

# Vitalic



## Company profile

# Vitalic

---



Here at LongevityTechnology, we like to keep our eye on the best up and coming segments in the market. As such we have included a glimpse at Vitalic, who are currently on a mission to transition longevity from the early adopters on to a mass market through best-in-class marketing.

To make this mission a reality, Vitalic are working closely with prestigious research institutions who have 40 years plus in the industry and conducted clinical studies on specific ingredients used in their products.

“But the battle to win public understanding and approval lies not solely in the lab but in how to communicate the scientific potential with integrity and deep understanding of the broader market. Vitalic is not here to sell pills. We’re here to build thought leadership around market segments, channels to use, what to say and when to listen.”

With a background in strategy consulting and working with tech unicorns, Vitalic start with the aim of fundamentally increasing healthspan through the best methods science has to offer. They believe that the longevity industry is still in its infancy, and they have identified a major gap in how companies communicate and market scientific findings and products to the larger public.

Vitalic are here to fill that gap.

Vitalic do not simply add advisors as another white coat for their web page but actively engage with the most prominent researchers in the field to assess the effectiveness and safety of compounds as well as interventions. They state that this is being done through dedicated partnerships with researchers in both Europe and US, having

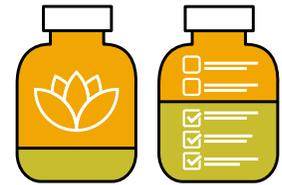
significant longevity research experience behind them.

They use these partnerships to assess the overall solution space as well as specific compounds used in their own product range. As Vitalic are currently in stealth mode, the details of these products will remain confidential until launch later in Q2 2021.

Manufacturing details also remain confidential, however, to introduce longevity to broader market segments, Vitalic assure us they have secured necessary production capabilities globally.

“Naturally, reaching a market leading quality through several aspects will always be a top priority. In addition, we keep operations agile enough to introduce changes to compounds and interventions as science progresses.”





## Flagship Product: Target Hallmarks of Aging

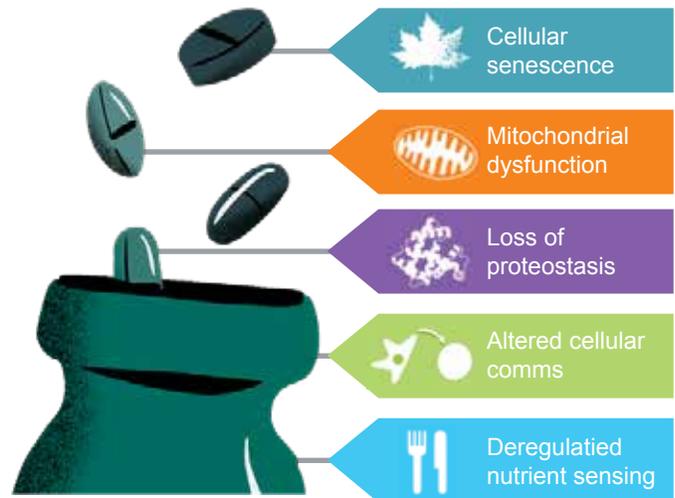
Vitalics' first product will impact cellular senescence, mitochondrial dysfunction, loss of proteostasis, altered cellular communication and deregulated nutrient sensing.

## Flagship Product Deep-Dive

### Flagship Product: Product Description

To be released during launch later Q2 2021.

Vitalic will be launching a distinctive longevity flagship product, with separate additional products targeting specific use cases. They hope to target on long term actual longevity while recognising and balancing the perceived value in healthspan. They strive to be the most effective solution for longevity and healthspan and believe given the composition of their selected ingredients that they will reach this target.



### Flagship Product: Pre-clinical and clinical Studies

To be revealed post-launch.

### Flagship Product: Ingredients and Dosage

To be revealed post-launch.

### Flagship Product: Safety and Risks

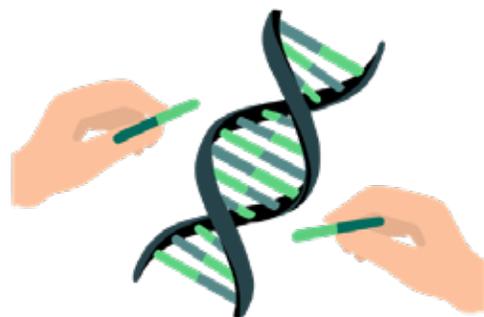
To be revealed post-launch.

### Flagship Product: Target Market

Vitalic appreciate all serious initiatives in this space, providing real science-based health solutions with integrity. It seems however that given the supplements market origination from the gym and longevity's origination from the lab, this has naturally set the tone and brand for most companies out there.

Vitalic wants to launch products built with the highest scientific rigour but do so for unserved market segments that it believes will respond to a different communication effort than seen today.

“Due to partner research, very well-founded claims can be made that are of specific relevance to certain target market segments.”





## Success Factors

### Team and Reputation

- Commercial team built around six senior experts with experience from McKinsey, Google, Zalando, Tele2 and similar. Core team cover branding strategy, product design, e-commerce, growth and analytics;
- Apart from earlier mentioned scientific partnerships, Vitalic have secured tight collaboration with major sales organisations for rapid scaling;
- Hiring process is continuous in line with scale up.

### Intellectual Property

- Given current benchmark, Vitalic believes that this product will be the most effective and comprehensive on the market yet;
- The formula details of the product will be released during launch, but the company states they have been designed using several learnings drawn from meta-studies of current research, compounds and marketing approach;
- The products are ready to launch and are awaiting last minor adjustments based on pre-launch market testing;
- The company is currently in discussions regarding research priorities. It is keen to understand market dynamics deeply prior to setting a research course;
- Products designed to avoid being static but rather to follow current scientific progress and be updated accordingly.

### Funding

- Funding secured for product launch and development phase. Additional funding pledged from multiple investors;
- Investors and projected growth currently confidential due to “Stealth Mode”;
- Investment round post launch to be launched for closed investor network currently supporting the launch. These funds will be dedicated to pure sales generating marketing & PR, and setup that allows for efficient capital deployment onto measurable sales activities where KPIs are tracked on a day-by-day basis to optimise growth;
- A key challenge for the company will be finding exceptional top tier talent as it expands, but a challenge that the management team look forward to;
- Opportunity for growth: a doubling of certain product segments provides an obvious short-term opportunity where several market segments remain unserved. Mid and long term though, the key will be to package longevity to be understood and accepted by a broader audience;
- Key metrics focused on by management team: recruitment and retention of exceptional talent as well as Customer Acquisition Cost (CAC) and customer satisfaction (Churn).



# About us

**The report has been produced by the Market Intelligence Unit of LongevityTechnology – the number one online destination for daily news on the growing longevity market.**

As a brand of First Longevity Limited, we bring together innovators and investors to commercialise the companies that will form the longevity economy.

There are already 100+ rejuvenation biotechs working on unique therapies and building R&D pipelines to increase healthspan and lifespan.

At the same time, all around the world, innovators are releasing nanobots, reprogramming nerve signals and applying AI to create exciting and scalable contributions to human longevity.

As a team we look beyond rejuvenation therapies to embrace other technologies that participate in the longevity investment category: agetech, xenotransplantation, biomarkers, AI, bioprinting, neuroceuticals, GRAS supplements ... over the coming period we will be publishing regular reports.

There are multiple technologies that contribute to the reduction of morbidity and the extension of lifespan: they will provide investors and innovators with both risks and returns. We're here to help analyse, report and educate.

You can find information about our next reports by visiting: <https://longevity.technology/product-category/analysis/>





**We bring together innovators  
and investors to commercialise  
the companies that will form  
the longevity economy.**

**[www.Longevity.Technology](http://www.Longevity.Technology)**

Copyright 2021 First Longevity Limited. All rights reserved. Longevity.Technology and its associated logo is a trademark of First Longevity Limited and the subject of trademark applications or registrations in various countries around the world. All other trademarks are the property of their respective owners.

Disclaimer: First Longevity Ltd publishes market research reports on various industry sectors. All reports purchased via the website, email or over the phone are subject to the following disclaimer. A purchase automatically indicates acceptance of the disclaimer. The information on this document is provided for information purposes only. It does not constitute any offer, recommendation or solicitation to any person to enter into any transaction or adopt any investment strategy, nor does it constitute any prediction of likely future movement in market activity or timing. Users of this document should seek advice regarding the appropriateness of investing in any securities, financial instruments or investment strategies and should understand that statements regarding future prospects may not be realised. Opinion and estimates are subject to change

without notice. We, at First Longevity, gather information from various sources such as face-to-face interviews, paid databases, annual reports, surveys and media releases. This information is collated in good faith and used on an as-is-and-as available basis by us. Our reports should only be construed as guidance. We assert that any business or investment decisions should not be based purely on the information presented in our reports. We will not be responsible for any losses incurred by a client as a result of decisions made based on any information included in the reports. We do not guarantee or take responsibility for the accuracy, completeness, reliability and usefulness of any information. In many cases, the opinion expressed in the reports is our current opinion based on the prevailing market trends and is subject to change. The information provided by us is for the sole use of the authorised recipient(s). No part of the information or service may be duplicated or transmitted in any manner or by any medium without prior permission from First Longevity. Any such act will be considered as the breach of the multi-user licence under which the report has been purchased.