

InValhe

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Business Plan InValhe

Executive Summary

InValhe was created with the aim of revolutionizing the intestinal health sector, making personalized medicine a concrete and accessible opportunity for everyone. Through advanced microbiota testing and tailor-made nutritional pathways, we offer patients simple yet effective solutions to improve their health and longevity. Our digital platform allows you to access services quickly and without the inefficiencies of the traditional system. We propose ourselves as an innovative company capable of creating a positive impact in the healthcare sector, with a scalable and sustainable model.

Introduction

Our mission is clear: to put technology at the service of health, creating treatment and prevention paths that are personalized and based on solid scientific foundations. We want to fill the gaps of the traditional health system, offering an integrated approach that enhances the data collected and translates it into practical and useful advice.

What sets us apart is our commitment to scientific dissemination. We believe that an informed patient is a healthier patient, which is why our reports are designed to be easily understood by professionals and non-professionals alike. Our project stems from the awareness that prevention is not just an option, but a necessity to improve the quality of life and reduce healthcare costs.

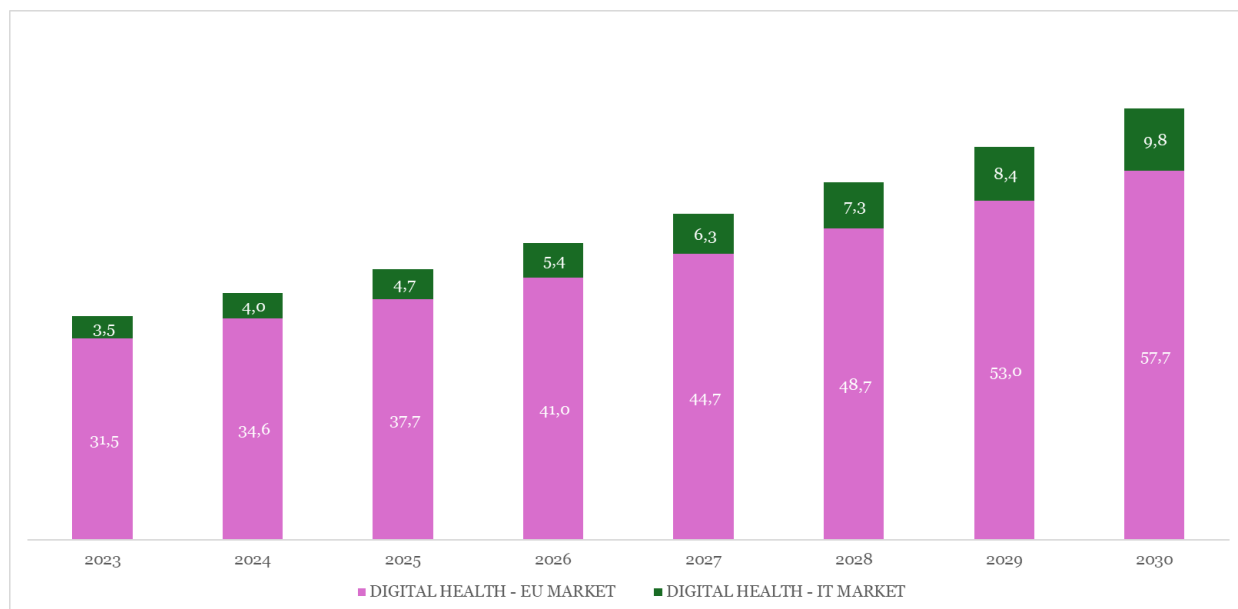
Recent scientific publications have shown how gut health is central to the prevention of diseases and diseases. The academy has now confirmed the strong relationship between gut health and the health of the rest of the body (e.g. gut-brain axis). This is why inValhe firmly believes that mapping gut bacteria and viruses is a first point of access for future developments in the medical field.

Market Analysis

Digital Health Sector

The digital health market is undergoing an epochal transformation. Solutions such as telemedicine, health monitoring apps, and advanced diagnostics are becoming indispensable for millions of people. This sector, with an estimated value that is growing rapidly, represents a unique opportunity for companies capable of innovating and responding to emerging needs for personalization and accessibility.

The numbers also speak for themselves: in 2025 this sector is worth **37.6 B€** (CAGR 8.90%) in the EU, of which **4.7 B€** (CAGR 16.00%) in Italy². Numbers that underline the potential and possibilities that this sector opens up to the many innovative solutions.

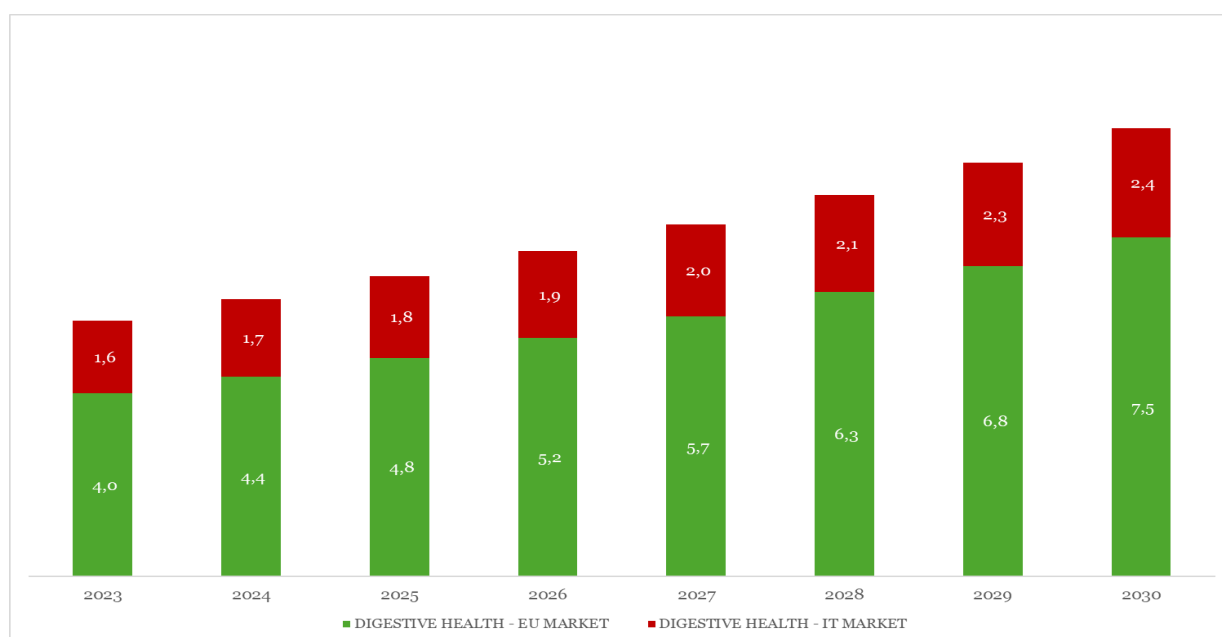


*EU and IT digital health market in €B

Digestive and Gut Health Sector

Gut health is an increasingly central issue. Research demonstrates the direct link between a balanced microbiota and a wide range of health benefits, from preventing chronic diseases to improving mood. However, many current solutions are piecemeal and do not offer clear, integrated paths for the public. Here InValhe fits in as an innovative solution, combining advanced analysis with concrete and personalized interventions.

The sector in question remains among the largest and most potential, cubing **€4.8 B€** (CAGR 9.20%) in EU3 and **€1.8 B€** (6.00%) in Italy4.



*Digestive and Gut Health market EU and IT in €B

Market Statistics

In 2021, total health expenditure in Italy recorded approximately **€167.8 B€**, equal to **9.1%** of **GDP**. Of this figure, about 76% is allocated to public spending, while the remaining **24%** is made up of private spending.

Invalhe Market

Based on Wellmicro's estimates on the world market and those of Italy regarding the **microbiota**, inValhe has access to a wide potential audience. First of all, the focus falls on those who believe or have been diagnosed with the intestine or diabetes (types 1 and 2), included in an age group >28: about 10 million people. In addition, the propensity to spend private health is higher in an income bracket > €35K per year per person: reducing the target to 3.2 million people. The number will grow in the period 2023-2033 thanks to an increasing awareness of bowel-related diseases.

Considering the resources and impact of a new figure in this field, year 1 after the incubation period, inValhe is able to reach a user base of about 480 users plus about 40 recurring users, thanks to partnerships and the effectiveness of the digital marketing strategy. This translates into a potential penetration of 0.6% or 108 €K.

This target market is for inVahe a market entry point to gain market share and customer loyalty, as well as increase brand awareness (see marketing strategy).

The Problems

Referring to the previously mentioned sectors, we have identified **four macro-problems** to be solved, for a future of quality and where diseases are optional:

- 1. Inefficient and poorly prevention-oriented healthcare system:** Long waiting times, fragmented pathways and poor attention to prevention leave many patients without adequate support.
- 2. Lack of accessible scientific dissemination:** Information about the microbiota and gut health is often complex and difficult to understand, limiting its positive impact on the public. Furthermore, although the benefits are many, many professionals are also not up to date according to the latest publications and applications.
- 3. Non-personalized nutritional solutions:** Most of the proposed diets do not take into account the individual specificities and biodiversity of our organisms, reducing their effectiveness in preventing and improving health.
- 4. Difficult physical and economic accessibility to personalized treatments:** despite the fact that nowadays the gap has been bridged by technological innovations, many people do not have easy access to specialized clinics or centers, both physically and economically. This forces them to give up some treatments necessary for psycho-physical well-being.

Supporting data

The research shows that today compared to 5 years ago, 37%⁸ of Italians said they were more interested in their physical well-being; while with regard to psychological well-being, a third of Italians say they are more attentive with a peak of 40% in the 18-29 age group. As a reason for this greater attention, two out of three Italians (66%) indicate that they have understood the importance of continuously monitoring their state of health and more than 6 out of 10 Italians have understood that it is important to do prevention. To a lesser extent, 16% said they had intensified check-ups and medical examinations for the treatment of the disease or pathology they suffer from.⁵

Specifically⁶:

- 58% of Italians are on a diet or will soon be
- 54% of Italians consider nutrition essential for health

Who are they for?

- 31% internet
- 24% dietitians or nutritionists
- 12% general practitioner
- 11% personal trainer

Solutions

1. Clear and accessible scientific dissemination: We offer personalized and user-friendly reports designed to educate patients and support healthcare professionals with understandable and actionable data.

2. Personalized nutritional paths: Through our microbiota test, convenient and usable from home, we translate the data collected into food and prevention plans built on the specific needs of the patient.

3. Innovative digital platform: Our platform makes it quick and easy to access tests, view results and start a treatment journey without long waits or organizational complexities.

Marketing Strategy (TBD)

Our strategy is based on three fundamental pillars:

1. **Education and awareness:** Digital campaigns and educational webinars to raise awareness about the microbiota.
2. **Strategic Partnerships:** Partnerships with healthcare experts and professionals to promote the scientific validity of our services.

3. **Digital presence:** A strong social media presence and targeted campaigns to reach our target audience.

To establish itself in the sector, InValhe has developed a marketing strategy divided into three key phases, designed to build an authoritative brand, expand its digital presence and retain users in the long term.

Year 1: Launch and Build Trust

In the first year, our main goal is to introduce InValhe to the public and build an ecosystem of professionals who believe in our project. We will start with a clear brand positioning, identifying our added value: the ability to monitor gut health through a simple test and an intuitive report with a focus on prevention.

To build trust, we will work side by side with nutritionists, pharmacists and gastroenterologists, actively involving them in the dissemination of our service. We will build a strong digital presence through our e-commerce and social channels, in order to directly intercept our audience. At the same time, we will activate collaborations with influencers and science communicators, creating educational content to raise awareness of the importance of the microbiota.

From the first year, we will also introduce a subscription model to incentivize user loyalty and acquire market share, making continuous monitoring of intestinal health more convenient. This is for the ultimate purpose of creating a recurring revenue stream.

Year 2: Expansion and Technological Strengthening

Once we have established our reputation, we will focus on expansion. The second year will be dedicated to strengthening our digital platform with the launch of a **web app** that will allow users to receive and consult the results in a clear and interactive way. This solution will allow a more intuitive use and will facilitate the connection with nutritionists for continuous support.

On the partnership front, we will expand the network of pharmacies and clinics, making our kit even more accessible. We will invest in advertising campaigns and strengthen our presence in trade publications and social networks with premium content, webinars and collaborations with recognized experts.

Year 3: App Improvement and Scalability

The third year will mark the true scalability of our project. With a strong base of users and professionals involved, we will launch the **official mobile app**, further improving the user experience and integrating new advanced features. The app will offer personalized suggestions, gut health monitoring tools, and access to a network of experts.

We will launch loyalty programs for pharmacies and nutritionists, encouraging the growth of our network. Thanks to advanced CRM tools and retargeting strategies, we will maintain constant contact with users, providing educational content and scientific updates to ensure an increasingly complete and engaging experience.

KPIs and Success Metrics

- **Year 1:** Number of partners engaged, initial sales volume, community growth, first memberships in the subscription model.

- **Year 2:** number of web app installations, conversion rate from premium content, increase in the network of pharmacies and clinics.
- **Year 3:** Growth in active users on the mobile app, user retention, expansion of subscriptions and improvement of the technology experience.

InValhe's goal is to become the reference point for those who want a scientific, practical and digital approach to intestinal health. Our marketing plan will allow us to build an ecosystem of professionals and loyal users, making the project evolve into a complete and scalable service.

Sales channels

Our main sales channels will initially be distributed along a chain of professionals, interested in bringing scientific innovation and concrete benefit to us with us.

- **Website:** through which memberships will be sold (premium path)
- **Pharmacies:** in order to gain market share, albeit with lower margins
- **Partnership:**
 - Biologists Nutritionists
 - Dietitians
 - Gastroenterologists
 - Private clinics
 - Private clinics
 - Ambassador and Social (e.g. Instagram, Tik Tok, LinkedIn, etc)

Target User

Target:

1. Chronically ill and followed by doctors in hospitals or doctors' offices, with more serious problems, such as diabetes or gastrointestinal problems
2. Person who has made multiple visits following apparent bowel problems, with probable IBS or bowel-related pathologies
3. Health-conscious person with some discomfort who is already followed by dietitians or gastroenterologists
4. Curious person, who was attracted to digital marketing without too many health problems but pay attention to the latter
5. Sports professionals, to optimize performance

Segment:

1. People with annual income >35-40,000 € while families with incomes from >60-70,000 € upwards: 30/35% of the population
2. Interest in health is considered a priority
3. First target 35-74 years old (% of highest IBS)
4. Second target 28-34 (interest in health and assiduous use of social media)
5. Males and Females, with a greater tendency towards the feminine side

Go-to-market Strategy (LET'S REVIEW IT)

Our Go-To-Market (GTM) strategy is structured to ensure effective market penetration from the first year, combining a solid digital presence with a distribution strategy through selected partners. Our approach focuses on three key pillars: direct customer acquisition, strategic partnerships, and user loyalty.

1. Target Market

Our GTM plans to target two main segments:

1. End consumers (B2C): Individuals between the ages of 25 and 50 who are attentive to health and well-being, interested in optimizing their diet and lifestyle through scientific data.
2. Healthcare professionals (B2B): Nutritionists, gastroenterologists, and pharmacies who can offer testing to their patients to improve the diagnostic and nutritional pathway.

2. Product Launch Strategy

The initial phase of the strategy involves:

1. Direct e-commerce: The InValhe website will serve as the main point of sale for consumers and memberships.
2. Partnerships with health professionals: We will implement an affiliation model with nutritionists and private clinics, incentivizing them to integrate our test into their counseling journeys.
3. Distribution in selected pharmacies: Collaborations will be established with innovative pharmacies to sell the kit in store, providing specific training to staff.

3. Customer Acquisition Strategies

To generate traction from the first year, we will adopt a multi-channel approach with a focus on various points.

3.1 Digital Marketing and Performance Advertising

- Campaigns on Google Ads, Instagram and TikTok: Aimed at generating qualified traffic to the website and driving conversions.
- SEO and Content Marketing: Blogs with scientific and popular articles to attract customers organically.
- Email Marketing and Retargeting: Automated funnels to convert leads into active customers.

3.2 Influencer Marketing & PR

- Collaborations with industry experts and influencers (nutritionists, fitness coaches, wellness experts) to increase brand awareness.
- Involvement of newspapers and sector media to strengthen scientific credibility.

3.3 B2B Channel Activation

- Network of professionals: Involvement of nutritionists and gastroenterologists with a system of commissions and incentives.
- Ambassador Program: Dedicated packages for professionals who become active partners of InValhe.
- Training for pharmacies: Workshops and information material to make pharmacists promoters of the test.

4. Customer Retention and Upselling

- Subscription model: Starting in the first few months, we will offer recurring plans for periodic tests and consultations.
- Dedicated web app: To allow users to track progress and receive personalized recommendations.
- Exclusive communities and content: Dedicated webinars and groups to increase engagement and strengthen brand ties (TBD)

5. KPIs and Success Metrics

We will monitor key metrics to evaluate the effectiveness of the GTM Strategy:

Number of kits sold through e-commerce and B2B partners.

Customer Acquisition Cost (CAC) and Lifetime Value (LTV) Ratio.

Conversion rate of marketing campaigns.

Number of professionals and pharmacies activated in the distribution network.

Retention rate of subscribed users and number of repeated tests.

6. Roadmap and Scalability

After gaining initial traction, the strategy will evolve to consolidate and scale:

Optimization of the web app and launch of the mobile app in the second year.

Expansion of the network of professionals and points of sale in selected pharmacies.

Entry into international markets with greater sensitivity to gut health.

Competitive Advantage

InValhe stands out for:

- Collaborations with industry experts and a prominent scientific board.
- Premium shotgun metagenomic **testing**: best-in-class microbial analysis and sequencing recognized by academia.
- Advanced data analytics pipeline that delivers personalized, reliable results.
- A simplified user experience thanks to our digital platform.
- An approach centered on education and prevention.

It is important to underline how collaboration with relevant scientific partners can make a difference in this field. This would lead inValhe to enjoy academic trust and bring innovation to research itself.

The test and sequencing chosen are globally recognized as the most reliable and free of correlational bias. The use of metagenomic shotgun sequencing gives the professional (not involved in the nutritional phase, e.g. microbiologist) the opportunity to do advanced research and analysis thanks to the depth of genome reading. This is even more important thanks to the collaboration with the best Italian laboratory: prebiomics in Trento. The latter stands out for its advanced sequencing techniques and the large database of benchmarks it has.

Data analysis is, together with testing, a differentiating point of inValhe. Thanks to the collaboration with Sequentia (an Italian company based in Barcelona), a company that owns the best data analysis software for the microbiota on the market. The report resulting from its data analysis stands out for its ease of reading, the breadth of the database (Prebiomics

database) and the bibliography attached to it. In this way, the professional in contact with the patient does not have to consult with a microbiota specialist.

The technological side, together with the commitment to scientific dissemination, make inValhe a future market leader and a pillar of innovation in prevention and intestinal health.

Business Model

inValhe's Business model is divided into two bands: first, a **single** microbiota test will be made available for those who need to map the bacteria, fungi and viruses in their intestines. This is due to possible pathologies or explicit requests from the professional. Then, the group of those who have **potential pathologies** and **are not yet** under **treatment** or those who are **interested in prevention** and understand the added value of InValhe's premium pathway.

Our services are designed to be accessible and scalable:

- **Microbiota Test (180€):** Includes in-depth analysis of intestinal health and dietary recommendations.
- **Premium Path (€365):** Includes the test, a detailed report and 3 video consultations with trained and trained nutritionists.
- **Standard Route (€209):** Combine the test with a consultation with an intestinal specialist.
- **Nutrition Path (210€):** We offer three video consultations for a personalized nutritional plan. Ideal for those who have already embarked on a premium path.

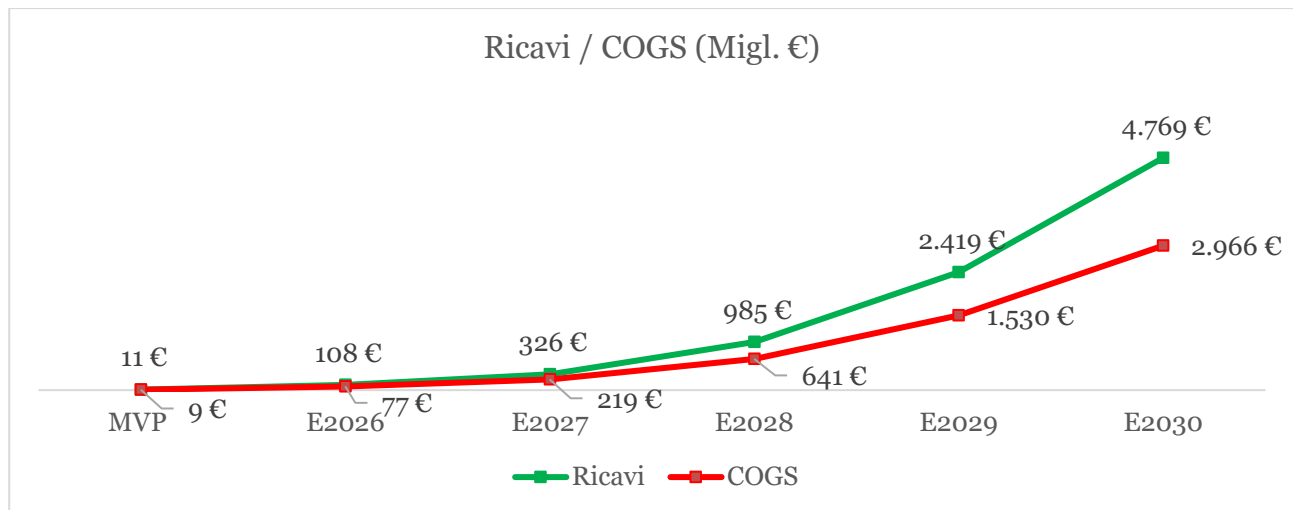
The possibility of **monthly payment** will also break down the barrier of price and one-time payment.

Financials

Description

Migl. €	<i>MVP</i>	2026	2027	2028	2029	2030
Revenues	11 €	108 €	326 €	985 €	2,419 €	4.769 €
COGS	- 9 €	- 77 €	- 219 €	- 641 €	- €1,530	- 2.966 €

CAGR: 175% over 6 years (2025-2030)



*Revenues excluding VAT

1. Financial Projections (3-5 years)

Revenue Growth: Revenue growth forecasts.

EBITDA & Profitability: When you expect to reach break-even.

Unit Economics: Profit margins by product/service.

Customer Acquisition Cost (CAC) vs. Lifetime Value (LTV).

2. KPIs and Key Metrics

Customer acquisition cost (CAC): How much it costs to acquire a customer.

Customer Lifetime Value (LTV): How much a customer is worth over time.

Gross margin (%) and net margins.

Monthly (MoM) or annual (YoY) growth rate

3. Use of Funds (if you are looking for funding)

Breakdown of how the requested funds will be used.

Percentage allocated for marketing, technology development, operations, teams, etc.

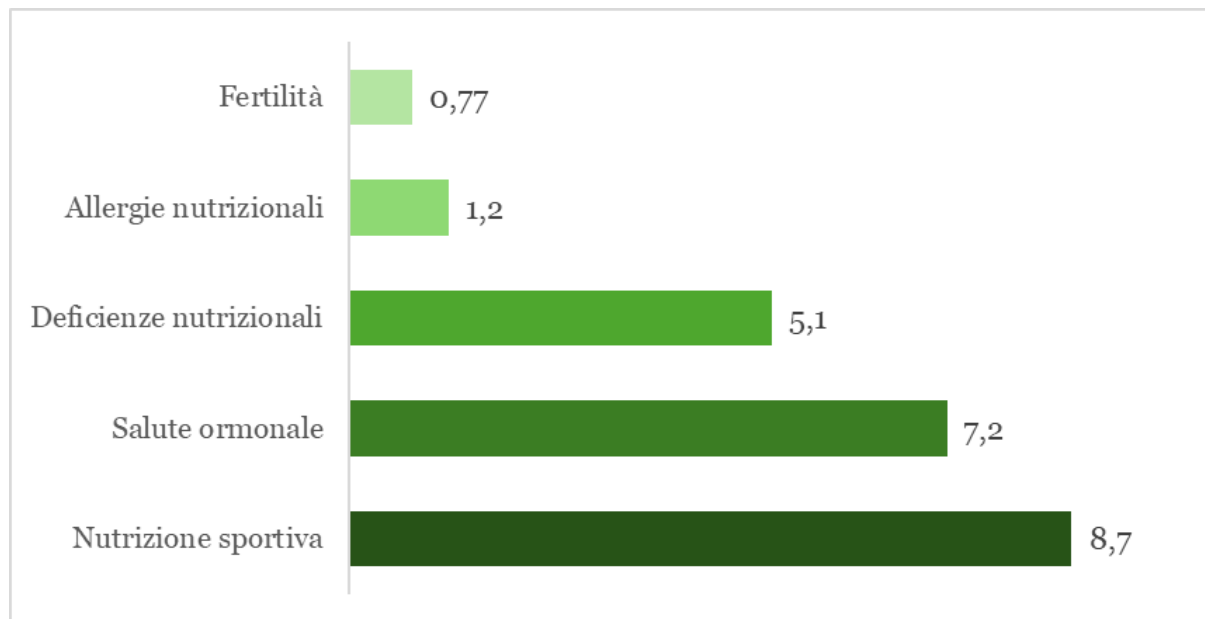
Key objectives to be achieved with the required funds.

Traction (MVP)

Future developments

Looking to the future, InValhe intends to expand its services:

- **Wearable technology:** Integration with wearable devices to continuously monitor health.
- **New products:** Launch of personalized supplement lines based on microbiota data, probiotics and prebiotics, and much more.
- **Digital clinic:** Creation of an online clinic for specialist consultations.
- **Scientific research:** Investments in research to advance in the field of intestinal health.
- **Business verticals:** development of new vertical businesses with currently latent potential, e.g.:
 - Fertility Industry
 - Infant, vaginal, oral microbiota
 - Skin microbiota and anti-aging treatments
 - Food allergies
 - Nutritional deficiencies
 - Hormonal health
 - Sports nutrition



*some of the EU markets mentioned above in €B 2024/27

Conclusion

InValhe represents a concrete and innovative response to the challenges of intestinal health and prevention. With our integrated, technology-driven approach, we are poised to transform our patients' health and drive change in healthcare. We invite investors and partners to join us in this mission for a healthier and more conscious future.

SOURCES

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