

WAIO: Pre-Seed Investment Opportunity

The Thesis: Creating the "Hybrid Product" category (Physical + Digital) to revolutionize Consumer Packaged Goods (CPG).

THE PROBLEM: The "Discount Trap"

Global CPG brands spend billions on inefficient **Trade Marketing** (discounts, BOGO) that generates transactional sales but zero loyalty.

- **The Pain:** Margin erosion and total data blindness (brands don't know who their end consumer is).
- **The Opportunity:** The physical packaging is an underutilized, zero-cost distribution channel.

THE SOLUTION: Holistic Digital Complement

WAIO integrates a **Modular Wellbeing SuperApp** (30+ tools) directly into the physical product.

- **Holistic Approach:** We cover the **8 Dimensions of Human Wellbeing** (Physical, Emotional, Social, Financial, Spiritual, Intellectual, Occupational, and Environmental).
- **Differentiation:** A Seal on the pack ("Free Wellbeing SuperApp Included") differentiates the product on the shelf.
- **Behavioral Tech:** We use the "**Zeigarnik Effect**" (psychological tension of incomplete tasks) to drive retention and force product repurchase.

BUSINESS MODEL: "THE REVENUE HYDRA" (4 LAYERS)

We decouple the cost of technology from the price paid by the brand. Our resilience lies in 4 simultaneous revenue streams:

1. **WaaS (B2B Front-End):** Activation fee paid by the brand (\$0.30 - \$1.80 USD). Covers our technical floor cost (\$0.174).
2. **ATTENTION ECONOMY (Ad-Tech):** Contextual sponsorship (Banks/Insurers) that subsidizes the mass-market model.
3. **TRANSACTION ECONOMY (Marketplace):** Commissions (15-30%) on cross-selling wellbeing products (Supplements, Courses).
4. **PREDICTION ECONOMY (Insurtech):** Our highest value asset. We transform healthy habits data into low-risk leads for Insurance carriers.

THE MOAT: Scientific Defense & IP

- **CONICET (National Scientific Council):** Joint research agreement on epidemiological impact.
- **ITBA University:** Systemic model validation.
- **Pedro de Elizalde Hospital:** Clinical ethics approval.
- **Privacy:** "Zero-Knowledge" architecture, GDPR/LGPD compliant.

TRACTION & GTM (Validation Matrix)

- **Strategy:** "Horse Race" with Pilots across 3 Verticals (Pharma, Personal Care, Food & Bev).
- **Goal:** Validate the "Digital First" adoption model before physical scaling.

THE OPPORTUNITY (SAFE)

Seeking: USD \$370,000.

Instrument: SAFE (Cap \$5M, 20% Discount).

Structure: Delaware LLC (Holding) + SAS Argentina (Ops).

Use of Funds: 80% Product/GTM, 20% Operations.