



# Gia Esca

Tasteful Wellbeing.

# The problem

Lifestyle related health problems are growing rabidly.  
Over weight related diseases are biggest reason for a sick live in Finland.  
The price for Finnish society is 1,5 bill. €/yearly

**Only 5 % of people who have decided to change  
their eating habits permanently for better, succeed to do it.**

# Our solution

**A change programme on digital coaching platform.  
Easy, tasteful, personal data driven for permanent change.**

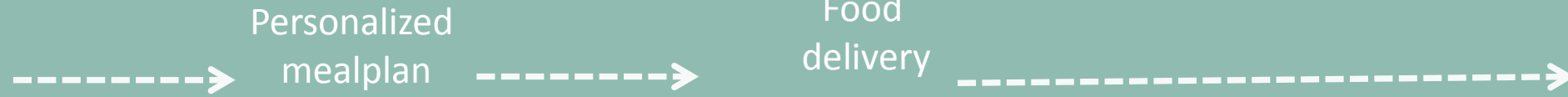
# A digital coaching platform

Personal data

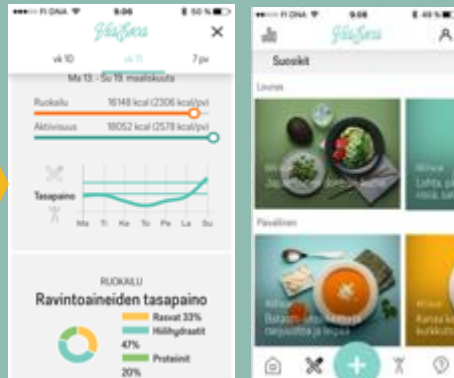
Personalized mealplan

Food delivery

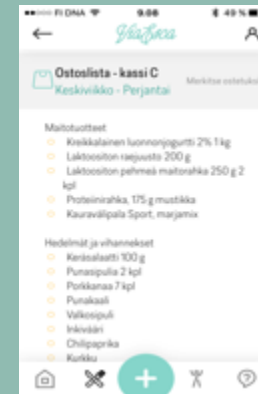
Eating coaching



Data, sleep, calories, activity



Home-delivery & shopping lists



Coaching & 21 day challenges





# Good results and satisfied end users

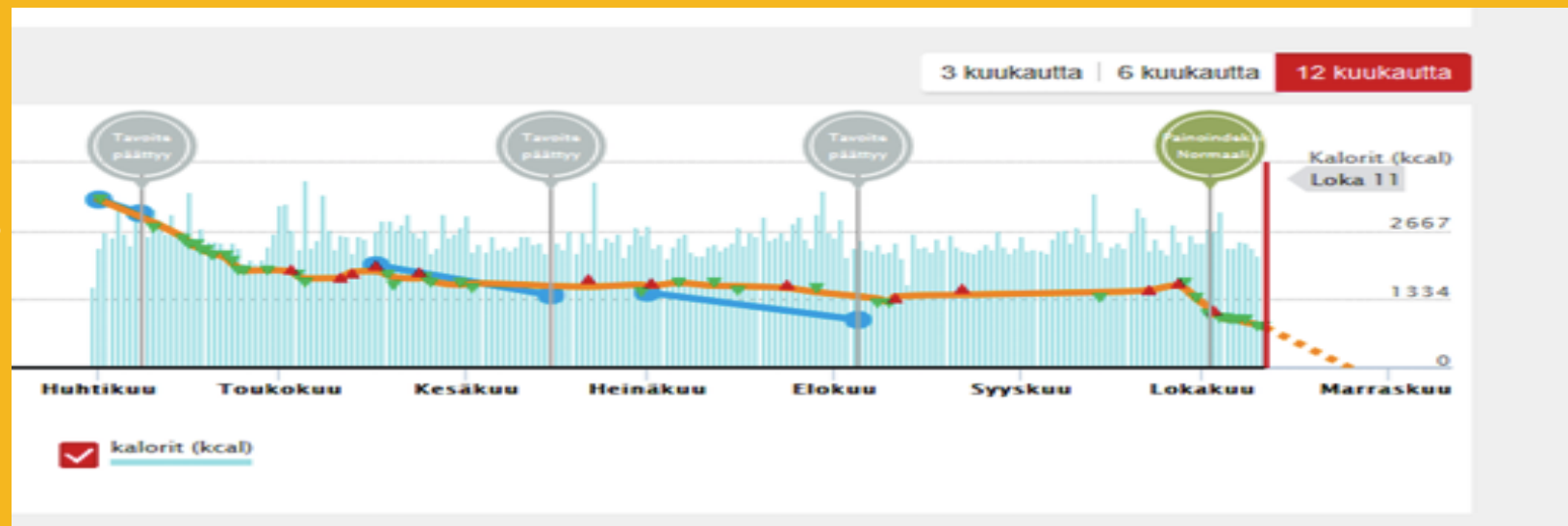
## Results:

- 70 % change eating habits permanently (after 6 months)
- After first 21 days
  - 90 % make permanent changes
  - 80 % increases their daily activity level
  - 3 - 5 kg weight lost

## Why:

- Easy & **tasteful**
- Tailored for your body
- Information and action
- Feel the effect in 21 days

Weight lost  
10 kg in 7 months

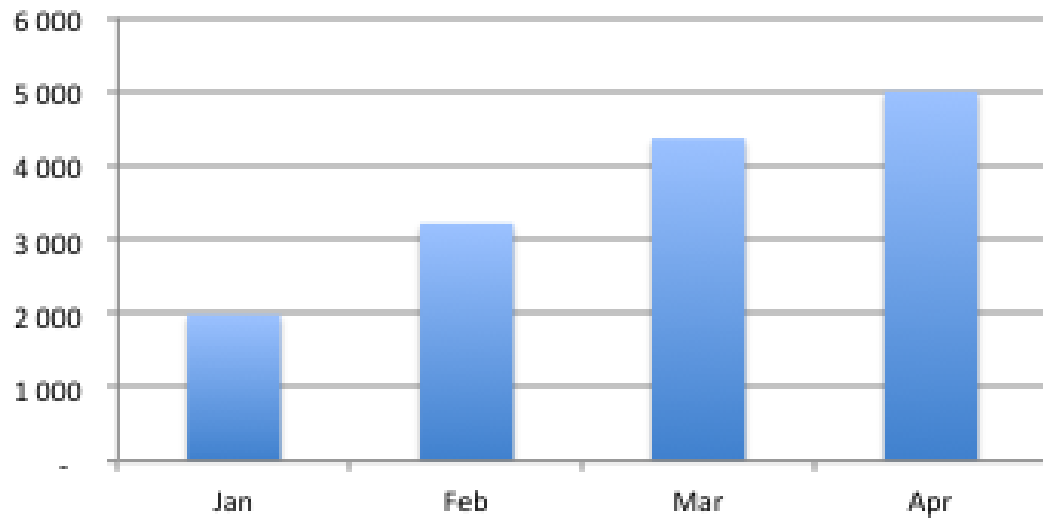


No "Jo-Jo effect"

Pilot  
Partners



## Sales 2017



## B2B customers

Primula | 1908  
EVÄITÄ ELÄMÄN NÄLKÄÄN

Atria®

Fazer

dentsu  
AEGIS  
network

Valio

## To be customers

elisa

Nordea

LÄHITAPIOLA

## Partners

HUS

POLAR®  
LISTENS TO YOUR BODY

Kauppahalli24  
luonnollisesti tuo

BECOME

Heinoal

KISKO

Yoga4u

# ViaEsca business model development

2017 Finland

Acquisition channels

Revenue model

B2B Corporate sales

200€ / 21 days starting journey

[www.viaesca.com](http://www.viaesca.com)

+ 19 €/ month  
+ food



2018-> international  
Integrated coaching platform

Acquisition channels

Revenue model

Online food retailers

10€/month/end user

Preventative health care Companies



We are looking for investors with interest for wellbeing and scalable tech know how

For the 150 000€ investment we will give out 10% share of Via Esca Oy

On top of the investment we seek for 200 000€ R&D loan from Tekes

We use the money:

- To improve the technical usability
- Marketing and sales in Finland
- Strengthen tech know-how in the team

This will lead us to be profitable in Finland and readiness for internationalization

# Contact

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