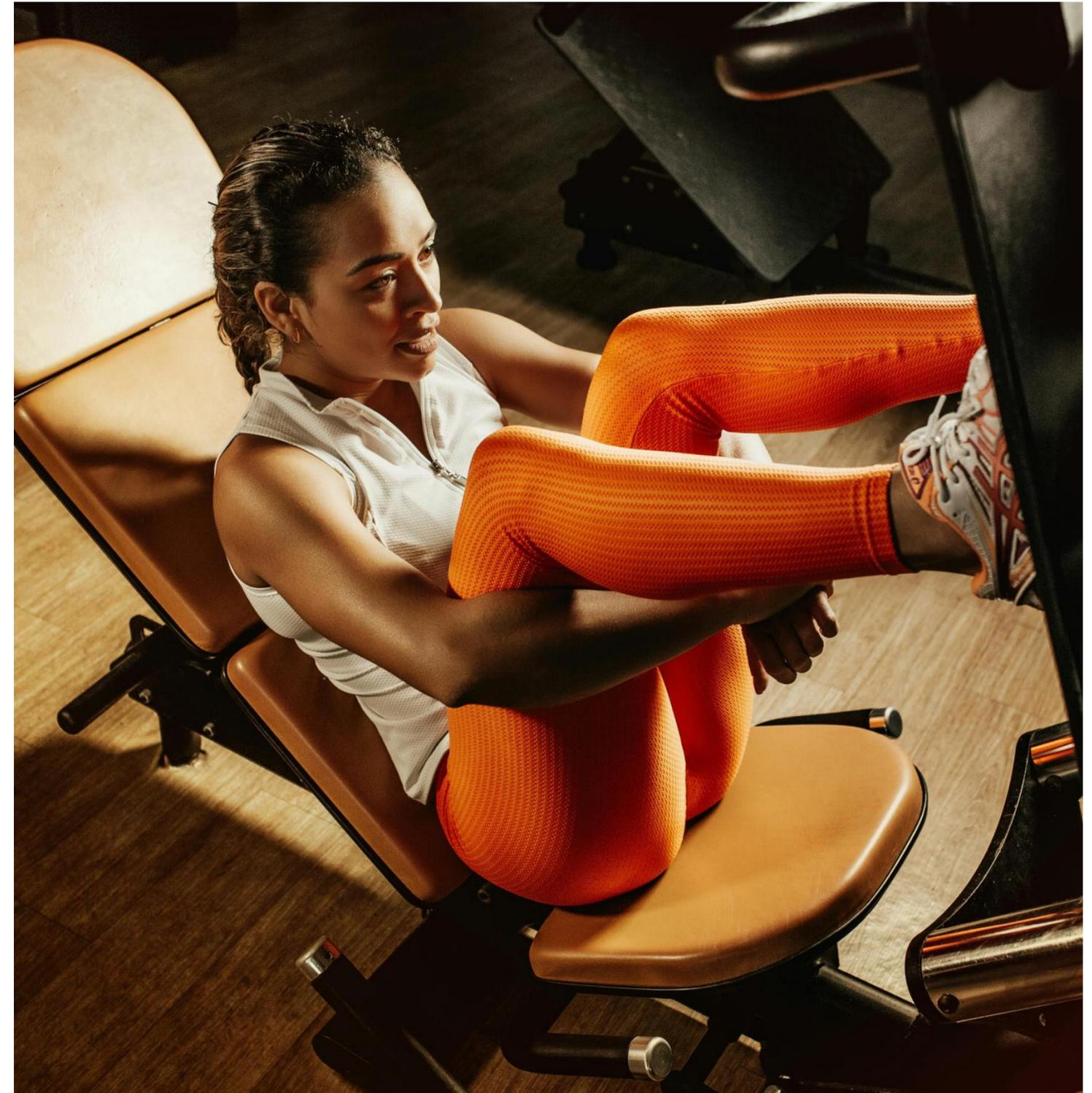


Ombre[®]

We help **people** improve their digestion and daily well-being through **science-backed microbiome testing** and **personalized lifestyle recommendations** powered by AI.



The Problem

75% OF WOMEN REPORTED RECURRING DIGESTIVE DISCOMFORT, BLOATING, OR UNPREDICTABLE ENERGY*



I track everything – sleep, workouts, glucose – but when it comes to my gut, I’m still guessing.

Jessica, 41,
Working Mom



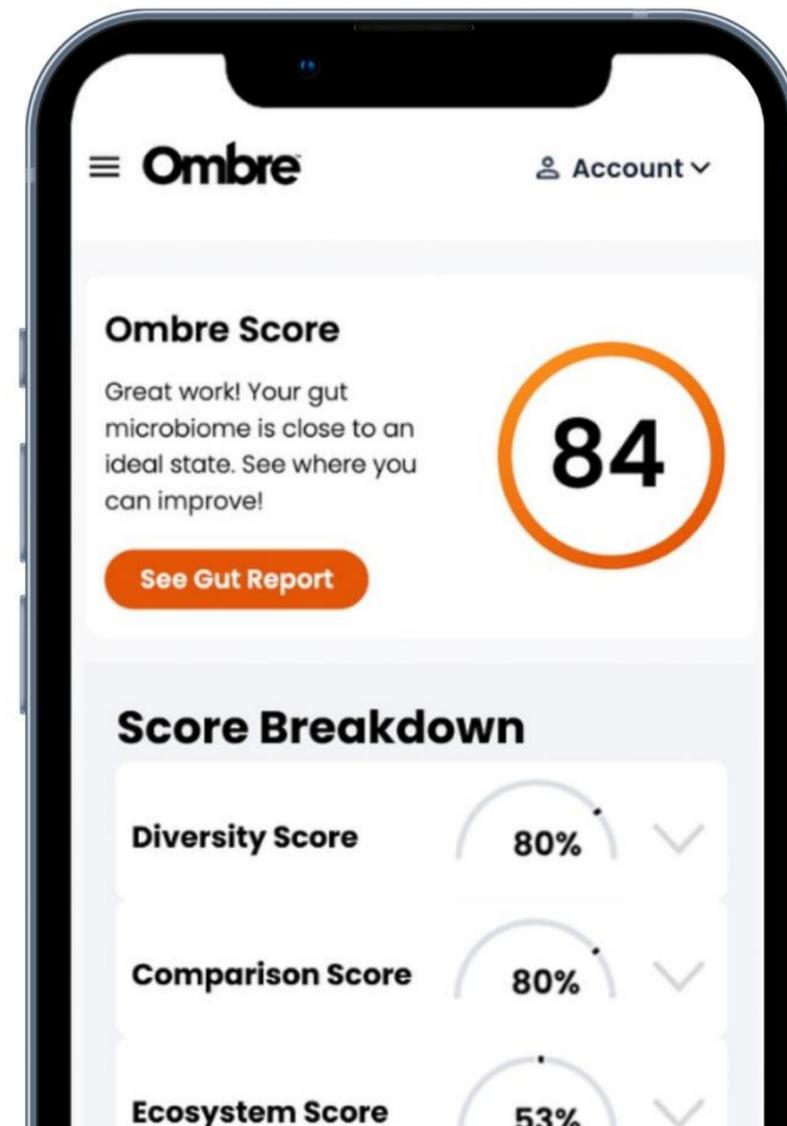
I’ve done gut tests before, but I still don’t really understand what’s causing my symptoms.

Ren, 35,
PhD Candidate

*Source: Customer Discovery Interviews
(anonymized transcripts, 2025) – internal research

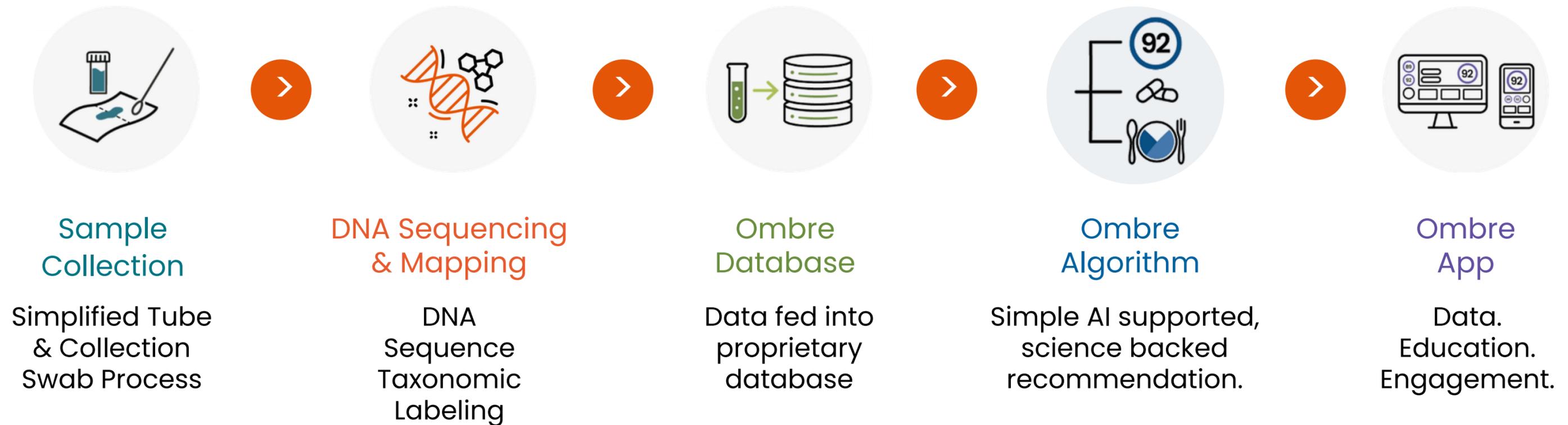
The Solution: End-to-End Gut Test Journey

10,000+ BACTERIAL SPECIES MAPPED TO REVEAL ACTIONABLE GUT HEALTH INSIGHTS



Business Flow

Our platform integrates microbiome science, proprietary data, and AI to create a scalable engine for personalized gut health.



Target Customer

1 in 4

- **AMERICANS PRIORITIZE DIGESTIVE HEALTH**

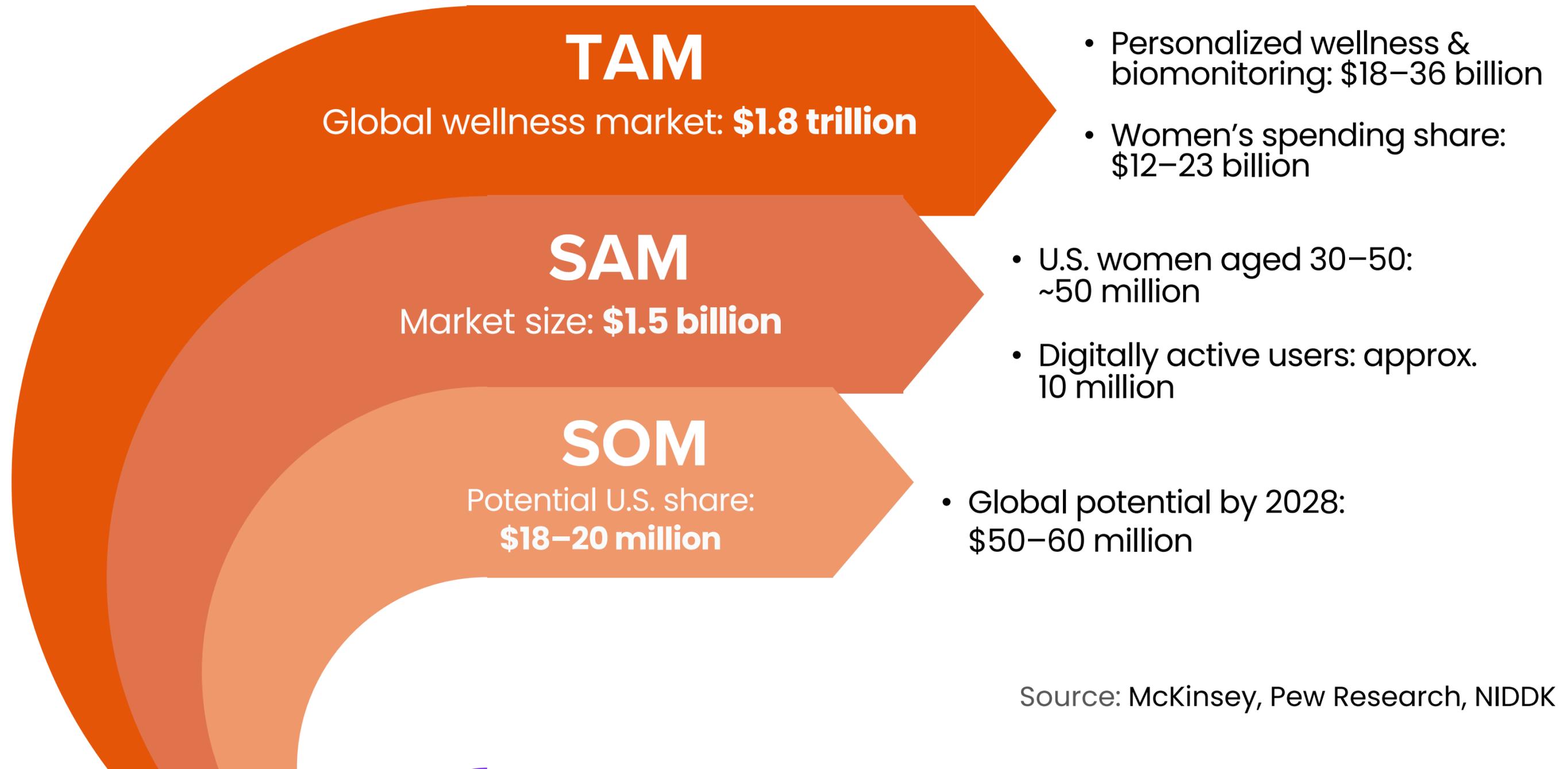
80%

- **OF CONSUMER PURCHASING DECISIONS IN THE HEALTHCARE INDUSTRY ARE MADE BY WOMEN**

Health-Conscious Women (Ages 30–50)

- Health-aware, proactive, and seeking clarity about their bodies.
- They're balancing careers, family, and self-care — yet struggle with fatigue, bloating, and stress-related symptoms that affect daily energy and confidence.

Market Opportunity (TAM / SAM / SOM)



Source: McKinsey, Pew Research, NIDDK

Why Now?

At-Home Testing

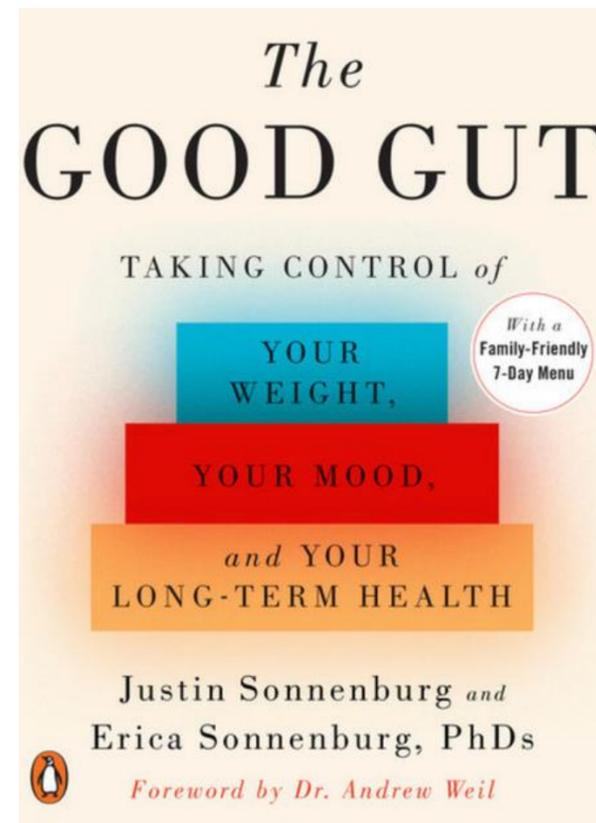
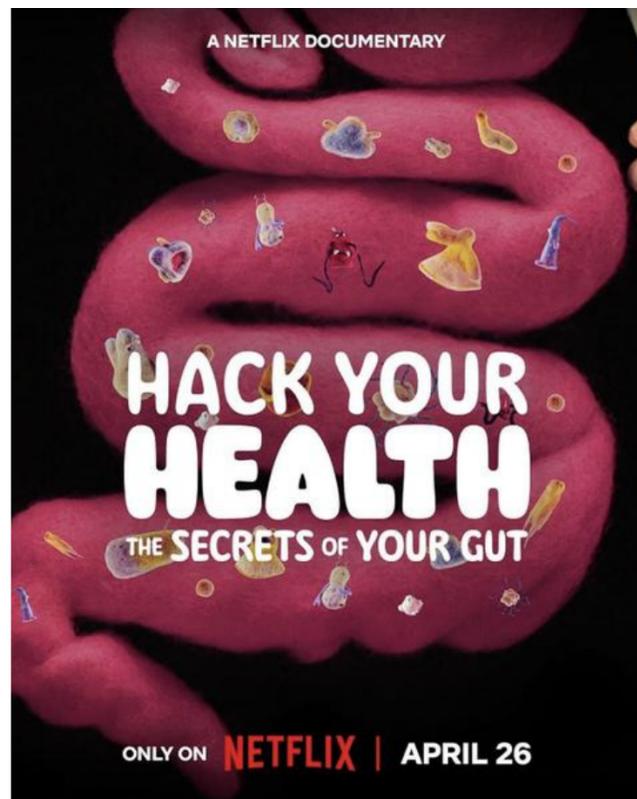
At-home health testing market projected to reach **\$45 billion by 2032**

AI-Driven Personalization

Nearly **1 in 5 U.S. consumers** — and **1 in 3 Millennials** — prefer products and services tailored to their individual needs, powered by AI

Smarter Wearables

Rapid advances in sensors and digital health technologies are ushering in new forms of **real-time biomonitoring** and more **sophisticated wearable devices**



Competitive Ecosystem Overview

Wellness Based



Points of Difference



Continuous Feedback Loop

Every test feeds into AI-driven insights that evolve with user habits.

Behavior + Biology Integration

Built around your individual biology, lifestyle, and microbiome profile.

Designed for Real Life

Focused on the biology and lifestyle patterns that shape health at any stage.

Tailored to You

Actionable, evidence-based insights personalized to your unique microbiome.

Customer Acquisition & Retention Strategy



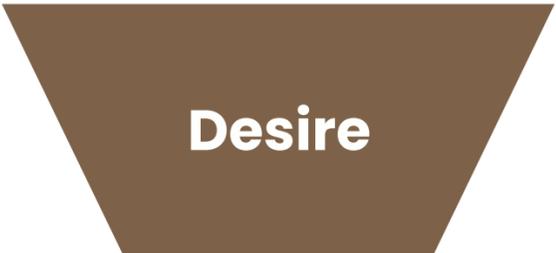
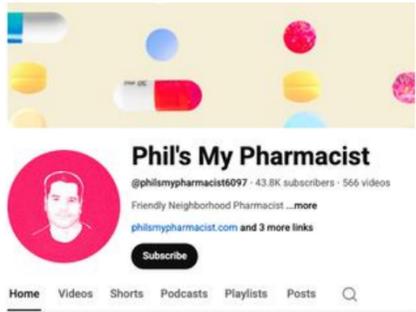
Attention

Capture awareness through social media, PR, SEO, and partnerships



Interest

Educate the audience with webinars, blog deep dives, expert content, email flows, and videos



Desire

Build trust using testimonials, UGC, influencer stories, and symptom-based messaging



Action

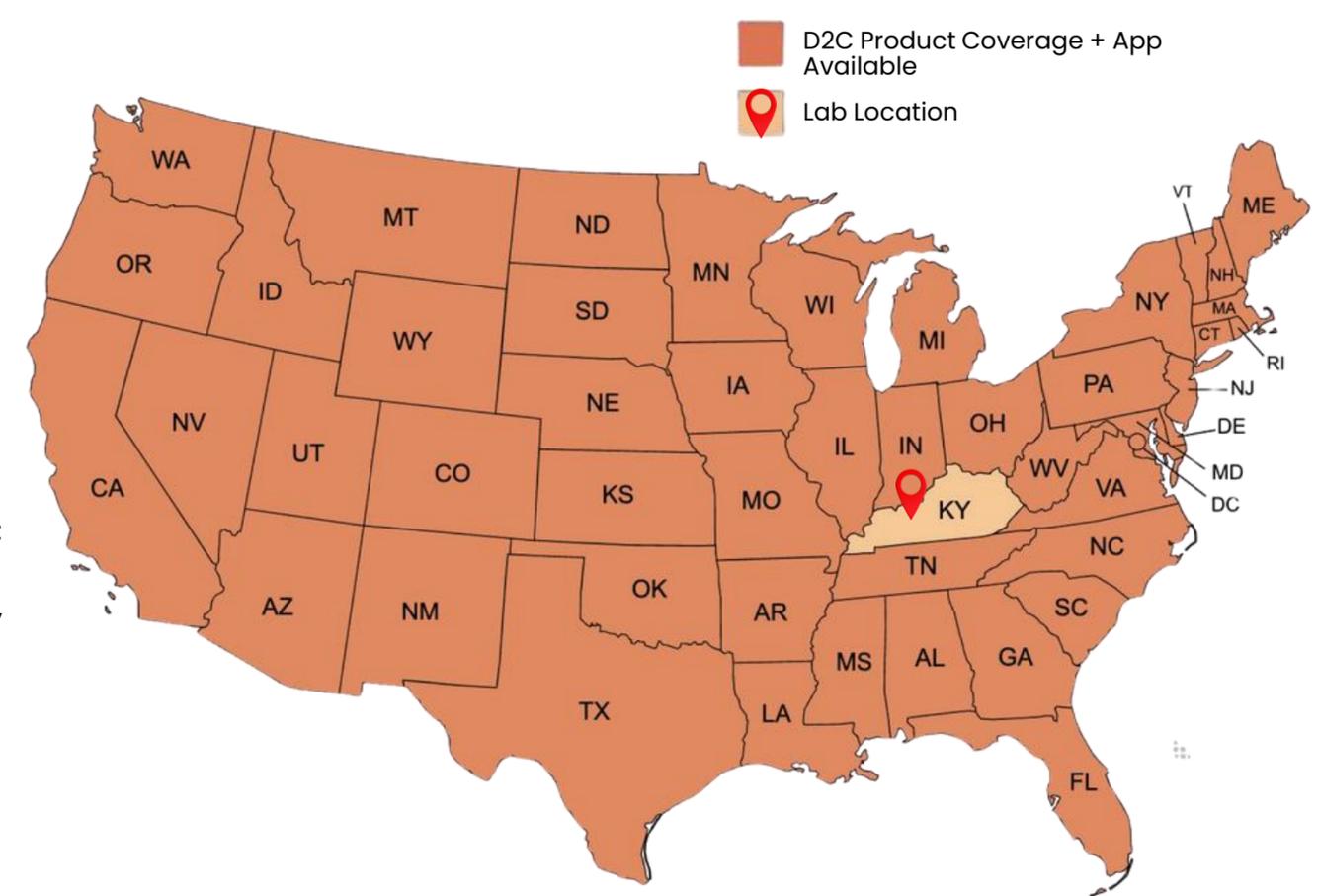
Drive conversions through Shopify checkout, retargeting ads, SMS, and automated flows

+ Retention to keep customers engaged through app insights, progress tracking, and ongoing educational content that encourages long-term wellness habits.

App Launch Plan

App Launch Market: United States

Our current iOS app lets users see their test results and basic insights. This launch focuses on releasing our **AI Gut Health Coach**, integrating test results, and expanding to Google Play.



Days 1-30

- Add results dashboard and connect to CLIA lab pipeline
- Enable users to view and track gut-wellness data
- Build core logic for non-AI result interpretation

Days 31-60

- Introduce AI Buddy that interprets results and gives wellness insights
- Add personalized food, habit, and lifestyle recommendations
- Test with early users and refine accuracy + user experience
- Prepare subscription model for AI features

Days 61-90

- **Roll out AI Gut Health Coach**
- Start to make deals with marketing influencers, wellness partnerships
- Launch subscription tiers (AI features, tracking, retesting)
- Position the app as the center of the user journey

Revenue Streams & Pricing Structure

Tier	Price	Best For
Starter Test (Entry Point)	\$149.99 (discounted) \$229.99 full price	First-time users want clarity
App with AI Gut Health Coach	\$6/mo	Users who want ongoing guidance

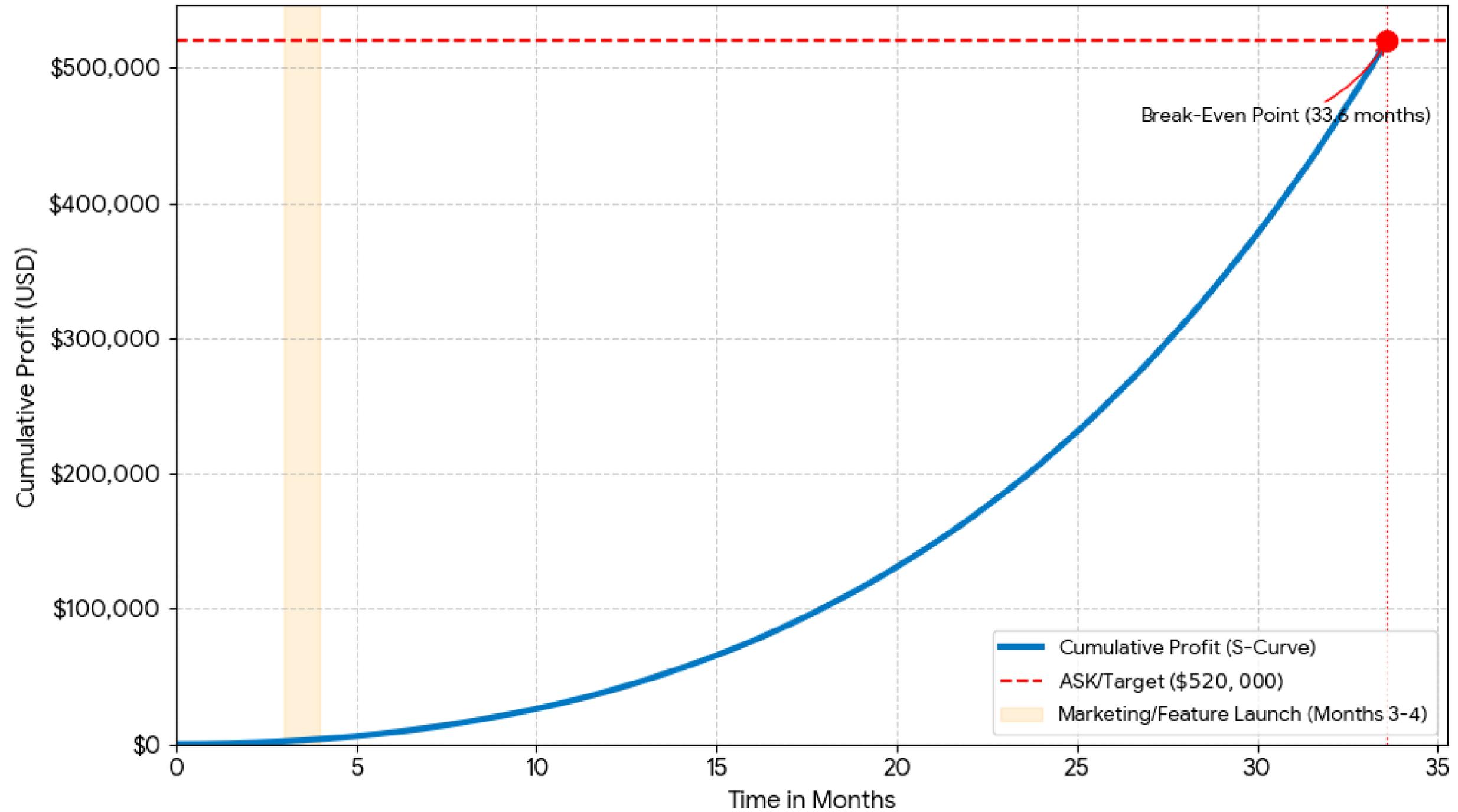


Progress Report

Ombre Scores
[See Details](#)



Break Even Chart



Investment Opportunity

The ASK: \$520,000

Launch the AI-Powered App Experience

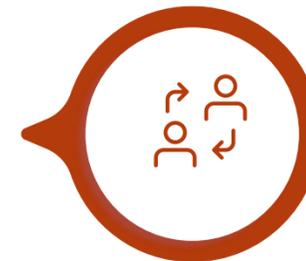
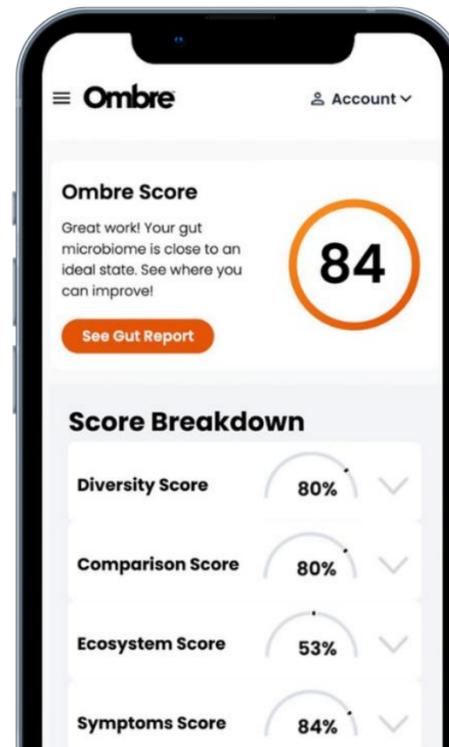
- Finalize the AI Gut Results Buddy
- Complete the results dashboard and insights engine
- Launch across App Store & Google Play

Acquire Early Customers

- Execute multi-channel launch marketing
- Activate influencers and wellness partners
- Drive adoption and validate CAC, retention, and subscription conversion

Strengthen Product & AI Operations

- Expand the product and AI ops team
- Enhance data workflows, analytics, and monitoring
- Improve personalization and accuracy of wellness recommendations



Scale Core Infrastructure

- Increase cloud capacity and backend stability
- Build reliable customer-support and user-success processes
- Establish operational readiness for rapid user growth

Drive Revenue Growth Toward Break-Even

- Accelerate subscription adoption through premium AI insights
- Improve engagement, retention, and in-app activation
- Build a scalable, repeatable user-acquisition engine
- Advance toward breakeven as subscription revenue compounds

Provide Runway to Key Milestones

- Launch, achieve traction, prepare for national scale, and advance toward EBITDA positivity

Use of Funds

≈
39%
\$203,147

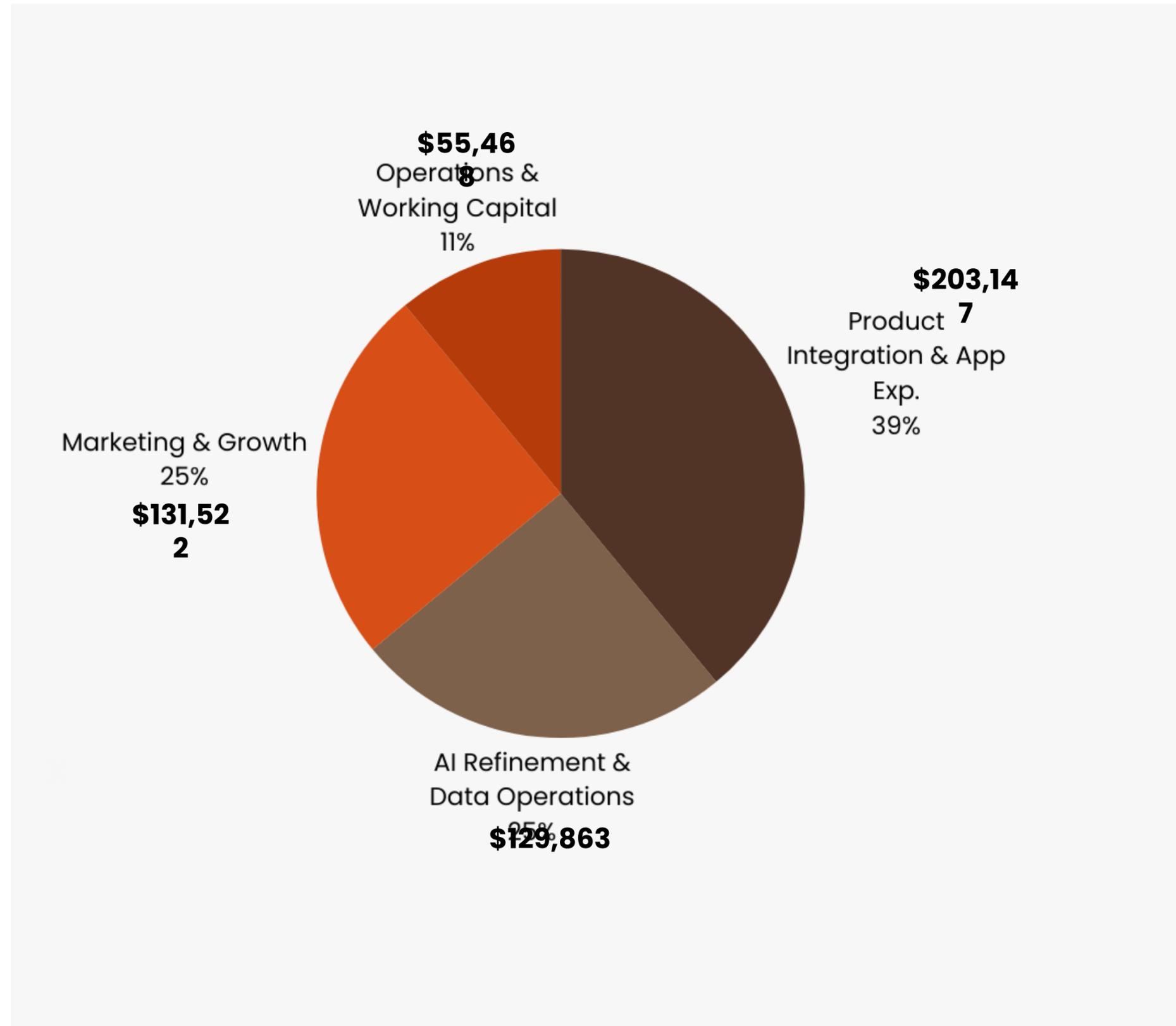
- AI Buddy integration
- Results dashboard + lab pipeline
- UI/UX + onboarding improvements
- Subscription system setup
- Mobile QA & test cycles
- Tracking + behavioral insights

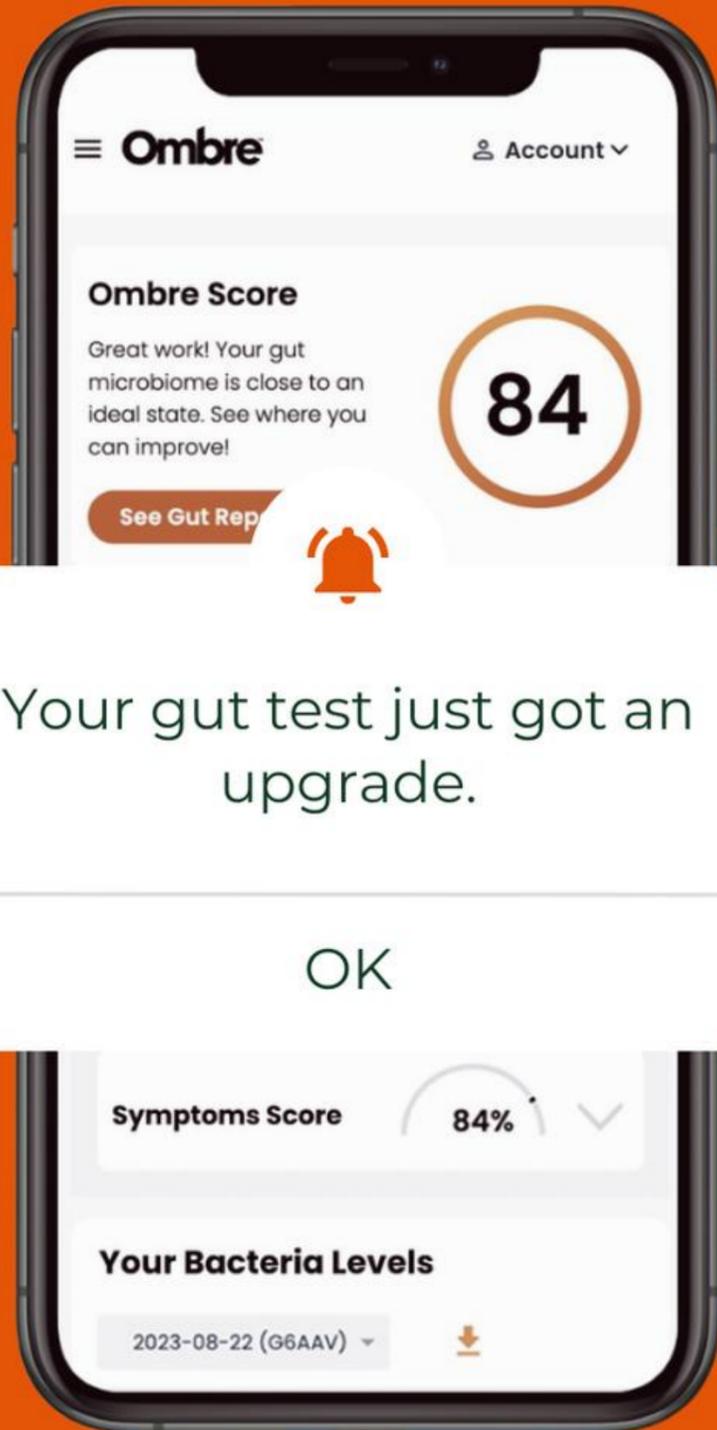
≈
25%
\$129,863

- Model tuning & personalization
- Interpretation engine improvements
- Data cleanup & lab result normalization
- Test user cohorts
- Analytics & monitoring tools

≈
25%
\$131,522

- Influencer seeding & UGC
- Nationwide launch campaign
- Wellness & nutrition partnerships
- App Store optimization
- Community building & content





Thank you.
Questions?



Demographic Information

Laura

The Wellness
Skeptic

Age: 45

Location: Metropolitan
City

Occupation: Corporate
Lawyer

Income Range:
\$150,000 – \$220,00

About the User

- Laura is an accomplished corporate lawyer navigating long hours, high stress, and constant fatigue.
- She's health-conscious but skeptical of wellness trends, preferring reliable, evidence-based solutions.
- She wants tools that respect her time, deliver clarity, and feel medically credible.

Problems

- Wellness products feel vague or unscientific
- Conflicting information about gut health
- Limited time to research or experiment

Challenges

- High-pressure work environment
- Chronic stress and low energy
- Skepticism toward influencer-driven advice

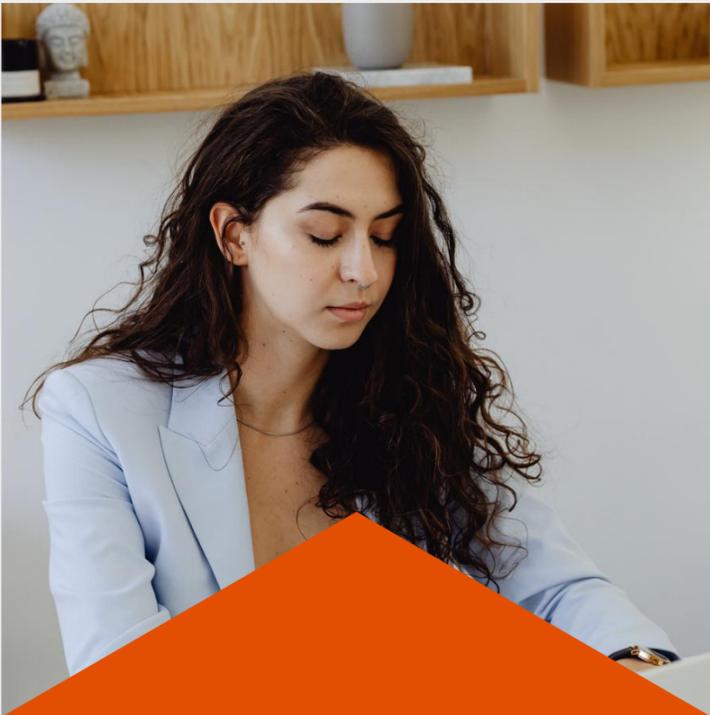
Appendix 1

Moods and Personality

- Logical
- Pragmatic
- Reserved
- Detail-oriented
- Trust-focused

Goals and Needs

- To improve energy and digestion
- To understand her health status clearly
- To use tools backed by real evidence
- To share results easily with her doctor
- To avoid unnecessary subscriptions or hype



Sarah
Overwhelmed Professional

Age: 38
Location: Suburban, mid-sized U.S. city
Occupation: Mid-level manager
Family: Mother of two

“I just want to know what’s going on inside my body”

Description

- Sarah juggles work, kids, and a constant feeling that her body is “off.”
- She tries to stay healthy but feels like everything is guesswork.
- She uses a Fitbit and Calm, but nothing feels connected or helpful enough.

Buying Roles

Decision maker for household health purchases

Buyer's Journey

- **Awareness:** Notices symptoms but doesn’t know what’s causing them
- **Consideration:** Sees Ombre via social media and wants clarity
- **Purchase:** Buys the test kit for actionable insights
- **Advocacy:** Joins challenges and shares progress with friends

Personal Characteristics

- Organized
- Caring
- Time-poor
- Practical
- Health-conscious but overwhelmed

Goals

- Have more energy
- Reduce bloating
- Feel in control of her health

Needs

- Clear explanations
- Small, doable changes
- Visual results

Hobbies and Interests

- Walking with friends
- Meal-prepping
- Podcasts on parenting
- Yoga apps
- Scrolling Instagram for wellness tips

Challenges

- Little time for complex apps
- Skeptical of wellness trends but still curious

Sources of Info

- Instagram
- Friends
- Health apps
- Short blogs and articles

Maya

Holistic

Age: 33

Explorer

Occupation: Digital Designer

Location: Urban / Coastal City

Income Range: \$70,000–\$110,000

Maya is a wellness experimenter. She uses Oura, CGM sensors, and supplements. She wants deeper insights that connect her lifestyle choices to how she feels day to day. She's excited about tech that teaches her something new about her body.



Goals

- Optimize energy
- Make sense of her health data
- Find patterns across sleep, food, and mood
- Continuously experiment

Motivations

Personal growth



Learning



Price



Frustrations

- Generic wellness tips
- Apps that don't integrate
- Advice that doesn't adapt
- Information with no context

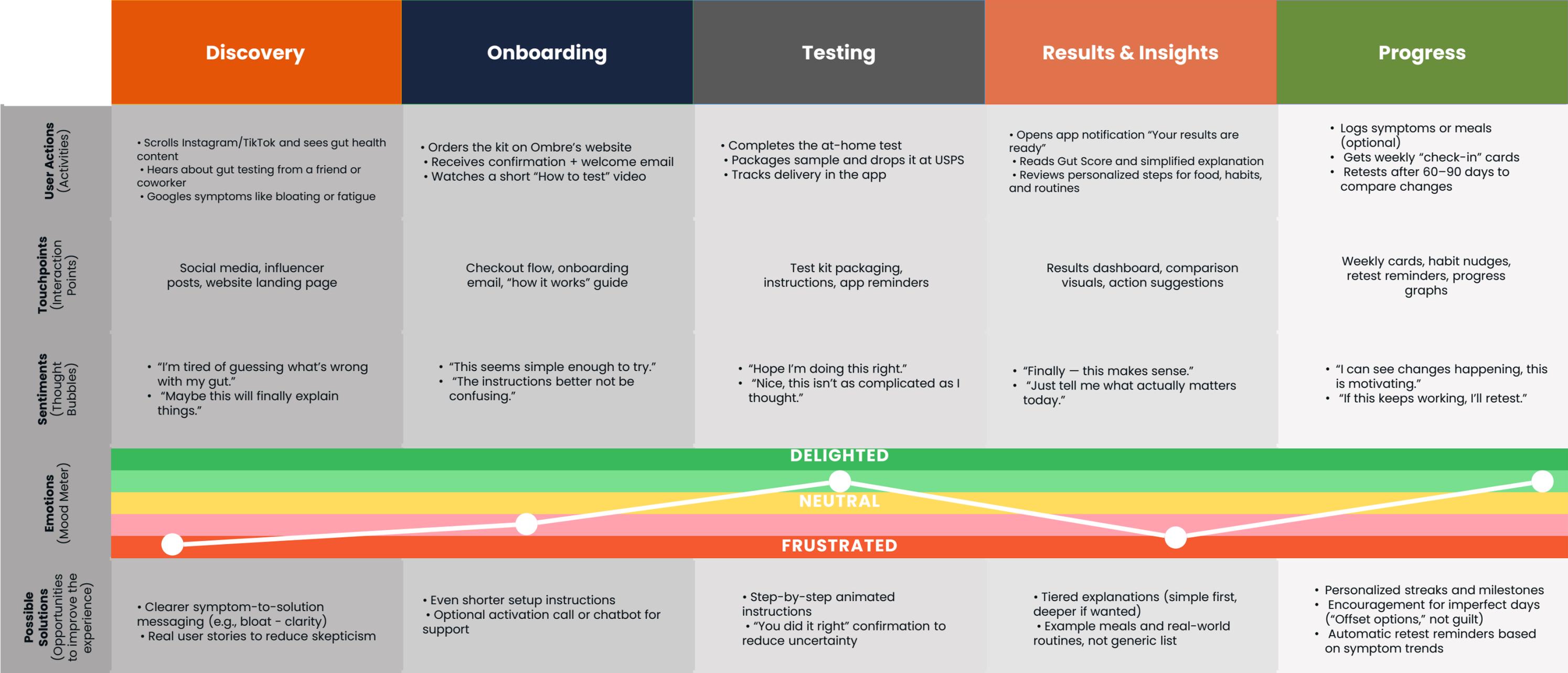
Personality

- Analytical
- Curious
- Exploratory
- Tech-forward
- Self-motivated

Interests

- Pilates
- Biohacking
- Wellness journaling
- Trying new supplements

Ombre's End-to-End Customer Journey



Building a trusted ecosystem where science, technology, and everyday wellness work together.



Partners

Ombre collaborates with trusted partners across the health and wellness ecosystem — from lab science to digital technology.

Science & Manufacturing



- Certified microbiome labs handle sequencing and analysis to ensure accuracy and compliance.
- Contract nutraceutical partners produce probiotic and prebiotic formulas.

Technology & Data



- Integrations with Fitbit, Oura, and others link behavioral and biological data for a complete wellness picture.
- APIs allow scalable partnerships with health systems, insurers, and digital wellness platforms.

Distribution & Logistics



- UPS and Amazon manage two-way test-kit fulfillment and retail distribution.
- Direct-to-consumer shipping keeps the experience seamless and scalable.

Unit Level Payback Time

Month	User count	Profit per month	Cumulative profit
1	500	\$1,804	\$1,804
2	1000	\$3,608	\$5,412
3	3500	\$12,627	\$18,039
4	3570	\$12,880	\$30,919
5	3641	\$13,137	\$44,056
6	3714	\$13,400	\$57,456
7	3789	\$13,668	\$71,125
8	3864	\$13,942	\$85,066
9	3942	\$14,220	\$99,287
10	4020	\$14,505	\$113,791
11	4101	\$14,795	\$128,586
12	4183	\$15,091	\$143,677
13	4266	\$15,393	\$159,070
14	4352	\$15,700	\$174,770
15	4439	\$16,014	\$190,785
16	4528	\$16,335	\$207,119
17	4618	\$16,661	\$223,781
18	4711	\$16,995	\$240,776
19	4805	\$17,335	\$258,110
20	4901	\$17,681	\$275,791
21	4999	\$18,035	\$293,826
22	5099	\$18,396	\$312,222
23	5201	\$18,764	\$330,985
24	5305	\$19,139	\$350,124
25	5411	\$19,522	\$369,646
26	5519	\$19,912	\$389,558
27	5630	\$20,310	\$409,868
28	5742	\$20,716	\$430,584
29	5857	\$21,131	\$451,715
30	5974	\$21,553	\$473,268
31	6094	\$21,984	\$495,253
32	6215	\$22,424	\$517,677
33	6340	\$22,873	\$540,550
34	6467	\$23,330	\$563,880

P&L for Supplements	
Revenue	\$ 39.99
COGS	\$ (12.25)
GM	\$ 27.74
Operations/Logistics	\$ (7.50)
Marketing	\$ (2.00)
Other	\$ (2.00)
Pre-Tax Profit	\$ 16.24
Tax (30%)	-4.872
Profit	\$ 11.37

P&L for App	
Revenue	\$ 6.00
App fee^ (15%)	\$ (1.80)
AI usage	\$ (0.24)
Cloud hosting	\$ (0.18)
Notifications	\$ (0.05)
Support	\$ (0.20)
Pre-Tax Profit	\$ 3.53
Tax (30%)	-1.059
Profit	\$ 2.47
Incremental supplement profit (10%)	\$ 1.14
Total Profit	\$ 3.61

* Google/Apple appstore

Organic growth (MoM) 2.0%