



WeightTrim

Get Slim with WeightTrim



KETONE BREATH METER

THE CURRENT PROBLEM



Smartwatches:
Measure movement.



Scales: Measure overall weight
(water, fat, muscle).



Calorie Apps: Track input,
not output.

KETONE TRACKING: REAL-TIME METABOLIC STATE



**HIGH KETONES =
BURNING FAT
EFFICIENTLY**



**LOW KETONES =
RUNNING MAINLY
ON GLUCOSE**

Optimize energy use,
recovery, and endurance.

*Body fat % tells you what you have,
ketones tell you what your body does!*



WeightTrim

WeightTrim: The *First Accessible, Social, and Gamified* Metabolic Tracker

ACCESSIBLE



SOCIAL



GAMIFIED



Customize!

Buy 1 Get 1 Free Mouthpiece!



WeightTrim Ecosystem



Simple & Accurate

Simple wind devices retest, accurate & on-telction.



Community-Driven

Community-driven hexps to community and commuelne.



Gamified Motivation

Gamifie motivation and knowledge community with motivations



Professional Validation

Professional Validation, and Professionatwilt-sorship premiim'y mctone



End-to-End Support

Support seam end-to-end support and repeat support



App Advantage

Promotive mouthtime health care companion



Stream	Type	Profit Driver
Device Sales	One-time	~\$70 retail
Subscription	Recurring	Mouthpieces + premium app
Coaching Marketplace	Platform cut	Verified trainer access
Brand Rewards	Affiliate	Sponsored discounts
B2B Data / Corporate Wellness	Enterprise	Health data partnerships

SWOT Analysis



STRENGTHS

- Accurate and simple: Measures Ketones through breath.
- Gamified and Social media ecosystem: Leaderboards, streaks, challenges, and coach interaction.
- Real-time metabolic feedback: Instant visual feedback.
- Multi-layered business model: Device + subscription + coaching + data licensing.
- First-mover advantage: Fewer competitors combine breath analysis + gamification + community.



OPPORTUNITIES

- Rise of metabolic awareness: Consumers are moving from counting calories calories... -> Our response: Build brand loyalty early through niche community...
- Anonymized ketone data could power nutrition and wellness AI. -> Education-first marketing and verified coach networkd ensure proper guidance.
- Global keto and fasting trends... -> Our response: Our emotional hook (fat-burn proof + social motivation) differentiates from generic fitness trackers.
- Partnerships with fitness influencers... -> Our response: Transparent, encrypted, and opt-in data model builds long-term trust.
- Corporate wellness programs... -> Our response: Position as essential wellness tracker, not luxury.



WEAKNESSES

- Some consumers may not yet understand what "ketones" mean... -> Our response: In-app tutorials, coaches education campaigns, and partnerships with gym/trainers to demonstrate fat-burn tracking in action.
- Users might worry about hygiene or maintenance -> Our response: Subscription delivery of eco-friendly mouthpieces + free replacements for new buyers.
- Early adopters may hesitate to trust new metabolic devices -> Our response: Verified professional endorsements and public reviews.
- Users must breathe into it daily to get maximum insight -> Our remedied streaks, push notifications, and reward discounts keep users coming back...



THREATS

- Larger tech brands like Apple could release metabolic tracking later -> Our response: Build brand loyalty early through niche community...
- People might misunderstand ketone readings -> Our response: Education-first marketing and verified coach networkd ensure proper guidance.
- Many devices compete for attention -> Our response: Our emotional hook (fat-burn proof + social motivation) differentiates from generic fitness trackers.
- Users may be cautious about health data sharing -> Our response: Transparent, encrypted, and opt-in data model builds long-term trust.
- Health gadgets often face slower sales in recessions -> Our response: Position as essential wellness tracker, not luxury.

Questions?

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