

FLEXIBLE PRE-SEED ROUND

ASK: \$100K - \$200K (SAFE)

RUNWAY: 12 MONTHS

STATUS: PRODUCT-READY

WAIO: The New Category of Symbiotic Consumption.

Transforming Physical Products into Wellness and Data Experiences.

The Discount Trap and the Cost of Inaction.

A. THE CRACKS IN THE MODEL (STRUCTURAL PROBLEMS):

Spending Inefficiency

Massive budgets are invested in discounts (BOGO) that move volume but train the consumer to buy cheap, eroding margins and destroying real loyalty.

Commoditization and Competition

When competing against Private Labels that imitate quality at a lower price, a premium price becomes indefensible with traditional branding alone.

"Data Blindness"

The brand knows how much it sells, but ignores who consumes, when, and how. That valuable data is lost in the channel or kept by the intermediary.

B. IMPLICATION (THE COST OF INACTION):

Margin Erosion

Entering the "Discount Trap" is easy; exiting is impossible without real added value. Net margin systematically contracts.

Loss of Relevance

Digital players (Amazon/MELI) already possess the data the brand lacks. Without First-Party Data, the brand risks becoming a simple raw material provider (commodity).

Generational Disconnect

The modern consumer demands experiences. A brand without post-purchase value is perceived as "old" and "expensive."

The New Category: The Symbiotic Consumer Good.

OUR MISSION

"We help Mass Consumer Brands recover their profitability and capture zero-party data by transforming their physical products into scientifically backed digital wellness experiences."

THE CONCEPT (Organic Union):

Physical: The mass consumer product acts as the physical access "Key".

Digital: The Integrated Human Wellness Operating System acts as the retention "Ecosystem".

Why Symbiotic: The physical benefit is enhanced by a digital complement, creating superior value that neither of the two components could offer separately.

THE EXECUTION (Key Features):

- **In-Pack SuperApp:** We accompany the product with an Integral Wellness Ecosystem with +30 specialized apps (Already developed).
- **Zero Friction (PWA / Zero-Download):** The user does not need to visit the App Store. They scan the QR or link on the packaging, enter a WebApp with the brand's Look & Feel (direct communication channel), and with one click "Install SuperApp" adds it to their device. Quick registration using the product code and immediate access.
- **Omnichannel Impact (Digital Validation to Physical POS):** We start by validating conversion in digital channels (E-commerce and post-checkout banners) agilely and without altering packaging matrices. Once ROI is proven, we scale to the physical product. The claim "Includes Free Wellness SuperApp" generates a Perceived Value Lift of 20-30%, vastly outperforming traditional claims like "New Formula" or "New Packaging" (~5%), instantly winning the purchasing decision in the virtual cart and on the shelf against the competition.

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Agregar al carrito

Wellness as a Transversal Category.

"Wellness is the transversal category that absorbs all others. WAIO allows a shampoo, mineral water, or painkiller to speak the same post-purchase language."

Food and Beverage (F&B)

The Match:

We transform a transactional product (e.g., mineral water, snacks, dairy) into a daily health ally.

Unlocked Functionality:

Hydration trackers, smart nutrition plans, calorie control.

Personal Care and Beauty

The Match:

We connect outer care with inner care.

Unlocked Functionality:

Meditations for skincare routines, sleep hygiene tracking (e.g., night cream), stress management.

Laboratories and OTC

The Match:

We move from selling the cure to accompanying treatment and prevention.

Unlocked Functionality:

Treatment adherence reminders, primary prevention guides (e.g., vitamins that unlock immunity plans).

Home Care

The Match:

Wellness begins in a safe environment.

Unlocked Functionality:

Toxin-free environment guides, family wellness, organization routines for mental health.

The B2B Value Machine.

Differentiation and Sales Increase

High perceived value (Free \$20 App) wins the purchasing decision without lowering the price.

Lock-in (Retention)

Access expires after 30 days. The user must repurchase the physical product to renew their wellness (Zeigarnik Effect).

First-Party Data

We transform an anonymous sale into a contactable and enriched user profile.

Direct Channel

We break dependence on intermediaries. The brand gains a 1-to-1 channel to send news and promos straight to the consumer.

Scientific Rigor and Barriers to Entry.

We have a Triple Institutional Validation unique in the market:

CONICET (RITS):

Letter of intent to investigate the impact of our AI on reducing healthcare costs.

Dr. Pedro de Elizalde Children's Hospital:

RCT 17771 clinical research protocol approved by the Ethics Committee (2,000 participants).

ITBA:

Model developed within the framework of a PhD in Systemic Innovation.

Privacy:

"Zero-Knowledge" architecture that anonymizes the user and complies with GDPR/LGPD.

Corporate:

LLC in Delaware and SAS in Argentina established and operational.

👉 For investment committees and due diligence: Our retention model, regulatory compliance, and clinical endorsements are detailed academically and legally.

[🔗 \[See WAIO Technical & Scientific Evidence Dossier\]](#)

Financial Engineering: Zero Risk and Profitability.

We understand that brands do not have budgets for "experiments" without a direct ROI. Our model eliminates financial barriers:

REAL ZERO RISK:

No implementation costs or licenses.

Only pays \$0.50 USD per consumer who activates. If they do not activate, you do not pay.

The Double Impact (Absolute Win-Win for the brand):

Offline Benefit (\$0 cost):

The "Free SuperApp" claim on the packaging wins the purchase decision on the shelf. If the user buys the physical product for that added value but DOES NOT activate the digital platform, the brand keeps the incremental sale and Market Share increase without paying us a single cent. It is zero risk.

Online Benefit (\$0.50 cost):

If the user DOES scan and activate the platform, the brand transforms an anonymous sale into First-Party Data, direct communication, and proven retention (Zeigarnik Effect).

Financial Impact:

Immediate ROI

The sales increase generated by the "Claim Effect" (20%+ rotation increase) covers the cost of the platform on its own, transforming a marketing expense into a direct profitability engine.

CAC Arbitrage

While capturing a lead on Facebook Ads costs between \$2 and \$5 USD, with WAIO the brand obtains it for \$0.50 USD, achieving a 90% savings.

Incremental Sales

A \$0.50 investment ensures a \$10.00 physical repurchase through contextual push notifications (20x ROI).

The Revenue Hydra (Long-Term Vision).

WAIO monetizes in 4 strategic layers that guarantee exponential scaling:

LAYER 1

The Trojan Horse (WaaS B2B2C)

Subsidized activation (\$0.50 per user or \$0.05 per code issued). Minimal friction for the brand to say "YES", covering technical costs (\$0.18) and building massive user volume.

LAYER 2

Individual Premium Subscription (B2C)

Freemium to Premium. The user pays monthly/annually for advanced AI features after being acquired for free via B2B.

LAYER 3

Licensing and Corporate (B2B)

Companies use WAIO tech as White Label, Corporate Wellness plans for employees, or alliances with Health Insurances as a preventive tool.

LAYER 4

Commercial Ecosystem

Hyper-segmented marketplace by phenotype (commissions), contextual smart advertising (non-massive) and launch of proprietary WAIO physical products.

WAIO is not an app, it is a wellness infrastructure with multiple monetization engines.

Accelerated Commercial Validation.

PHASE 1 (MONTH 1-4)

**Direct sales to brands.
Digital validation.**

PHASE 2 (MONTH 5-12)

**On-Pack Seal Deployment
in 3 verticals.**

Agile GTM:

If Smart Capital opens multinational corporations for us, we accelerate. If the effort is organic, we directly target Medium Brands/SMBs, eliminating purchasing bureaucracy (Corporate Bypass) and achieving quick closes.

Objective:

6 Executed Pilots, measurement of Sales Increase and solid retention metrics to raise the Seed Round.

10. THE TEAM & ADVISORY BOARD

Commercial Execution, Technical Control and Institutional Backing.

We are not "first-time founders". We are a management team with over 14 years of proven experience leading corporate P&Ls, Enterprise B2B sales, and industrial SMBs, backed by Argentina's medical and academic elite.

Leo Barral

(CEO & CCO)

Executive Officer with 15+ years of track record. Verifiable track record in scaling B2B SaaS sales (Grupo Andreani) and strong financial management (CPA / MBA). PhD Candidate in Systemic Innovation at ITBA.

Max Barral

(COO & CTO) [100% DEVELOPED PLATFORM]

High-impact hybrid profile. Technical leadership (Cloud Architectures, AI, PWA creator) combined with 14 years of real experience as a founder managing B2B operations, supply chain, and retail. (Month 1-3: CTO / Month 4-12: COO & CTO).

Dr. Ignacio Lugones

(MAIN ADVISOR - HEALTH & MEDTECH)

Medical Doctor and leading Pediatric Cardiac Surgeon (Children's Hospital "Dr. Pedro de Elizalde"). Co-founder of AVaTAR MedTech and Illustrious Citizen of Buenos Aires. Guarantees the clinical rigor of the intervention.

Dr. Ing. Germán Guido Lavalle

(ADVISOR - TECH & INNOVATION)

Nuclear Engineer (Balseiro Institute) and Doctor in Engineering. Founder of CANDOIT and Ex-Rector of ITBA and UADE. Guarantees the solidity of data architecture and systemic innovation.

Structure: Founders 100% focused on selling and executing.

We are looking for a partner who provides capital and networking in the Consumer Packaged Goods (CPG) industry.

Scenario A (Organic Growth): USD \$200,000

Total investment required to open the market through our own sales channels and B2B ads.

Scenario B (Smart Capital): Reduced Investment (\$100,000)

If the investor provides direct access to decision-makers in large accounts, the GTM and acquisition budget is optimized. This represents capital savings of up to USD 100,000 (50% of the round), eliminating the need for funds allocated to cold prospecting and acquisition.

CATEGORY	SCENARIO A (\$200K)	SCENARIO B (\$100K)	STRATEGIC IMPACT OF THE PARTNER
50% GTM & Sales	\$100,000	\$50,000	In Scenario B, the investment in "cold prospecting" is eliminated. Capital is concentrated only on closing and managing direct pilots.
30% Tech Evolution	\$60,000	\$30,000	Maintenance and custom integration for strategic clients provided are prioritized over massive and uncertain scaling.
20% Ops & Buffer	\$40,000	\$20,000	Execution risk drops drastically. The safety margin is reduced because the market is already validated by the partner.
TOTAL	\$200,000	\$100,000	Capital savings: \$100,000 (50% of the round).

INSTRUMENT: SAFE (\$4M CAP, 20% DISCOUNT)