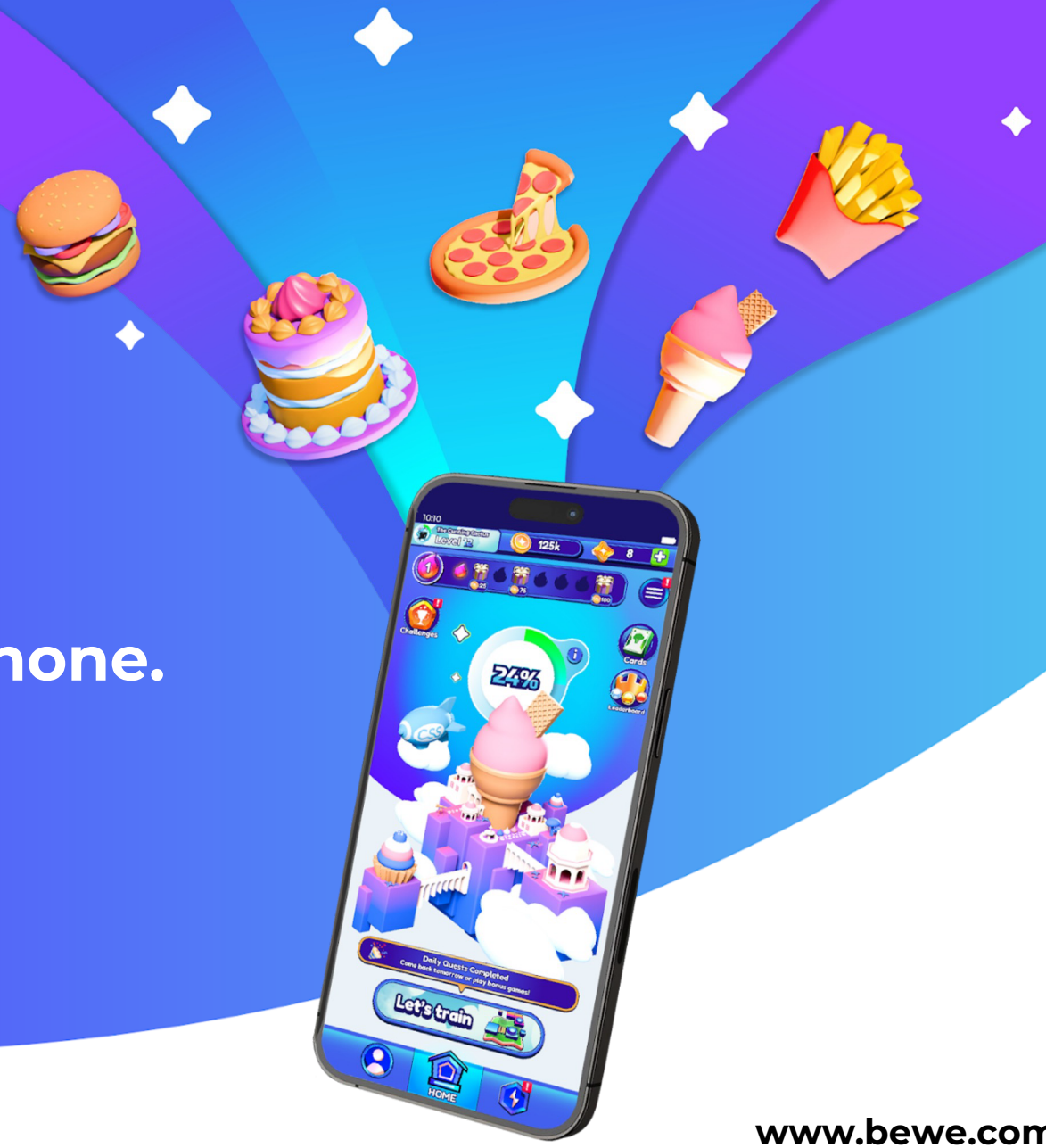
bewe

Brain plasticity for better metabolic health, on your phone.



Frédérik Plourde
CEO & Co-Founder

www.bewe.com

Company Background

		Additional Information
Name	Bewelab SA	Bewe™
Year Founded	2023	Started commercial ops. 4-months ago
Location	Fribourg, Switzerland	Translational science with our own private/public research lab at Medicine section of UNIFr
Founders	2	M.Sc Frédérik Plourde, serial healthcare entrepreneur Prof. Lucas Spierer, Top 10 Europe best Neuroscientist
FTEs	15	8 Switzerland, 6 Philippines, 1 Spain
Total Funding (VC)	CHF 1.87 Mio	Arcanys Venture, Kick Fund, Biopole Fund, SICTIC & BAS
Total Grant	CHF 1.7 Mio	Research fund in-progress: Swiss National Science Fondation grants #175469; 156854 & InnoSuisse grants #63823.1, 65967.1
Commercial	Pre-Revenues	11k+ users – Live in the U.S., Switzerland and BENELUX
IP	2 Patents	Human-computer interface, Multi-Sensor calculation profiling

Why is obesity hard to solve?



Reward System Hyperactivity: Unaddressed

Global Crisis

Metabolic Diseases:
1 in every 3 death globally

75% caused by eating habits & overcomsuption



US[1] pop.



(1) https//www.cdc.gov/nchs/fastats/ obesity-overweight.html

Clinically Proven App



5-8 min/day

30% **Reduction** in consumption[1]

21% **Food Noise** diminution[2]

50% **Decrease** in early diet failure[3]

1. Najberg et al, 2024, n=140 (cravings modification); 2. Najberg et al. 2021, n=90; 3. Najberg et al. 2023. n=240 (unhealthy food valuation & consumption reduction)

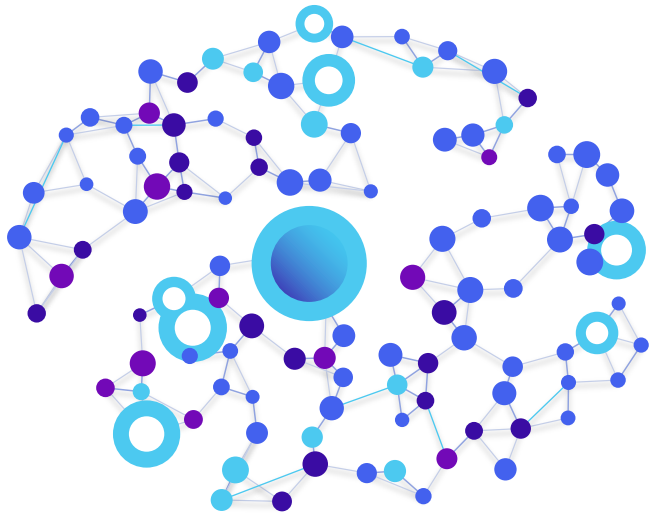
Digital twin of the reward system

EAT
food intake & timing

BUY
consumption & purchase signals

LIKE
implicit preference (game data)

DRUG RESPONSE*
molecule-level reward reactivity



Reward-circuit digital twin

MSI inference model · **2 patents**

RECOMMENDATIONS
Over-valued items and personalised weakness

RISK FORECAST
Disease (NCDs) prediction

CLINICAL SIGNAL
Treatment indication and decision support

6500+ patients treated

Behavioral impact: 28% - 55% direct intake Reduction

User feedback: 30% of users eliminated cravings

Retention: 80% adherence, effectiveness in 95% pop.

Real-life data



Johnson & Johnson

Salinas Valley HEALTH

VIVA

CSS

Stanford University

EHC

VISANA

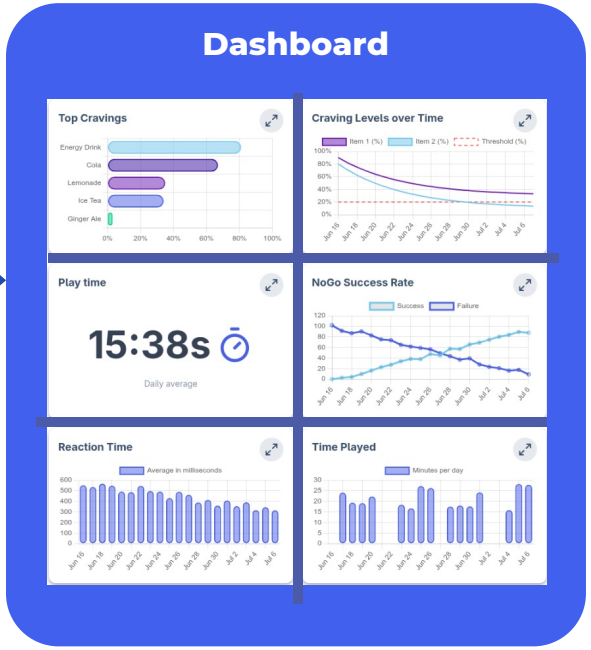
RHNe Réseau Hospitalier Neuchâtelois

To global adoption

First AI-Driven Food Noise Monitoring



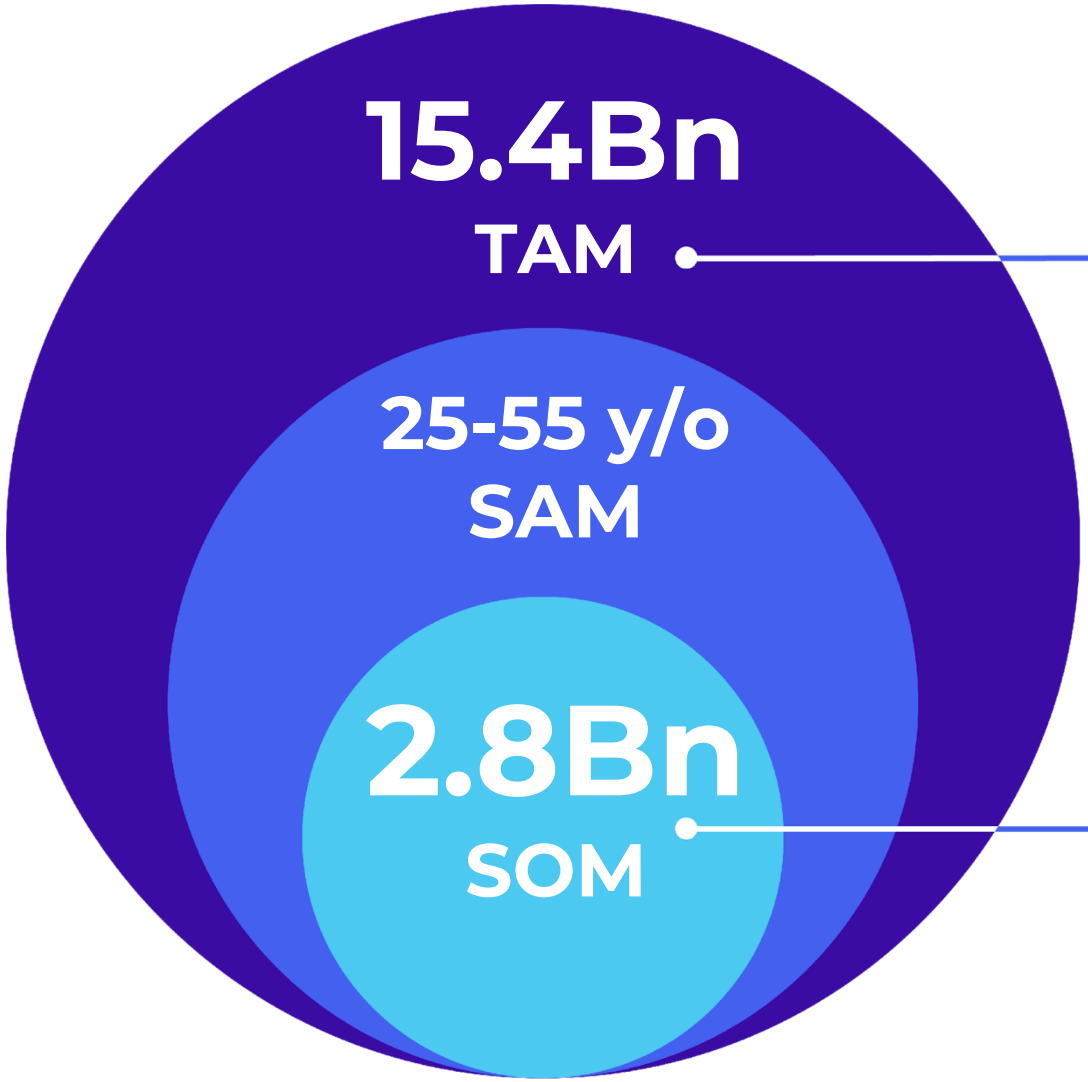




Psychological & Social causes of bad eating habits

Weightloss market – Unmet need

USA



43Mio weight loss app users

Spent ~360.- / year

63%

Reward system hyperactivity condition
Real-life data. n=1900

Revenue Model

1. Insurer



VISANA · groupe mutuel · CSS

Buy license packages and distribute to insurees

OR

Reimburse 1-3 mo.

(CHF 45/mo.)

2. Clinic



EHC · Salinas Valley HEALTH · RHNe Réseau Hospitalier Neuchâtelois · VIVA

Buy platform access to distribute and monitor patients' progress

(CHF 10k/y.)

3. Distributor



sweatcoin · Johnson & Johnson · LEALY LIGHTER LIVING

Other health app distribute or recommend Bewe

(CHF 10 to 50/mo.)

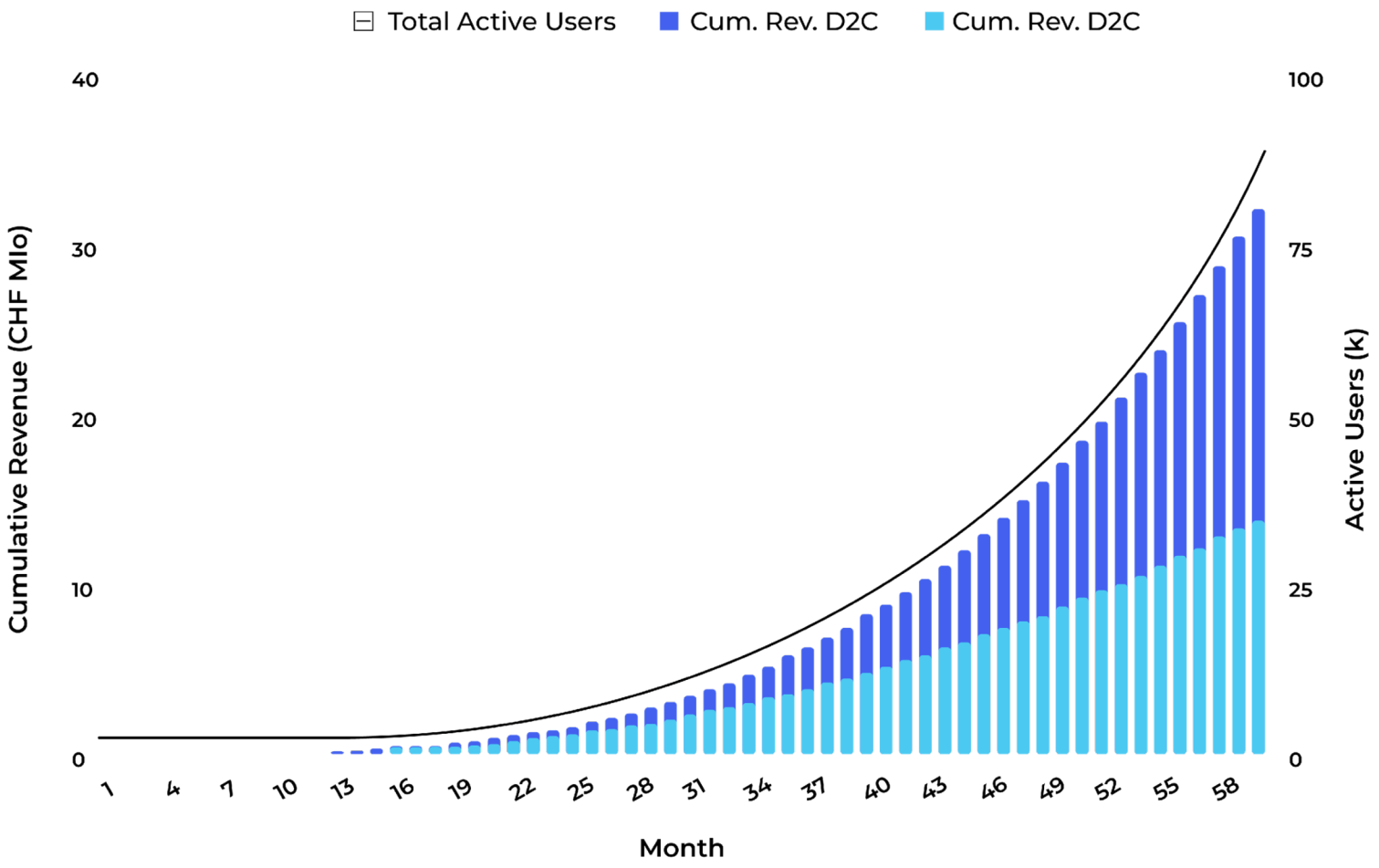
Schreiber · novo nordisk

4. Data Monetization

Pharma & Nutrition for food R&D, neuro-marketing or higher compliance

Revenues projection

Cumulative Revenue & Active Users



CHF 100k MMR Q2–2026
D2C sales to surpass B2B sales in 2028

100k DaU
1 Mio MRR by 2028

CLTV/CAC
Ratio from 2.1 in 2026 to 3 in 2029

CLTV: B2B=Fr. 360 & D2C=Fr. 63
through new verticals & AI-personalization

Competitive Landscape

Conventional approaches show a 90% failure rate

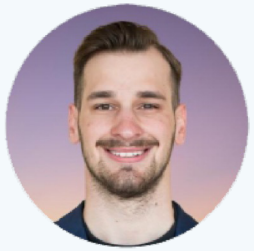
	bewe	NOOM WEIGHT	WeightWatchers	nutrino
Behavior modification	✓	✓		
Not reliant on self-control	✓			✓
Sustainable outcomes	✓			
Short-term outcomes	✓	✓	✓	✓
Nb. of active users:	13,5k	50Mio	8.1Mio	5.2Mio
Monthly revenue:	30k	41Mio	5.7Mio	1Mio
Reimbursement:	35 CHF	45 CHF	Discount Only	N/A
Monthly pricing:	10-45 CHF	63 CHF	36 CHF	N/A
Average duration:	5-60 days	10 mo.	7.5 mo.	15 mo.

Every consumer category has its platform

Metabolic health is the last unsubstantiated one

DEMAND	PLATFORM	SUPPLIER	USER	STATUS
Get from A to B	UBER	Driver	Rider	Won
Listen to anything	SPOTIFY	Artist	Listener	Won
Lose weight, eat well	NOOM	Coach + GLP-1	Patient	Partial — drug-led
Metabolic health	**BEWE**	Clinician	Consumer	**Open**

Leadership team



Frédérik Plourde
CEO & Co-Founder
M.Sc

Statera Medical · Axya · ANTLER



Prof. Lucas Spierer
CSO & Co-Founder
Prof. Ph.D

UNIFR · CHUV



Dan Bourquin
CTO
M.Sc







Dr. Malgorzata Miś
Head of Operations
Ph.D

Pfizer · GSK

Clinical Advisors



Dr. Jardena Puder
Head of endocrinology

CHUV



Dr. Joanna Oppenheim
Director of Lifestyle and Metabolic Program

Salinas Valley HEALTH



Prof. Bogdan Draganski
Head of Center for Cognitive Diseases

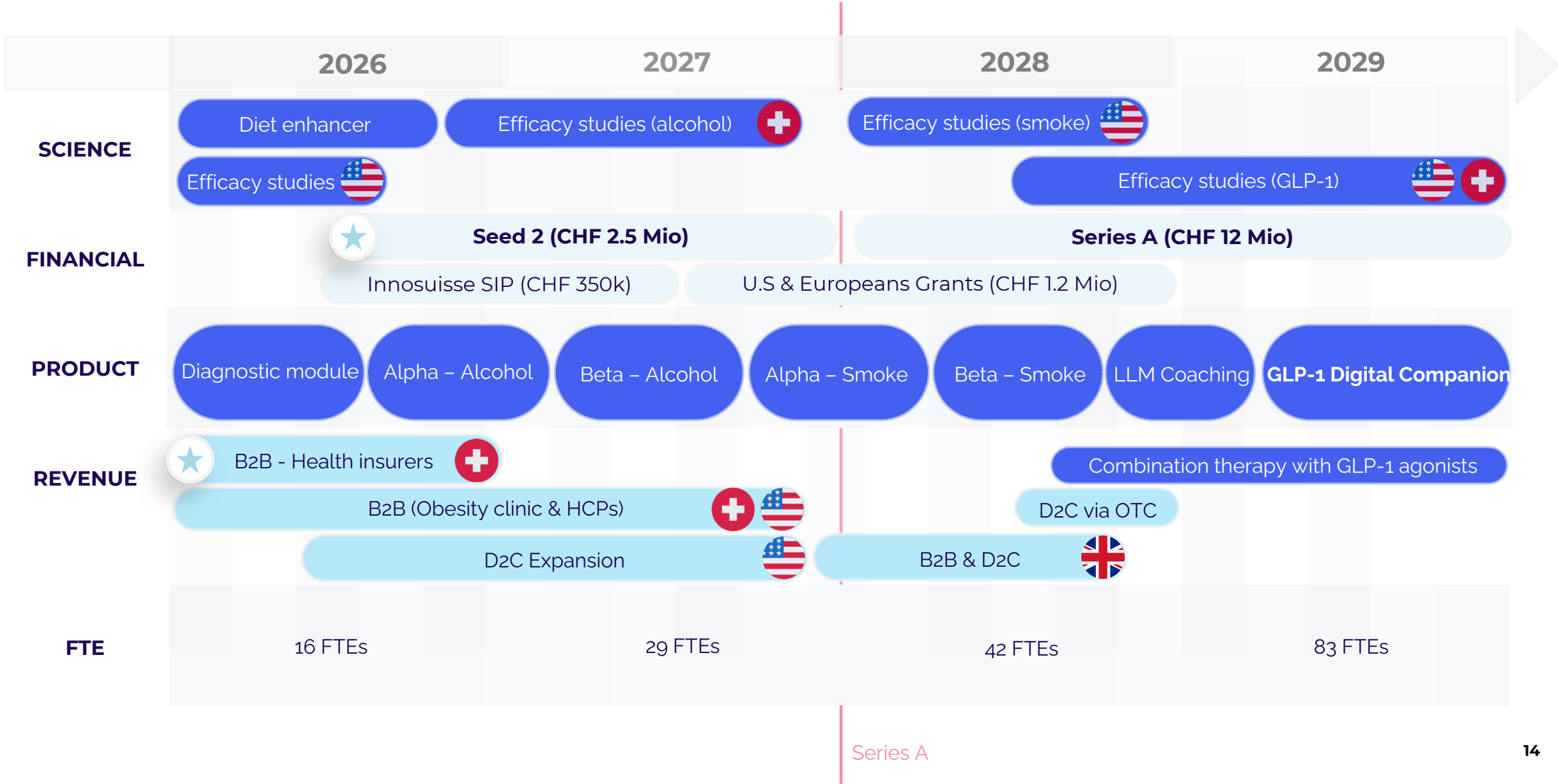
INSELSPITAL



Prof. David Sander
Head of affective Science

HUG

Roadmap


2026
2027
2028
2029
SCIENCE
Diet enhancer
Efficacy studies (alcohol)
Efficacy studies (smoke)
Efficacy studies
Efficacy studies (GLP-1)
FINANCIAL
Seed 2 (CHF 2.5 Mio)
Series A (CHF 12 Mio)
Innosuisse SIP (CHF 350k)
U.S & Europeans Grants (CHF 1.2 Mio)
PRODUCT
Diagnostic module
Alpha – Alcohol
Beta – Alcohol
Alpha – Smoke
Beta – Smoke
LLM Coaching
GLP-1 Digital Companion
REVENUE
B2B - Health insurers
Combination therapy with GLP-1 agonists
B2B (Obesity clinic & HCPs)
D2C via OTC
D2C Expansion
B2B & D2C
FTE
16 FTEs
29 FTEs
42 FTEs
83 FTEs
Series A

Vision for new horizons

Foundation Pfizer
Research Prize



Awarded 2026
Pfizer Research Digital Health

① **Urgency – Obesity cost to health insurers**

1. $233Bn in 2024 in U.S.

2. ~25% non-responsive GLP-1 users

② **Data ecosystem – Digital Biomarkers**

2 patents for digital & AI-personalized interventions – 10 years of brain training expertise (know-how)

③ **Addiction vertical expansion (smoking, alcohol & drugs)**

Our core mechanisms adapt across multiple addiction verticals

Swiss National Science Foundation

Innosuisse - Swiss Innovation Agency

Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

1.5Mio Research fund in-progress

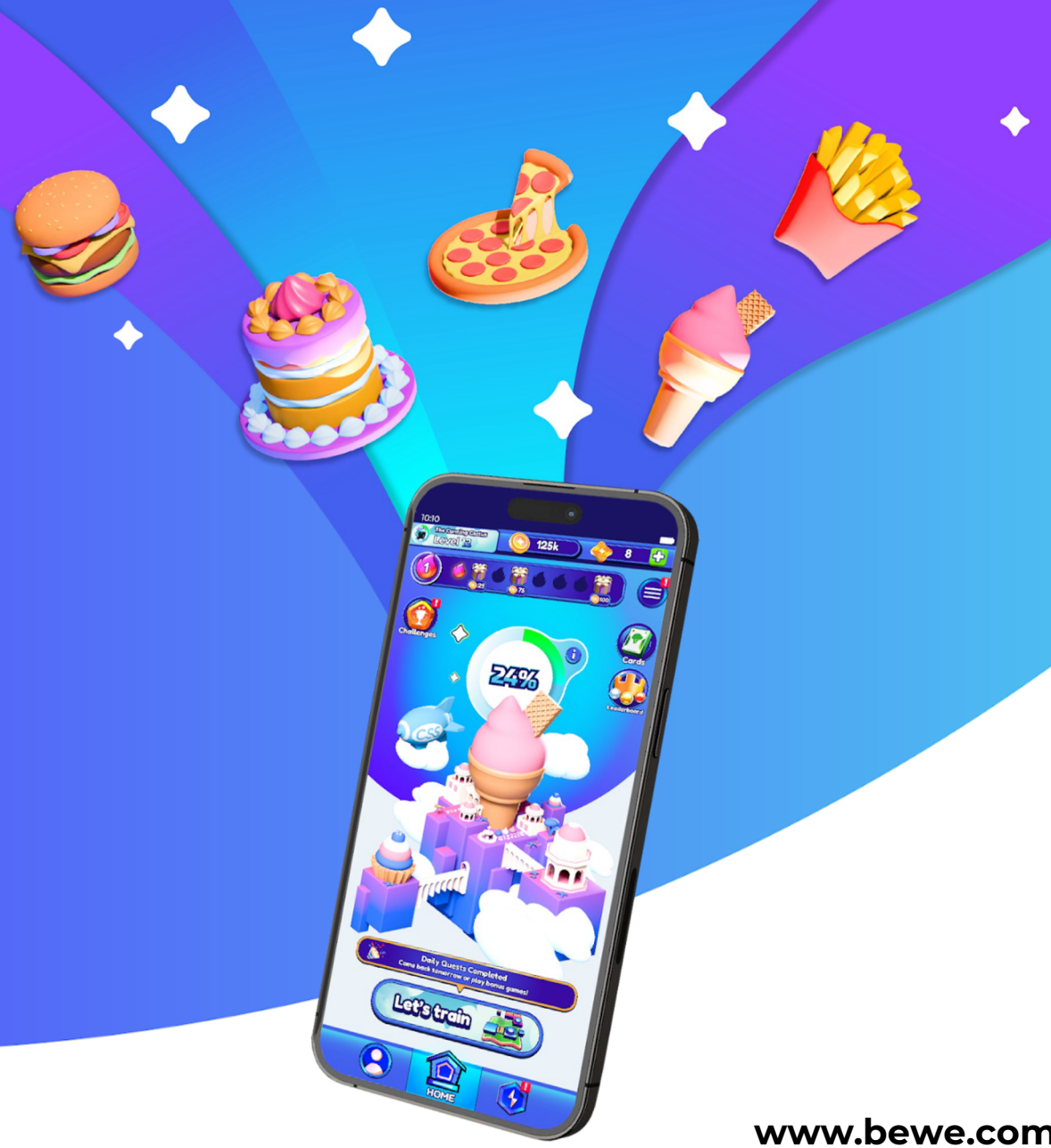
Swiss National Science Foundation grants #175469: 156854 & InnoSuisse grants #63823.1, 65967.1

bewe

Play and take back control of your health!

GET IT ON Google Play

Available on the iPhone App Store



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