Noom — TIV Report (Oct 2025)

Date: October 3, 2025

Section Scores

Part 1	Part 2	Part 3	Total	%	Band
70	40	20	130	28.9%	Laggard

Executive Summary

Noom is a Laggard. AI features (Welli, photo/voice logging) are live, but layoffs, weak stack evidence, no CDP/cloud/MLOps disclosures drag scores down.

Strengths

• First-party AI features

• Snowflake/dbt pipelines

• OpenAI+Google Vertex use

Weaknesses

• No CDO/CAIO

• Layoffs

• Weak data governance/infra evidence

Part 1 — Business & Strategy (150)

Line Item	Points (awarded/max)	Evidence
1.1 C-Suite & Board	20 / 40	CTO present; no CDO/CIO; tech entrepreneur on board
1.2 AI Leadership	5 / 10	No CAIO; AI under Product/Eng
1.3 Strategy & Financial	20 / 20	AI core; Welli + AI food logging
1.4 Hiring & Talent	10 / 40	In-house AI build; no velocity/diversity
1.5 Team Stability	0 / 10	Layoffs reported
1.6 Culture/Training	5 / 20	Coach training program; weak sentiment
1.7 Engineering Culture	10 / 10	Engineering blog active

Part 2 — Applications & Data (150)

Line Item	Points (awarded/max)	Evidence
2.1 Web/App Tech	5 / 20	iOS/Android apps live; frequent updates
2.2 Customer Data & Analytics	20 / 40	Personalization (Welli); experimentation infra; db pipelines
2.3 Governance & Privacy	10 / 20	Privacy/HIPAA/GDPR pages
2.4 Architecture & Automation	0 / 30	No APIs/public microservices
2.5 Engagement & Marketing	10 / 40	AI assistant Welli present

Part 3 — Infrastructure (150)

Line Item	Points (awarded/max)	Evidence
3.1 Cloud Strategy	0 / 25	No disclosure
3.2 AI Cloud Partnerships	15 / 15	OpenAI + Vertex AI references
3.3 Data & Platform Strategy	0 / 25	No named stack
3.4 AI/ML Ops	0 / 20	No registry evidence
3.5 Compute & Infra	0 / 25	No infra disclosures
3.6 CI/CD & Delivery	0 / 20	No evidence
3.7 Security & Trust	5 / 20	TLS/privacy policy evidence

Gate & Penalty Rationale

Gate not met; none ≥130; final classification Laggard.

Conclusion

Final classification: Laggard. Total 130/450 (28.9%).

Sources

• Noom blog

• AI feature announcements

• Noom privacy policy