

WAIO: The New Category of Symbiotic Consumption

FLEXIBLE PRE-SEED ROUND

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

RUNWAY: 12 MONTHS

STATUS: PRODUCT-READY

01. THE PROBLEM: "THE CRACKS IN THE MODEL"

Retail faces three structural crises that advertising investment can no longer cover up:

Spending Inefficiency: Brands spend billions on discounts (BOGO) that train the consumer to buy cheap and destroy loyalty.

Commoditization: Fierce competition against Private Labels that imitate quality at a lower price.

Data Blindness: The brand knows how much it sells, but ignores who consumes. It loses the customer at the cash register.

02. THE SOLUTION: THE SYMBIOTIC CONSUMER GOOD

OUR MISSION: We help Mass Consumer Brands recover their profitability and capture zero-party/first-party data by transforming their physical products into scientifically backed digital wellness experiences. We create an organic union where physical value is enhanced by a digital complement.

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): The user requires no App Store downloads. They scan the code, enter a personalized WebApp with the brand's Look & Feel, and install it on their phone with a single button. Instant registration to the ecosystem.

Point of Sale Impact: The claim "Includes Free Wellness SuperApp" generates a 20-30% increase in perceived value, vastly outperforming traditional claims like "New Formula" or "New Packaging" (~5%), instantly winning the purchasing decision on the shelf against the competition.

Direct Channel: By "gifting" this system, the brand gains a 1-to-1 communication channel (Notifications, News) directly to the user's pocket, without intermediaries.

03. WHY BRANDS BUY

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.

04. COMMERCIAL MODEL & FINANCIAL ENGINEERING

We understand that brands do not have budgets for "experiments" without a direct ROI. That is why our model removes the financial barriers that hold back innovation.

Important: It does not require allocating new marketing budget lines or touching operating cash flow, as the solution pays for itself with a fraction of the sales increase it generates.

Real Zero Risk:

No payment for implementation, nor technological set-up, nor monthly licenses.

Only pays a minimal fee (\$0.50 USD) for each consumer who activates the platform.

If the consumer does not activate, you do not pay.

05. BUSINESS MODEL (THE REVENUE HYDRA)

We decouple the technological cost from the price paid by the brand. We start with a B2B WaaS model as a zero-cost user acquisition strategy (Trojan Horse). Scalability to \$10M ARR rests on 4 verticals:

Layer 1 (B2B2C Front-End): Subsidized activation (\$0.50 USD). Active WaaS model that eliminates sales friction to gain massive user volume TODAY.


Layer 2 (B2C Subscription): Premium plans paid directly by the user for advanced features.


Layer 3 (B2B Licensing): White-Label licenses and Corporate Wellness programs for employees.

Layer 4 (Transactional Ecosystem): Phenotype-based wellness marketplace (commissions), anonymized insights, and proprietary physical products.

06. STRATEGY & DEFENSE (MOAT)

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.

Structure & Execution:

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

Legal: LLC in Delaware and SAS in Argentina established and operational.

GTM (12 Months): "Horse Race" strategy. Execution of 6 Pilots across 3 Verticals to validate Sales Increase, retention metrics, and prepare the Seed Round. While Smart Capital opens large corporations to us, our organic effort targets Medium Brands/SMBs, achieving fast closes without corporate bureaucracy.

07. THE TEAM & ADVISORY BOARD

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 and 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 and 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).

Structure: Founders 100% focused on selling and executing.

Advisory Board:

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.


08. INVESTMENT OPPORTUNITY - FLEXIBLE ROUND

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. 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.

Instrument: SAFE (\$4M Cap, 20% Discount)

 **Transparency and Institutional Backing:** Every commercial claim, retention mechanism (cognitive psychology), regulatory structure (GDPR), and clinical standard mentioned in this summary has documented substantiation.

 [See "WAIQ Technical & Scientific Evidence Dossier" to access sources and regulations.](#)

ADDITIONAL MATERIALS

 [View Pitch Deck](#)