

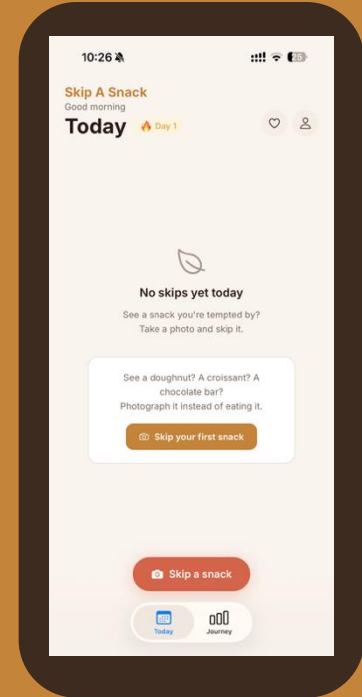
SkipASnack

Snap it. Skip it. Save it.

The anti-diet app that celebrates what you don't eat.

A mindful snacking ritual for people who want to feel good about restraint - not guilty about eating.

Skip A Snack Ltd · Founded 2026 · skipasnack.com

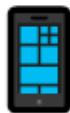


Diet culture is broken.



\$72B industry built on shame

The weight loss industry profits from failure. 95% of diets fail within a year - not from lack of willpower, but because the tools punish rather than support.



Apps create friction & guilt

MyFitnessPal, Noom and others require logging every meal. Users abandon after 30 days feeling worse than when they started.



No one owns the micro-moment

The pause between impulse and action - that 30-second window at 3:47pm in the office kitchen - is completely unaddressed by existing tools.

The insight: People don't need another tool to track failure. They need one that makes restraint feel like a win.

A ritual, not a tracker.

Skip A Snack transforms the moment of restraint into a rewarding ritual.

Three steps. Zero guilt.

01

See it

Spot a snack you want but won't have. A doughnut at the office. A croissant at the café. That biscuit with afternoon tea.

02

Snap it

Open Skip A Snack and photograph it. AI identifies the food instantly and estimates the calories you chose not to eat.

03

Skip it

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

What makes it different

- ◆ Celebrates what you didn't eat
- ◆ AI food ID in seconds
- ◆ Calories + walking equivalent
- ◆ Kudos from friends (no app needed)
- ◆ Real food treat rewards
- ◆ Streak tracking & daily momentum
- ◆ 'Doughnuts worth' metric

Early testers engaged



Home

Day streak
& today's skips



Camera

Photograph the
food you're skipping



AI Result

Food ID + calories
+ walking equiv.



Logged

Saved to your
journey instantly



Kudos

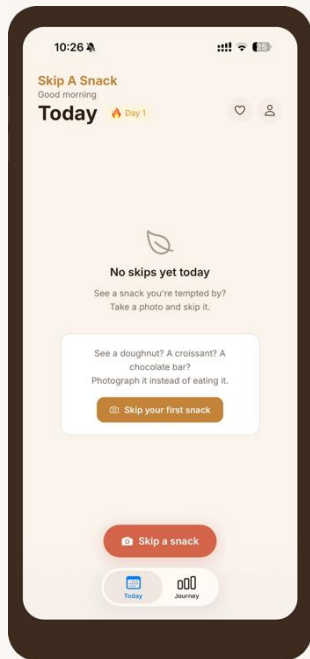
Share & receive
celebration

A beautifully laminated pain au chocolat with gorgeous golden layers and rich dark chocolate peeking out - a true Parisian temptation! Skipping this buttery beauty is no small feat, so give yourself a pat on the back!

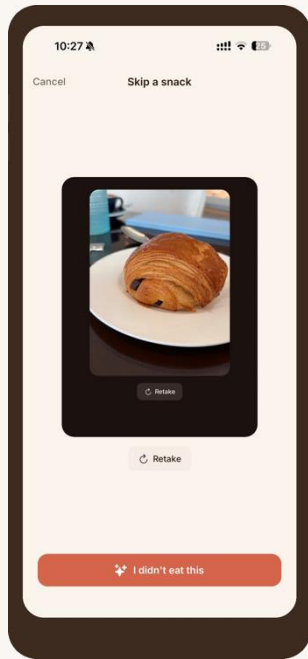
Actual AI-generated skip celebration copy — warm, specific, human.

APP DEMO

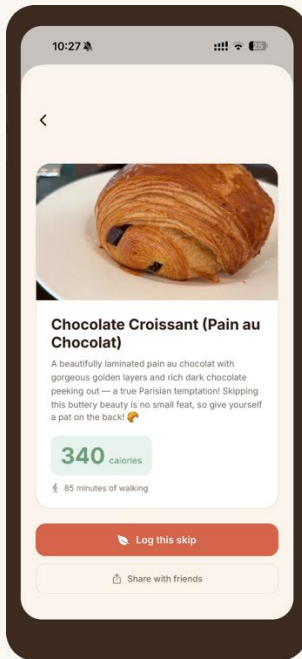
See the experience.



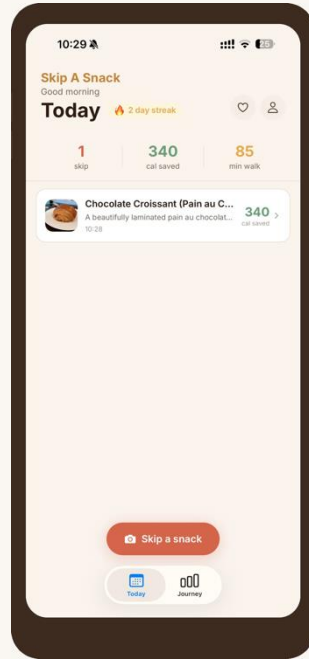
Start your day



Snap the snack



AI identifies it



Log your skip

The Flow

1. Photograph the snack you're skipping
2. AI identifies it, counts calories saved
3. Log the skip, share for kudos, earn treats

Max 4 snaps/day - block filter ensures real behaviour

Behavioural science, not willpower.

Traditional Diet App	Skip A Snack
Logs failure (what you ate)	Celebrates success (what you didn't)
Requires perfect adherence	Rewards any awareness
Guilt-driven	Pride-driven
Goal: weight loss	Goal: mindfulness
80%+ churn in 30 days	60% retention at 4 weeks (vs 20% industry avg)



Implementation intention

"If tempted, then photograph" — replaces the eating impulse with a ritual.



Variable reward

Uncertainty about which treat you'll earn creates habitual engagement.



Social proof

Kudos from friends builds accountability without competition or comparison.

STATUS

Built. Tested. Launched.

App Built

Fully functional

iOS app in test mode with AI food
recognition

Dashboard Created

Counting Users/Skips

App Store rating

User Testing

In progress

Beta testers engaged with real
snack-skipping sessions
Go-live March 26

iOS / Android app built - fully functional: snap, AI ID, log, kudos, Journey dashboard

4/day Block filter prevents over-snapping - keeps behaviour real and costs contained keeping high gross margins

Go-to-market via TikTok, Reddit, Substack - active community channels

Kudos sharing works without requiring friends to download

PR angle: 'The anti-diet diet app' - contrarian narrative primed for NYT Well, Wired, Fast Company.

Underserved. Growing. Ready.

Our user

- ◆ 28–45, urban, time-poor
- ◆ Health-conscious, not a dieter
- ◆ Tried and abandoned calorie trackers
- ◆ Curious about mindful eating
- ◆ Snacks impulsively, feels guilty about it
- ◆ Responds to positive reinforcement
- ◆ Likely already on TikTok/Instagram

Market size

\$12.9B → \$34B

Global wellness app market (2024–2030)

\$1.2B

Mindful eating segment · 18% YoY growth

\$4.2B

Corporate wellness (B2B expansion path)

2.1B

TikTok views: 'intuitive eating' & 'food freedom'

Gap: No app owns the micro-moment of impulse control. MyFitnessPal has 200M users - with 80% churn.

Freemium consumer + B2B corporate wellness.

Free

£0/mo

- ✓ Up to 4 snaps/day
- ✓ Log daily skips
- ✓ Block filter (anti-gaming)

Community

£2.99/mo

- ✓ Journey timeline
- ✓ Share skips for kudos
- ✓ Community features
- ✓ Detailed analytics

Annual

£29.99/yr

- ✓ 16% saving vs monthly
- ✓ Exclusive milestones
- ✓ Everything in Premium

Corporate

£15/emp/yr

- ✓ White-label version
- ✓ Aggregate dashboard
- ✓ Wellness program integration

Revenue projections (conservative)

Year 1

£207K

50K users (10K Paid)

Year 2

£1.1M

300K users (60K Paid)

Year 3

£5.7M

1.2M users (240K Paid)

ROADMAP

Phase 1 · Ritual	Phase 2 · Reward	Phase 3 · Community	Phase 4 · Enterprise
<p><i>Now - Month 3</i></p> <ul style="list-style-type: none">· App built ✓· User testing ✓· SEIS raise· Kudos mechanic ✓· Journey dashboard ✓· Goal: 10K users	<p><i>Months 4-6</i></p> <ul style="list-style-type: none">· Android launch· Premium subscription· Enhanced treat rewards· Social sharing v2· Goal: 20% WAU, 3% paid	<p><i>Months 7-12</i></p> <ul style="list-style-type: none">· Accountability groups· Challenges ('Skip Sugar Week')· Partner treat redemptions· PR & influencer push· Goal: Organic growth & network effects	<p><i>Year 2</i></p> <ul style="list-style-type: none">· Corporate wellness dashboard· White-label B2B product· Insurance partnerships· Preventive health ROI data· Goal: Series A

Series A milestones: 150K users · 5% paid conversion · 3 corporate pilots · 40% week-12 retention

WHY NOW

Four tailwinds converging.



AI vision is ready

Claude Vision & GPT-4V make real-time food ID accessible and affordable for startups for the first time. The core technology that powers Skip A Snack didn't exist at consumer price points 3 years ago.



PWA maturity

Camera access, push notifications, and installability now rival native apps - no App Store dependency for the core mechanic, faster iteration, lower distribution costs.



Diet culture backlash

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



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.

THE TEAM

Built by people who've lived this.



Greg Gormley
Founder

Product & Vision

Background in wellness, product or behavioural change · Previous experience TBC



Dan Leitao
Technical Lead

CTO

Next.js PWA · Supabase · Claude Vision API · Vercel edge deployment



Behavioural Science
Advisor

PhD Psychology

Specialises in habit formation and behaviour change design



Wellness Industry
Advisor

Former Executive

Ex-Noom / MyFitnessPal / Headspace · Deep category knowledge

To be appointed:

Board Advisors to include Behavioural Science and Wellness Industry

Raising £250K under SEIS.



Social marketing

£90K

TikTok, Reddit, Substack campaigns



App development

£75K

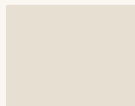
Sharing features, timeline & AI



Partnerships

£45K

Brand partnerships & marketing push



Team & Resources

£40K

Resource planning & staff

SEIS eligible · £250K target:

Launch app · Build community features · TikTok/Reddit/Substack push · Partnership pipeline

Replace guilt with awareness. Make the hard choice feel good.

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 & employer reimbursement for demonstrated preventive health behaviour.
The skip log as health data.