VYTA

PERSONAL HEALTH INTELLIGENCE

Everyday Health.
Connected Intelligence.

An AI-powered ecosystem for nutrition, activity and personalized health support.

Nutrition · Activity · Sleep · Hydration · Health · AI Coach



Concept view

Concept view

€500,000

PRE-SEED INVESTMENT

18-MONTH PLAN

Launch · Users · Validation · Growth

Prepared for **Aleš Horák**

Dynumerics / SCITEG

Your health data is everywhere.
Your guidance is nowhere.

- Food & Meals
- Activity
- Sleep
- Health & Wearables



- What should I eat today?
- Is my activity enough?
- Am I sleeping well?
- How do my results fit together?

People connect the information manually. The daily routine is the missing link.

VYTA brings it all together — from data to daily action.

A personal AI health companion that understands your context and turns it into simple, practical steps.

- **Nutrition**
- **Activity**
- **Sleep**
- **Health Data**





VITA
Your AI Health Assistant

- **Personalized meals** based on your goals
- **The right activity** for today
- **Better sleep** and recovery
- **Habit support** and smart reminders
- **Progress and** VYTA Score

Illustrative guidance. Capabilities remain under QA.

One app · **Your context** · **AI guidance** · **Real actions**

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THE REAL PRODUCT

A real Android product in active testing

Key wellness workflows are already built and working.

- Smart Fridge
- Meal Planning
- Recipes & Nutrition
- Water, Activity & Sleep
- VYTA Score
- Realtime AI Voice (VITA)



Not just a vision.
A working Android product.

Working builds | Internal QA | Pre-commercial

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VITA VOICE

VITA Voice — AI that understands your life and acts.

A realtime voice assistant with context, memory and in-app actions.



"Help me choose dinner from what I have at home."

- Checks your Smart Fridge
- Finds a suitable recipe
- Helps update your plan
- Helps update your shopping list

- Natural conversation
- Your personal context (goals, habits, history)
- In-app action handling under internal QA
- Memory & continuity (daily and long-term)

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DEVELOPMENT PROGRESS

What We Have Built.

A real product, already working.

Smart Fridge
Track food at home

Adaptive Plan
Personal meals & activities

Recipes 2.0
Editorial quality in QA

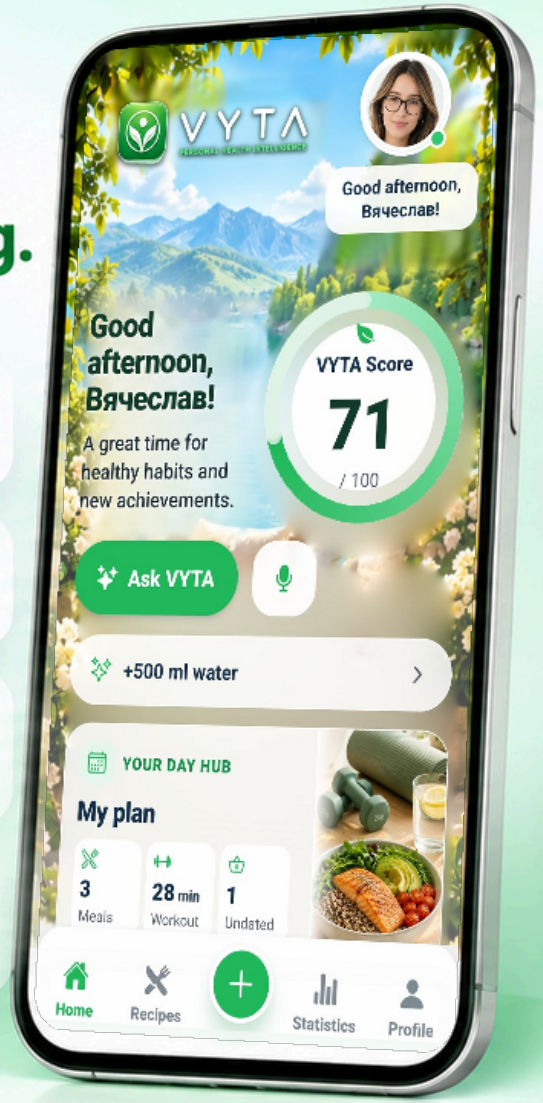
Workouts
IN DEVELOPMENT

VYTA Score
Your health in one number

Water, Sleep, Activity, Steps

VITA Voice
AI assistant (beta)

Health Connect
Data integration (beta)



Product Status

Core app & daily tracking
BUILT / INTERNAL QA

Culinary workflows
IN QA

VITA voice & actions
BUILT / IN QA

Health-data integration
IN DEVELOPMENT / QA

Next Milestones

QA	Release prep	Launch target
Stability	Quality gates	M1–M3 after funding
Internal testing	Owner review	Czechia, EU-first

Android app
in active testing

Automated tests
Branch-specific results

QA gates
Release validation

Owner testing
Ongoing

Launch target
M1–M3 after funding

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THE ECOSYSTEM

VYTA Ecosystem

A personal health intelligence platform for real life.

Android foundation.
Future ecosystem with user consent.



VITA
Your AI Health Coach

VITA Coach
In development

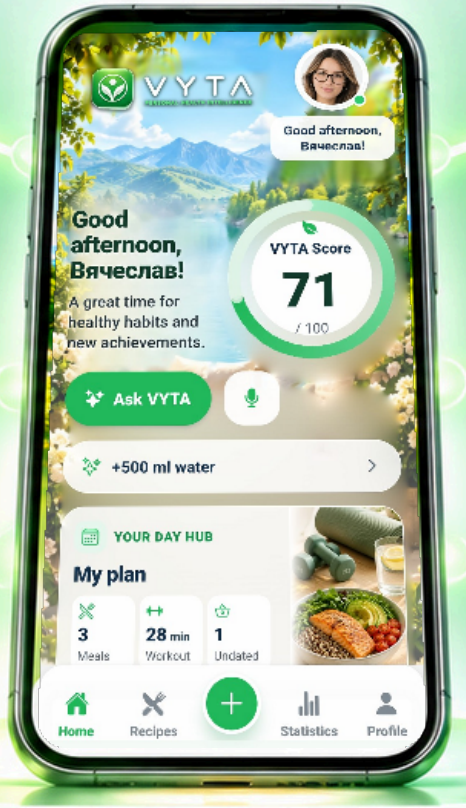


Smart Fridge
Built foundation
In QA



CGM Integration
Planned integration
Device validation needed







VITA Family
Planned family product



VITA Watch
Software exists
Device QA pending



Health Companion
Planned support layer

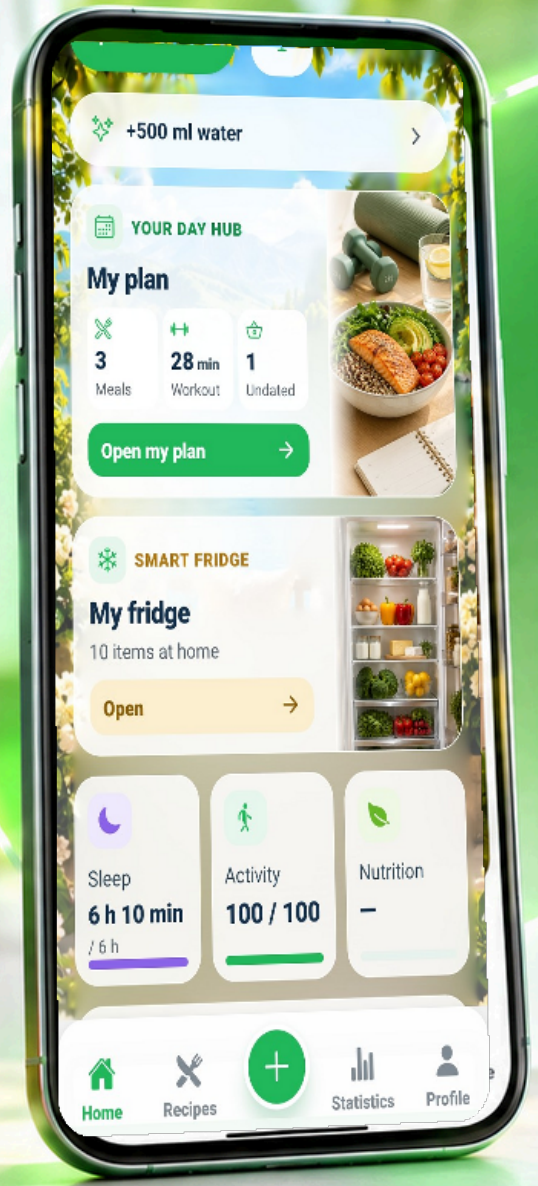
Nutrition | Activity & Training | Sleep & Recovery | Hydration | Metabolic Health | Long-term Wellbeing

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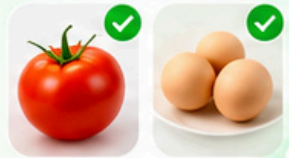
SMART FRIDGE & INTELLIGENT NUTRITION

Smart Fridge & Intelligent Nutrition

Turn what you already have at home into healthy meals, a personal plan and a smart shopping list.



1 What I have at home



Inventory

2 Recipe suggestion



Salmon with quinoa and vegetables

3 Personal meal plan

Today


Breakfast ✓


Lunch ✓


Dinner ✓

4 Shopping list

- [ ] Quinoa
- [x] Avocado
- [ ] Greek yogurt
- [x] Berries

Less food waste

Healthy & tasty meals

Personalized to your goals

Save time & money

From your fridge to a healthy plan — in one app.

Illustrative workflow. Shopping-to-fridge handoff remains under QA.

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VITA WATCH

VITA Watch —
Health Intelligence on Your Wrist.

Daily insights, smart guidance and real support for healthier habits.

Heart & activity
Heart rate, HRV, calories

Sleep & recovery
Sleep quality and rest

Workouts & progress
Training, goals, results

Daily guidance
Personal insights from VYTA





Welcome



Home



Morning Brief



Talk to Vita



Workout



Splash

VITA Watch
On your wrist ↔ **VYTA App**
The full experience ↔ **Health Intelligence**
Data, insights and personal guidance

Software prototype built
Physical-device validation pending

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Next Phase

VYTA Health Companion & CGM

Planned support for daily routines using clinician guidance entered by the user.

CGM Integration
Future device integration

Health Companion
User-entered clinician guidance

Personalized Nutrition
Subject to confirmed restrictions

Metabolic Health
Pilot and safety validation needed







Health Companion
Doctor's guidance, your data, VYTA AI

CGM
Real-time glucose with AI insights



Concept data. No clinical validation, diagnosis or treatment claim.

Your Data
CGM · Activity · Sleep · Nutrition

→

VYTA AI
Analysis & personalization

→

Your Plan
Nutrition · Activity · Habits

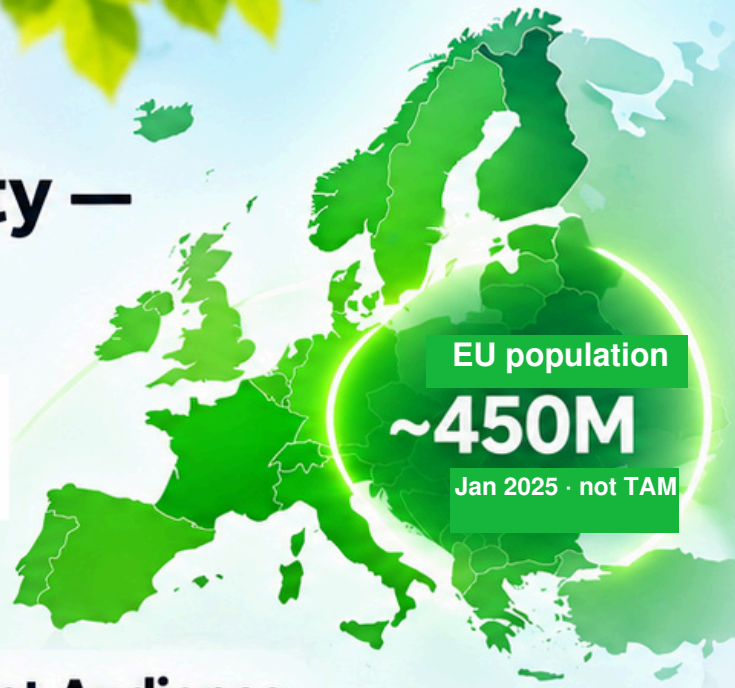
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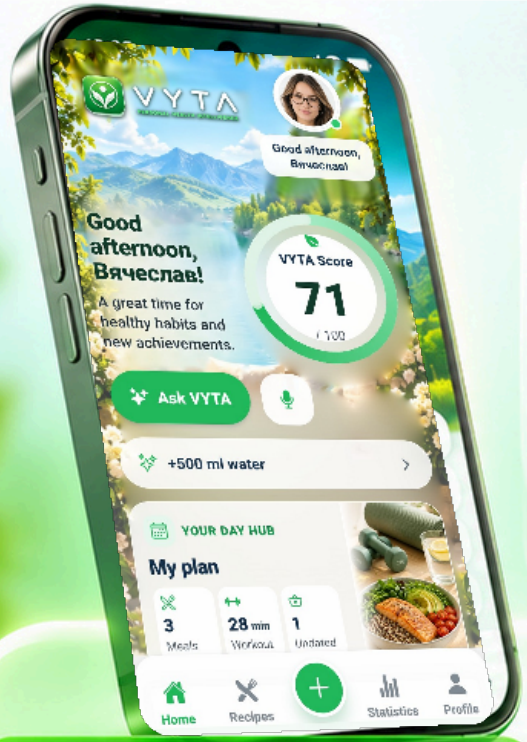
Planned daily support
Regulatory assessment required

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Market Opportunity — Europe

A European launch opportunity, starting with daily nutrition and consistent healthy habits.





63%
EU internet users sought health information online in 2024

Initial focus
Adults seeking simpler meals and consistent daily habits

€12.99 / €22.99
Proposed VYTA Plus / Pro monthly subscription prices



Target Audience



Active & health-conscious
Initial focus



Metabolic health & prevention
Future focus



Families & long-term health
Future focus

Commercial validation

Willingness to pay
Repeat use and retention
Trial-to-paid conversion
Acquisition economics

Key Growth Drivers in Europe

- EU focus on prevention & healthy living
- Rising demand for metabolic & AI-personalized care
- High adoption of mobile health solutions
- EU launch needs GDPR and MDR assessment

Our goal
Prove demand before scaling acquisition

Sources: Eurostat, Digitalisation in Europe 2025 (2024 survey); Key figures on Europe 2026 (population, 1 Jan 2025). No revenue forecast.

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Competitive Advantage — VYTA's Focus

Competitor capabilities vary by product and plan.
VYTA combines daily workflows with contextual AI.

	Nutrition Trackers	Fitness Apps	AI Chats (General)	VYTA Health Companion
Nutrition & meals	Varies	Varies	Varies	Built
Activity & workouts	Varies	Varies	Varies	Dev
Health data (e.g. sleep, steps, HR)	Varies	Varies	Varies	In QA
Voice AI assistant	Varies	Varies	Varies	Built
Personal context & memory	Varies	Varies	Varies	In QA
Real actions (recipes, replace, shopping)	Varies	Varies	Varies	In QA



What Makes VYTA Different

All-in-One
Nutrition and daily habits in a connected application

Voice-First AI (VITA)
Natural conversation, guidance and real help

Personal Context
Goals and preferences inform guidance

From Insight to Action
Open a recipe, replace a dish, add to shopping — right away

VYTA = Personal Health Intelligence

Positioning hypothesis. No verified superiority claim.
Examples: MyFitnessPal offers voice logging; YAZIO offers AI photo tracking.

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Business Model & Subscriptions

A simple, scalable subscription model for everyday health and long-term wellbeing.

Voice interface concept



Free

Get started with VYTA

€0 / month

- Food diary & recipes
- Activity tracking
- Basic statistics
- Smart Fridge
- Advanced insights
- Workouts (Pro)

VITA Voice **10 min / month**

Plus

Expanded features, no workouts

€12.99 / month

- Eveything in Free
- Smart Fridge
- Personalized plan
- Advanced statistics
- Workouts (Pro)
- Selected Pro features

VITA Voice **30 min / month**

Proposed plan

Pro

Full experience. Maximum results

€22.99 / month



- Everything in Plus
- Workouts and training
- Deeper AI insights & recommendations
- Priority access to new features
- Personal health intelligence (goals, context, lifestyle)

VITA Voice **60 min / month**

Proposed pricing. Training remains in development.

7-Day Free Trial | 7 days of full Pro features. 10 VITA minutes total.

Revenue Model

- **B2C Subscriptions** (Free / Plus / Pro)
- **B2B (future)** (companies & teams)
- **Partnerships (future)** (digital health & prevention)
- **Future Extensions** (wearables, CGM, insurance)

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AI Unit Economics

Preliminary internal voice measurements.
Full subscription costs remain to validate.

VITA Voice — Cost per Minute

~$0.056 / min

Planning: $0.07 / minute

~$0.17
early 3-min session
(small internal sample)

Based on internal measurements (preliminary, not final cost)



Voice-only cost at full monthly allowance

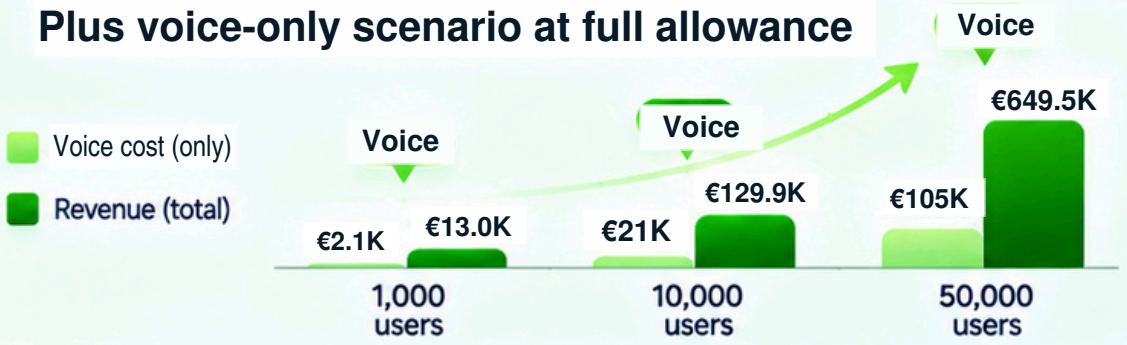
Free	Plus	Pro
€0 / month	€12.99 / month	€22.99 / month
VITA: 10 min	VITA: 30 min	VITA: 60 min
$0.70 Voice / month	$2.10 Voice / month	$4.20 Voice / month
—	Other costs not included	Full margin not validated

Voice cost vs price (scenario)

USD/EUR parity assumed ($1 = €1)
Illustration only; not a live exchange rate



Plus voice-only scenario at full allowance



Key Takeaways

- Voice budget uses $0.07 per minute
- Tax, fees, other AI and cloud excluded
- Full subscription margin is not validated

Preliminary data.
Full-cost validation comes next.

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Go-To-Market — From Czechia to Europe

Planned after financing. Timing depends on retention, product quality and acquisition economics.



Phase 1 Czechia Launch

M1–M3

- Public launch in CZ
- Acquire first paying users
- Validate product–market fit
- Measure retention and unit economics

Phase 2 Expansion prep

M4–M12

- Prepare neighbouring EU markets
- Localize (PL, SK, DE)
- Grow user base and subscriptions
- Optimize acquisition and retention

Phase 3 EU Scale

M18+

- Roll out to key EU markets
- Expand partnerships (health, corporate, insurers)
- Broaden distribution and marketing
- Build strong EU brand and community

Target EU Markets

- Health-conscious consumers
- Preventive & metabolic health focus
- Digital-native and mobile-first users

User Acquisition Mix

- **Performance marketing** (Meta, Google, YouTube)
- **Referral & community** (share & invite)
- **Strategic partnerships** (wellness, employers, clinics)
- **Content & education** (nutrition, lifestyle, AI health)
- **App stores optimization** (ASO, reviews, visibility)

Planned Milestones

Launch CZ M1–M3 › Test product-market fit M4–M6 target › **Regional growth** M13–M18 › **EU scale** M18+

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18-Month Roadmap

Investment: €500,000

Goal
Launch, validate, grow, and prepare for EU scale

What we aim to deliver with €500,000

Target plan after financing: launch in Czechia, then validate economics and selective EU growth.



M1 – M3 (0 – 3 months)
Launch in Czechia



- Public launch (CZ)
- Android release QA
- First paying users
- Initial feedback & analytics

M4 – M6 (4 – 6 months)
Coach VITA & Engagement



- Expand Coach VITA (personal guidance, context)
- Improve recipes & culinary 2.0
- Enhanced workouts (3D trainers)
- Drive activation and retention

M7 – M12 (7 – 12 months)
Health Data & CGM Pilot



- CGM pilot (limited group)
- Deeper health insights (metabolic focus)
- Data integrations (Health Connect, dedup)
- Validate user value and engagement

M13 – M18 (13 – 18 months)
Scale & EU Expansion



- Prepare for multi-country rollout (EU)
- Localize (PL, SK, DE ...)
- Scale user acquisition and partnerships
- Product and infrastructure ready for growth

Target Outcomes (18 months)

- **Market-ready product in CZ**
- **Validated subscription model** (retention & unit economics)
- **Coach VITA with real user impact** (nutrition, activity, lifestyle)
- **CGM pilot results** (next step decision)
- **Prepared for EU scale** (product, localization, growth)

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Founder & Execution Model

Founder-owned project.
Czech incorporation planned
before investment closing.



Vyacheslav Mayster

Founder, VYTA

Execution Model: Lean, AI-Assisted, Scalable



AI-Assisted Development

- AI-assisted implementation
- Automated testing and documentation
- Specialist review as required



Planned automation workflow

- Task tracking and quality gates
- Release checks and owner review
- Incremental automation



Planned specialist support

- Specialists on demand (nutrition, training, medical, design)
- Project-based and milestone-based collaboration
- The right expertise at the right time, without a large team

After Investment (my commitment)

- Full-time focus on VYTA
- Execution of the 18-month roadmap
- Transparent progress and regular updates

Key Advantages

Speed (from plan to results)

Efficiency (lean costs, higher output)

Scalability (ready to grow across Europe)

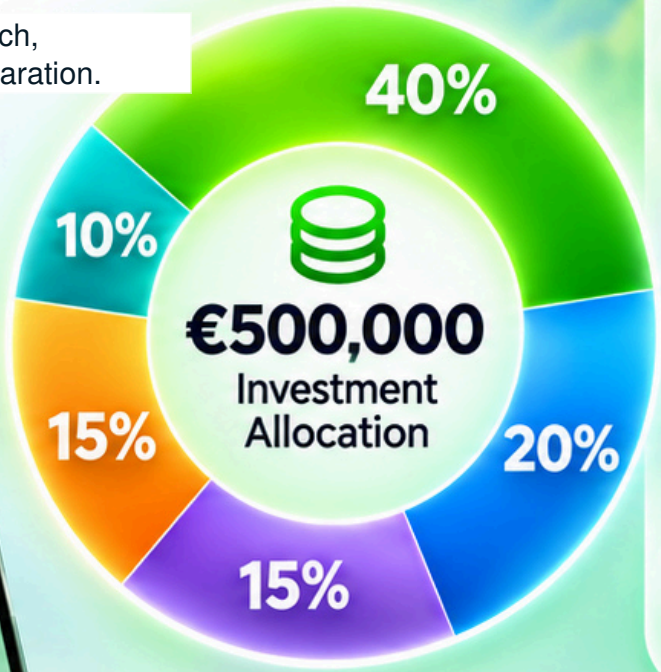
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The Investment Ask

€500,000

Proposed pre-seed budget for launch, commercial validation and EU preparation.





40% — Product & AI Development
€200,000
VYTA 1.0 launch, Coach VITA, recipes 2.0, workouts, stability, quality

20% — Go-To-Market & Growth
€100,000
User acquisition (CZ), marketing, content, partnerships, product education

15% — Health Data & Integrations
€75,000
Health Connect, CGM pilot, data quality, privacy & compliance (EU)

15% — Infrastructure & Operations
€75,000
Cloud, data, security, monitoring, support

10% — Compliance & Scaling Prep
€50,000
Regulatory (EU), localization, expansion readiness (PL, SK, DE)

Target Results (18 Months)

- Launched and validated VYTA in **Czechia**
- **Coach VITA in daily use** (personal guidance, nutrition, activity)
- **CGM pilot completed** (with real user insights)
- **Subscription model proven** (retention, unit economics)
- **Ready for EU scale** (product, compliance, go-to-market)

Proposed allocation totals €500,000. Subject to final financial validation.

What This Investment Targets

- Market-ready product
- Active and engaged users in the first market
- Validated software and AI workflows
- Scalable foundation for Europe
- A clear path to growth and the next investment round

VYTA

PERSONAL HEALTH INTELLIGENCE

The Future of Personal Health Intelligence

An AI health companion connecting
nutrition, activity and daily habits.
A working foundation for a planned European ecosystem.



Smarter Nutrition
Recipes, plans, shopping, Smart Fridge

Daily Activity
Training in development

Real Health Insights
VYTA Score, trends, personal guidance

Metabolic Health
CGM direction planned

Coach VITA
Your personal AI health companion

Working Product
Working Android build
In active owner testing

Built Foundation
Voice and daily habits
Under internal QA

EU-First Strategy
Launch in Czechia, scale across Europe

Large Market
Growing demand for preventive and digital health

Clear Execution
18-month plan with measurable results



Vyacheslav Mayster
Founder, VYTA
founder@vytacore.site

Investment: €500,000
to launch, validate, and scale VYTA in Europe