

ACTIVA
LAB

Science-backed supplements for a new generation of wellness.

A wellness marketplace built in Chile, starting with
active women.



Tech Week · October 2026 · Santiago, Chile · activalab.cl

Backed by  **Patagonia** VS

PROBLEM

Wellness demand keeps growing. The shelf is still built for the gym.

Fitness-only stores

Supplement marketplaces are positioned around bodybuilding, not around everyday health.

Unmet wellness demand

Customers look for hormonal balance, energy, gut health and beauty, and find labels written for someone else.

Generic, not personal

Shoppers want a product for a specific need: stress, focus, performance or healthy aging.

SOLUTION

A science-backed wellness marketplace, women first

Hormonal health

Vitamin B6, magnesium, zinc, maca, omega-3

Energy and stress

Ashwagandha, rhodiola, ginseng, CoQ10

Skin, hair and nails

Collagen, biotin, hyaluronic acid, vitamin C

Gut health

Probiotics, prebiotics, fiber, digestive enzymes

Weight and metabolism

Whey or plant protein, L-carnitine, green tea

Performance

Protein, creatine, essential amino acids

Live today: 50+ products in three categories: protein and creatine, vegan foods, medicinal mushrooms.



HERO PRODUCT

Pack Woman Power

The bundle that built our customer base: everything an active woman needs to start, in one box.

- Whey protein, 1 kg
- Creatine monohydrate, 300 g
- Shaker, two protein bars and a reusable bag

Our best seller since launch

NEXT · OUR OWN BRAND

The ActivaLab line, formulated by scientists



Whey Protein+ with biotin and collagen · **Creatine**, 5 g per serving

Protein shakes, ready to drink

Protein+ Matcha, rich in antioxidants

Trademark registered with INAPI. Own-brand launch planned for January 2027.

CUSTOMER

We know who she is and where to find her



- 25–40** Women, active on social media, who invest in health and wellness
- 80%** of our visitors shop from a phone
- 64%** of sessions come from the Santiago Metro Region
- 6,200+** Instagram followers in our community

TRACTION

Bootstrapped to 700+ customers

CLP 28.2M

net sales in the first half of 2026

CLP 16.9M

in sales from launch to January 2026

700+

customers in our base, reachable for repeat purchase

CLP 49,990

average order value

50+

products across three categories

10+

influencer collaborations

UNIT ECONOMICS

We chose margin over paid growth

3.5%

Gross margin per pack while we bought customers on Meta Ads.

24.6%

After stopping paid ads in June 2026 and shifting to retention and organic reach.

35.7%

Projected with our own brand, as unit cost falls from about CLP 38,000 to 32,000.

MARKET

A large, growing market, and a beachhead we can win

GLOBAL

USD 214.8B

Dietary supplements in 2025, heading to USD 377.9B by 2032 (8.4% a year).

Sources: Global Market Report 2025–2032 · Startup Finance Partner, financial model 2026–30

SAM · CHILE

USD 75M

Chile's share of a USD 2.5B Latin American wellness and supplements market.

SOM · 5 YEARS

USD 750K

1% of Chile, a conservative goal before regional expansion.

BUSINESS MODEL

Our store first, then the gyms and our own brand

REVENUE TODAY

D2C marketplace

Our Shopify store, with own and third-party brands. 100% of revenue today, driven by repeat purchase and community.

IN DEVELOPMENT

Gym alliances

Affiliate and corporate programs with gyms and studios such as SmartFit, Sportlife and Nirvana CrossFit.

FROM 2027

Own brand

Our best sellers under the ActivaLab label, at a lower unit cost and a higher margin.

From bootstrapped to break-even

01

Break-even

Operational break-even within six months, through sales growth and a leaner cost base.

02

CLP 5M a month

Average monthly sales in six to eight months, without paid ads.

03

Margin over 30%

Better purchasing terms, a broader product mix and leaner operations.

04

Own brand, then LatAm

ActivaLab line in January 2027, then the same model in other Latin American markets.

TEAM

Scientists, together since 2008

Francisco Altimiras

CEO · CO-FOUNDER

PhD in Computer Science (PUCV) and in Complex Systems Engineering (UAI). Biotechnology engineer, Universidad de Chile. 35+ publications, 7 patent applications. Former Senior Data Scientist at Telefónica.

Leonardo Pavez

CTO · CO-FOUNDER

Biochemist (USACH) and PhD in Plant Sciences (Universidad de Chile). Full professor at UDLA, 60+ publications.

Fernanda Valdivia

OPERATIONS

Leads finance, logistics and day-to-day operations.

THE ROUND

Pre-seed USD 100K

Raised as part of Patagonia Venture Studio: our first outside capital, after bootstrapping since day one.

WHAT IT FUNDS

- | Inventory and the own-brand launch
- | Retention, community and organic growth
- | B2B partnerships with gyms and studios

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