

Longevity.ba

Sarajevo, Bosnia and Herzegovina

AI-powered B2B longevity platform that tells users what to do next for their health and connects them to the experts, services and products to act.



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THE ASK

\$400K PRE-SEED



Raising \$400K for 18 months.

Focus: registration, team, AI, B2B growth in BiH and GCC validation.

Targets: \$30K MRR | 10+ B2B clients | 1,200+ employees | GCC partnership/LOI + qualified Abu Dhabi/Dubai pipeline.

MARKET OPPORTUNITY

~4.2M
EMPLOYEES
(B/C/S market)

\$1.51B
ANNUAL
POTENTIAL
(at \$30/employee/month)

\$2.4-3.6M
SOM (NEAR-TERM
ARR)
(6.7K-10K employees)

THE PROBLEM



Preventive health is fragmented.

Across: doctors, trainers, nutritionists, apps, services and products, leaving employees without clear guidance and employers without an integrated health benefit.



A large and underserved market.

The broader B/C/S-speaking market represents ~4.2M employees and ~\$1.51B annual potential at \$30/employee/month.



Time to prove and scale.

Longevity.ba uses BiH to prove the B2B model before evidence-driven international expansion.

THE SOLUTION



Personalized, AI-powered guidance.

Longevity.ba shows users where they stand, what to improve next, and connects them with the right experts, services and products.



Six pillars. One journey.

Fitness, Health, Anti-Aging, Nutrition, Supplements and Lifestyle – unified into one personalized experience.



A strong and unique foundation.

50+ years of leadership experience, a successful startup exit, healthcare and technology expertise, strong networks, and founders who climbed Everest and ran the Antarctica Marathon while building communities impacting thousands. Reinforced by AI personalization, B2B distribution, 200+ healthcare professionals and an integrated marketplace.

BUSINESS MODEL



B2B Subscriptions

Recurring employee-benefit subscriptions (~\$30 per employee/month).



E-consultations

Doctors, trainers, nutritionists.



Marketplace & Premium

Marketplace commissions, premium AI and partner promotions.

NOTEWORTHY MILESTONES

- 2026 Apr** Live since April 2026, 200+ healthcare professionals on the platform, 155 products integrated.
- 2026 Sep-Oct** Early traction: 2 paying B2B clients + 2 expected for Sep-Oct and a broader Q4 pipeline.
- 2026** Selected as one of only two BiH startups to pitch at HealthTech Adria 2026 in Split.
- 2026** This proves three things: we can build, companies are willing to pay, and a market is forming around the problem we solve.

KEY PERFORMANCE INDICATORS

KPIs	Year 1 (2027)	Year 2 (2028)	Year 3 (2029)
Revenue	€172,000	€324,000	€536,000
# of Customers	8	15	22
# of Employees	3	4	5

FROM
IDEAS
TO REAL
PRODUCTS
AT SCALE.