

PERSONAL BODY OPERATING SYSTEM

Invest in your body. Compound your health.

BALATOS connects the data people already generate — training, nutrition, sleep, body scans, wearables and lab results — into one continuous loop from insight to action to adaptation.

€250,000

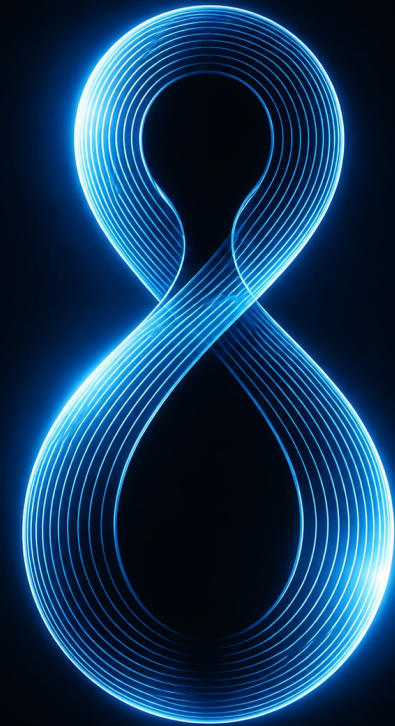
PRE-SEED ASK

5 / 5

CORE SURFACES BUILT

PRE-LAUNCH

STORE APPROVAL PENDING



ONE BODY. ONE SYSTEM.

More data. Less understanding.

Health and performance data is abundant. A system that turns it into understanding is not.

01 Six tools. Six versions of you.

Training, nutrition, sleep, body scans, wearables and lab reports each live in a different product, with a different vocabulary and a different version of the truth.

02 Snapshots without a timeline.

A lab result, a recovery score or a body scan means little without the weeks of behaviour, sleep and training that produced it.

03 Advice that cannot adapt.

Generic plans do not learn from how your body actually responds. The plan stays the same even when the person does not.



145.7M wearables shipped globally in Q1 2026 alone — IDC.

The gap is not data collection. It is the layer that turns data into action — and action into learning.

One system. Five moves. A loop that learns.

BALATOS is the operating layer between the data people generate and the actions their bodies need.

NOT ANOTHER TRACKER · NOT A CHATBOT

An operating system for the body.

○ INGEST

Training, nutrition, sleep, hydration, recovery, body scans, labs and wearables.

One place for the inputs that already exist.

○ INTERPRET

AI builds personal context, explains its reasoning and separates signal from noise.

Recommendations carry their evidence.

○ ADAPT

The next action is revised by the response it produced — not by a static plan.

The system learns with every cycle.

One product. One data model. Not a bundle of features.



DATA → AI → ACTION → RESPONSE → ADAPTATION

Built. Pre-launch. One gate left.

The launch product is built across web, iOS and Android. Public availability depends on App Store and Google Play approval.

95 / 100

Recovery Score 100%

⚙️ Explainability Engine Rationale

Recovery score (100%) calculated deterministically from verified HRV (68ms) and Sleep duration (7.3h).

✓ Completed

You've trained 9 days in a row. Steady progress builds lasting health.

Adjust Plan

QUICK ACTIONS

Start Workout
Workout protocol

Add Meal
Log nutrition

Scan Food
AI Barcode/Photo

Ask AI Coach
Personal Coach

+250ml Log Water
1.25L logged

DAILY SCHEDULE

HYDRATION
1.3 L / 3 L

WEEKLY UPDATE DUE
79 kg

SLEEP
7 hrs 15 mins

RECOVERY
HRV 68 ms

Core Online

Readiness & Recovery

Sync Log Data

TODAY'S READINESS STATE

Optimal Capacity

READINESS INDEX

95

Target: 80+

RECOVERY SCORE

100%

Confidence: 70%

Calculation Source: DigitalTwinEngine - Recovery Engine

⚙️ Explainability Engine Rationale

Estimated

Recovery score (100%) calculated deterministically from verified HRV (68ms) and Sleep duration (7.3h).

INPUTS: HRV (68 ms) Sleep (7 hrs) Manual Entry

Log Sleep & HRV Log Recovery Protocol

VALIDATED BIOMETRIC TWIN METRICS

Last Sync: Just now

Heart Rate Variability

68 ms

Manual Entry Just now

Nutrition Plan

Profile: Longevity (1.4-1.8 g/kg protein)

19.09.2026

TARGET ENERGY

2556 kcal

Daily Target

PROTEIN

126g

1.6 g/kg

CARBS

353g

Energy & Glycogen

FAT

71g

Hormonal Health

Nutrition Plan

Fuel Log

Shopping List

CONNECTED NUTRITION PIPELINE

AI Photo Recognition Open Food Facts DB

MEAL DISTRIBUTION & PREFERENCES

Auto-Balanced

MEAL FREQUENCY

4 Meals (Balanced)

DIETARY PROFILE

Omnivore / Standard

Intermittent Fasting (16/8)

WHAT EXISTS

5 / 5

✓ Website

Public product surface

✓ iOS application

Native shell + HealthKit

✓ Android application

Native shell + Health Connect

✓ Body Scan

Image-based body assessment

✓ LabsOS

Results, trends, export

ONE REMAINING GATE

◆ Apple App Store + Google Play validation and release signing.

No public launch, revenue or product-market fit is claimed.

Substantially complete on product. Unproven on commercial traction.

PRIVACY BY DESIGN

● Access & export

● Deletion

● Consent, access & security

● GDPR-aware design

No certification or medical-device claim is asserted.

BALATOS · PRE-SEED · 2026

CONFIDENTIAL — FOR INVESTOR DISCUSSION

The difference is the loop, not a longer feature list.

Existing tools measure moments. BALATOS is designed to learn from the response to each action.

ISOLATED TRACKING

MEASURE

LOOK

GUESS

Data accumulates. The plan does not change.

ADAPTIVE SYSTEM

DATA

INTERPRET

ACT

OBSERVE

REVISE

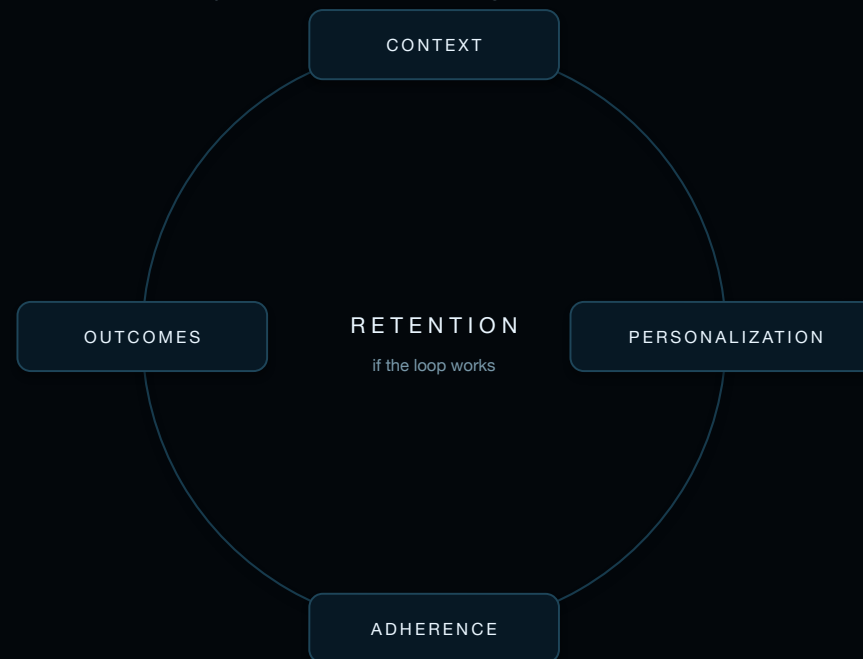
Every action produces a signal. The next action uses it.

The plan is a living hypothesis, not a PDF.

Same inputs. A different output.

WHAT COMPOUNDS

More context → better personalization → stronger retention.



Intended advantage — not a proven moat. Accumulated context and outcome data must earn retention cohort by cohort.

Everyone owns a part. BALATOS connects the parts.

A fair comparison of documented capability: native today, integration, or roadmap.

CAPABILITY	BALATOS	WHOO	MYFITNESSPAL	APPLE HEALTH	INSIDETRACKER
Training & recovery The daily load signal	●	●	⦿	⦿	⦿
Nutrition The input people log most	●	○	●	⦿	⦿
Wearables & body data Where continuous data lives	●	●	⦿	●	⦿
Labs & biomarkers The periodic deep signal	⦿	●	○	⦿	●
Personalized adaptation The loop's decision layer	●	●	⦿	⦿	●
Coach workflows Distribution and adherence	Ⓜ	⦿	○	○	○
Cross-domain integration What BALATOS is building	●	⦿	⦿	⦿	⦿
● Native today ⦿ Integration / partial ○ Not native today Ⓜ Roadmap					

Positioning: these products own valuable parts of the journey. BALATOS aims to connect those parts into one adaptive system — it does not claim to outperform them today.

Sources: WHOOP Advanced Labs & AI updates (2025–26); MyFitnessPal product documentation; Apple Health Records; InsideTracker App Store listing. Matrix reflects documented capability, not a benchmark. BALATOS LabsOS organises user-uploaded results, tracks change over time and exports them for clinical discussions; direct lab integrations are future. CoachOS is planned for the month after launch. Reviewed Oct 2026.

One core. Three ways to monetize it.

A consumer subscription at launch, higher-ACV workflows for coaches, and organization pricing only after validation.

01 — CONSUMER

AT LAUNCH

BALATOS Premium

€9.99 / month

€99.99 / year

Premium Plus €15.99 / month · €159.99 / year

- Full Core: training, nutrition, recovery
- Progress, plans and AI personalization
- LabsOS included at launch
- Free Body Scan is the entry point

Blended B2C ARPU €10.81 / month — planning assumption, not revenue.

02 — COACHES

MONTH +1

CoachOS

€99 / coach / month

First month free

Rollout begins the month after launch

- CRM for client management
- Progress, adherence and plan workflows
- Scoped client consent and access
- Introduces clients to BALATOS

Target price after the free month. Commercial layer, not yet live.

03 — ORGANIZATIONS

EVIDENCE-GATED

SportOS

€20,000 / org / year

Target; subject to validation

Evaluated after ≥3 months of CoachOS data

- Teams, roles and aggregate views
- Athlete context over time
- Organization-level permissions
- Not a calendar-based launch

Optional upside. No contract, pilot or partner is claimed.

Why the mix works: the consumer subscription creates the data loop; CoachOS adds ACV and a distribution channel; SportOS is optional upside.

All prices are current launch targets. No revenue, subscriber count or signed partner is claimed.

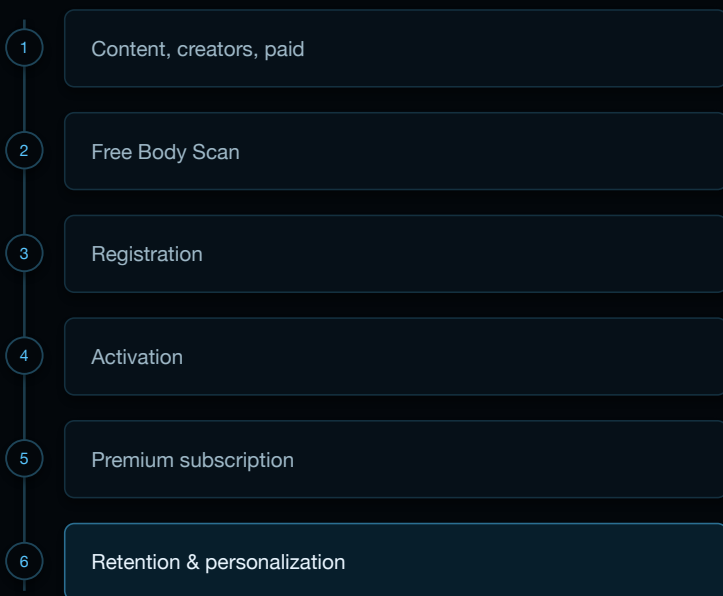
Three channels. One measurable engine.

BALATOS does not depend on a single paid-advertising channel. Each route is tested against the same activation and retention metrics.

CHANNEL 01

B2C — Direct

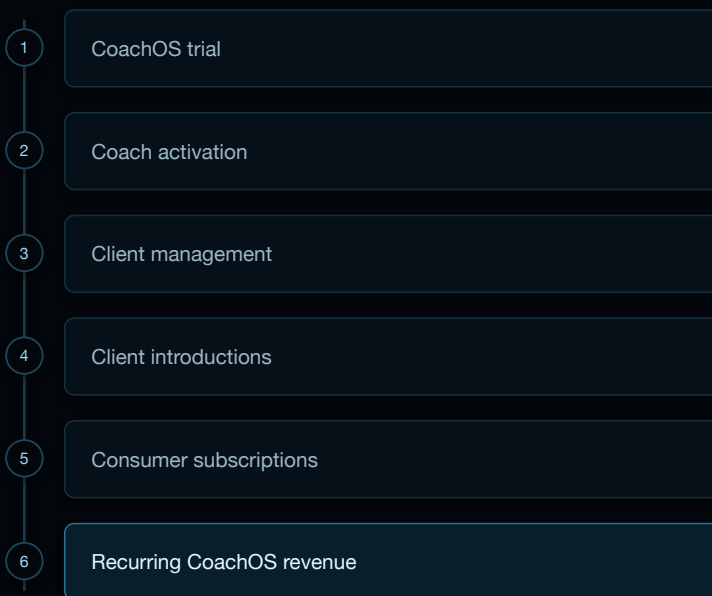
Volume + learning



CHANNEL 02

Coach-led B2B2C

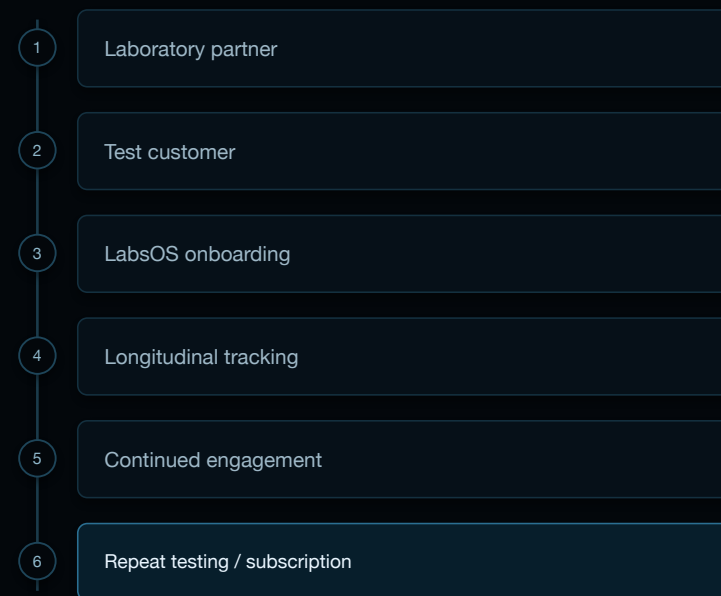
Distribution + ACV



CHANNEL 03

Laboratory-led B2B2C

Qualified intent



VALIDATION METRICS — NOT RESULTS

CAC

Scan → registration

Free → paid

D30 / D90 retention

Monthly churn

Coach trial → paid

Lab activation + retention

Intended launch motion, measured in real cohorts. No partner, conversion rate or testing cycle is claimed.

Coaches and labs feed the same consumer subscription; the free Body Scan is the direct entry point.

Launch first. Expand only on evidence.

A staged commercial plan with explicit gates between each layer — not a calendar of promises.



SportOS is a commercial hypothesis, not a scheduled release. Insurance is a later channel, not current revenue.

A large adjacent market. A narrow, testable wedge.

BALATOS does not claim the whole health market. It targets the overlap where data, biology and coaching meet.

ADJACENT MARKET SIGNALS — NOT A TAM CLAIM

145.7M

wearables shipped globally in Q1 2026 — +4.3% year over year

IDC Worldwide Wearable Device Tracker, Jul 2026

75.5M

fitness members in Europe; €39.1bn market in 2025

EuropeActive / Deloitte, Apr 2026

\$92.9B

global wearable technology market in 2025; ~\$230B forecast by 2033

Grand View Research, Feb 2026

THE INTERSECTION

- AI personalization
- Digital fitness & wellness
- Wearables & body data
- Biomarkers & laboratory
- Digital coaching



FACT: current prices and built product.

ASSUMPTION: €10.81 blended B2C ARPU / month.

ILLUSTRATIVE: ARR arithmetic — not a forecast.

No TAM is claimed: market definitions overlap and obtainable share is unproven. The \$92.9B wearable-technology figure is adjacent context, not addressable revenue. Conversion, CAC and retention are unvalidated, so no base-case forecast is presented; the accelerated scenario (~1M users, 50–60k paid in Year 1) is excluded.

€250,000 to turn a built product into a validated business.

Pre-seed / strategic investment. Valuation and equity structure are open for discussion.

€250,000

PRE-SEED / STRATEGIC INVESTMENT

USE OF FUNDS

Product / Engineering		€75,000
Marketing / Acquisition		€62,500
Team / Operations		€50,000
Legal / Compliance		€25,000
Sales / Partnerships		€25,000
Contingency		€12,500
Total		€250,000

WHAT THE CAPITAL MUST PROVE

- 1 Launch approval
App Store + Google Play release, public funnel live
- 2 Body Scan → registration
The free scan converts into an account
- 3 Free → paid
Premium conversion, D30 and D90 retention
- 4 Coach trial → paid
Coach activation, retention and client introductions
- 5 Lab-referred activation
LabsOS onboarding, engagement and retention

Valuation & equity: open for discussion with strategic investors.

This round is not growth-at-all-costs. It funds the launch and the evidence needed for the next round.

No investor commitment, signed partner, current revenue or paying customer is claimed.

THE INVESTMENT THESIS

The body is the next platform. BALATOS is building its operating layer.

01 A real product, already built.

Website, iOS, Android, Body Scan and LabsOS. Store approval is the remaining launch gate.

02 A commercial strategy with three routes.

Consumer subscriptions, CoachOS and laboratory-led distribution — each with a testable funnel.

03 A disciplined evidence plan.

€250,000 to measure activation, retention and CAC before scaling spend.

Invest in your body. Compound your health.



ONE BODY. ONE SYSTEM.

NEXT STEP

Investor walkthrough

Founder-led. Walkthrough on request.

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