

UGOKI

Movement, Motion, Activity, Trend, Development, Change

Integrated Wellness Platform for Busy Professionals

Seeking: £525,000 Seed Investment

Founded: 2025

Location: London, UK

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Status: MVP 98% Complete & Production-Ready

The Problem: Many busy Professionals Are Failing to stay Healthy

Time Poverty

- Work 50+ hours per week
- Exhausted, productivity dropping
- Poor nutrition, eating on the run
- No time for gym (90-minute sessions impossible)
- Wellness apps are fragmented—juggling 5+ apps
- People want health optimisation but lack time

Generic Solutions

One-size-fits-all programs ignore body types, schedules, and goals. No personalisation means poor results.

The Cost

- Lost family time and career momentum
- £100+/month on gym, dieticians, trainers
- Brain fog, reduced performance
- Increased disease risk (Alzheimer's, cancer)

Motivation Gap

Without community and progress visibility, 90% of users abandon wellness apps within 90 days.

Solution: The Four-Pillar Integration

One platform, complete optimisation, 15-25 minutes daily

Intermittent Fasting

- Personalised protocols (16/8, 24h)
- Smart timer with circadian optimisation
- Break-fast meal recommendations

HIIT Workouts

- 15-25 minute science-backed sessions
- No equipment needed
- Replace 90-minute gym visits

Smart Nutrition

- AI meal planning
- Body-type optimisation
- Recipe database (KETO, PALEO, plant)

AI Coach + Community

- Claude AI-powered insights
- Real-time biometric analysis
- Social accountability & challenges

Powered by AI personalisation engine + avatar progression system

What Makes UGOKI Different

Progress Visibility = Retention

- **Avatar Evolution System**: Character grows as you do
- Visual gamification drives 2.3x higher retention
- 21 achievements, XP system, streak tracking
- Psychology: Users stay for ***progress visibility***, not just outcomes

Community-First Design

- Friend challenges & leaderboards
- Local HIIT group matching
- Influencer ecosystem & user blogs
- Corporate wellness integration

AI Personalisation at Scale

- Body type assessment
- Schedule integration (work around your life)
- Adaptive workout/meal recommendations
- Blood work upload & AI analysis (launch feature)

Research Hub

- Research Hub with PubMed integration
- AI-powered study summaries
- Evidence-based protocols
- Weekly research-backed suggestions

WHY NOW?

Post-Pandemic Health Consciousness

- 67% of Britons have used devices or apps to monitor their health
- Digital fitness adoption accelerated 3-5 years

Data & Wearables Proliferation

- 231.8M iPhones delivered globally (2023)
- Seamless integration: Apple Health, Fitbit, Google Fit
- Users expect AI personalisation

Corporate Wellness Spending Surge

- B2B2C opportunity
- Companies investing in employee health
- ROI on productivity & reduced healthcare costs

Remote Work Revolution

- Flexible schedules enable midday workouts
- Home-based wellness solutions in demand
- IF timing flexibility critical

Gen Z Demands Gamification

- Social fitness experiences
- Progress visibility & sharing
- Community accountability

Market Momentum

- Global wellness apps: \$11.27B → \$26.19B (2030)
- UK fitness apps: £1.35B → £10.12B (2035)
- 14.9% CAGR

Market Opportunity

£10+ Billion Addressable Market

Total Addressable Market (TAM)

- Global wellness market: \$1.5 trillion
- Digital fitness: ~£12 billion globally
- Growing 14.9% CAGR

Serviceable Addressable Market (SAM)

- UK fitness/wellness: £21.4 billion
- UK fitness apps: £1.35 billion (2023) → £10.12 billion (2035)
- London boutique fitness: 278 studios, 15,806 classes/week

Serviceable Obtainable Market (SOM)

- UK professionals aged 25-60: ~15 million
- Target: Tech, finance, legal, creative sectors
- Initial focus: London (1.45M fitness users)
- 5-year target: 25,000 paid users (0.17% capture) = £3.9M ARR

Market Dynamics

- 10M gym memberships in UK (15% penetration)
- Average gym cost: £45-100/month
- UGOKI at £12.99/month = 1/5th the cost
- Replaces gym + dietician + personal trainer

Development Traction & Readiness

Backend Infrastructure

98%

FastAPI, SQLite, Claude AI, Pedantic AI integration complete

AI Features

85%

Blood work analysis, personalisation engine

TRACTION - MVP COMPLETE

Lowered risk: Ready to Scale Day 1

Reduced development costs

Scalable architecture

iOS & Android builds complete

AI-first design - Claude AI (3.5 Sonnet/Haiku)

Modular expansion

Target: 100-500 MVP users by Q2 2026

Development Traction & Readiness

(continued)

Backend Infrastructure (11/11 Modules):

- ✓ Authentication & identity management
- ✓ Fasting & workout timers (pause/resume)
- ✓ Metrics tracking (weight, biomarkers, blood work)
- ✓ Progression system (streaks, XP, 21 achievements)
- ✓ Content library (16 workouts, 30 recipes)
- ✓ AI Coach (Claude integration, safety filtering)
- ✓ Push notifications & preferences
- ✓ User profiles (goals, health data, GDPR)
- ✓ Activity journals
- ✓ Social features (friends, leaderboards, challenges)
- ✓ Research Hub (PubMed, AI summaries)

Mobile App (9/9 Phases):

- ✓ iOS & Android builds complete
- ✓ Full feature parity
- ✓ Production-ready

Business Model: Freemium + B2C/B2B2C

Premium: £12.99/month | VIP: £19.99/month or £119/year
and £179.99/year (23% - 25% discount)

Revenue Streams:

1. Primary: Subscription (95% of revenue)

- **Free Tier:** All features, limited usage

- Full workout library
- Personalised meal planning
- AI coach full access
- Active community participation
- Blood work analysis
- Wearable integration

- **Conversion Target:** 20-25% free → paid within 90 days

2. Future: B2B2C (5-10% by Year 3)

- Corporate wellness subscriptions
- Insurance partnerships
- Healthcare system integration
- Higher margins, predictable revenue

Pricing Strategy:

- 1/5th cost of competitors (Noom: £59/month, Peloton: £44/month)
- Replaces gym (£45-100/month) + dietician (£100+/session)
- Value proposition: Save £50-100/month while getting better results

Gross Margin: 75-80% (typical SaaS)

Path to Profitability:

- Break-even: Month 14 (accelerated by MVP completion)
- Year 3: EBITDA positive

Go-to-Market Strategy

Launch Fast. Validate. Scale.

Phase 1: Validation (Months 1-6)

- App Store & Google Play launch (Month 1)
- Beta testing: 100-500 users
- Target: 1,500 free users, 300 paid (20% conversion)
- Focus: Product-market fit, retention data

Phase 2: Early Growth (Months 7-12)

- Influencer partnerships (fitness, biohacking communities)
- Content marketing: SEO, YouTube, TikTok
- Referral program launch
- Corporate wellness pilots (3-5 companies)
- Target: 5,000 free users, 1,000 paid
- £13,000 MRR

Phase 3: Scale (Months 13-24)

- Paid acquisition (Facebook, Instagram, Google)
- B2B2C expansion (corporate contracts)
- International: Ireland, Netherlands
- Community events & challenges
- Target: 15,000 free users, 3,500 paid
- £45,500 MRR

Customer Acquisition Channels

1. Organic (40%): SEO, app store optimisation, word-of-mouth
2. Paid Social (30%): Meta ads, TikTok, YouTube
3. Influencer (15%): Fitness micro-influencers, biohacking community
4. B2B2C (15%): Corporate wellness programs

Unit Economics (Target):

- CAC: <£50 (organic), <£100 (paid)
- LTV:CAC ratio: 5:1+ (organic), 3:1+ (paid)
- LTV: £500+ (40-month retention)
- Payback period: <12 months

Competition and Differentiation

Competitive Matrix:

	MyfitnessPal	Noom	Zero	8fit	Peloton	UGOKI
IF Integration	✗	⚠ Add-on	✓ Tracking only	✗	✗	✓ **Core**
HIIT Workouts	✗	✗	✗	✓ Basic	✓ Premium	✓ **Core**
Nutrition	✓ Tracking	✓ Premium	✗	✓ Meal plans	⚠ Limited	✓ **Core + AI**
AI Personalisation	✗	✓	✗	⚠ Basic	✗	✓ **Claude AI**
Community/Social	⚠ Passive	✗	✗	⚠ Limited	✓	✓
Gamification	✗	⚠ Basic	⚠ Streaks	✗	✓	✓ **Growing Avatar**
Price/month	Free-£10	£59	Free-£10	£25	£44	£12.99-£19.99
Equipment	N/A	N/A	N/A	None	Required	None

Competition and Differentiation (Continued)

Our Position

- Integrated 4-pillar approach (IF + HIIT + Nutrition + AI)
- Anti-fragmentation: Replace 5+ apps with one platform
- Time-optimised: 15-25 minutes vs. 90-minute gym
- Progress visibility: Avatar system = 2.3x retention
- Defensibility: Network effects, data moat, technical execution

1. Technical moat: MVP complete
2. AI personalisation: Claude integration scales infinitely
3. Community network effects: Social features drive retention
4. B2B2C angle: Corporate revenue stream competitors lack

Team:

Founder: Linards Berzins

- Technical background: Full-stack development (Python, React Native, Pydantic AI)
- Domain experience: Wellness, biohacking protocols
- Proven execution: Solo-built 98% complete MVP
- Vision: Human performance optimisation and wellbeing

Current Status:

- Founder handling product development & frontend/mobile
- Seeking Backend Architect/CTO for infrastructure scaling
- Contractor network for content creation
- Branding in discovery phase (currently working on social presence and brand)

Key Hires Post-Funding:

1. Backend Architect (Month 1): Help to scale AI infrastructure
2. Marketing Lead (Month 3): Growth & acquisition (potential for Linards Berzins, as have extensive experience in Digital Marketing)
3. Frontend/Mobile Developer: Founder (Linards Berzins) (Week 1 - ongoing): Feature expansion, product vision

Advisory Board (To Be Recruited):

- Health & Nutrition Expert: IF/KETO research credentials
- Fitness Industry Veteran: HIIT program development
- Mobile Growth Expert: Scaled consumer app to 1M+ users
- AI/ML Advisor: Personalisation engine optimisation (in contact with few highly successful individuals in AI / former colleagues)
- Business Strategy/VC: Fundraising & scaling guidance

Financial Projections

Year	Free users	Paid Subs	MRR	ARR	Growth
Y1	5K	1K	£13.000	£156.000	-
Y2	15K	3.5K	£45.000	£546.000	250%
Y3	35K	8.5K	£110.000	£1.324.000	143%
Y4	65K	16K	£207.000	£2.494.000	88%
Y5	100K	25K	£324.000	£3.897.000	56%

Profitability:

- Break-even: Month 24-30 (end of Year 2)
- Year 3+: EBITDA positive, further scaling

Cash Flow:

- Burn rate: £25-30K/month (Year 1)
- Funding runway: 18 months (with £525K)
- Series A position: Month 18-24

Unit Economics (Steady State):

- CAC: £50-75 (organic focus)
- LTV: £500+ (40-month retention)
- LTV:CAC = 6.7:1 (target: 5:1+)
- Payback: 8-10 months
- Gross margin: 78%

Scenario	Year	Valuation	ARR	Multiple	Growth
Conservative	5	£39M	£3.9M	10x	7.4x
Moderate	5	£58M	£3.9M	15x	11.1x
Optimistic	5	£78M	£3.9M	20x	14.9x

Seed investment: £525K @ **15-20%** equity

Exit Strategy:

- Strategic acquisition (Peloton, Apple Health, Noom,)
- Private equity (wellness roll-up)
- Timeline: Year 4-6

Vision & Roadmap

Building an In-Depth Wellness Platform for human potential

Transform how busy professionals optimise their health—from reactive "I need to lose weight" to proactive "I'm maximising my human performance."

Near-Term Roadmap (Post-Funding):

Months 1-6: Validation

- App Store & Google Play launch
- Beta testing (100-500 users)
- Retention data collection
- Blood work analysis feature polish
- Corporate wellness pilots (3 companies)

Months 7-12: Growth

- Influencer partnerships (10+ micro-influencers)
- Referral program
- Content marketing engine
- Wearable integrations (Oura, Whoop)
- Community challenges

Advanced AI & Personalisation:

- Utility-based AI agent (context-aware decision-making)
- Real-time biometric integration (continuous glucose, HRV)
- Predictive optimisation (workout timing, meal suggestions)

Expanded Wellness:

- Biological age dashboard (based on biomarkers)
- Recovery readiness score (sleep, HRV, strain)
- Nutrition AI with photo recognition
- Biodynamic farm locator (nutrient-dense food sourcing)

Months 13-18: Scale

- Paid acquisition (Meta, Google - early interest already on FB)
- B2B2C expansion (10+ corporate clients)
- International: Ireland, Netherlands
- VIP tier introduction (£19.99/month)

Future Features (Post-MVP, Planning Stage):

Community & Social:

- Enhanced social features (groups, events)
- User-generated content platform
- Local HIIT meetup matching
- Influencer ecosystem

B2B2C:

- Corporate wellness dashboards & reporting
- Insurance partnerships (outcomes-based pricing)
- Healthcare system integration

Financial Incentives (Future):

- Stake & Earn: Users earn rewards for consistency
- Corporate rewards programs

5-Year Vision:

- 25,000 paid subscribers across UK & Europe
- Top 3 in integrated wellness
- £3.9M ARR
- Acquisition target for Apple Health, Peloton, Noom, or PE roll-up

The Ask: £525,000

Scenario	Amount	%	Purpose
Marketing & Growth	£200,000	38%	Customer acquisition, influencer partnerships, paid ads
Team & Operations	£170,000	32%	Backend architect, marketing lead, contractor network
Product Development	£100,000	19%	AI deployment scaling, feature enhancements, testing, bug fixes, brand design
Infrastructure & Tools	£40,000	8%	Server costs, AI API fees (Claude), tools, App Store fees
Contingency	£15,000	3%	Buffer for unforeseen costs

Why MVP-Complete Changes roadmap:

- Typical startup: £300K+ (50-60%) goes to building MVP from scratch
- UGOKI: £100K (19%) for enhancement vs. £200K (38%) for growth
- Result: 2x more funding to customer acquisition vs. typical pre-MVP startup

Expected Dilution:

- Seed investment: **15-20%** equity
- Post-money valuation: £2.6-3.5M

Key Milestones (18-Month Runway):

- Month 6: 400-500 paid subscribers, product-market fit validation
- Month 12: 1,000 paid subscribers (£13K MRR)
- Month 18: 2,000 paid subscribers (£26K MRR), Series A ready
- Month 24: 3,500 paid subscribers (£45K MRR), approaching break-even