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## Press Release

**Melbourne, Australia, 31 March 2022:** Sapient Nutrition Pty Ltd (trading as vivaLAB, see [vivalab.health](https://vivalab.health)) today announced the successful first close of a pre-seed fund raising of up to \$500,000 to fund the development of personalised health solutions using data driven AI applications. Sapient was established in November 2020 to disrupt the health market by making the consumer the focus of data collection and health management to inform and empower them on their individual health journey.

Trading under the brand of vivaLAB, the Company is currently building a unique data platform to offer unique personalised health solutions to the consumer market. The vivaLAB data platform will incorporate lifestyle data correlated with multi-omics data from a gut microbiome (metagenomics) and metabolic (metabolomics) test to better understand how nutritional interventions with personalised supplements can improve health and potentially mitigate the onset of chronic disease. AI driven algorithms interrogate these data to provide a series of personalised supplements and lifestyle recommendations. A vivaLAB dietitian reviews these AI driven recommendations before release to the consumer, reflecting vivaLAB's commitment to the responsible use of AI.

New investors include two high net worth individuals, James Scollay and Paul Cross, who will be joining the Board of vivaLAB. James is currently the CEO of Genie Solutions, a private equity backed health practice management software made to improve GP practice workflows. Paul, who is also a successful start-up entrepreneur, is currently the VP Customer Success APJ for DocuSign. Paul had previously established a number of digital marketing businesses, the most successful providing an early iteration of e-mail marketing products/ solutions was sold to Responsys, before being acquired by Oracle. Paul held senior roles with both organisations post transaction.

Executive Chairman and co-Founder, Dr. Andrew P. O'Brien said "It is great to have two seasoned corporate executives who have highly relevant skills invest and join the Board of vivaLAB. Complementing the existing skills of the co-Founders, vivaLAB has a great mix of healthcare, digital marketing, SaaS, data management expertise in team members that have previously launched, operated, grown and exited companies".

vivaLAB is targeting the launch of its first product disrupting the traditional vitamins and dietary supplements / dietitians' market with a data driven personalised health offer in mid 2023.