyond coach's plan
- **Coach marketplace & community:** Browse verified coaches, connect with other users

COACH FEATURES

- **AI methodology training:** Upload meal plans/articles → AI learns your specific coaching approach
- **Approval workflow:** Review all AI recommendations before they go to clients - "AI-powered, human-approved"
- **Client dashboard & risk scoring:** Daily summaries + AI flags clients at risk for quitting
- **Profile management:** Marketplace presence with verified reviews, always-visible client count
- **Scheduled messaging & automation:** Set motivational messages, check-in reminders, bulk communication

AI INTELLIGENCE FEATURES.

SMART OPTIMIZATION

- **Budget-based meal planning:** "I have \$75/week for groceries" → AI creates cost-optimized meal plans
- **Nutritional knowledge:** AI knows quinoa is rare/expensive in Morocco, suggests local bulgur instead
- **Real-time plan adjustments:** Adapt today's meals based on yesterday's activity, sleep, stress levels
- **Client synergy identification:** "Clients like Sarah succeed with approach B vs. approach A"
- **Weekly plan tweaks:** AI suggests modifications for coach approval based on progress patterns

GLOBAL INTELLIGENCE

- **Cultural food adaptation:** Transform any nutrition plan to fit regional tastes and cooking methods
- **Local ingredient optimization:** AI knows quinoa is rare/expensive in Morocco, suggests local bulgur instead
- **Seasonal optimization:** "Berries are expensive now, here's a cheaper antioxidant alternative"
- **Cost per meal tracking:** Real-time feedback on meal cost vs. budget with swap suggestions

PLATFORM DIFFERENTIATORS.

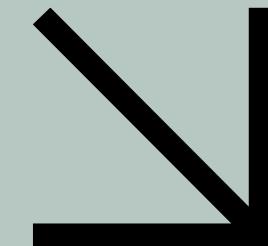
WHAT MAKES US UNIQUE

- **Global food intelligence:** The only nutrition platform that works anywhere in the world with local ingredients
- **Predictive health insights:** "Based on your patterns, you're 73% likely to hit your goal by March 15th"
- **Market timing insights:** Coaches see trends in client sign-ups to optimize their marketing efforts
- **Revenue optimization:** "Raising your price to \$X would increase revenue by Y% based on your results"
- **White-label capabilities:** Coaches can brand the entire platform as their own

SAFETY & TRUST

- **"Escrow AI":** All recommendations held for coach approval - no unsafe advice ever reaches clients
- **Verified reviews:** Only clients with 30+ days experience can rate coaches
- **Cultural competency:** AI suggests appropriate modifications for diverse client backgrounds

THE ASK.



Looking for a Technical Co-Founder/CTO

WHAT WE OFFER

- **25% equity** (20% founding equity + 5% performance milestone bonus)
- \$750K initial funding to prove the model
- Opportunity to build AI that genuinely improves human health
- \$248B market with proven demand and clear differentiation

WHAT WE NEED

- AI/ML experience (training models on domain-specific data)
- Mobile app development (React Native preferred)
- Healthcare tech experience (HIPAA compliance)
- Ready to move fast in competitive market
- 18-month milestones: MVP → 500 users → \$100K MRR → Series A ready

THINK BIGGER.



We start with coaches. We scale to nations.

VISION. FROM APP TO GLOBAL INFRASTRUCTURE.

GOVERNMENT CONTRACT POTENTIAL

- **USDA/WIC Programs:** AI nutrition guidance for 6.2M families (\$200M+ annual contracts)
- **Medicare/Medicaid:** Preventive nutrition reducing healthcare costs (\$500M+ savings sharing)
- **Military Nutrition:** Optimized meal planning for 1.3M active service members
- **International Aid:** UN/WHO partnerships for refugee nutrition programs

HEALTHCARE SYSTEM INTEGRATION

- **Insurance Partners:** Risk reduction bonuses for chronic disease prevention
- **Hospital Systems:** Post-discharge nutrition support reducing readmissions
- **Employer Wellness:** Corporate contracts for millions of employees

GLOBAL IMPACT EXAMPLES

- **India:** Government contract serving 50M citizens with culturally-adapted AI nutrition
- **Africa:** WHO partnership preventing malnutrition in 20+ countries
- **Emergency Response:** Rapid deployment for natural disasters and refugee crises

The \$Billion Opportunity:

"Today, we're an app operating system. Tomorrow we're the nutrition backbone for governments, healthcare systems, and humanitarian organizations worldwide."

GET NOOCH'ed.

When Nooch becomes essential infrastructure - like GPS for navigation or weather for farming - we create a \$10B+ revenue platform while improving billions of lives.