



Personalized nutrition is the future.

Our novel microbiome-driven AI-insights make it happen.

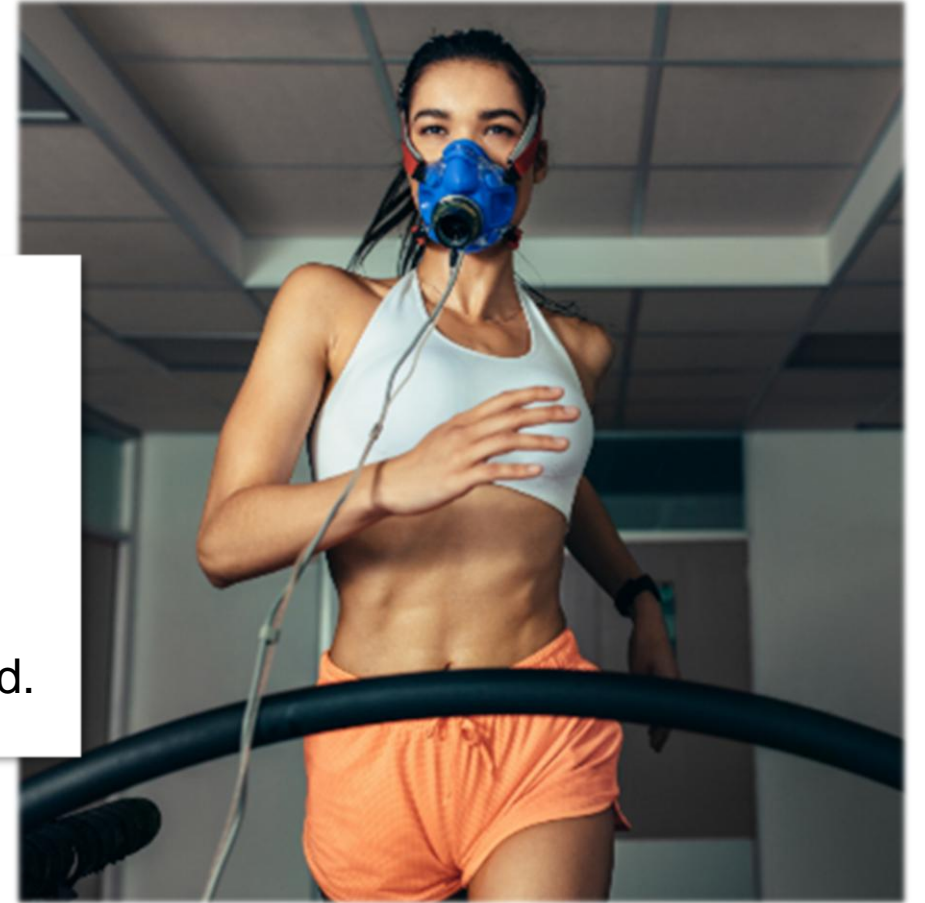
**GUT
HEALTH
HUB**

**Next Generation Sustainable
Healthy Living Platform**



PROBLEM

- Standardized protocols ignore the individual variability in the metabolism and gut health.
- Sports nutrition and recovery protocols are male-centric.
- Female athletes are the underserved group in precision sports health, hormonal cycles and metabolic differences are overlooked.



SOLUTION

Your microbiome is unique, and so should be your health strategy.

Your **Gut** microbiome holds the blueprint of your health – unlock its potential for personalized well-being.



VALUE PROPOSITION

Focus on Gender Dimension:

- **%80** of the female athletes experience gut microbiome disruptions.
- Our AI-driven microbiome analysis provides tailored interventions for the recovery & peak performance.

Athletes:

- Optimized gut health
- Personalized nutrition based on the microbiome data
- Track the changes on microbiome over time

Healthcare & Wellness Brands:

- Integration of the gut health data into broader wellness programs.

Sports Federations & Clubs (B2B):

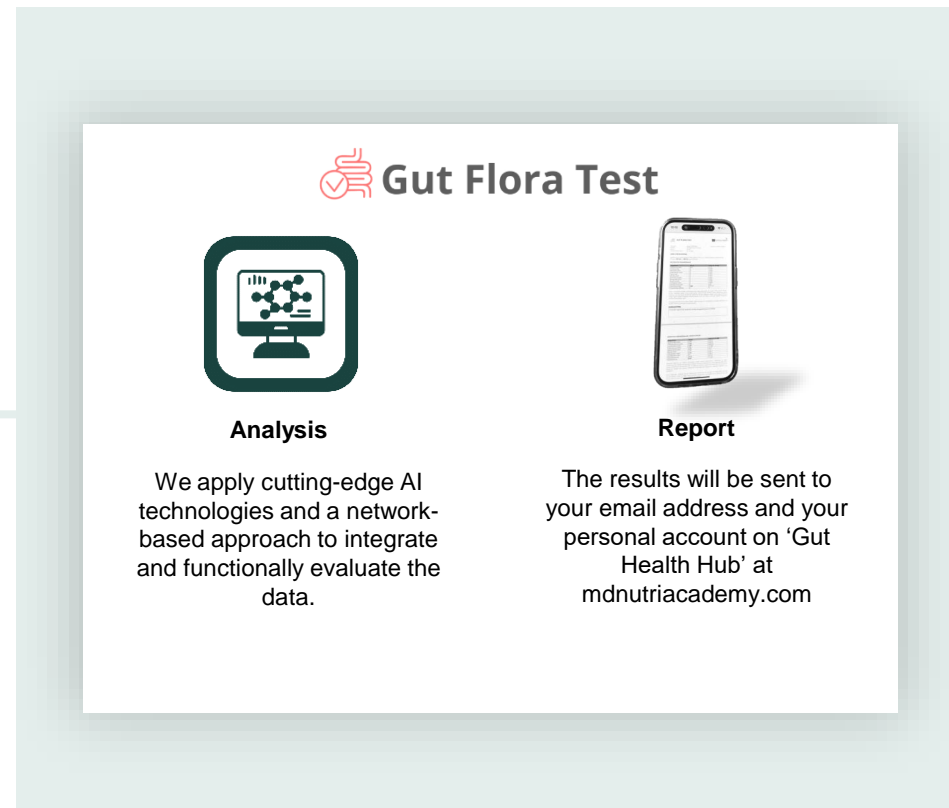
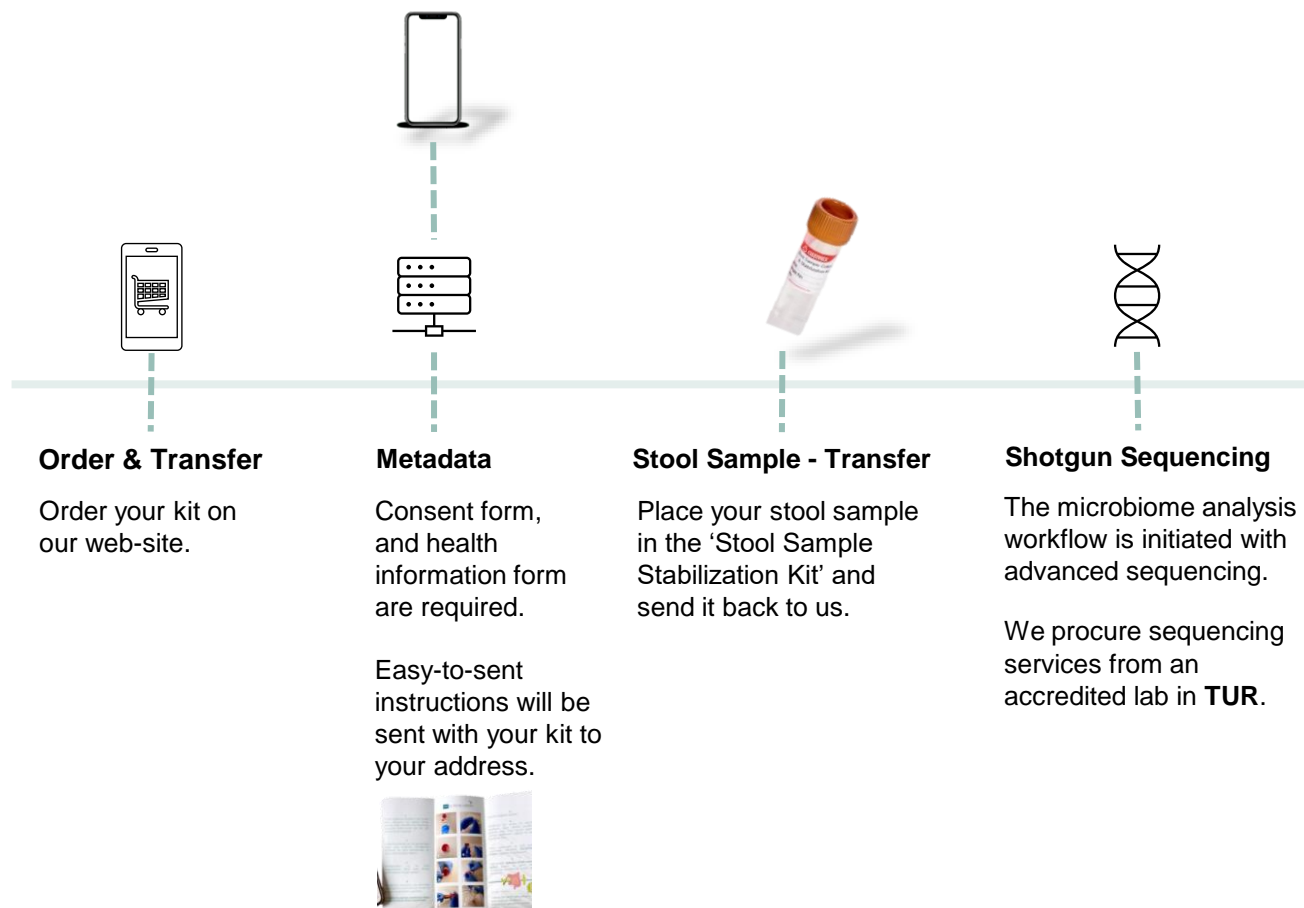
- Data-driven health optimization for athletes
- Preventive strategies to reduce injuries & illness
- Competitive edge through microbiome-based performance insights

Gut Data Meets AI: The Future of Precision Nutrition



HOW ?

A simple kit-subscription platform is enough with our novel AI tech.



TECHNOLOGY & PRODUCT

We learn & track from Gut Microbiome Data

2023 | Prototype TRL-4

Stool sample stabilization kit
Shotgun metagenomic sequencing

 Gut Flora Test



OUR CORE TECH. current state

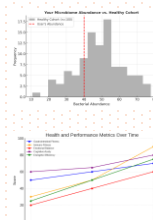
Microbiome Analysis

- Bacterial abundances



Comparative Insights

- Data benchmarked against a cohort of **100 healthy** individuals
- Comparative results for repeated analysis



- Personalized recommendations for nutrition & microbiome optimization

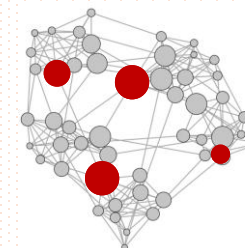


2025 | Women TechEU Phase TRL-5

OUR CORE TECH.

Data-driven Microbiome Analysis

- Utilizes systems biology, bioinformatics, and a network-based approach to assess gut microbial diversity and functional capacity.
- Creates metabolic pathways.



A user-friendly subscription-based platform integrating microbiome, diet & AI for precision health.

**GUT
HEALTH
HUB**



2026 +

EIC Accelerator
Phase

♀ **Female Athlete-Specific Optimization**

ai | AI-Powered Insights
Machine learning models predict inflammation risk, nutrient deficiencies, and performance optimization pathways.

WHO ARE WE ?

Born from Melis' PhD research, MD NutriAcademy is a *deep-tech* company integrating **multi-omics**, **systems biology**, and **AI-driven bioinformatics** into a **subscription-based platform** for personalized nutrition and health.

TEAM

Founder and Innovator CEO
Systems Biology & Nutrition

AI & Bioinformatics
Specialist

B2B & B2C Sales Lead

Strategic Partnerships &
Investor Relations



I. Melis Durasi

- Ph.D. Bioinformatics & Systems Biology
- BSc Mol. Biology & Bioengineering
- BSc Nutrition and Dietetics
- **Professional Athlete**



Begum Ozemek

- Ph.D. Candidate Max Planck Institute
- MSc Bioinformatics & Biostatistics
- BSc Computer Science & Engineering
- BSc Mol. Biology & Bioengineering



Tolga Ozler

- 20+ years of experience in sales
- Ex-National Sales Manager at *Menarini*, *Ilko-Wellcare* & *Abdi Ibrahim*
- Expert in product launches & sales strategy



Mustafa Ergen

- Deep-tech entrepreneur, professor & board advisor
- Founder of *Ambeent Inc.* (EIC funded)
- Co-founder of *Next-ion*, *FurnaQuantum*

MARKET

Our first target is athletes. They suffer most. And can benefit a lot.

€1B+ and Groving:

**The Microbiome Market
is Expanding Rapidly!**

Total addressable market (TAM)

Global gut microbiome market

2024: 751.2 million EUR

2030: 3.9 billion EUR

CAGR: 31.5%

Serviceable available market (SAM)

EU, USA, TUR, UAE

2024: 23.1 – 46.3%

2030: 4.46 – 8.92%
of the global market

Serviceable obtainable market (SOM)

~6.25 million EUR

3-5% of the women-athletes in TUR in 3-5 years.

Market Description:

With the increasing awareness of gut health's impact on the athletes' performance, recovery, and metabolism, this market is on the verge of a major breakthrough.

WOMEN ATHLETES

U.S.

~215.000+ college female athletes
~4.223 + professional female athletes

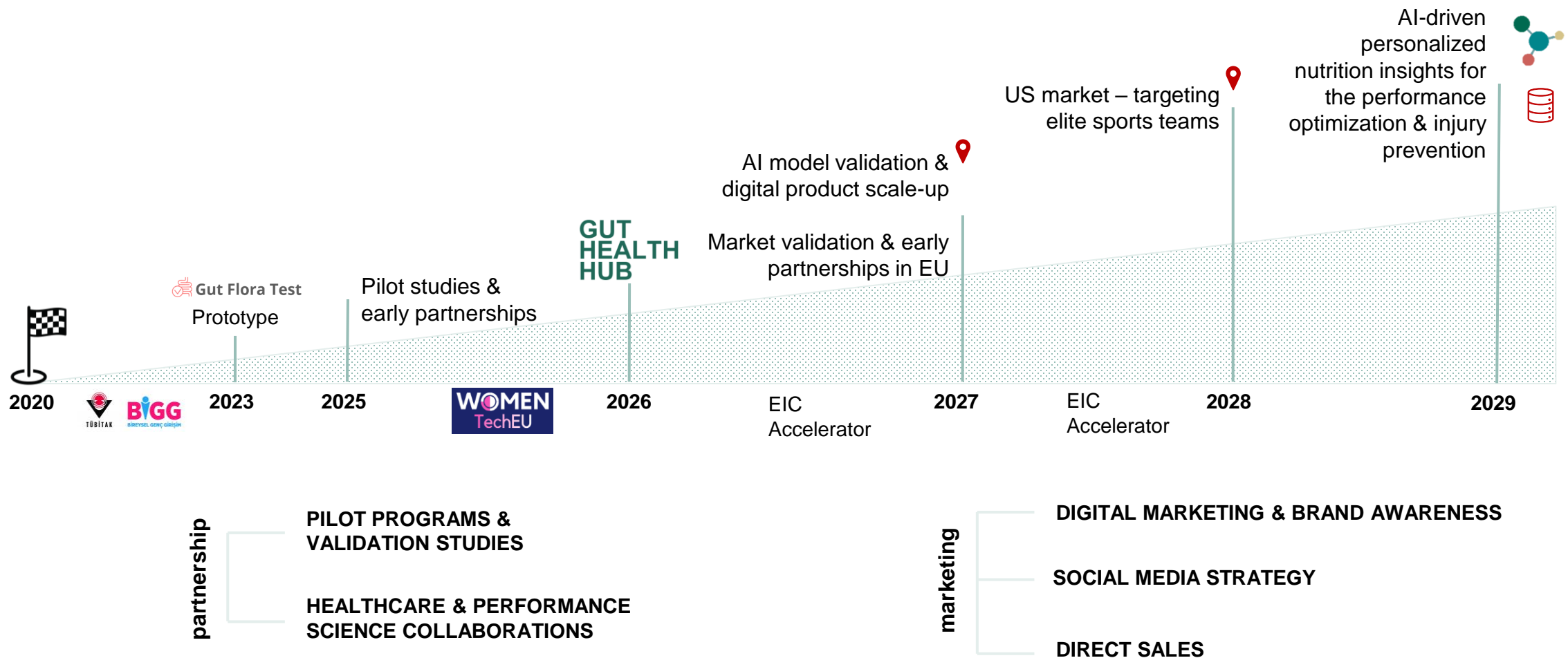
EU

21% of younger women (aged 18-24)
participate in elite sports club.

TUR

~5.5 million licensed female athletes.

MULTI-FACETED GO-TO-MARKET STRATEGY



BUSINESS MODEL

REVENUE SYSTEMS

B2B:

- Bulk testing for sports federations & clubs

B2C:

- One-time Gut Flora Test sales
- Subscription model for longitudinal microbiome tracking

Future Expansion:

- AI-powered predictive models as a premium service
- Data-driven nutrition product partnerships

REVENUE



	B2B Subscriptions	B2B Revenue (€)	B2C Users	B2C Revenue (€)	AI & Additional Revenue (€)	Total Revenue (€)
Year 1	5 000	750 000	500	100 000	0	850 000
Year 2	15 000	2 250 000	2 000	400 000	100 000	2 750 000
Year 3	30 000	4 500 000	5 000	1 000 000	500 000	6 000 000

COST STRUCTURE

	R&D (€)	Lab Testing (€)	Platform & UX/UI (€)	Marketing & Acquisition (€)	Regulatory Compliance (€)	Total Cost (€)
Year 1	250 000	200 000	100 000	150 000	50 000	750 000
Year 2	400 000	400 000	200 000	500 000	100 000	1 600 000
Year 3	600 000	800 000	400 000	1 000 000	200 000	3 000 000

Year	Gross Profit (€)	Gross Margin (%)
Year 1	100 000	12%
Year 2	1 150 000	42%
Year 3	3 000 000	50%



10 - High Revenue
6 - High Risk

COMPETITIVE LANDSCAPE

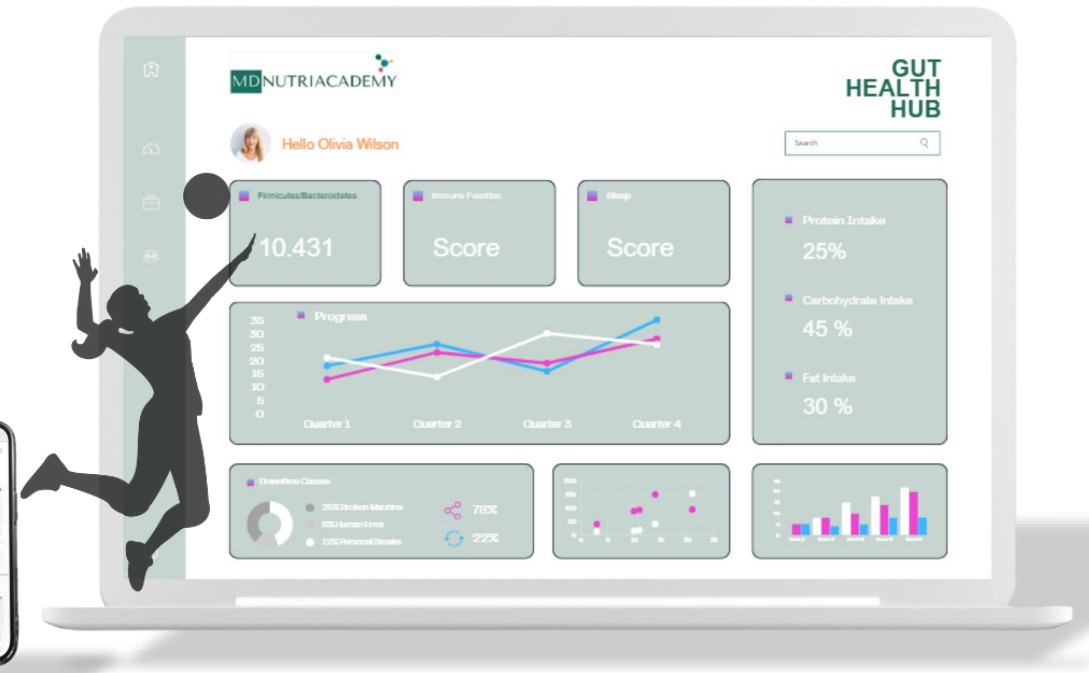
None of the competitors specialize in sports nutrition tailored for female athletes.

Company	Microbiome Testing	AI-Driven Insights	Female Athlete Focus	Precision Sports Nutrition
MD NutriAcademy	Yes	Yes	Yes	Yes
Viome	Yes	Yes	No	No
Zoe	Yes	Yes	No	No
InsideTracker	Yes	Limited	No	Yes



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WebSite:

www.mdnutriacademy.com

to define the future of precision at sports health today, tomorrow for all