

VEGGIEGAP
SUPPORT STRENGTH, MOBILITY
& INDEPENDENCE AT EVERY
STAGE OF LIFE

DAILY BLEND™ + BITES + THE VEGGIEGAP PATH™

Starting with premium Daily Blend and Bites, VeggieGap turns nutrient-dense food into a simple daily ritual – connected to a lightweight habit journey for women 45+.



Non-medical lifestyle product · Plant-based ·
Privacy-first delivery

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Awarded in the EIT Food Inspire · Explore
· Compete challenge (Healthier Lives
Through Food), supported by the
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Union.



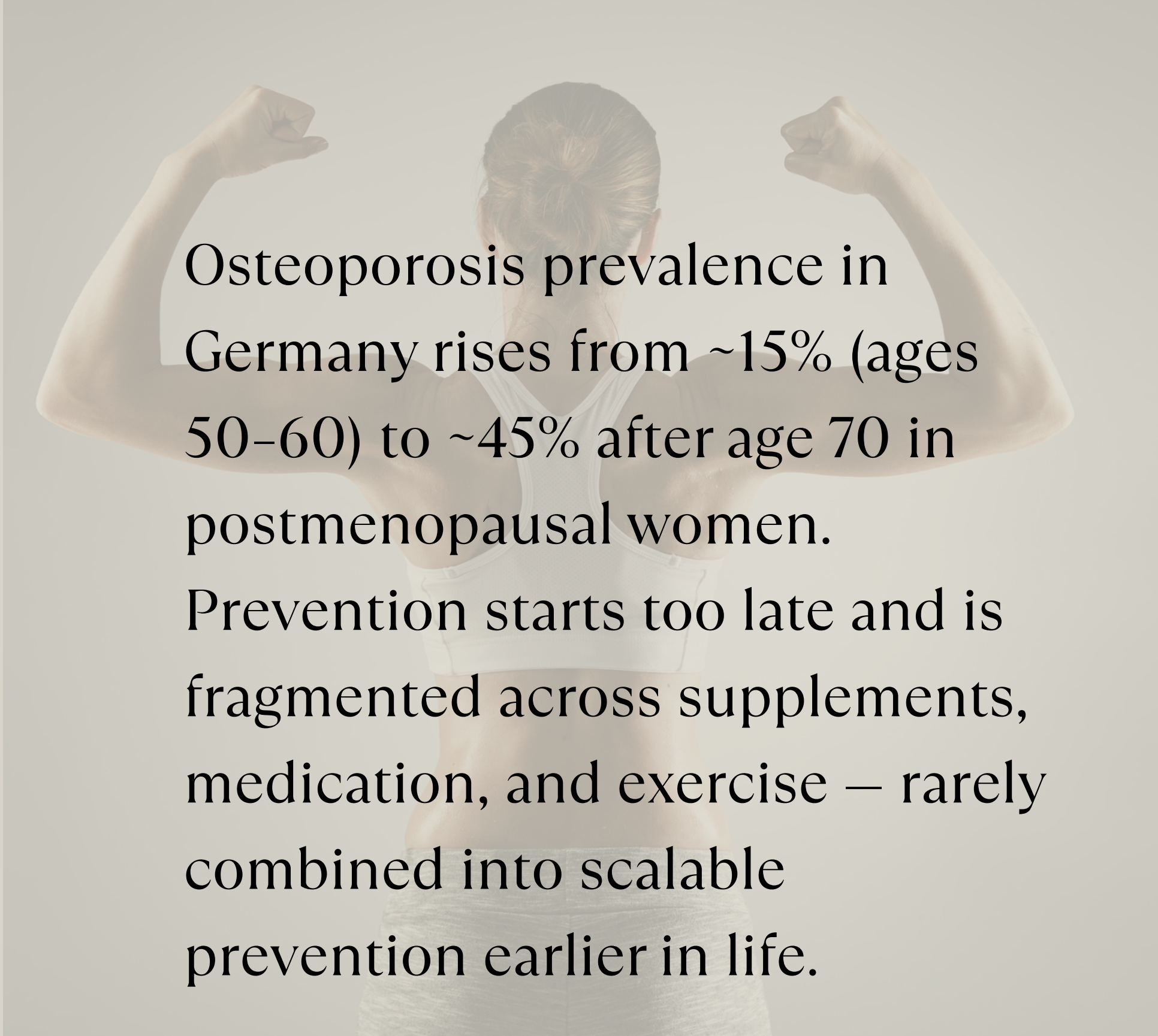
The Structural Problem

90% of Hip Fractures
Triggered by a fall

~58% in Women
Atributable to osteoporosis

>70% undiagnosed
Osteoporosis in Germany

76% untreated
German women 50+ at high fracture risk



Osteoporosis prevalence in Germany rises from ~15% (ages 50–60) to ~45% after age 70 in postmenopausal women.

Prevention starts too late and is fragmented across supplements, medication, and exercise – rarely combined into scalable prevention earlier in life.

The First Warning Signs Appear Before Diagnosis



VeggieGap is designed to **support medical care – not replace it** – by making earlier action easier to start and sustain.

Bone health is not determined by calcium alone. Strength, balance, mobility, protein intake, and daily routines all contribute to musculoskeletal resilience – yet these are **rarely combined** into scalable prevention earlier in life.

VeggieGap builds nutrition and lifestyle support systems designed to help women maintain strength, mobility, and independence across life stages.

Two Pillars of Support

1-Premium Functional Foods

Daily Blend™

A crunchy nutrient-dense blend designed for breakfast, smoothie bowls, yogurt alternatives, or as a topping.

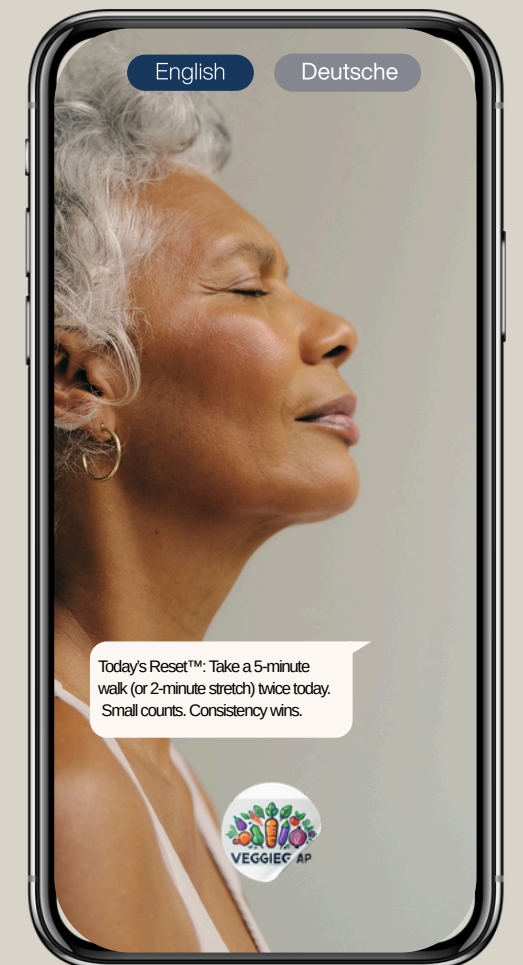
Bites

A portion-controlled snack format for daily routines, travel, post-movement, or between meals.

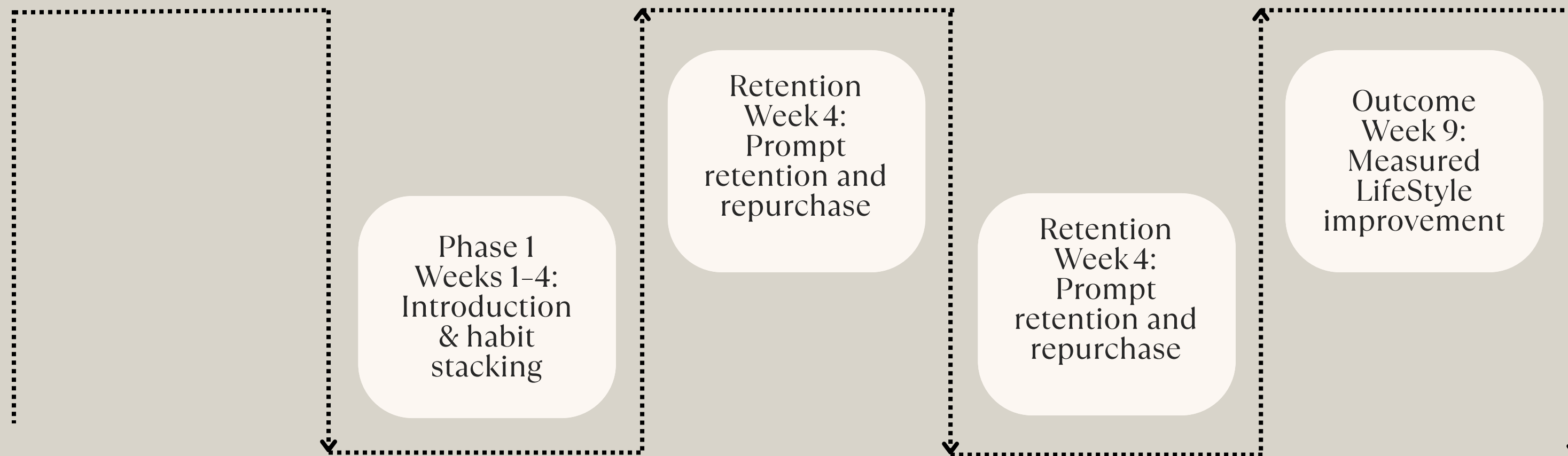


2. The VeggieGap Path™

A lightweight tool that guides nutrition, movement, recovery, and consistency – so women can act on good advice instead of collecting more information.

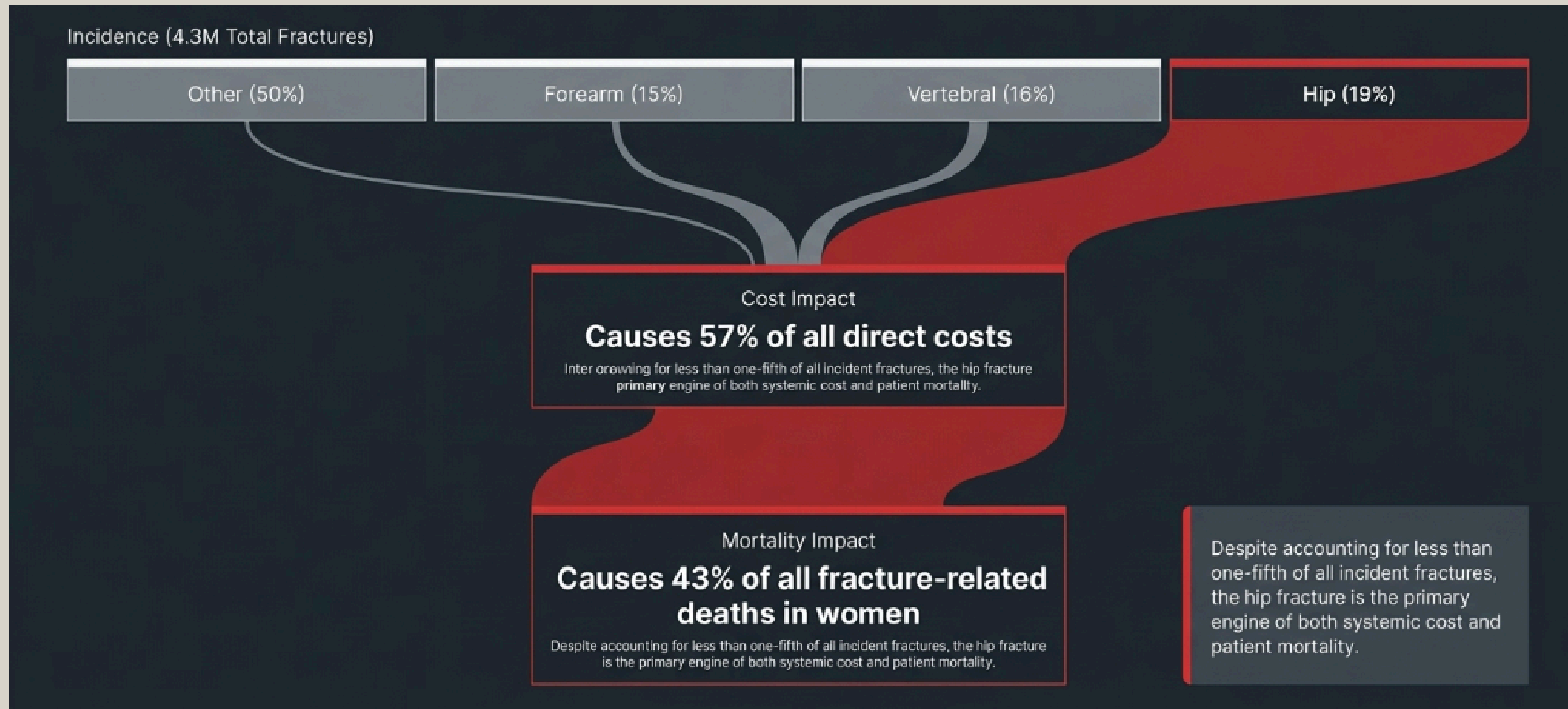


The VeggieGap Path™: A 9-12 Week Adherence Engine



Each physical purchase connects the user to a structured digital program – creating a repeatable cycle of engagement and retention. Today, osteoporosis prevention is largely reactive: screening often happens after the first fracture, while everyday nutrition and movement habits are not systematically supported earlier in life.

The Anatomy of a Fracture: Why the Hip Drives the Crisis*



The Cost Waterfall: Billions on Consequences, Pennies on Prevention*



*SCOPE 2021: a new scorecard for osteoporosis in Europe
John A. Kanis^{1,2} & Nicholas Norton³ & Nicholas C. Harvey^{4,5} & Trolle Jacobson³
& Helena Johansson^{1,2} &
Mattias Lorentzon^{1,6} & Eugene V. McCloskey^{2,7} & Carl Willers^{3,8} & Fredrik Borgström^{3,9}
Received: 25 November 2020 / Accepted: 18 December 2020 # The Author(s) 2021

Early signals: taste, relevance, and willingness to buy

Hello dear Marjorie,
I would like to give you my feedback. I have been using the balls for eight days now: both feet are pain-free, my left hand is pain-free, and my right hand has improved slightly. Overall, I give the balls a rating of:

"My legs feel lighter."

Disclaimer: Anecdotal pre-market feedback; not clinical evidence or medical claims.

Dear A
balls for a few days now.
My joint discomfort has almost disappeared.
Thank you for this!!
Best wishes

Where can I buy them? They are so good!

Thank you for your work.

<X

What we have already built

Built by a founder with 12+ years across pharma, patient engagement, and digital health innovation in Europe.

1.

Prototypes

Daily Blend™ and Bites developed and iterated, with two standardized flavour directions: sesame-led and nut-led.

2.

Recognition

Awarded through EIT Food Inspire · Explore · Compete.

3.

Program access

Accepted into the EIT Food Waste2Plate program.

4.

Digital layer

VeggieGap Path™ MVP in progress, designed to connect physical product purchases to habit support and refill moments.

5.

Pilot Prep

Pilot Prep Budgeting and partner outreach underway for a formal early pilot.

VeggieGap = Daily Blend™ + Bites + The VeggieGap Path™

A whole-food functional nutrition system helping women 45+ turn daily nourishment into strength-supporting habits.

A world where women remain healthy, active, and influential throughout their lives.



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