

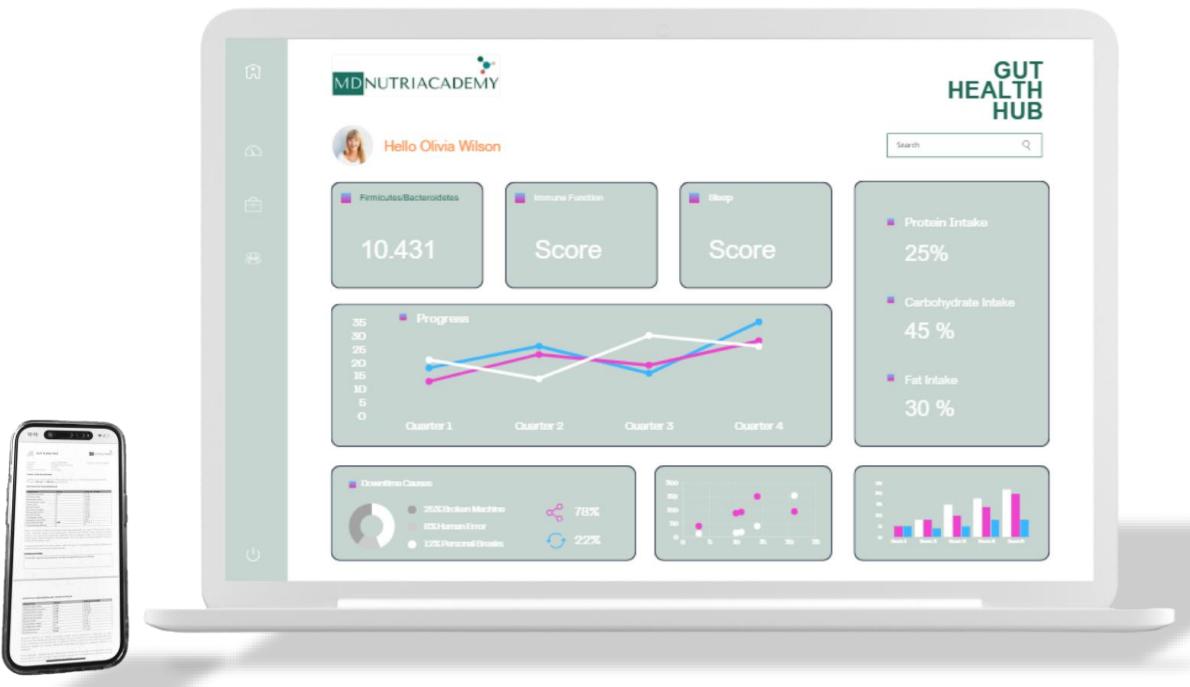


Personalized nutrition is the future.

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

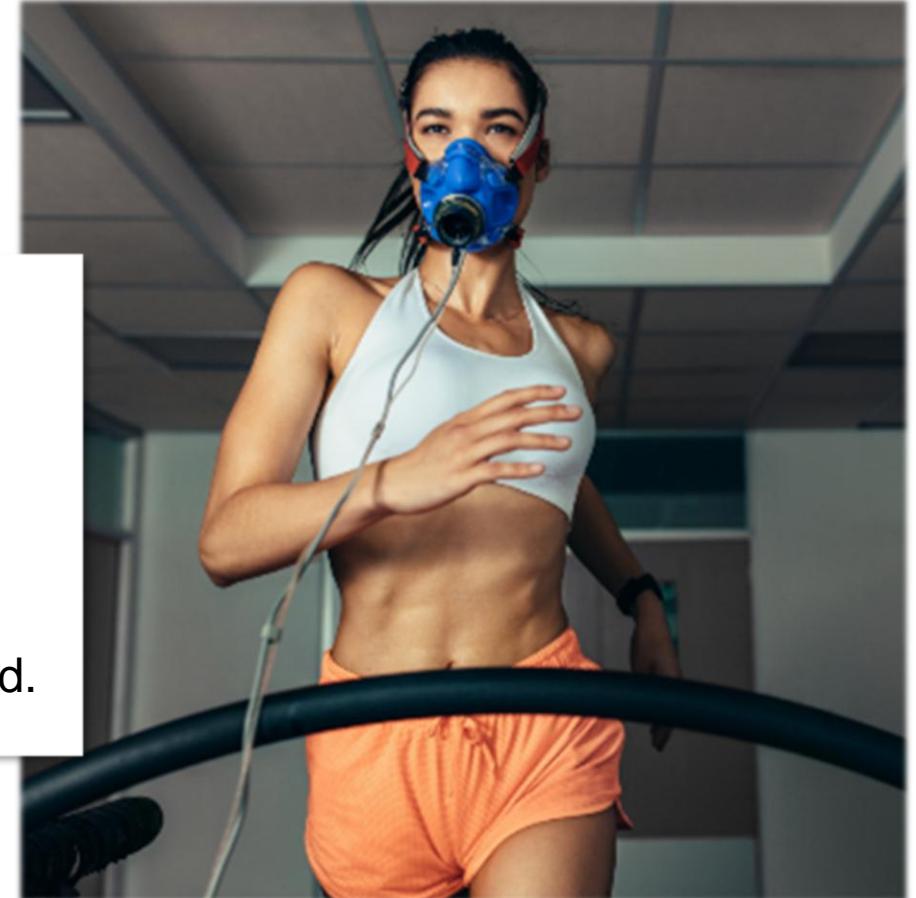
**GUT
HEALTH
HUB**

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):

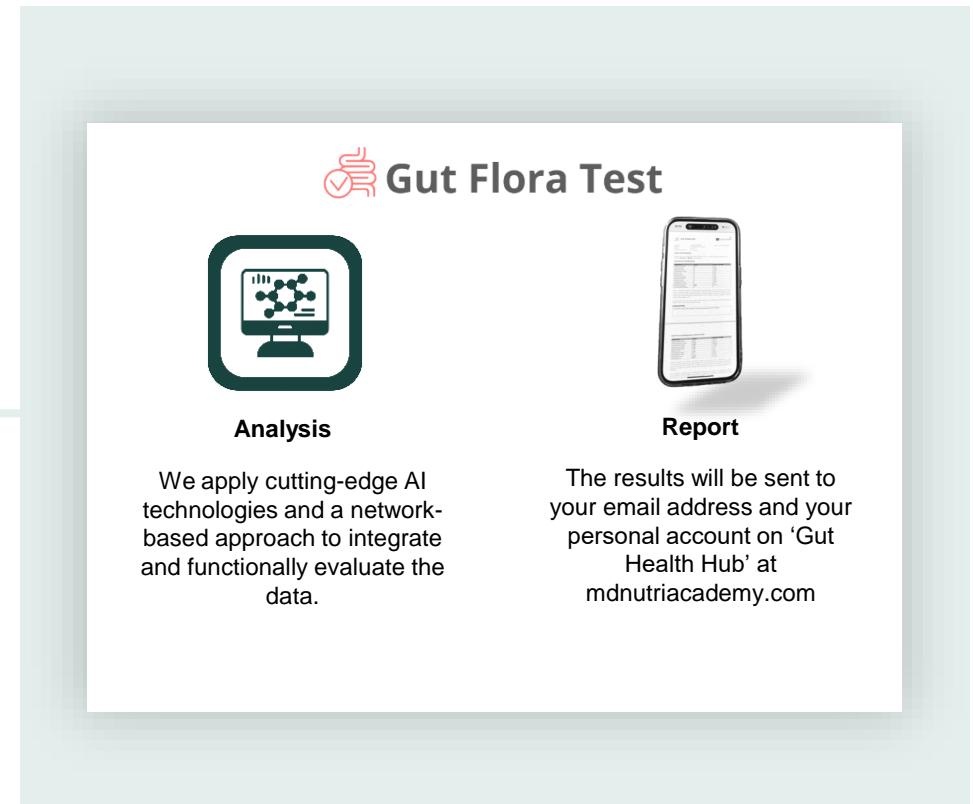
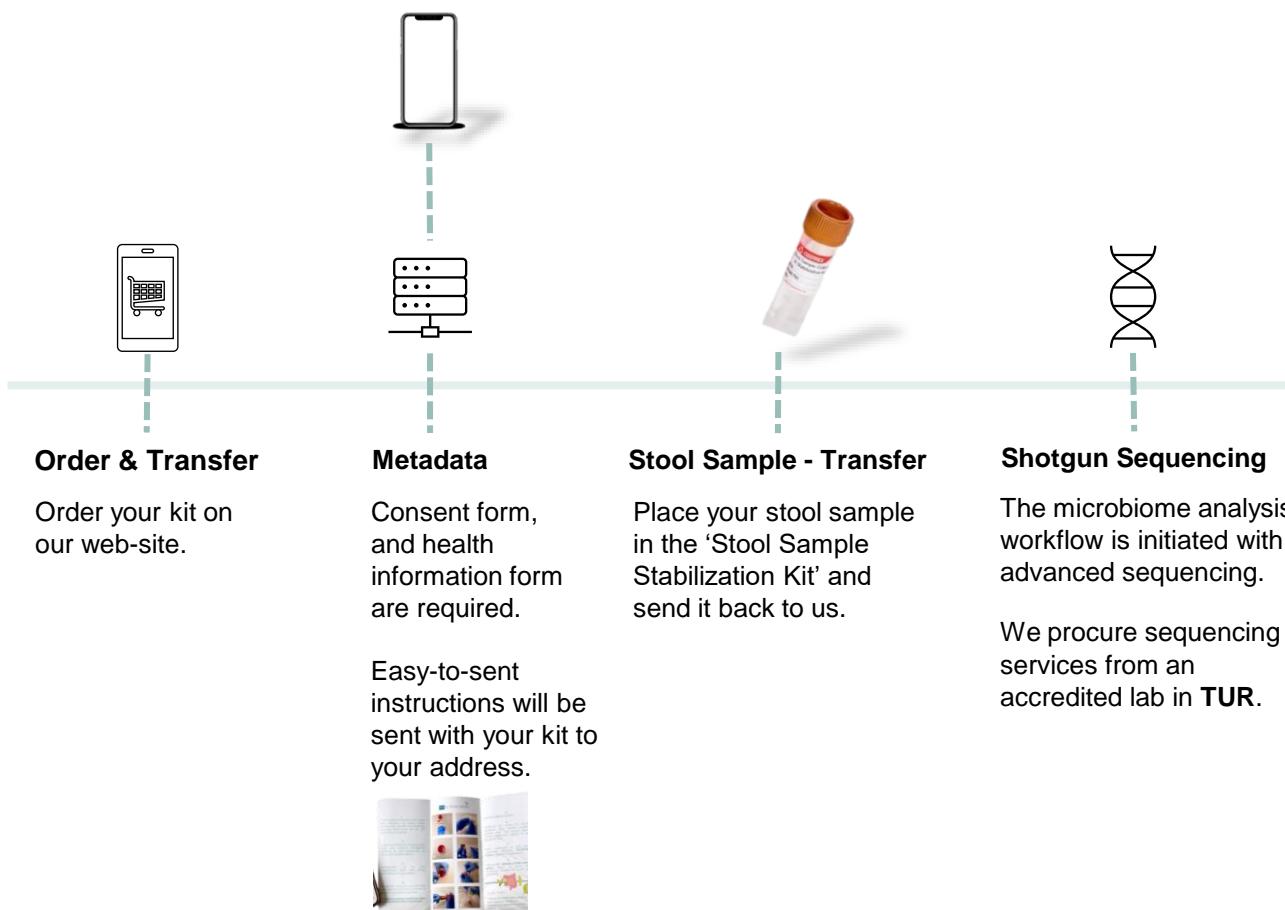
- Data-driven health optimization for athletes
- Preventive strategies to reduce injuries & illness
- Competitive edge through microbiome-based performance insights

Gut Data Meets AI: The Future of Precision Nutrition



HOW ?

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



TECHNOLOGY & PRODUCT

2023 | Prototype TRL-4

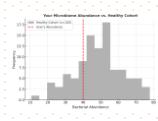
Stool sample stabilization kit
Shotgun metagenomic sequencing



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

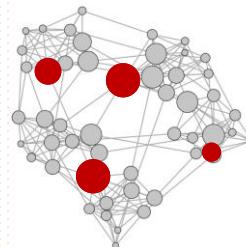


2025 | Women TechEU Phase TRL-5

OUR CORE TECH.

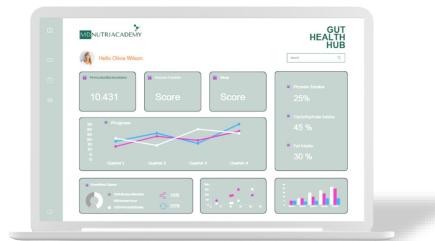
Data-driven Microbiome Analysis

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



GUT HEALTH HUB

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



2026 +

EIC Accelerator
Phase

♀ Female Athlete-Specific
Optimization

AI-Powered Insights

ai 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 İbrahim*
• 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 Growing:

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

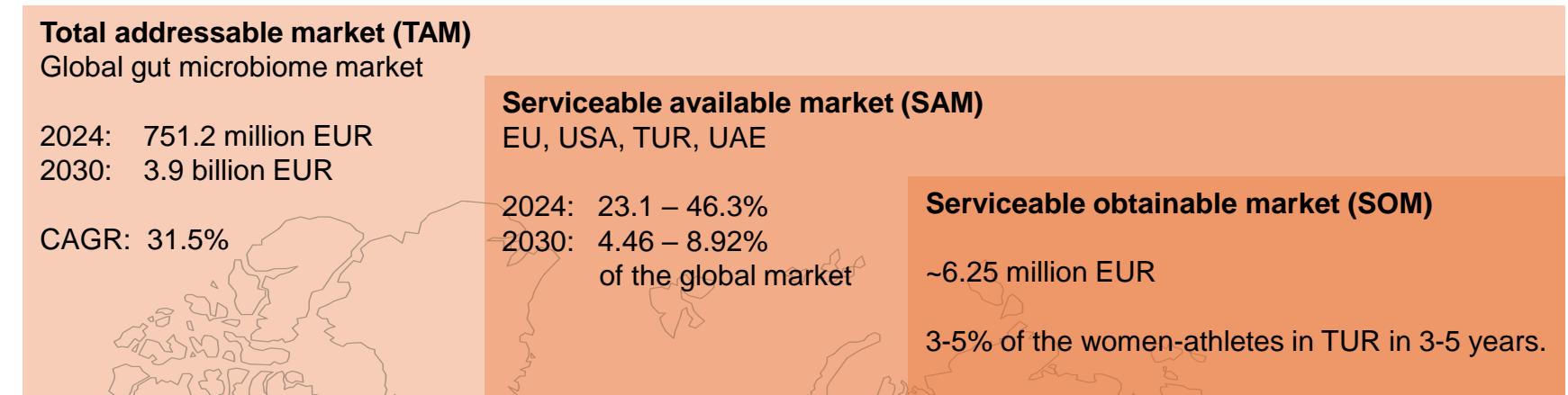
2024: 23.1 – 46.3%

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

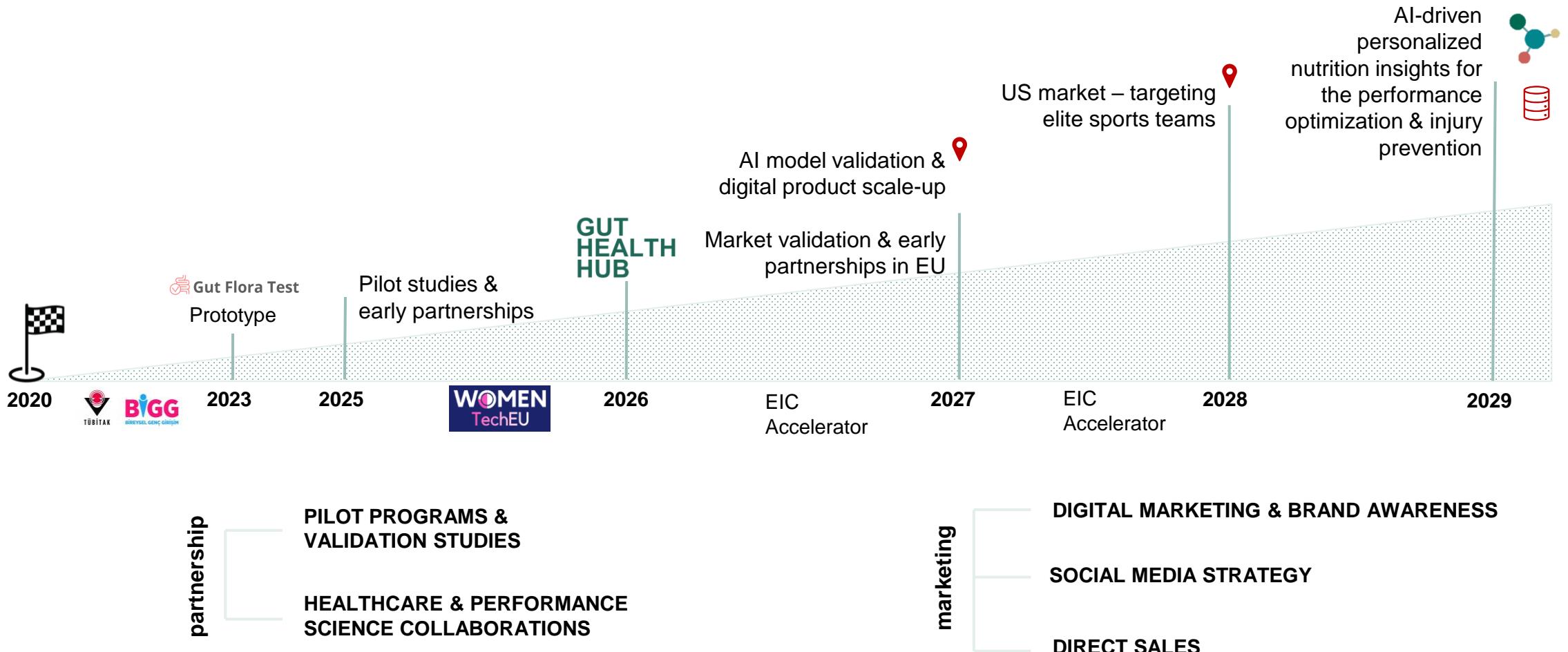
EU

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



GUT HEALTH HUB

Next Generation Sustainable
Healthy Living Platform

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WebSite:

www.mdnutriacademy.com



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