

Snap it. Skip it. Save it.

The anti-diet app that celebrates what you don't eat.
 Live on iOS · skipasnack.com

THE PROBLEM

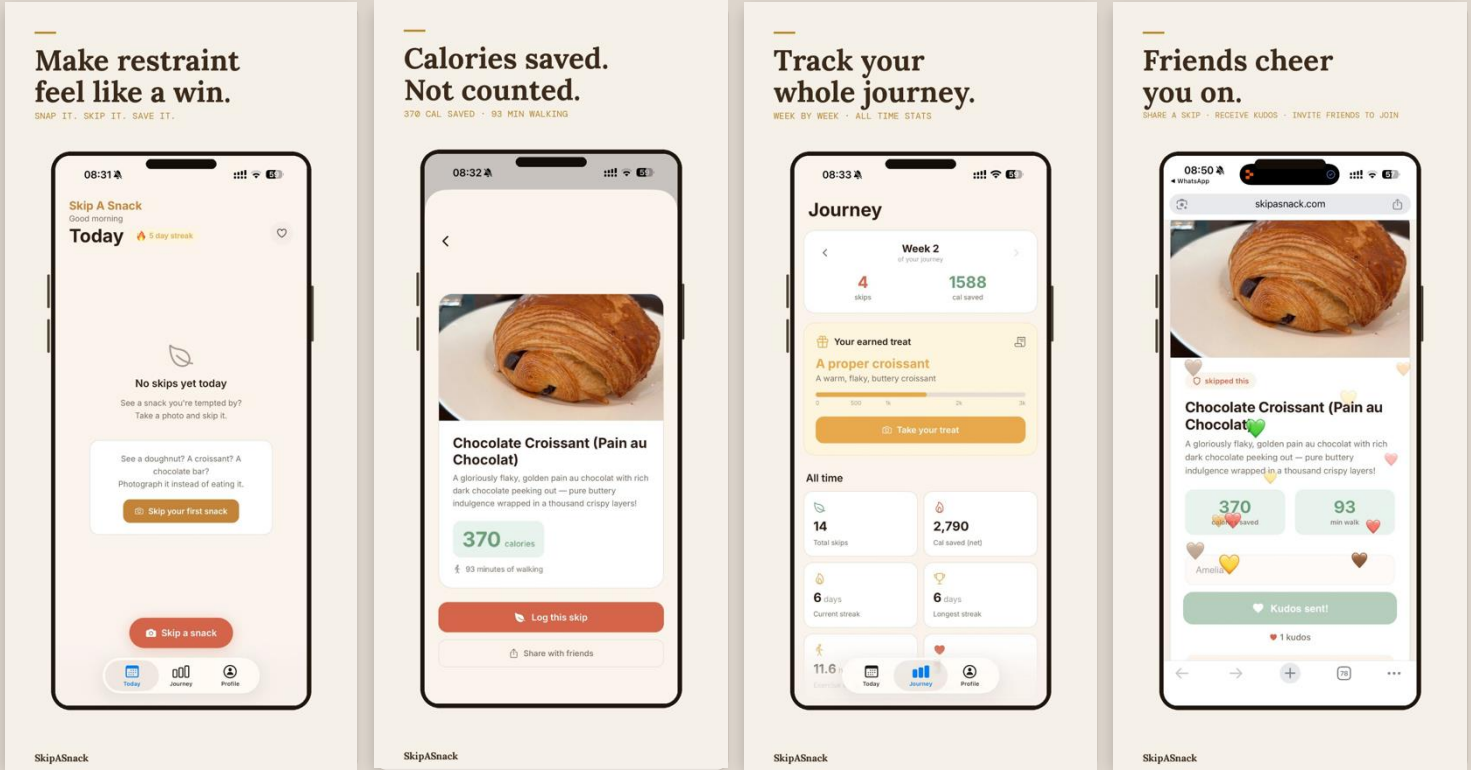
Diet culture is broken. The \$72B weight loss industry profits from failure -- 95% of diets fail within a year, not from lack of willpower, but because the tools punish rather than support.

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

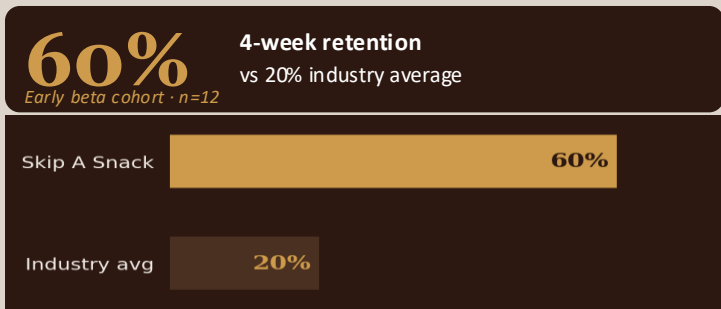
The unaddressed micro-moment:

That 30-second window at 3:47pm in the office kitchen — standing in front of the snacks — is completely unowned by any existing tool.

THE PRODUCT — A RITUAL, NOT A TRACKER



TRACTION & MARKET



Market size

- \$12.9B → \$34B** Global wellness apps (2024–2030)
- \$1.2B** Mindful eating · 18% YoY
- 2.1B views** TikTok · 'intuitive eating'
- \$4.2B** Corporate wellness B2B

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

BUSINESS MODEL

<p>Free £0 / month Up to 4 snaps/day Log daily skips Block filter (anti-gaming)</p>	<p>Community £2.99 / month Journey timeline Share for kudos Detailed analytics</p>	<p>Corporate £15 / emp / yr White-label version Aggregate dashboard Wellness integration</p>
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SERIES A MILESTONES

- ✓ 150K users
- ✓ 5% paid conversion
- ✓ 3 corporate pilots
- ✓ 40% week-12 retention

THE ASK — £250K SEIS · £1.5M PRE-MONEY · ~14.3% EQUITY

Use of funds:

£90K Social marketing TikTok, Reddit, Substack**£75K App development** Sharing, timeline & AI**£45K Partnerships** Brand & marketing**£40K Team & resources** Planning & staff

Roadmap to Series A:

Now → Mo.3 10K users · SEIS raise**Mo. 4-6** Android · Premium · 20% WAU**Mo. 7-12** Challenges · Partners · PR**Year 2** Corporate wellness · Series A

WHY NOW — FOUR TAILWINDS CONVERGING

AI vision is ready

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

Diet culture backlash

'Intuitive eating' and 'food freedom' have amassed 2.1B TikTok views. The market is actively rejecting shame-based tools.

Post-pandemic wellness spend

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

No one owns the micro-moment

The 30-second pause between impulse and action is completely unaddressed by existing tools. Skip A Snack is built to own this moment.

THE PSYCHOLOGY — BEHAVIOURAL SCIENCE, NOT WILLPOWER

Traditional Diet App

Logs failure (what you ate)

Requires perfect adherence

Guilt-driven

Goal: weight loss

80%+ churn in 30 days

Skip A Snack

Celebrates success (what you didn't)

Rewards any awareness

Pride-driven

Goal: mindfulness

60% retention at 4 weeks (early beta, n=12)

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.

VISION — 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.

GET IN TOUCH

Ready to back the anti-diet app?

We are raising £250K under SEIS at a £1.5M pre-money valuation (~14.3% equity for investors). Full investor deck, financial model and live demo available on request. Series A target: 150K users · 5% paid conversion · 3 corporate pilots.

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Live on iOS App Store