

NEURIA

Mobile games to reduce
unhealthy food cravings

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We are facing a global crisis

It's a CHF 233Bn problem...



Overweight

43%¹

Global population

3.44Bn



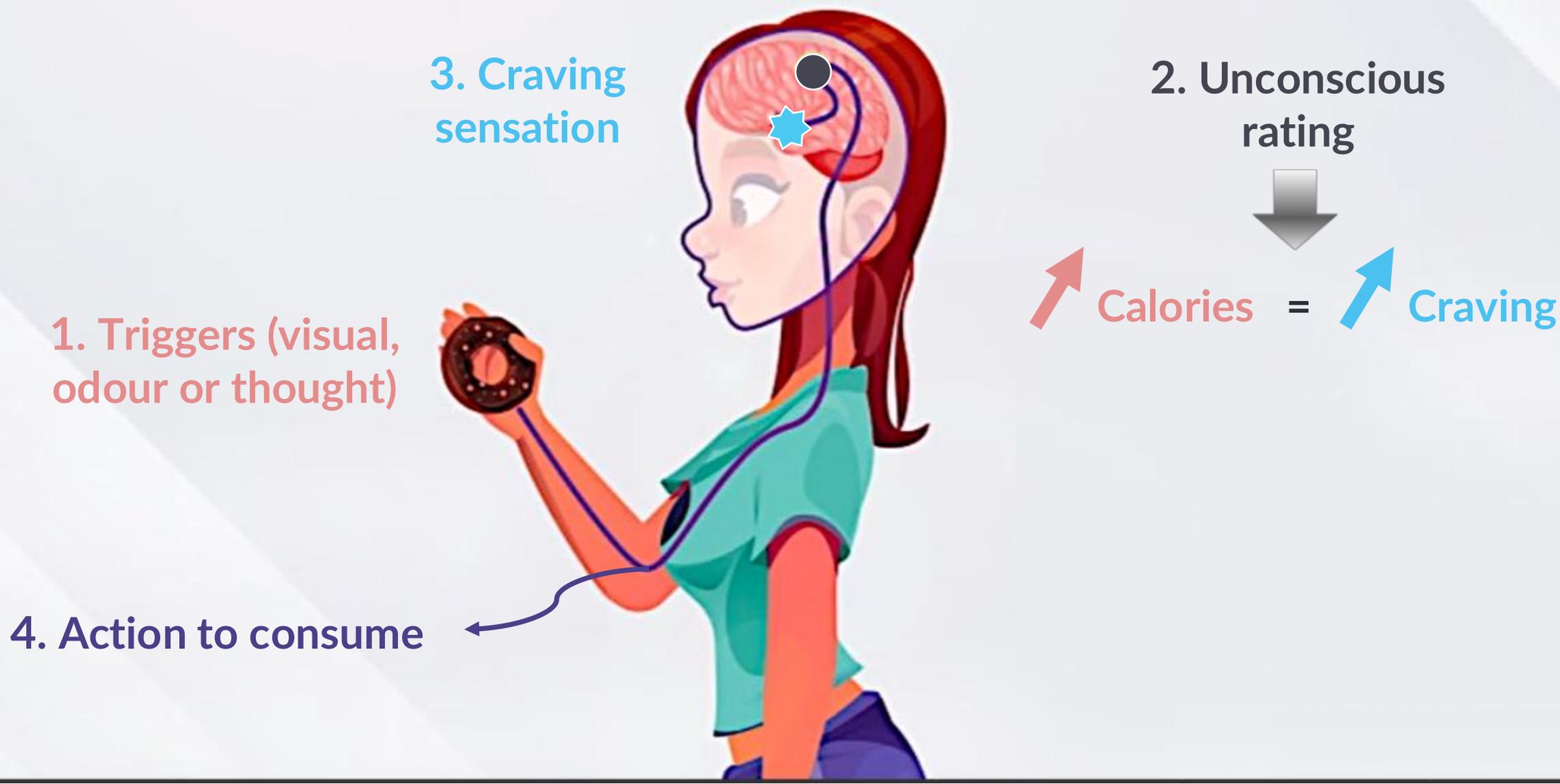
Obesity

16%²

Global population

1.28Bn

Why Obesity is hard to solve?



Unmet need - Dietary behaviors change

Traditional approaches:

90% failure rate³



95%
of eating behaviors
are unconscious⁴

Common failure cause



Behaviors aren't modified

Drugs (GLP-1):

58% drop-off rate⁵



Side effects
Unsustainable
Cost

(3,4) Marteau, T. M., Hollands, G. J., & Fletcher, P. C. (2019). Changing human behavior to prevent disease: the importance of targeting automatic processes. *Science (New York, N.Y.)*, 337(6101), 1492–1495. <https://doi.org/10.1126/science.1226918>

(5) <https://bluehealthintelligence.com/reports/real-world-trends-in-glp-1-prescribing-and-treatment-persistence-for-weight-management/>

Clinically validated solution

Unhealthy food items, tested on **470+ patients (double-blind RCTs)**, published by our research group.

Playing for **20 days** induces:

5-10 min/day



Reduction in consumption^{3,4}



Effective in **90% of users**, with **80% retention**³



weight loss in overweight populations^{1,2}



Reduction in craving³



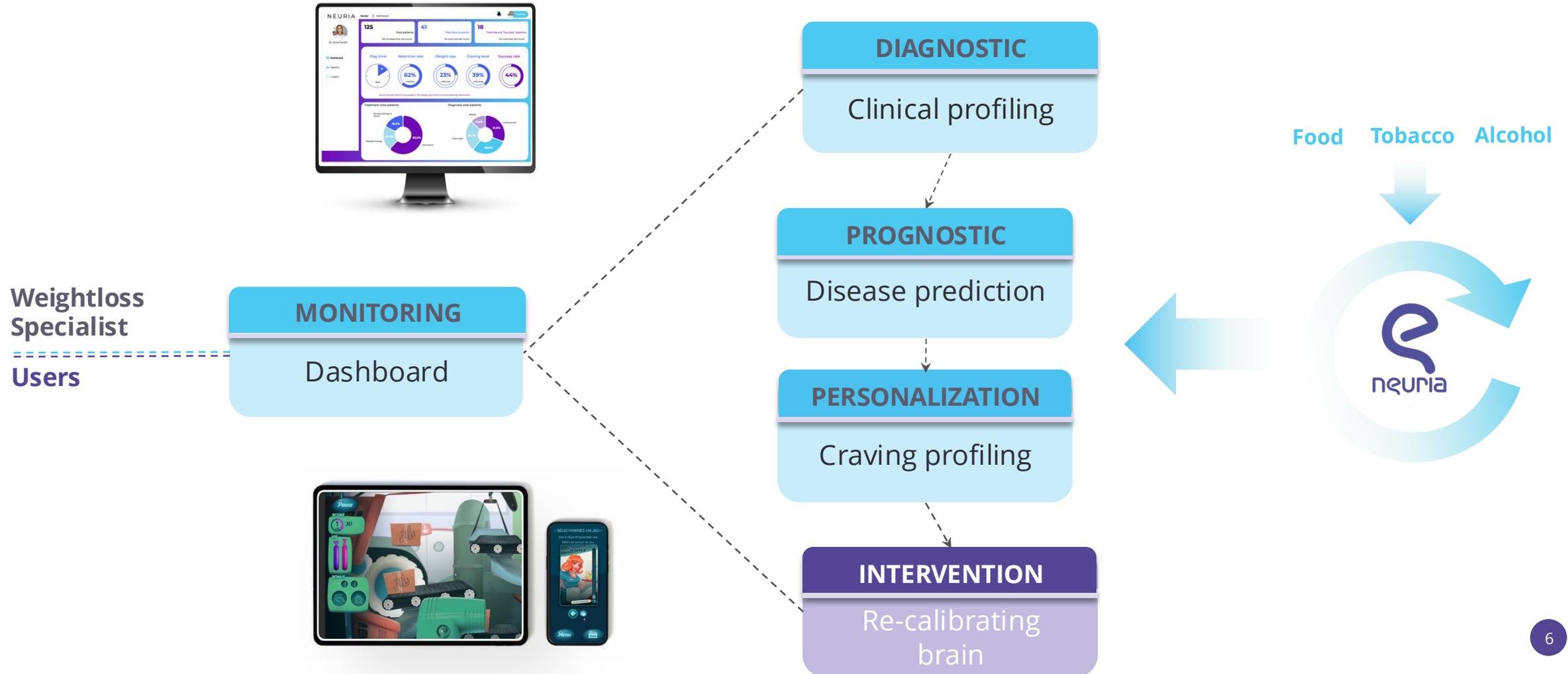
of permanent outcomes^{5,6}

Najberg et al., 2024, n=140 (cravings modification)

Najberg et al., 2021, n= 90 and Najberg et al., 2023, n= 240 (unhealthy food valuation & consumption reduction)

Holistic platform to treat and prevent

Unconscious diagnostic, prognostic and therapeutic user journey



Tweaking the brain's reward system, a new approach

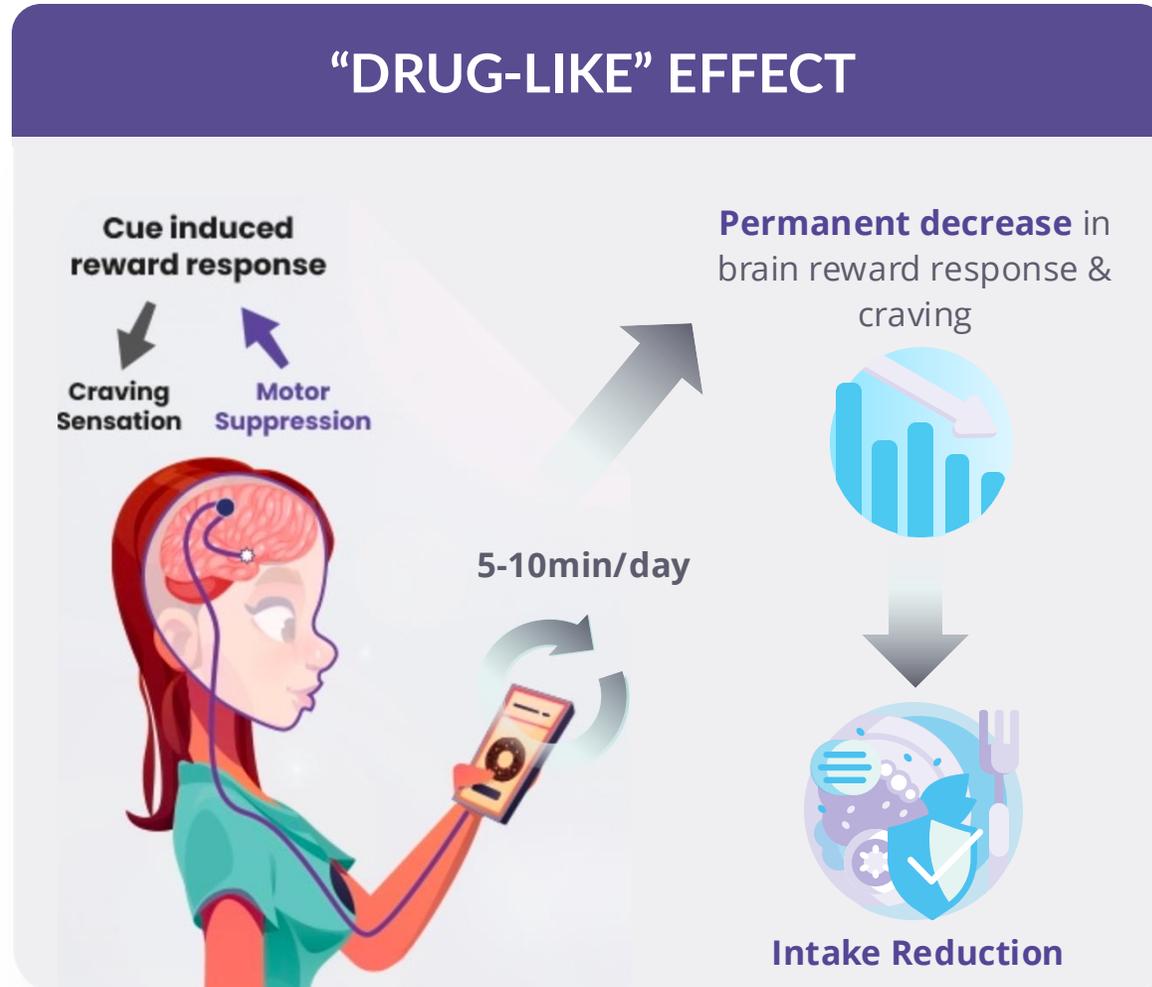
Sustainable – Low-cost – Accessible – No side-effects nor chemicals



10+ years
of research



unisanté



Patented

Digital
Molecule:

[EP4000521A1](#)

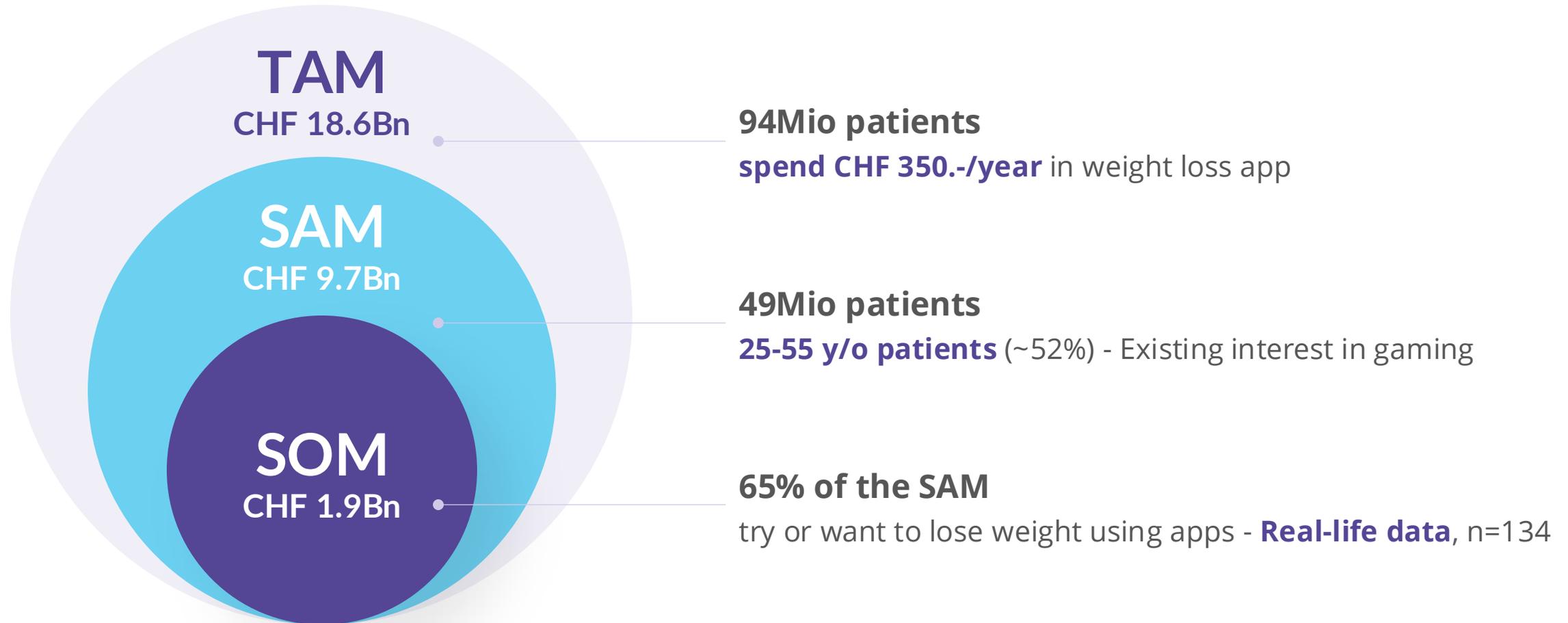
+

20 papers

[PubMed](#)

Weightloss market – Clinical unmet need

The economic cost of obesity in EU was CHF 233Bn in 2022...

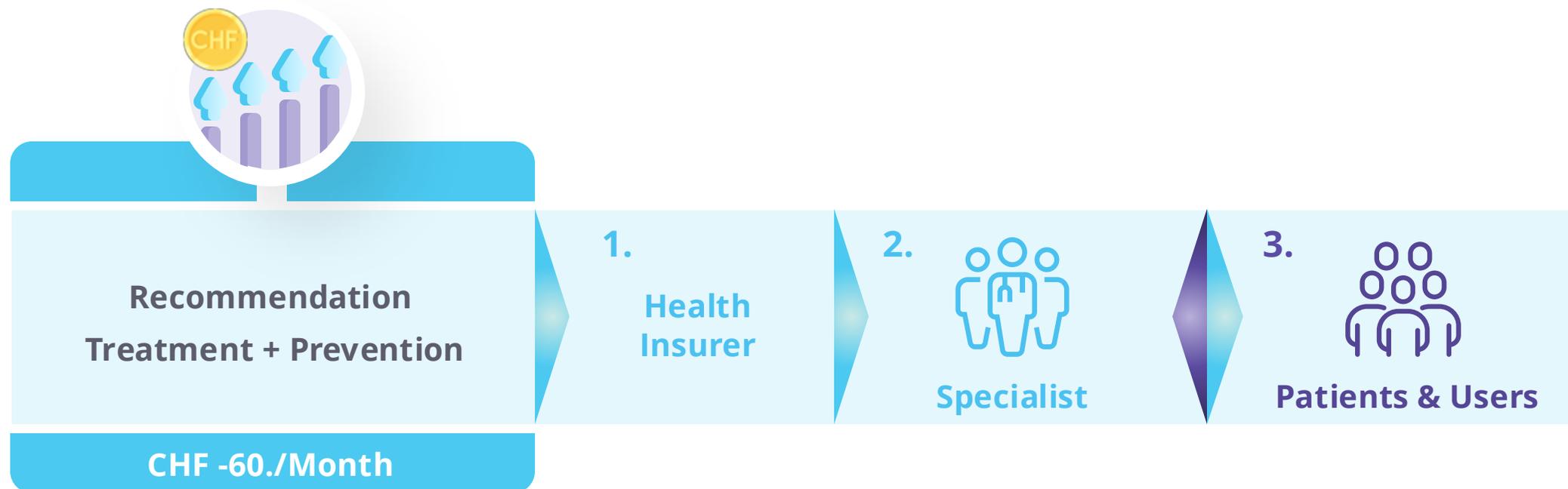


*Digital weight loss market is expected to reach CHF 36.1Bn by 2028, growing at a **CAGR of 20.11%**.

Go-to-market

B2B with direct downloads

1. Get the reimbursement by insurance (CH first, then US) as a wellness tool
2. Promotion and distribution through Weight loss specialist (B2B)
3. Direct download on the App Stores + Word-of-mouth



*No MDR required

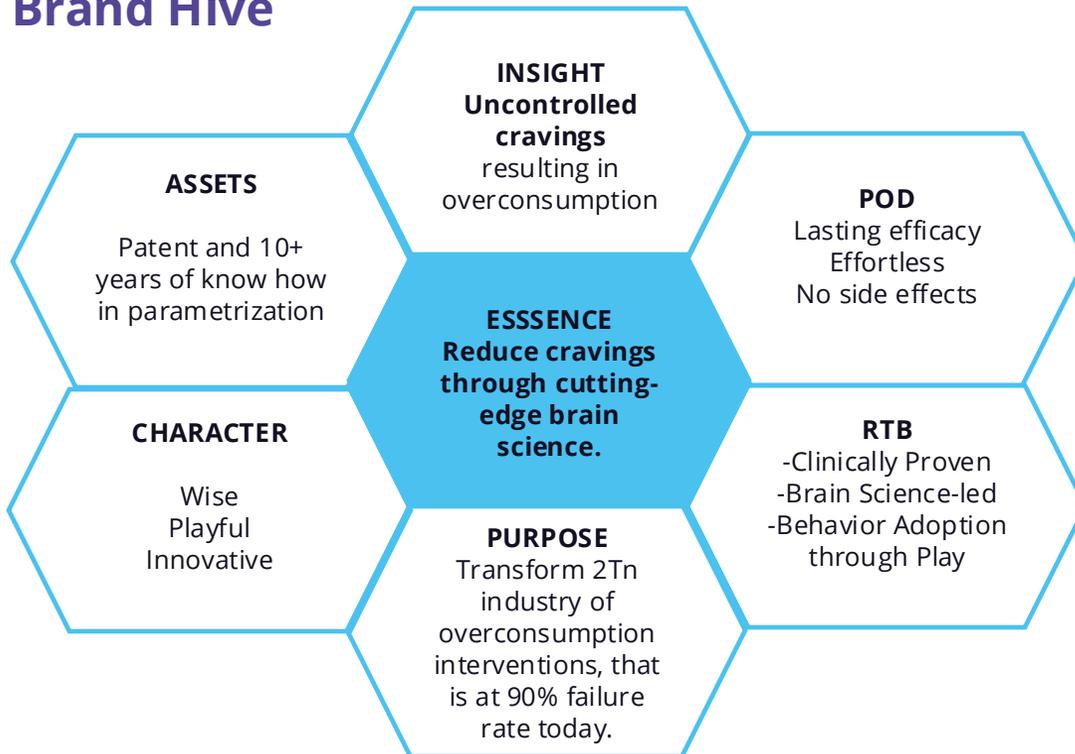
Go-to-market strategy - Parallel calculated approach

Channel - Customer	Insurance	Obesity Clinics Weight loss	Direct-to-consumer - Wellness/Prevention	Combination therapy - Diabetes Care Market
Clients	Insurance companies (e.g. CSS, Sunlife)	Weight loss platform (e.g. WeightWatchers)	Consumers - D2C	Pharma (e.g. Novo Nordisk, Roche)
Why they need us	Reduce customer's direct medical costs	Adding effective product in their offering, Increase success rate	To have an accessible tool to treat themselves	Higher effectiveness of their products
What do they need to see?	Prove that it works, RWE (retention numbers)	Behavioural changes to help patients (90% failure rate with current tool)	Weight loss - They want to be slimmer and prettier	Reduce drop-out in traditional GLP-1 Therapy, Increase retention
\$ potential for client	Medium (up to 80 CHF/month)	Medium (up to 80 CHF/month)	Low (up to 10 CHF/month)	High (more than 120 CHF/month)
How to reach them	Future Of Health Program, Insurance conferences, Innovation department	Through Specialist, Warm intro to management, Pilot	Digital Marketing, Public health advertising	Sponsored study, Pharma conferences, Start-up competition
Alternative for client	Medium	Many	Many	Low
Conclusion	Attractive, high-level maturity needed (approx. 12 months)	Obesity management it's the fastest GTM (no regulatory clearance)	Small initiative to be ran to test digital marketing and develop internal expertise	High revenues, but Class 2.A MDR needed
Next step	First pilot planned in March with CSS, Discussion Sunlife (USA)	B2B-pilot with multiples clinics - In progress	B2C Initiative to be launched (USA - High obesity rate) in Q2-2025	Roche and Novo Nordisk, regular updates to sponsor a Pragmatic Trial

Go-to-market strategy - Risk and success factors

Channel - Customer	Insurance	Obesity Clinics Weight loss	Direct-to-consumer - Wellness/Prevention	Combination therapy - Diabetes Care Market
Risks	Lack of adoption by healthcare specialists	Be perceived as a treat for traditional pharmacotherapy	Too much data needed to consolidate compelling medico-economics	Retention level too low and bad word-of-mouth
Success	Clear clinical unmet need for Neuria's app - Easy to reach customer & specialist	Offer and demands is unbalanced, pharmas need digital tools to deliver	Healthcare cost increase unproportionally, prevention is needed	65% of the population wants to lose weight and have failed diets

Brand Hive



Consumer Segments in Depth



Diet-Fatigue Health Warriors

- 80MM individuals (US and Europe)
- Key Pain Point: Long term success, Managing Cravings (40%)
- Key Motivation: Physical appearance (31%)
- **Current solutions: 'yo-yo' effect, high drop out rates**



Game-Savvy Teenagers under risk (Parents)

- 80MM non-duplicated teens (US and Europe)
- Key Pain Point: Cravings control, medication-concerned
- Key Motivation: Physical appearance
- **Current solutions: very low adoption rate**

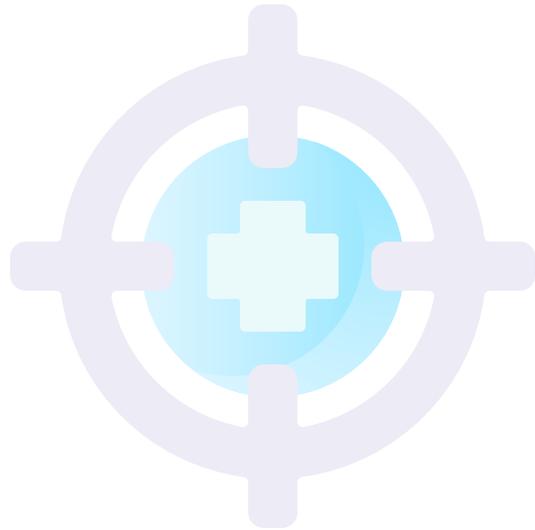


App-Savvy Wellness Conscious Individuals

- 150MM individuals (US and Europe)
- Key Pain Point: Sticking to the plan
- Key Motivation: Overall well-being and health (40%)
- Purchases: Weightwatchers (21%), Noom (9%)
- **Current solutions : fast and high drop-out rates**

Two-steps regulatory pathway

Full regulatory & reimbursement memo analysis completed by Veranex



**Targeted medical
claims**

1

Weight loss support – Wellness (no MDR required)

Reimbursed through already existing consultation billing code with ROI demonstration to health insurers

2

Combination therapy with GLP-1 – Class 2a

Use to potentialize GLP-1 effects and diminish the minimum drug quantity to complete the program, reimbursed through our own billing code (2027)

Competitive landscape

Conventional approaches, including diet, program & online coaching shows a **90% failure rate...**



Acquired by Medtronic

Differentiator:

Modify behaviors	✓		✓		The only app targeting the Brain's Reward System, the root-caused of consumption
Low-discipline or effort required	✓			✓	Users are asked to play mobile games designed to change unconscious decision
Sustainable outcomes	✓				The only app with scientific evidence proving permanent outcomes for 6 months +
Short-term outcomes	✓	✓	✓	✓	The only app allowing to see outcomes after only 5 days into the program
Nb. of active users:		~8.1Mio	~30Mio	~5.2Mio	
Monthly revenues:		~68 Mio	~500 Mio	~12.8 Mio	

USP: Brain disassociation to energy-dense food – Users play our games, unaware their consumption behaviours and preferences are being replaced by healthier choices, without conscious efforts.

Management team



Frederik Plourde
CEO & Co-founder

Serial entrepreneur - Co-founder at Statera Medical & Axya



Lucas Spierer
CSO & Co-founder

Clinical Neuroscientist – Head of neurorehab. lab at Freiburg University



Dan Bourquin
CTO

Professional-level game developers, 10+ years in Unity game development



Simon Krieg
Games Art Director

MSc in concept art - 10+ years in the animation industry



KOLS



Dr. Jardena Puder
Head of Diabetes and Pregnancy endocrinology



Dr. Zoltan Pataky
Director WHO, Strategies for Chronic Disease



Prof. Bogdan Draganski
Head of Center for cognitive disorders



Prof. David Sander
Head of Interfaculty Center for Affective Science



Team



Michael Schmutz
Lead Software Developer

Ex-Amazon. 10+ years of cloud-based soft. development



Maggie Mis
Operations Lead

Ex-GSK. 15+ years in the pharmaceutical industry



Maurizio Rigamonti
Senior Game Developer

Professional-level game developers, 20+ years in Unity game development



Malika Tapparel
Science Director

Ph.D in Neuroscience: 4+ years of AI in behavioral changes



Hugo Najberg
Clinical studies lead - UNIFR

PhD in psychology and neuroscience



Jimena Monroy
Medical Affairs and Customer Insights Lead

Ex-Nestlé. 10+ years of digital marketing

Business Advisors



Sinan Yuksel
Board member - Strategist

Brand Director at Bayer



Ceyda Gunaslan
GTM & D2C Advisor

Europe Director at Proctor & Gamble



Nicolas Loeillet
Insurance Advisor

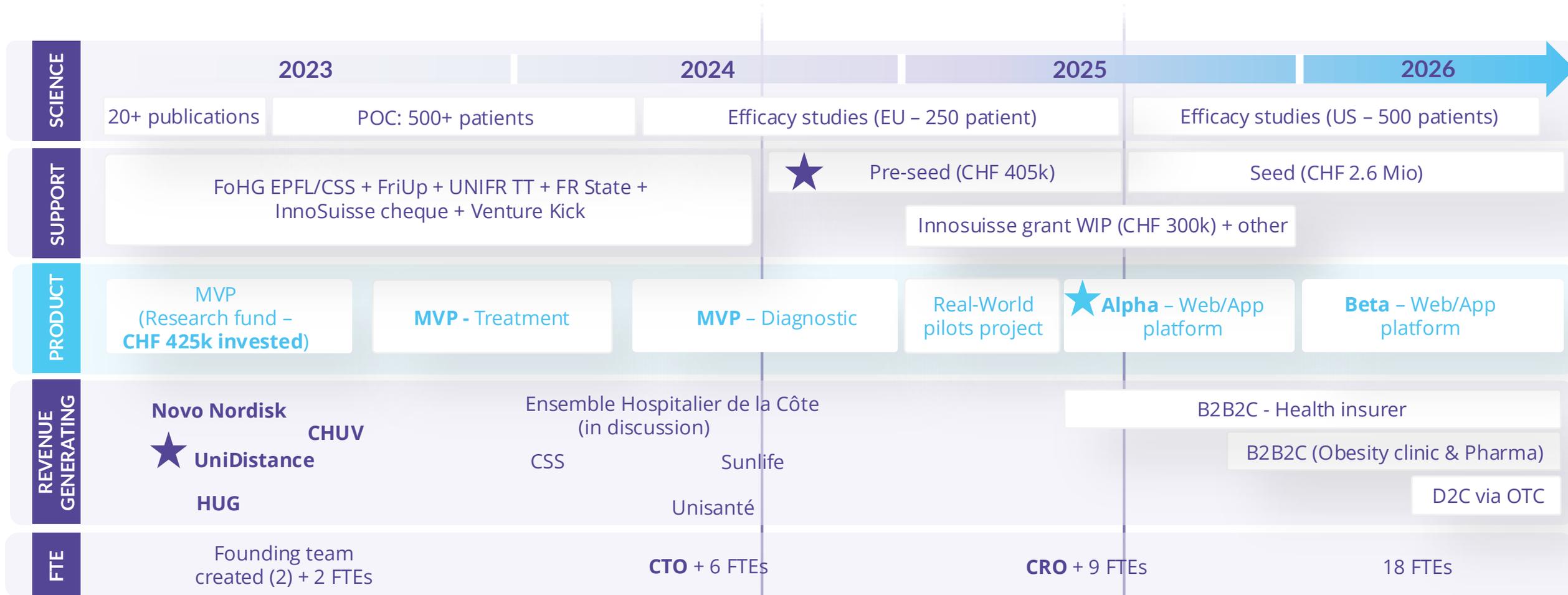
Corporate Services at CSS



Mischa Perrenoud
Financial & M&A Advisor

Partner at TCFG

Milestones & roadmap



Traction:

- Paying academic clients
- POC validation
- Private investors
- IP in EU & US

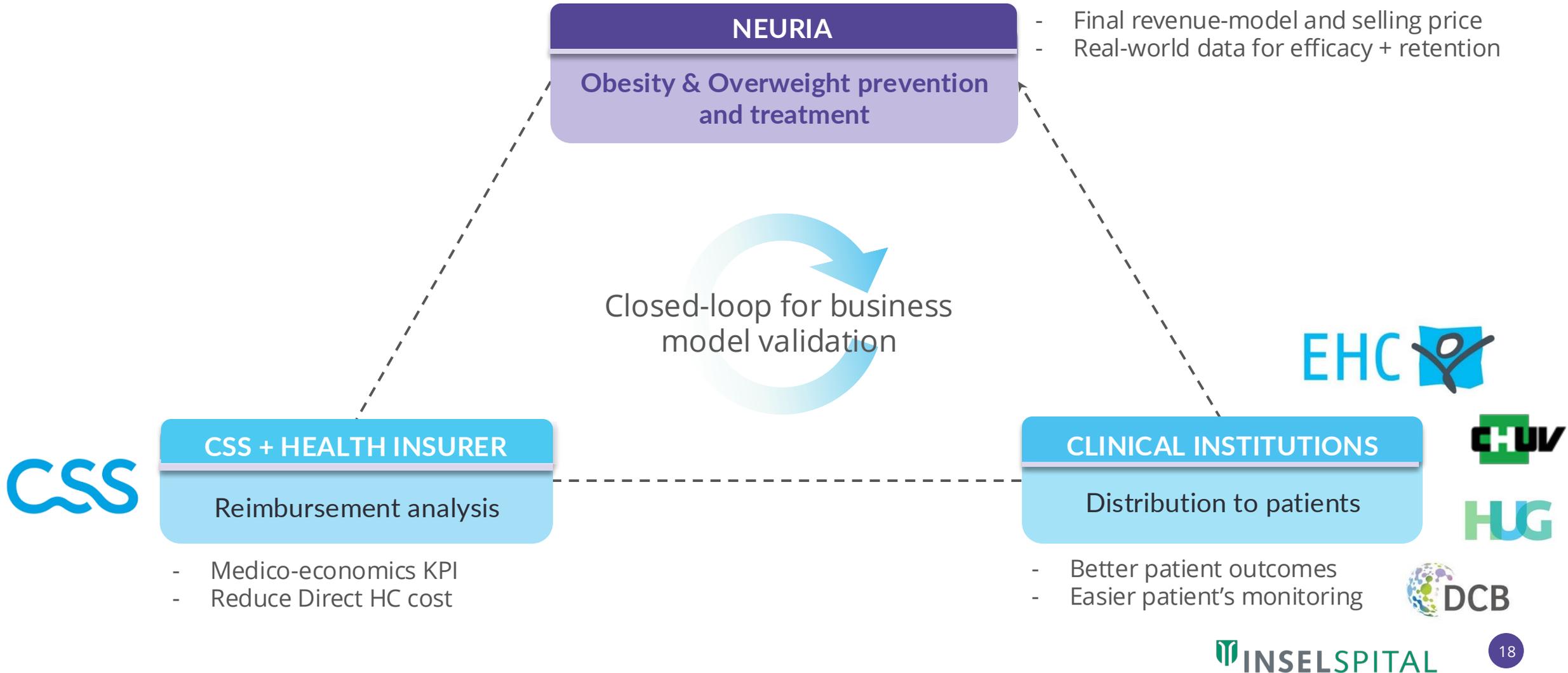
Traction:

- App beta version
- Paying B2B users
- Distribution partners in US
- Pre-commercialization ready

Progressive worldwide distribution (2025-28)



B2B Pilot-project phase in-process



Urgency of Obesity drugs problem (GLP-1)

CSS direct healthcare cost for Wegovy (Internal source)

- The Wegovy has cost CSS CHF 35 million per year since March 2024 only. (CSS has 18% of the market in Switzerland)
- It is estimated that Wegovy alone will cost 300 million in Switzerland only in 2024 (all insurers)
- That's CHF 2,500 per patient per year
- Treatment is for life...

→ Neuria is needed to make GLP-1 treatment permanent, otherwise, it's a infinite money pit

Growth and Revenues



	2024	2025	2026	2027	2028
HCP Partners	5	27	150	1k	2k
Subscriptions	N/A	2.5k	164k	311k	885k
Pharma	N/A	N/A	N/A	MDR Granted	1
REVENUES	CHF30k	CHF120k	CHF5'707k	CHF17'584k	CHF44'526k

PAYING CUSTOMER
(MVP sales):



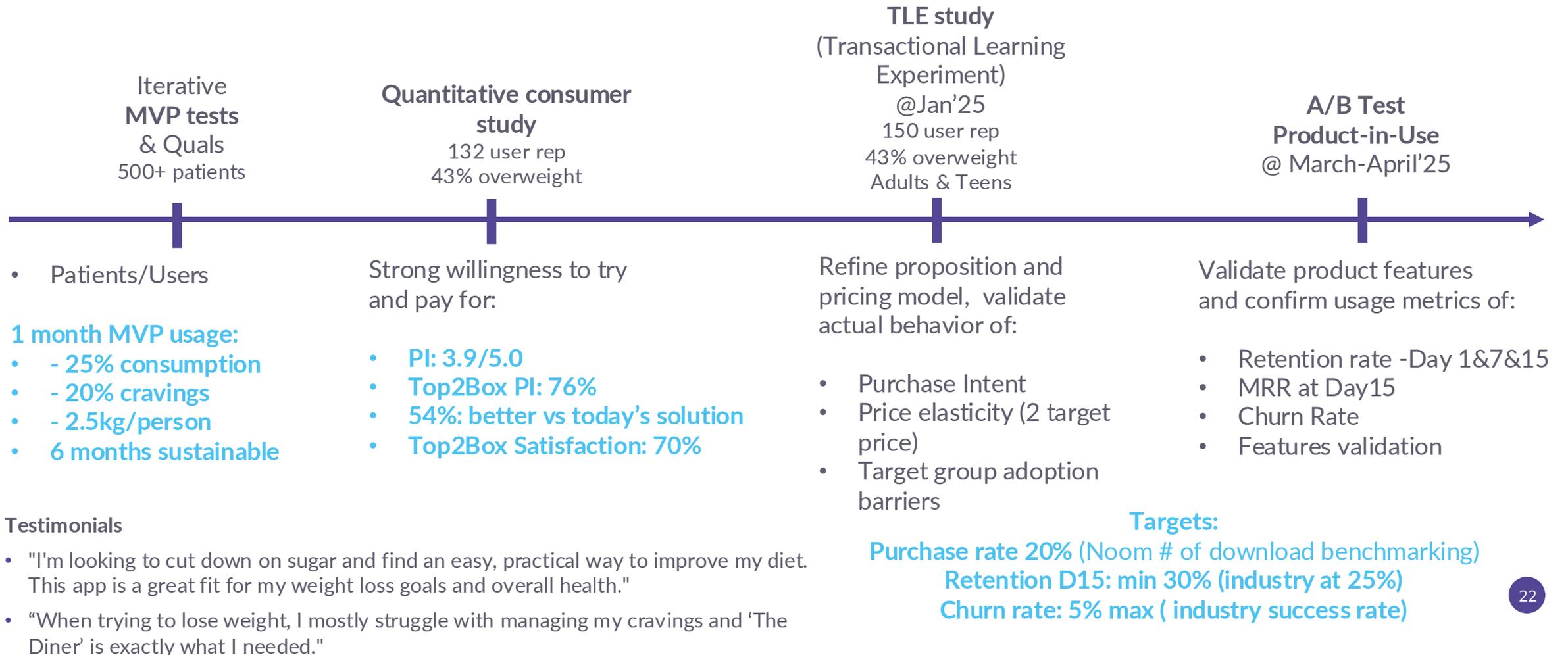
Current Sales Pipeline – Nutrition only

Institutions	Customer Type	CRM Stage	CHF/Month	POC Users	Potential Users	Est. Rev. 1 year	Prob %	Est. Close Date
CSS	INSURERS	PoC	80	50	15k	CHF14 Mio	60%	8.2026
Sunlife		Prospects	80	500	45k	CHF43 Mio	30%	9.2026
Amazon EBP		Prospects	80	400	35k	CHF33Mio	30%	6.2026
POET Group	Obesity Specialists	PoC	60	50	350	CHF252k	60%	6.2025
UPDLF		Prospects	60	150	20k	CHF14,4Mio	60%	3.2026
EHC		PoC	60	50	500	CHF360k	60%	8.2025
Knownwell		PoC	60	150	2k	CHF1,4Mio	50%	3.2026
UCSF		PoC	60	300	5k	CHF3,6Mio	30%	8.2026
Inselpital		PoC	60	200	1,5k	CHF1Mio	480%	11.2025
UniSanté		PoC	60	150	800	CHF576k	50%	4.2026
Fribourg Hospital		PoC	60	50	250	CHF180k	60%	11.2025
CHUV		Licenses	60	200	1k	CHF720k	60%	5.2026
HUG/UNIDIST		Licenses	60	200	1,5k	CHF1 Mio	50%	5.2026
Novo Nordisk	Pharma	Prospects	80	80	100k	CHF96 Mio	30%	2.2028
TOTAL:				2,530	227k	CHF210 Mio	CHF52,7Mio	Adj. 25% Retention (~4 Months Usage)

Product Market Fit

WHAT WE KNOW

WHAT WE WILL LEARN



Positive Impact & Medico-economics

1. Example of calculation for Swiss health insurance (CHF)

- 42% overweight/obese patients, CHF 8Bn/y cost¹
- Insurance group with 5% of the population (190k patients): CHF 216Mio/y + CHF 108Mio/y cost



2. Health cost savings

- 20% of condition improvement in 5% of obese patients
- CHF 23Mio in DTx investment = **CHF 600Mio saved in direct health cost**

→ Extended years a QALY + Saved life: **6+ years & 10k+ saved life**

→ ROI (saving/investment): **13**

Exit strategy



Acquirers:

Prevention/Tracking
Health Insurer

Rationale:

- Savings on HC direct cost
- Prevention/tracking tool
- Supplementary portfolio exp.



Combination therapy
Pharma

- Savings on drugs cost GLP-1
- Treat more customer
- Digital portfolio exp.



Wellness/lifestyle
Weight Loss app

- Technological shift
- Attract younger customers
- Increase efficacy

Seed funding

Milestones



Value creation goals

- Beta commercial version
- Product Market fit – Paying-pilot with insurers
- Team scale-up (+6 FTEs)
- Patients' profiling – AI module
- 1 additional patent

Strategic partnership

- Distribution through weight management specialists: HUG, CHUV, Unisanté, Inselpital, Knownwell (USA), Texas Children (USA)

We Seek



Investment

CHF 2.6 Mio

- 31% R&D Salaries
- 35% Operation Salaries
- 17% Soft. Validation & Verification
- 12% Regulatory strategy & QMS
- 5% Patents fees

Non-dilutive funds: 1.1 Mio research grant
(Innosuisse + UNIFR)

Supportive scientific evidence & IP

Neuria's founders are **internationally recognized scientists** specialized in neuropsychiatric remediation, brain retraining and behavioral change interventions.



Innosuisse - Swiss Innovation Agency



Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

“Technique for controlling a Human machine Interface” patent granted in US & pending in EU

Application EP20207380.5A and US17/525,732 , Neuria has a license agreement with the University of Fribourg for an exclusive use of the IP

20+ publications (peer-reviewed)

e.g. <https://doi.org/10.1098/rsos.191288>

10+ y & CHF 2.5 Mio neuroscientific research

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