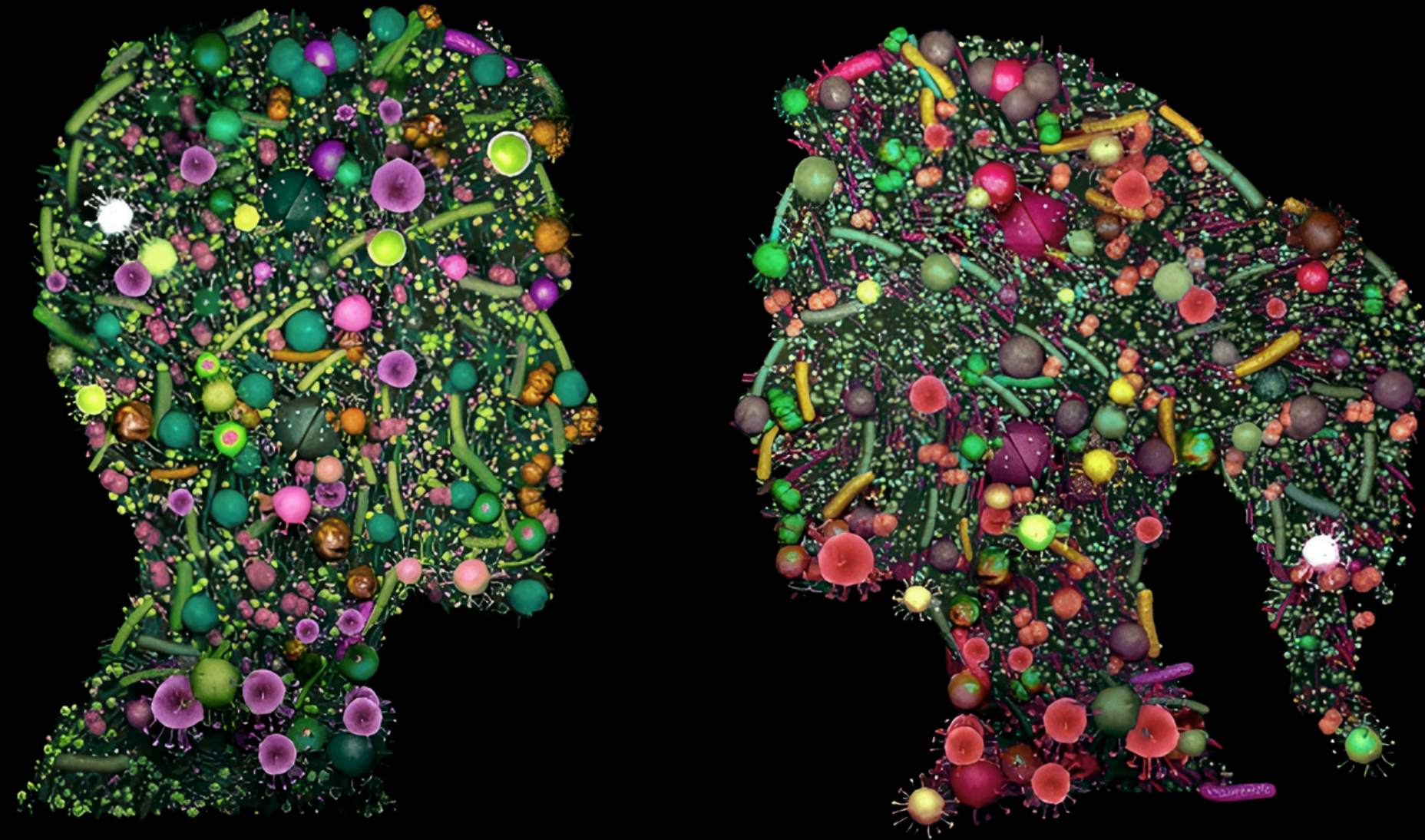
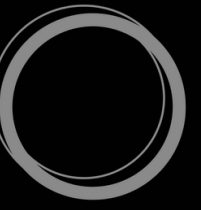


militieu

On a mission to free the microbiome.

You are not human.



You are part human, part **microbe**.

Trillions of **tiny living organisms** live on your skin and inside your body.

Together, they help protect you, guide your immune system, and **keep you healthy**.

The Microbial Collapse

Your microbiome took millions of years to evolve.

We have dismantled it in less than a century.

We did it with **antibiotics, sterility, harsh skin products, and pollution.**

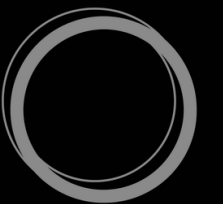
And in doing so, we triggered a collapse in **microbial diversity, resilience, and immune balance.**



Industrialized
Microbiome



Yanomami
Microbiome



Skincare was not designed for YOU.



9 in 10 consumers are **frustrated** by the
“trial and error” guessing game

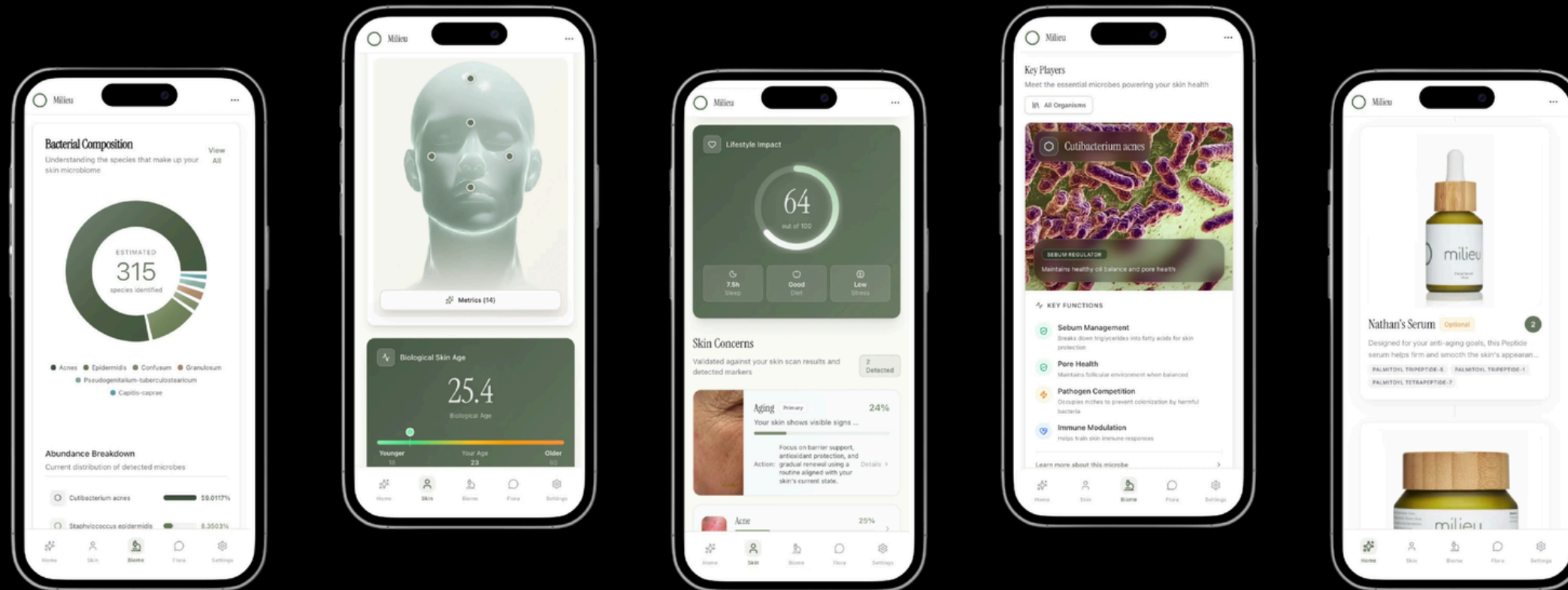
incorrectly matched products
are **worse** than no products

inflammatory skin conditions
are up **3x** since 1970

Consumers are sick of this.



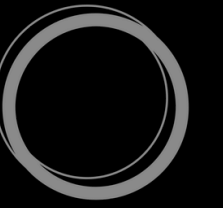
Better Decisions Start With Diagnostics.



And adapt to your ever changing skin
age
diet
weather
microbiome



Introducing Superbiome



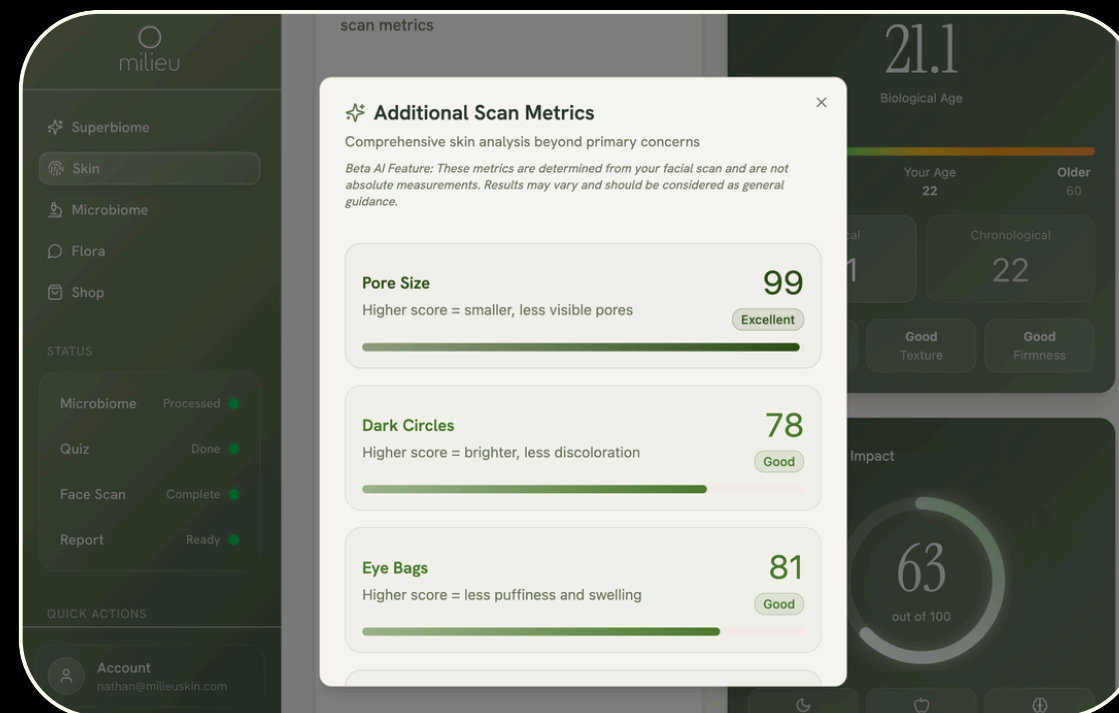
The First **Swab-to-Skin** Platform

Swab



Simple at-home microbiome testing

Analyze



AI Powered Personalization Layer and App

Match

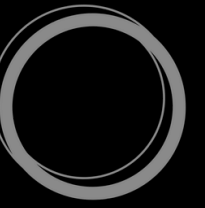


Custom skincare and guidance, delivered

Closed-loop personalization for microbiome skincare.

**Milieu's products are not reviewed by the FDA and are not considered a medical or diagnostic device. We are eligible for HSA/FSA spend and trusted by doctors.*

The Market



7.5% CAGR

Global Skincare (TAM)

- Projected \$468B (5yr)

9% CAGR

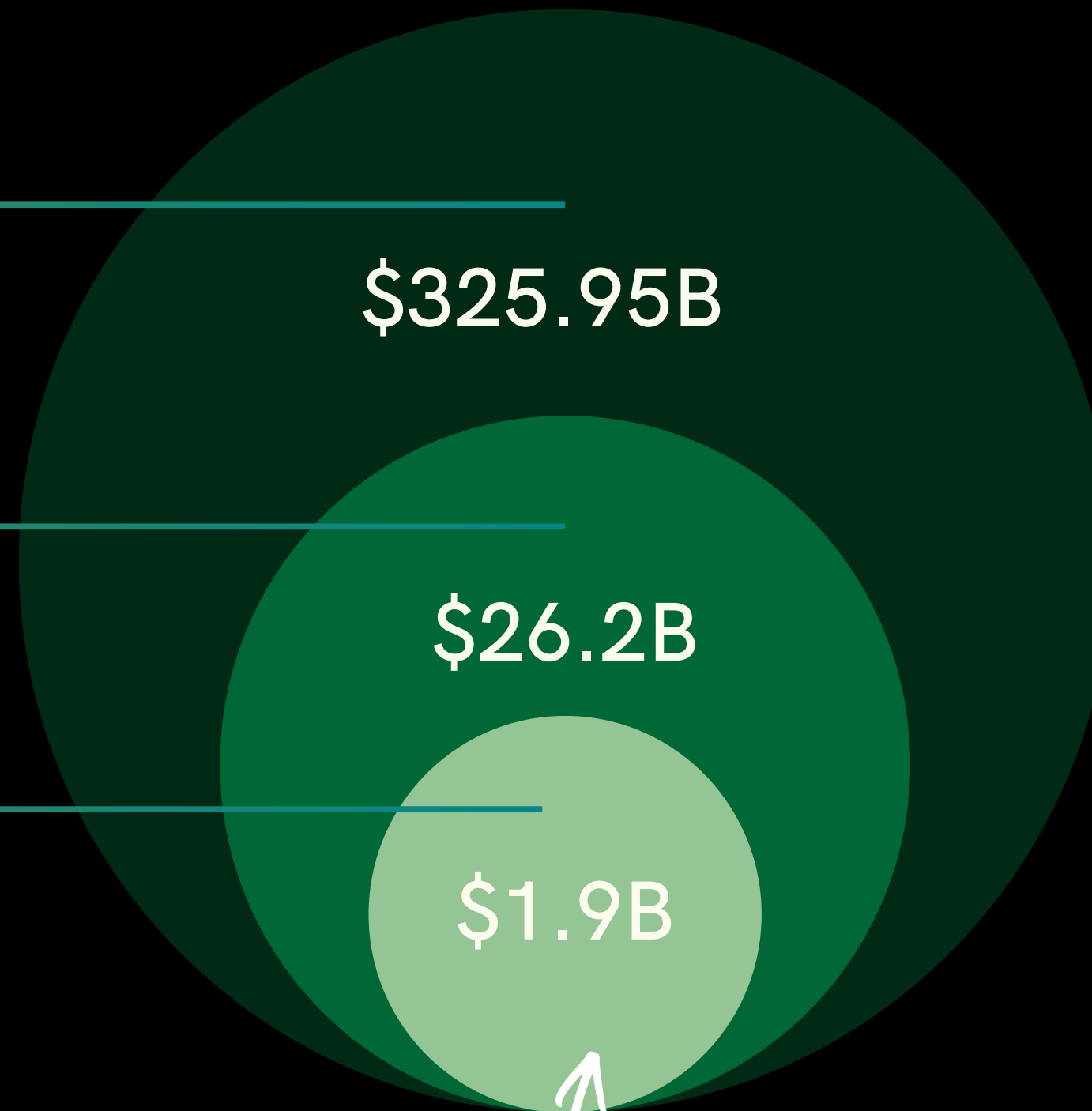
Personalized Skincare

- Projected \$40.30B (5yr)

12% CAGR

Microbiome Skincare

- Projected \$3.35B by (5yr)



They're already here.

Our Initial Target:

The Microbiome Believer

- These are **high intent** buyers, looking for alternatives to “**trial-and-error**” - no more brands or nuclear options, they want objective diagnostics
- Millions suffer from **chronic dysbiosis (acne, excema, accelerated aging)**



The Problem with **Microbiome** Skincare

1. Company develops new microbiome driven ingredient.
2. VC provides millions of dollars.
3. They fail to distribute and scale.

Why does this happen?

Two Primary Reasons:

- Niche Product Problem
- Microbiome Consciousness Problem (Distribution)

Jungman



Sequential

The Skin Microbiome Testing Co

C O D E X
L A B S™

PHYLA

symbiome



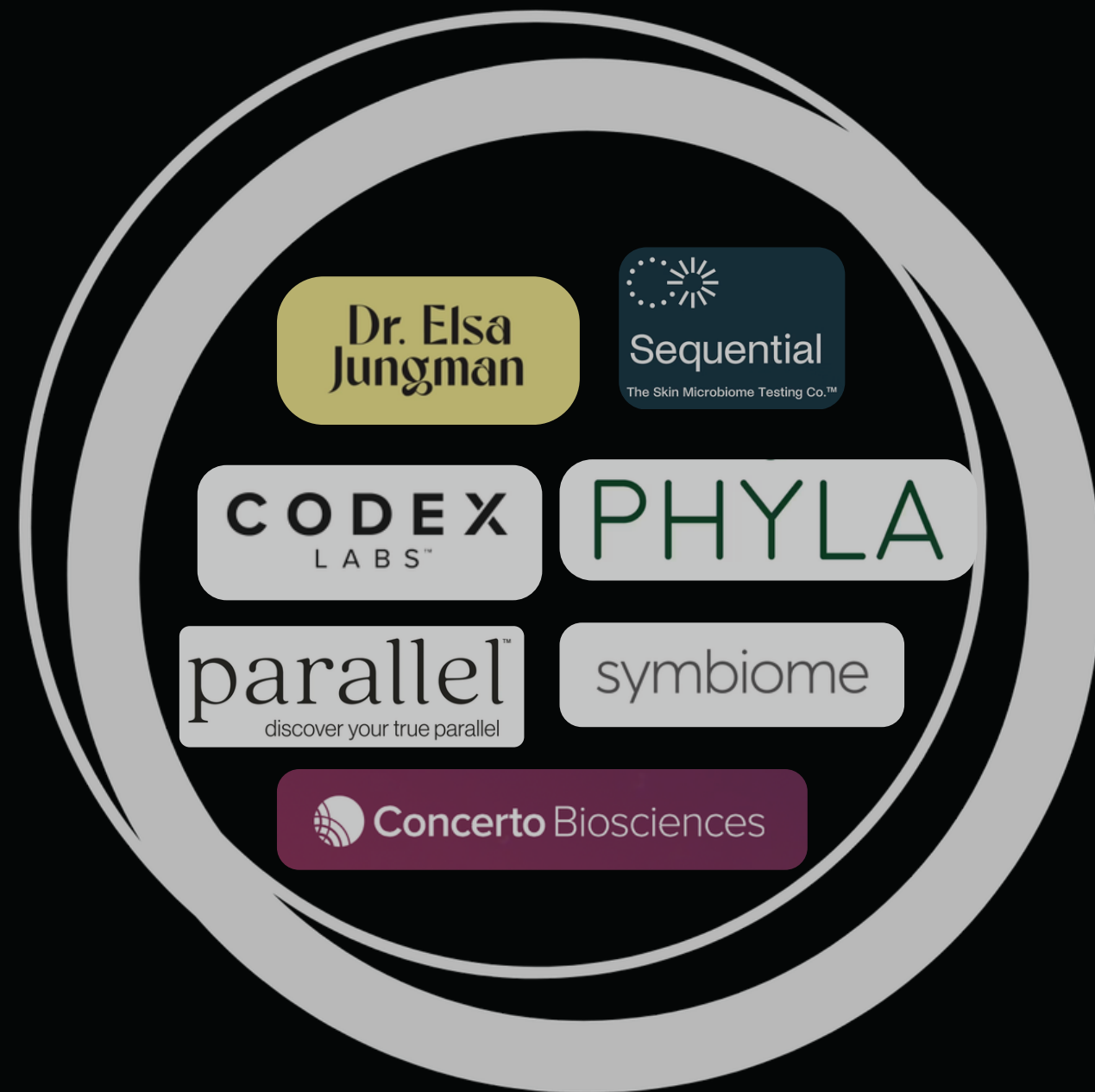
Concerto Biosciences

paralle

Lack of Microbiome Consciousness

We don't more products or science projects

We need a **movement** and a distribution layer.

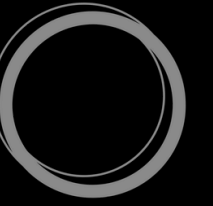


And no, you can't charge someone to join a movement.

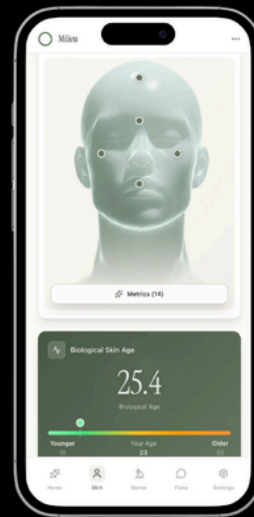
A **free, valuable** experience is a **better funnel** than any ad campaign.

Acquisition hinges on benevolent **democratization of the truth** about your microbiome.

Consumer Model



Start Free. Get Microbiome-Tailored Advice. Dive Deep Later.



Free

AI Skin Scan

See what your skin needs

Free

No credit card required

Most Popular

The Test Kit

Decode your skin biology

\$99.99

One-time · Results in 2-4 weeks

Complete System

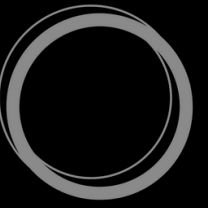
The 90-Day Reset

Test + products + guidance

\$249.99

90-day money back guarantee

The Moat is Data + Community



Consumers pay for testing, personalization, and products (subscription based)

Businesses pay for white label software, testing infrastructure, and distribution

We Benefit from Consumers

Free entry scales users

DNA Sequencing compounds as an asset

Trust drives retention + conversion



Businesses Benefit from Volume

Vendors lower CAC via matching

Clinics white-label our testing stack

Formulators de-risk GTM with rapid ingredient testing



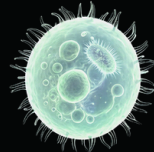
Founders



Nathan Shatz

Co-Founder and CEO

Molecular Biology + AI @ Harvard & UofM
Microbio & Bioinformatics



Ronil Chaudhary

Co-Founder and COO

Biophysics @ UofM (dropped out)
Design, Ops, Supply Chain



Aarav Shah

Co-Founder and CPO

Chemical Engineering @ UofM
Formulation + Data Systems



Adam Shatz

Co-Founder and CMO

Film & Economic Research @ Wesleyan
Advertising + Partnerships

+ A Small But Mighty
Team of (mostly)
Engineers and
Creatives

Advisory Board



Andrea Escheverry PhD

Skin and Scalp
Microbiologist



Shree Padma PhD

Consultant @ Trinity Life
Sciences



Craig Brennan

Former SVP @ Oracle
6x Tech CEO



Dr. Mark Blumberg

Dermatopathologist &
Founder, Stratum Derm.



Dr. Vicki Rapaport

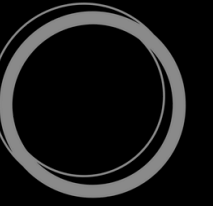
Beverly Hills Authority in
Aesthetic Dermatology



Dr. Jai Parekh

Former CMO @ Allergan
Healthtech & Pharma

Retention



Conservative Estimate

CAC:LTV after 12 months is **2.74**

Lifetime gross margin at 12 months: **73%**

Breakeven with **100\$ CAC** occurs in **Month 1**

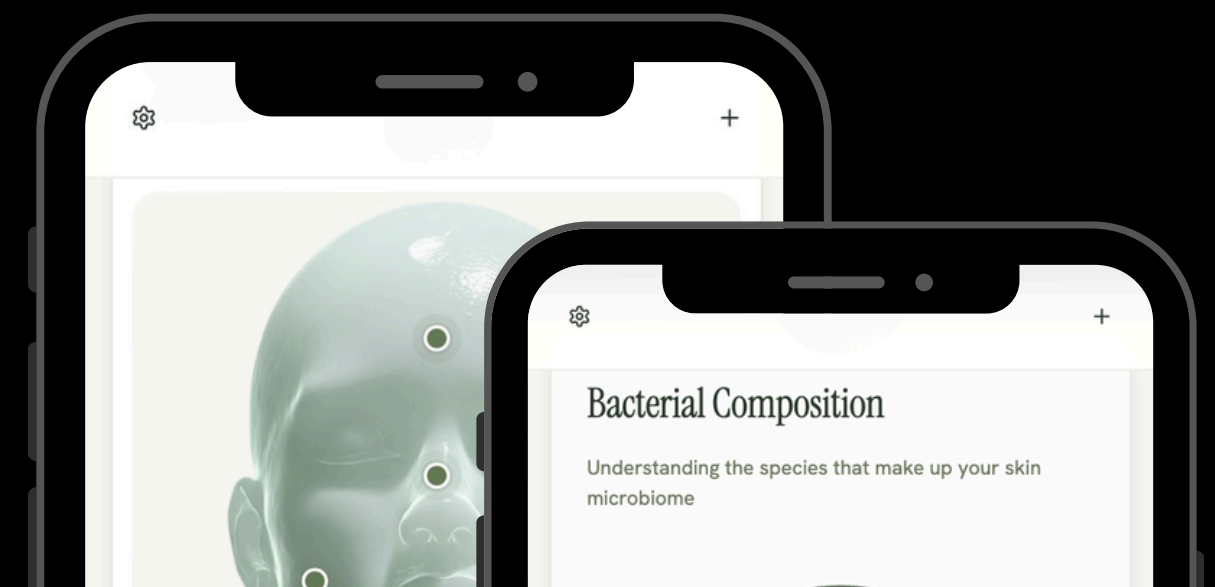


Your relationship with most personal care companies end when you walk out of the store.

We do things different...

Our tech-enabled platform makes us **sticky**.

1. Daily Check-ins
2. Continued AI Skin Support
3. Products that Evolve with You



Data Security & Compliance

- **Compliance**

- We follow all relevant state-by-state data security laws, though HIPAA and FDA medical device regulations do not apply to our services.

- **Non-Identifiable DNA Collected**

- Microbial DNA (what we collect and analyze) is separate from Human DNA and it cannot be used to identify a person

- **Industry Standard Security**

- End to End Encryption & Phishing Protection

