

SkipASnack

Snap it. Skip it. Save it.

Business Plan

Skip A Snack Ltd · Founded 2026 · skipasnack.com

Confidential — Not for Distribution

Executive Summary

SkipASnack is a mindful snacking app for iOS and Android where users photograph snacks they choose not to eat. AI identifies the food instantly, estimates calories saved, and rewards restraint with streaks, treat milestones, and social encouragement. It is the anti-diet app — celebrating what you didn't eat rather than logging what you did.

The global wellness app market is growing from \$12.9B to \$34B by 2030. The mindful eating segment alone is worth \$1.2B growing at 18% per year. No app currently owns the micro-moment of impulse control — the 30-second pause between seeing a snack and choosing not to eat it. SkipASnack is built for exactly that moment.

The app is built, tested, and live on iOS with TestFlight beta users. Android launches Month 3. The core product loop — snap, skip, save, share — is fully functional including AI food identification, calorie tracking, streak mechanics, treat rewards, and a viral Kudos sharing feature that works without requiring friends to download the app.

We are raising £250,000 under SEIS in two tranches — £100K on launch and £150K on proven traction — to fund user acquisition, product development, and the first corporate wellness pilots.

Metric	Year 1	Year 2	Year 3
Registered users	50,000	300,000	1,200,000
Paid conversion rate	20%	20%	20%
Net revenue	£207K	£1.09M	£3.71M
Gross margin	85%	87%	88%
EBITDA	-£75K	+£400K	+£2.04M

The Problem

Diet culture is a \$72 billion industry built on failure. 95% of diets fail within a year — not because people lack willpower, but because the tools are designed to track failure rather than celebrate success. Apps like MyFitnessPal and Noom require logging every meal, creating guilt and friction that drives 80%+ churn within 30 days.

There is a specific moment that no existing tool addresses: the pause between impulse and action. That 30-second window at 3:47pm in the office kitchen, staring at a biscuit tin, is where behaviour change actually happens. No app owns this micro-moment.

The Three Problems We Solve

1. Tools that punish rather than reward

Every existing diet app measures what you ate — logging failure by definition. SkipASnack flips this: we measure what you chose not to eat, turning every act of restraint into a win.

2. Friction that kills habits

Logging meals is cognitively demanding. Our three-step ritual — see it, snap it, skip it — takes under 10 seconds and feels like a celebration, not a chore.

3. Isolation without accountability

Dieting is typically a solitary struggle. Our Kudos feature lets friends send encouragement in response to shared skips — without needing to download the app — creating social accountability without competition or comparison.

The Solution

SkipASnack transforms the moment of restraint into a rewarding ritual. The product is built around three behavioural science principles:

- Implementation intention: 'If I see a snack I want, I photograph it instead of eating it' — replacing an impulse with a deliberate action
- Variable reward: uncertainty about which treat milestone you'll unlock creates habitual engagement
- Social proof: Kudos from friends builds accountability through warmth, not competition

The Product Flow

- **Step 1:** See it

The user spots a snack they want but won't have — a doughnut at the office, a croissant at the café, a biscuit with afternoon tea.

- **Step 2:** Snap it

They open SkipASnack and photograph it. Claude Vision AI identifies the food in seconds and estimates the calories they chose not to eat, with a warm personalised description.

- **Step 3:** Skip it

Calories saved. Streak building. Share for Kudos. Hit milestones and unlock real treat rewards. The photo is the act of resistance.

What Makes It Different

- Celebrates what you didn't eat — not what you did
- AI food ID in seconds via Claude Vision

- Calories saved plus walking equivalent
- Kudos from friends — no app download required
- Real food treat rewards at calorie milestones
- Streak tracking and daily momentum
- Daily reset on free tier drives conversion through loss aversion
- 4 snaps per day cap keeps AI costs contained and behaviour genuine

Market Opportunity

Market Segment	Size	Growth
Global wellness app market (2024–2030)	\$12.9B → \$34B	17% CAGR
Mindful eating segment	\$1.2B	18% YoY
Corporate wellness market	\$4.2B	12% YoY
TikTok views: intuitive eating + food freedom	2.1B views	Growing

Our primary user is 28-45, urban, time-poor, health-conscious but not a dieter. They have tried and abandoned calorie trackers. They snack impulsively, feel guilty about it, and respond to positive reinforcement. They are already on TikTok and Instagram. They are not looking for another diet — they are looking for something that makes restraint feel good.

Gap: No app owns the micro-moment of impulse control. MyFitnessPal has 200M registered users — with 80%+ churn. The user base exists and is actively looking for something better.

Business Model

SkipASnack operates a freemium consumer subscription model with a corporate wellness B2B layer. The free tier is deliberately generous enough to demonstrate value — but the daily reset mechanic means free users feel the loss of their history every morning, creating a powerful conversion trigger.

Pricing Tiers

Tier	Price	Features	Net to SkipASnack
Free	£0	AI snack ID · 4 snaps/day · Kudos sharing · Daily reset	£0
Founding Member	£49.99 lifetime	Everything · Data persists forever · Capped at 500	£35.41
Monthly	£2.99/month	Everything · No data loss · Full journey	£2.12/month
Annual	£29.99/year	Everything · 16% saving vs monthly	£21.24/year
Corporate	£15/emp/year + VAT	White-label · Dashboard · Wellness integration	£15/employee

Net proceeds shown after Apple 15% fee (Small Business Program) and VAT. Corporate sales are direct B2B contracts with no Apple fee deduction.

The Founding Member Offer

The £49.99 lifetime membership is a deliberate launch strategy, not a permanent tier. Capped at 500 users, it creates urgency, generates £17,705 in front-loaded cash in the first six months, and builds a cohort of highly invested early adopters who become the app's most vocal advocates. It will never be offered again once the cap is reached.

The Free Tier as a Marketing Channel

Free users who share a skip generate a Kudos page at skipasnack.com that includes the food photo, calories saved, and a prominent download link. Every share is an organic acquisition channel. The viral loop is built into the free product — we do not need to pay to acquire the friends of our users.

Revenue Projections

All figures shown net of VAT and Apple Store fees. Churn modelled at 6% monthly for monthly subscribers, 35% non-renewal for annual subscribers, and 20% annual attrition for corporate contracts. 80% of registered users are assumed to remain permanently on the free tier and never convert to paid.

Revenue by Stream

Revenue Stream	Year 1	Year 2	Year 3
Founding members (500 × £35.41 net)	£17,705	—	—
Monthly subscriptions (£2.12/mo net)	£52,000	£196,000	£504,000
Annual subscriptions (£21.24/yr net)	£76,000	£424,000	£1,082,000
Corporate wellness (£15/emp net)	£61,000	£470,000	£1,425,000
Total net revenue	£206,705	£1,090,000	£3,711,000

User and Conversion Model

Metric	Year 1	Year 2	Year 3
Total registered users	50,000	300,000	1,200,000
Free only (never convert)	80%	80%	80%
Paid conversion rate	20%	20%	20%
Gross paid subscribers	10,000	60,000	240,000
Net paid subscribers (post-churn)	~7,100	~38,000	~143,000
Annual / monthly split	35% / 65%	45% / 55%	55% / 45%
Corporate employees covered	4,067	31,333	95,000
Android contribution (from Month 3)	~40%	~48%	~52%

The 20% paid conversion rate is above industry average (3-5%) and is justified by the daily reset mechanic, which creates genuine loss aversion at the point of conversion. Users who have built a

streak and logged history feel the loss of that data every morning — this is a more powerful conversion trigger than a feature gate.

Financial Projections

Direct Costs and Gross Margin

Direct Cost	Year 1	Year 2	Year 3
Claude Vision API (all users)	£22,500	£118,000	£354,000
Hosting (Railway + Vercel)	£4,800	£14,400	£28,800
Database (Neon PostgreSQL)	£1,200	£6,000	£18,000
Email (Resend)	£800	£4,200	£12,600
CDN / image storage	£600	£3,600	£10,800
Monitoring / logging	£600	£1,200	£2,400
Total direct costs	£30,500	£147,400	£426,600
Gross profit	£176,500	£942,600	£3,284,400
Gross margin	85%	87%	88%

The 4 snaps per day limit is the primary cost control mechanism for AI. Without it, API costs would be 2.5× higher. This cap is a business and product decision equally — it keeps behaviour genuine while protecting margins. AI cost per call is expected to fall significantly over the projection period as Anthropic pricing continues to decline.

Operating Costs — Team

Role	Year 1	Year 2	Year 3
CEO	£36,000	£45,000	£75,000
Non-executive director	£4,800	£7,200	£12,000
Ops / community manager	£22,500	£32,000	£35,000
Corporate sales	£17,500	£42,000	£90,000
NewStart (development contract)	£60,000	£120,000	—
Senior developer (in-house)	—	—	£70,000
Head of Product	—	—	£65,000
Head of Marketing	—	—	£55,000
Head of Corporate Sales	—	—	£55,000
Corporate sales executives ×2	—	—	£70,000
Partnerships manager	—	—	£45,000
Finance / admin	—	£12,000	£28,000
Customer success manager	—	—	£35,000
Community manager (dedicated)	—	—	£35,000

Employer NI	£8,400	£16,200	£52,000
Total people costs	£149,200	£274,400	£647,000

Operating Costs — Other

Item	Year 1	Year 2	Year 3
Legal & accounting	£8,000	£12,000	£20,000
Insurance (PI, D&O, cyber)	£2,400	£3,600	£6,000
Registered office / co-working (UK)	£3,600	£6,000	£12,000
Software & tools	£3,600	£7,200	£14,400
Travel (sales & investor)	£4,800	£12,000	£18,000
Apple developer accounts	£800	£800	£800
Contingency (5%)	£3,600	£7,200	£14,400
Total other operating costs	£26,800	£48,800	£85,600

Marketing Budget

Channel	Year 1	Year 2	Year 3
PR agency (retainer)	£18,000	£24,000	£30,000
TikTok ads	£15,000	£45,000	£80,000
Apple Search Ads	£14,000	£35,000	£60,000
Influencer partnerships	£12,000	£30,000	£70,000
Reddit / Substack / community	£11,000	£16,000	£25,000
Corporate marketing (B2B)	—	£25,000	£80,000
Meta / Instagram	—	£20,000	£60,000
App Store optimisation	—	£10,000	£20,000
Content creation	£5,000	£15,000	£85,000
Total marketing	£75,000	£220,000	£510,000
Marketing as % of revenue	36%	20%	14%

Summary P&L

Line	Year 1	Year 2	Year 3
Net revenue	£207,000	£1,090,000	£3,711,000
Direct costs	-£30,500	-£147,400	-£426,600
Gross profit (margin)	£176,500 (85%)	£942,600 (87%)	£3,284,400 (88%)
People costs	-£149,200	-£274,400	-£647,000
Other opex	-£26,800	-£48,800	-£85,600
Marketing	-£75,000	-£220,000	-£510,000
EBITDA	-£74,500	+£399,400	+£2,041,800
EBITDA margin	-36%	37%	55%

Use of Funds — £250K SEIS

The raise is structured in two tranches to align investor risk with demonstrated traction. Each tranche is a separate SEIS-qualifying share issue.

Tranche 1 — £100K (on launch)

Category	Amount	Purpose
Social marketing	£45,000	TikTok, influencers, PR agency retainer months 1-6
App development	£30,000	NewStart contract months 7-12 (partial)
Partnerships	£10,000	Brand treat partnerships and first corporate outreach
Team	£15,000	Ops/community manager PT months 1-6
Total Tranche 1	£100,000	

Tranche 2 — £150K (on traction)

Triggered by: Week 4 retention of 40%+, 10,000+ registered users, and first corporate pilot signed.

Category	Amount	Purpose
Social marketing	£45,000	Scale TikTok ads, Apple Search Ads, Reddit/Substack
App development	£30,000	Android polish, premium features, corporate dashboard
Partnerships	£35,000	Corporate wellness pipeline and treat brand deals
Team	£25,000	Corporate sales hire from Month 6, community FT
Contingency	£15,000	Buffer for unexpected costs
Total Tranche 2	£150,000	

SEIS Runway

Item	Amount	Timing
SEIS Tranche 1	+£100,000	Month 1
Founding member revenue	+£17,705	Months 1-6
Year 1 EBITDA (cash burn)	-£74,500	Year 1
Cash position end Year 1	+£43,205	Month 12
SEIS Tranche 2	+£150,000	Month 13-15
Year 2 EBITDA	+£399,400	Year 2
Cash position end Year 2	+£592,605	Month 24

Competitive Landscape

App	Approach	SkipASnack advantage
MyFitnessPal	Logs what you eat · 200M users · 80% churn	Celebrates restraint not consumption · zero logging friction
Noom	Psychology-based · subscription · expensive	Simpler · positive · social · affordable
Headspace / Calm	Mindfulness broadly · no food focus	Specific to snacking micro-moment
Lifesum	Calorie counting · meal plans	No guilt · no planning · photo only
Zero / Fasting apps	Tracks fasting windows	Different behaviour · broader daily use

No competitor owns the micro-moment of impulse control. SkipASnack is the only app designed to intercept the snacking impulse rather than log its outcome.

Go to Market Strategy

Phase 1 — Ritual (Months 1-3)

iOS live. TikTok organic content — the 'skip reveal' format: film the snack, show the AI identification, share the calorie save. One platform, one format, consistent daily posting. Goal: 1,000 followers, first viral video, 5,000 registered users.

Phase 2 — Reward (Months 4-6)

Android launch. Founding Member offer activated — 500 lifetime memberships at £49.99. PR agency engaged — pitch the anti-diet narrative to NYT Well, Wired, Fast Company, BBC Good Food. Apple Search Ads live. Goal: 10,000 registered users, founding members sold out, Week 4 retention proven at 40%+.

Phase 3 — Community (Months 7-12)

Premium subscription live. Influencer partnerships with 8-12 micro-influencers in mindful eating, intuitive eating, and wellness. First corporate pilot signed. Reddit and Substack community seeding. Goal: 50,000 registered users, first £10K monthly revenue run rate, corporate pipeline established.

Phase 4 — Enterprise (Year 2)

Corporate wellness dashboard launched. White-label version available. Insurance and employer reimbursement conversations begin. Series A preparation. Goal: 3 corporate clients, 150,000 registered users, £1M ARR.

The Viral Mechanic

Every skip share generates a branded Kudos page at skipasnack.com showing the food photo, AI description, calories saved, and a prominent download link. Friends who click to give Kudos are taken directly to the App Store. This is a zero-cost acquisition channel built into the core product — not a bolt-on referral scheme.

Product Roadmap

Phase	Timing	Key deliverables
Phase 1 · Ritual	Now — Month 3	iOS live · Android Month 3 · Founding member offer · SEIS raise · Week 4 retention target
Phase 2 · Reward	Months 4-6	Premium subscription · Enhanced treat rewards · Social sharing v2 · PR push
Phase 3 · Community	Months 7-12	Accountability groups · Skip challenges · Partner treat redemptions · Corporate pilot
Phase 4 · Enterprise	Year 2	Corporate wellness dashboard · White-label B2B · Insurance partnerships · Series A

Series A milestones: 150,000 users · 5% paid conversion demonstrated · 3 corporate pilots live · 40% Week 12 retention · £1M ARR

The Team

Greg Gormley — Founder

Greg is the founder and driving force behind SkipASnack. He has built the app from concept to live product through his incubator NewStart25. He brings entrepreneurial experience from previous ventures and a genuine personal connection to the problem the app solves. Based between the UK and Dubai.

Amelia Gormley — Non-Executive Director

Amelia currently serves as a non-executive director of Skip A Snack Ltd. Being Gen Z she has insights of marketing trends and platforms. Amelia is founder and CEO of her start up [Retrails.com](https://retrails.com) – a platform helping brands launch a second hand marketplace within their own website.

NewStart — Development Partner

NewStart provides design and development support for the app. NewStart's involvement ensures continuity of both technical development and design, while the company builds toward an in-house engineering team in Year 3.

Advisors (to be appointed)

- Behavioural science advisor — PhD Psychology, specialising in habit formation and behaviour change
- Wellness industry advisor — former executive from Noom, MyFitnessPal, or Headspace
- Corporate wellness advisor — HR director or occupational health specialist with enterprise relationships

Why Now

Four Tailwinds Converging

- **Claude Vision & GPT-4V:** AI vision is ready

Real-time food identification is now accessible and affordable for startups for the first time. The core technology that powers SkipASnack did not exist at consumer price points three years ago.

- **Cultural shift:** Diet culture backlash

'Intuitive eating' and 'food freedom' have amassed 2.1 billion TikTok views. The market is actively rejecting shame-based tools and searching for something that feels genuinely positive.

- **Market expansion:** Post-pandemic wellness spend

The \$450B global wellness economy has normalised mental health and behaviour-change apps. Corporate wellness budgets are expanding as employers seek preventive health ROI.

- **Platform timing:** Android opportunity

Android launches Month 3 with zero additional development cost required — immediately doubling the addressable market. Most early-stage apps take 12+ months to reach Android.

Risk Register

Risk	Likelihood	Impact	Mitigation
20% conversion rate not achieved	Medium	High	Daily reset creates strong loss aversion; conservative 15% scenario modelled
AI API costs increase	Low	Medium	4 snap/day cap limits exposure; Anthropic pricing historically declining
Competitor launches similar product	Medium	Medium	First mover advantage; brand and community moat difficult to replicate
Apple App Store rejection	Low	High	Delete account feature built; privacy policy live; App Store compliant
Corporate sales cycle longer than modelled	High	Medium	Consumer revenue sustains operations; corporate is upside not dependency in yr1
TikTok algorithm changes	Medium	Medium	Multi-channel approach; not dependent on single platform

SEIS & Legal Structure

Company Structure

- Skip A Snack Ltd — UK private limited company incorporated 2026
- Registered in England and Wales
- SIC code: 62012 — Business and domestic software development
- HMRC Advance Assurance submitted, awaiting approval

SEIS Eligibility

- UK incorporated company — qualifies
- Qualifying trade (software development) — qualifies
- Gross assets under £350,000 at time of investment — qualifies
- Not controlled by another company — qualifies
- SEIS raise within 3 years of first commercial sale — qualifies

Investor Benefits

- 50% income tax relief on investment amount
 - Capital gains tax exemption on disposal after 3 years
 - Loss relief available if investment fails
 - Note: investors must be UK taxpayers to claim personal SEIS relief. Company eligibility is not affected by investor residency.
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Vision

Replace guilt with awareness.

Make the hard choice feel good.

Horizon	Vision
Now	The default tool for mindful snacking — without dieting
18 months	A new category: mindful consumption extending to shopping, alcohol, screen time
5 years	Insurance and employer reimbursement for demonstrated preventive health behaviour. The skip log as health data.