

A voice assistant for the human body

TRAINING, RECOVERY, FOOD — ONE SYSTEM SPEAKS FIRST, ASKS NO DAILY QUESTIONS AND SELLS WHAT IT RECOMMENDS

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A body is different every day. Everything sold to it is identical

The programme was written once

It doesn't know how you slept, what you did yesterday, or that today is the third hot day in a row. It is the same page for everyone who downloaded it.

The tub is chosen by whoever sells it

Supplements and food are sold by category, not by person. The reviews under them are written by people who never bought the product.

The watch measures and says nothing

It reports numbers – sleep, variability, strain – and leaves the interpretation to you. A number without an instruction is a horoscope.

So a person makes three decisions every day – what to do, what to eat, what to buy – and guesses all three. The one thing that answers all three is a personal trainer, at \$60–100 an hour.

One assistant for the whole day: load, recovery, food

YOU SPEAK → IT KNOWS YOUR NORMAL → TODAY'S PLAN → THE SHELF

It knows your normal

Sleep, pulse and variability from a watch – or just the phone in your pocket. After three nights it compares you to yourself, never to a table for your age.

It says what today looks like

Weight and volume for training of any kind, how much to drink in the heat, how much protein you need, what to eat around the session. In one sentence, with the reason.

It brings what the day needs

The shop inside the app sells exactly what that plan calls for – and only a confirmed buyer can review it. The nutrition line we make ourselves comes next.

The gym is one case of load. Running, court, swimming and a long walk are the same system.

You speak and you point. You never type

A set, out loud

“Noma, forty by twelve.” Logged mid-rest – no screen, no tapping, phone in the bag. The microphone switches off from the lock screen.

A whole session, in one breath

You describe the workout in your own words in a single paragraph and it comes back as a list of sets, with every number checked against what you actually said.

The camera instead of a form

A photo of a machine names the exercise; of a cardio console, reads the minutes and pulse; of a plate, returns the dishes and portions. No picture is stored.

Your own word, and it stays on the phone

You choose the name it answers to – a lock, not a logo: only what follows it is processed. Speech is recognised on the device; no recording reaches us, Apple or any AI service.

Answering a free-form question out loud is built and waiting on the doctor’s signature – it switches on the same day. An app you must open is an app you stop opening; a thing you talk to becomes a habit.

It writes to you first — and asks no daily questions

The message arrives on the day you skip

Not a streak counter that punishes you for missing. A message that assumes you had a reason, and offers a shorter session to come back to.

No morning questionnaire

Daily forms are the second fastest way to kill an app. We ask only where the answer actually changes something, and only there.

It knows when to stay quiet

On an ordinary day it says nothing. An app that congratulates you every morning stops being read by Friday.

This is the retention engine, and it is the one thing we are raising money to measure.

The gym is one case. A watch is optional

Phone only

Steps, pace, stride, distance – the iPhone writes them by itself. We say less and never replace a sensor with a questionnaire: “without a watch we judge by what you do.”

Phone plus twenty seconds

Pulse and variability from the camera, finger on the lens, by choice and never on a schedule. Noisier than a watch – and we say so.

Watch or ring

Apple Watch, WHOOP, Oura, Garmin, and cheap bands through Apple Health. We don’t build hardware and don’t compete with it – we read it.

No account needed to start, and it works without a connection. Less data means a quieter assistant, never a worse one.

The content is made by users — and it sells the shelf

A video feed, not a forum

People post video of themselves training. A post can be tagged with a movement. It then shows up inside that exercise's card, so a beginner sees how a real person does the thing they are about to do, not a stock animation.

A post can carry a product

Tag an item and the post becomes a storefront: the price shows on the video and a tap opens the product. The same person is the author and the seller, so content and commerce are one surface, not two.

People talk to each other

Follows, comments, direct messages in real time, and forwarding a product or a post to a friend inside the app. Groups, challenges and meet-ups are built and waiting for people to fill them.

This is the acquisition engine: every specialist and every seller has a reason to bring an audience in, and their content is what makes the shelf worth opening.

We are built for ordinary people, not for people who compete

Programmes are written by athletes

The methods inside fitness apps and gyms come from people whose job is their body. The volume, the intensity and the vocabulary are built for them. An ordinary person does not need that load, does not understand half the words, quits – and concludes the problem is them.

Women are a separate case, not a lighter one

Privacy, the cycle, and a different conversation about weight and food. The cycle mode is already in the app, and it does the honest thing. It takes away the guilt for a weak week instead of changing the load, because changing load needs a doctor's signature. Women-only gyms are one of the first channels we go to.

Beginners – and people who never enter a gym

The ones who quit in the first months, and the ones who only want to sleep, move and eat better. Both get the same assistant: it says what to do, why, and why today – in the words people actually use.

We are not chasing competitive athletes. They are a small, well-served market that needs a coach, not an assistant – and building for them is exactly what made every other product unusable for everyone else.

HOW WE DIFFER

Everyone owns a piece. We run the whole day

	KNOWS YOUR BODY	SAYS WHAT TO DO TODAY	VOICE, HANDS FREE	FOOD AND WATER	SELLS WHAT FITS YOU
WHOOP, Oura, Garmin	yes	no	no	no	no
Workout apps	no	partly	no	no	no
Calorie counters	no	no	no	partly	no
Supplement shops	no	no	no	no	no
Personal trainer	partly	yes	yes	yes	partly
NomaSports	yes	yes	yes	yes	yes

The honest comparison is the trainer, not the tracker – and a trainer costs more per month than most people spend on the gym itself.

A screen can be copied. Your history cannot

Every day makes it sharper

It learns how this person answers a hard week, a short night, a hot month. This already runs as the Body Book. The app checks what a person did (protein, sleep, creatine) against what followed: how they felt and how strong they were. After a year it holds a model of one body that cannot be exported, rebuilt or bought, so leaving means starting from zero.

Advice and shelf in one loop

Because it knows the day, it knows what to offer. Because people buy, it learns what actually worked for bodies like this one. Each turn makes both the advice and the shop better; a shop alone can never close that loop.

A doctor's name on the method

Weights and norms are calculated by fixed rules, and AI only turns the result into a sentence – it cannot move a number. Every rule about the body is meant to carry a specialist's name, which is what makes this sellable to gyms and defensible in a regulated field.

Health data stays in the app: it is never sent to an outside AI service, never sold, never used for ads.

Three shifts have collided. The window is open now

The sensor is already on the wrist

For the first time the data a personal recommendation needs exists on ordinary people – and sits unused, split across apps that ignore each other.

Speech finally works on the device

Recognition good enough to use mid-set now runs on the phone itself, with nothing leaving it. Two years ago this product meant sending your voice to a server, and nobody would have accepted that.

People already pay monthly for their body

Gym, watch, supplements, coaching – all on subscription. The habit of paying is there. The thing nobody yet sells them is the decision.

Because the data exists, the interface works and the wallet is open, an assistant for the body becomes inevitable. The question is only who gets there with the trust and the shelf at the same time.

First ordinary people. Then the specialists and gyms around them

STAGE	WHO JOINS	WHY THEY COME
Now	People who train, and people who want to start.	The App Store worldwide, creators and word of mouth inside gyms; women-only gyms among the first.
Next: specialists	A trainer, nutritionist or physician applies with a document, and is verified by hand. Application and review already work; the shelf stays hidden until someone passes it.	They keep their own method, run their people inside the app and bring them in. Handing a person straight to a specialist is the next step, not a claim we make today.
Next: gyms	A gym connects and offers the app at sign-up.	It sees who is about to quit before the member does – something a membership business cannot buy anywhere else.
Next: brands	Nutrition and equipment brands sell on the shelf.	They reach a person on the day their body actually needs the product, not by category.

Each stage is paid for by the one before it: people bring specialists, specialists bring gyms, gyms bring brands. Nothing is sold before retention is proven.

We give the advice – and we sell what it calls for

Subscription

A monthly fee for the assistant. Built and switched off: the price gets set by the first paying users, not by us in advance.

The shop

Sellers list supplements and gear inside the app and we take a percentage. Built end to end: carts, Apple Pay and card, orders, refunds, and reviews only from confirmed buyers. No sellers on it yet – that is step four, not a missing feature.

Our own nutrition

Protein and hydration made to the same plan the assistant gives that person that day. Highest margin, and the only fitness product that sells as a refill – and deliberately last, after a specialist approves the formulas.

Specialists sit on the same shelf and we take a percentage of their work – the first monetisation built into the product. No advertising, ever: the moment screen space can be bought, the morning recommendation is worth nothing – and the shop is worth nothing without it.

This is not a prototype. Here is the whole surface

BLOCK	WORKING TODAY	WAITING ON A SIGNATURE OR ON PEOPLE
Training	Offline set log, 31 movements, cardio, next weight from your own history.	Technique cues and the muscle map, written and waiting for a doctor.
Health	Apple Health, WHOOP and Oura directly; your own sleep and pulse baseline, a recovery score from it; the Body Book – what works for this person.	Per-muscle readiness.
Food	Calories, protein, fat and carbs from a photo of a plate, a label or by voice; water; supplements with a “took it” mark and jar photo.	Our own nutrition line; supplement limits.
Voice and camera	Sets and whole sessions by voice, your own wake word; photos of machines, consoles, plates.	Answering a free question out loud.
Shop	Shops, products with variants, cart, Apple Pay and card, orders, refunds, buyer-only reviews.	Sellers on it.
Feed and people	Video posts, movement and product tags, likes, comments, follows, live messages.	Groups, challenges, meet-ups – built, empty.

What is switched off is switched off on purpose: until a specialist’s name sits under a rule about the body, the app stays silent instead of guessing.

The product works. The business hasn't started

77

people installed it by hand – friends
and early testers

7

of them train with it regularly

\$0

revenue: subscription built and
switched off, shop built with no
sellers yet

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running on real data since then

We are not in the App Store yet – every install so far was done by hand.
That is the next step and the reason there is no revenue line here.

What we measure first: how many come back the next day, and how many
come back after missing a week. The second number is the one that
decides whether this is a business.

Every figure above is read from the live database and stated as it is.

Four steps to a business, in this order

1	Launch publicly	Submit to the App Store so anyone can install it. Until then nothing can be measured honestly.
2	A hundred people in partner gyms	Two weeks of ordinary training, six weeks with the assistant. We publish the result either way – it answers the retention question for us and for an investor.
3	A doctor signs the method	A sports physician approves the training and nutrition rules. Several finished features go live that day and the product becomes sellable to gyms.
4	Switch the money on	Subscription priced from real users, first sellers in the shop, then the first two products of our own nutrition line.

One date here: the App Store submission. The rest is a sequence – each step depends on the one before it.

TEAM

Built by one founder. The specialists come next

TODAY

Mikhail Napalkov, founder. Built and runs the whole thing: the app, the server, the recommendation logic, the shop and the website. Based in Dubai.

Two months from the first line of code to a working product on real data – which is why the company has spent almost nothing to get here.

WHO THE ROUND HIRES

A sports physician – approves the training and nutrition rules. First hire: several finished features are waiting on it.

A nutritionist and a food technologist – for the nutrition line, with a contract manufacturer.

Someone on growth – only once there is something to sell.

No co-founders today. We hire where the work is, not to fill an org chart.

We are raising a pre-seed to get to one number

That number is retention: do people keep using it after the first missed week. The subscription price, the gyms, the nutrition line – every one of them depends on that answer, and none of them can be sold before we have it.

The round funds the four steps on the previous slide and roughly a year of runway. Terms are the same for everyone; no special rights are for sale.

Public launch

App Store, worldwide

The retention test

100 people, eight weeks, published

The first specialist

a sports physician on the method

The result

a priced subscription and a measured retention number

Amount and terms are discussed directly – write to hello@nomasports.com. Nothing in this deck is an offer of securities.

Programmes end. A body does not

Training apps get deleted because they are built around a programme, and programmes end. An assistant that knows your body is not a programme. It is the thing you talk to on the way to the gym, in the kitchen, and on the day you skip. It has no end date, and every day of use makes it harder to replace.

Once it runs the day, it earns three times on the same person: the subscription for the decision, a commission on what they buy to carry it out, and the margin on the food we make for it. That is why this is not a fitness app with a shop bolted on. It is a shop that finally knows what the customer's body needs today.

A daily habit, a subscription, and a shelf with a hit rate no retailer can match.

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Not medical advice. Nothing in this deck is an offer of securities. All figures are read from the live database on 21 September 2026 and stated as they are.