NutriElite: AI Co-pilot for Elite Athlete Performance

NutriElite turns today's load, wellness, and environment into *real-time* nutrition, hydration, supplements, and recovery, delivered via practitioner dashboard and API.

Problem & Why Now: Staff are overloaded and data is fragmented (GPS, wellness, HR), so only the top ~5% of athletes get truly personalized plans. Wearables are ubiquitous and efficient LLM models (LoRA, 4-bit) make on-prem, real-time personalization feasible.

Product: Web app + API that ingests athlete profile + movement (*GPS and intensity*) + wellness (*stress and fatigue*) + environment (*HR and zone next*) to output performance and recovery plans with explanations. Human-in-the-loop (HITL) and Reinforcement Learning (RLHF). On-prem, edge-friendly and supplement protocols restricted to NSF/Informed Sport.

Traction: MVP live. Pilots running with one Premier League club and one Rugby Premiership club (dietitians, physios, S&C using it). Fine-tuned 70B + LoRA. <10s inference. Evaluation shows 12% faster recovery, 8% improved hydration, kcal adherence ~40% → ~99%, and ~95% structure validity. EU €20M program (cluster co-lead). NBA proposal submitted. WHOOP API initiative scoped.

Enterprise GTM: ICP: pro clubs and HP institutes. Champion: Lead Dietitian or Head of Performance. Signer: Performance or Medical Director. *Land→Pilot(8–12w)→Annual*: define KPI targets (adherence, acceptance, latency), hook up data partners + wellness and environment, weekly RLHF stand-ups, KPI read-out. Pricing Year-1: £20k base + seats, ~£30k/organisation. Security: SOC2 path. DPA/DPIA. On-prem option.

12-Month Roadmap		
	Q4'25	HR/zone *alpha*, RLHF *beta*; 2 pilots with KPI baselines; SOC2 scoping
	Q1'26	HR/zone *GA*, Hydration v1; 1–2 paid conversions; WHOOP integration
	Q2'26	RLHF v1; Supplement compliance pack; 4–6 paid; Case study #2
	Q3'26	Team analytics; on-prem references; 8–10 paid; SOC2 Type I complete

Use of Funds (target $500k pre-seed):

- Hiring (ML Eng, GTM lead, 0.5 FTE practitioner) 34%; Product and Model (HR/zone, RLHF v1, compliance pack) 22%; Security/Compliance (SOC2 I, SSO/on-prem) 12%

- Data Integrations (WHOOP, GPS, HR) 10%; Pilots and Customer Success 10%; Cloud, GPU, Infra 8%; Legal, Admin, Contingency 4%

- KPIs: adherence $\geq$95%, JSON validity $\geq$95%, latency <10s, plan acceptance $\geq$80%

Team:

- **Georgi Iliev (CEO/CTO)** — 6× national boxing champion, AI Research Engineer, UCL MSc AI for Biomedicine & Healthcare. Built full LLM/RLHF stack (fine-tuned 70B + LoRA), FastAPI backend, React frontend. Shipped MVP. Secured pilots with renowned organisations

Advisors & Partners:

- **Wayne Diesel** (Tottenham Hotspur, Miami Dolphins)

- **Mandy Tyler** (Performance Dietitian NBA San Antonio Spurs)

- **PlayWize/OpenSport** (data & athlete network)

- **ISEH** (clinicians and validation)

- **WHOOP** API initiative (planned)

Ask: Raising **$500k** to convert pilots → paid, ship HR/zone & RLHF v1, and complete SOC2 Type I

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