



*Understand your metabolism,
optimize your training.*

Contact:

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Funding:

Raised €20K in July 22

INiTS startup camp

Seeking Preseed money: €500K

Use of funding:

- Market launch
- Recruitment
- Development

Revenue Forecast:

- 2023: €50K

- 2024: €600K

- 2025: €5M

- 2026: €45M

Break-even: Q3/2024 (400 units sold)

Competitive Advantage:

- Technical expertise
- Cost and accuracy of the test
- Innovative lead
- Proven team and network

Key Executives:

- Leopold Dürrauer, MSc MSc, CEO

- Dr. Harald Schöny, CSO

- Ekkehard Aichholzer, CTO

- Maximilian Milford, CFO

Problem: Fitness enthusiasts often fail to reach their goals, such as muscle growth, weight loss, and performance gains, because their training and diet plans are not aligned with their metabolism. Generic training, diet, and supplement plans don't work for everyone. Finding a fitness plan for your unique metabolism usually requires month-long, frustrating try-and-fail cycles.

Solution: We provide comprehensive insights into your metabolism by quantifying over 150 different products of your metabolism. Our DIY test kit lets you take four samples (baseline, before & after sports, and recovery) that we then analyze in our laboratory. This allows us to monitor how your body reacts to your very own, individual training. Our web app presents this data clearly and understandably and provides personalized recommendations based on peer-reviewed scientific publications. This helps to avoid dangerous overtraining, determines your ideal sport type, and helps you make the changes necessary to achieve your goals. Learning from our growing metabolic database, we strive to eventually establish our test method as a new, additional standard in future health tests.

Market: Precedence Research expects the direct-to-consumer laboratory test market to reach 33 billion USD with a CAGR of 35%. Increasing consumer awareness and enhancing lifestyle will fuel growth in Europe, while government initiatives to promote enhanced, user-friendly diagnostics are expected to increase the growth of the market in Asian countries.

STATISTA estimates that more than 50 percent of gym members in Germany are willing to use medical tests to support their fitness goals. In a small MVP-test in a local gym in Vienna, 77% of visitors used our free prototype. On average, consumers in Germany spend 150 € per month on fitness.

Competitive Landscape: Today, direct-to-consumer fitness tests are based on DNA or single-parameter analysis. While DNA analysis provides insights into our genetic potential, it fails to provide information on how our body interacts to our training and our lifestyle. Single-parameter analysis fails to provide a comprehensive view of our metabolism, often missing vital insights into what is happening inside us. Comprehensive metabolism analysis is used in clinical studies and research but has not yet reached the consumer market as a lifestyle product.

The vast number of quantified parameters will allow us to quickly expand into new fields of application such as nutrition, aging, nutricosmetics, and health.

Business Model: Our self-test kits will be distributed monthly to our subscribers monthly (€99), with an up-sell option to purchase more kits. Further analysis modules can be purchased by users of our web-app. We are also open to providing our analysis as a white-label product, to reduce marketing and logistics costs. The main value of MetabolizeMe lies in our high-quality database. With the permission of our customers, we will use this data to discover new biomarkers, patent new diagnostic methods, and collaborate with pharmaceutical companies to develop a new generation of truly personalized medication.

Management Team: Dürrauer is finishing his Ph.D. in biochemistry and has experience leading teams. Dr. Schöny developed our analytical process during his Ph.D. in analytical chemistry. Milford works in an auditing firm and is part of a globally active family office. Aichholzer is a cybersecurity expert at a major Austrian bank and manages our digital infrastructure. The University of Vienna Innovation Lab, INiTS, Prof. Gunda Köllensperger, an award-winning expert in the field of metabolomics, and Prof. Jürgen Scharhag of the Austrian Institute for Sports Medicine further support the team.

Traction to Date: Our prototype is currently used at the Austrian Institute for Sports Medicine for a scientific study. In total, more than 150 testers have tried our prototype. Our team was awarded €20.000 in funding by the University of Vienna as winners of the Digital Entrepreneurship Innovation Labs 2022 competition. We were recently accepted into the INiTS incubation program. We were invited speakers at the Entrepreneurship Night and the Data Science Day 2023.