

One adapted session per day. No equipment. No decision fatigue.

A French sport-wellness app for irregular athletes and active seniors.

80%

of users abandon coaching apps within 30 days

35-65

irregular athletes & active seniors — the silent majority

0

equipment required — works anywhere, anytime

THE PROBLEM

Around 80% of users abandon coaching apps within 30 days. The dominant cause is decision fatigue: too many options, no contextual adaptation, apps that ignore fatigue, pain or interruption.

Fitness platforms either intimidate beginners or infantilize seniors. The silent majority — irregular athletes and active seniors — has no fit-for-purpose tool.

THE SOLUTION

ALVIA prescribes one adapted session per day, based on the user's sleep, energy and declared body signals.

No equipment required. No clinical claim. A wellness companion designed around regularity, not performance — and around protection, not pressure.

PROTECTIVE INTELLIGENCE — SIX MECHANISMS CODED INTO THE ENGINE

- ▶ **Pain-zone exclusion** — sessions adapt to declared body signals
- ▶ **Inactivity detection** — empathetic, guilt-free re-engagement
- ▶ **Guilt-free pause** — interruptions normalised, never penalised
- ▶ **Safe return protocol** — gradual restart after any break
- ▶ **Overtraining safeguards** — non-overridable, by design
- ▶ **Contextual equivalences** — effort load adjusted to context

WHO WE SERVE

- ▶ **Irregular athletes 35-50** — getting back in shape, between life constraints
- ▶ **Active seniors 50-65** — aging well, staying autonomous, non-medical positioning

ROADMAP

- ▶ **Phase 1** — B2C launch Q4 2026
- ▶ **Phase 2** — ALVIA PRO (physiotherapists, sports practitioners)
- ▶ **Phase 2** — ALVIA QVCT (corporate wellness, anonymized cohort dashboards)

WHAT WE OFFER

A daily prescriptive sport-wellness coach with built-in protective intelligence — for the silent majority left behind by performance apps.

Demo live at alvia.ovh.

WHAT WE SEEK

- ▶ Distribution partners (insurers, mutuals, corporate wellness, senior services)
- ▶ EU pilot opportunities — B2C and corporate wellness
- ▶ Strategic partnerships in active aging and preventive health