

Your best people are burning out. That's a business problem.

A physician-led health team for your staff - nutritionist, personal trainer and behaviour specialist - with a gamified app that turns health into something your office competes over.

BLOOD TESTING
17 biomarkers

3 SPECIALISTS
Live 1-on-1s

TEAM CHALLENGES
Prizes you set

AGGREGATE REPORT
Never individual data

90-DAY PILOT

THE COST OF DOING NOTHING

You already pay for poor health. Just not on purpose.

\$1,685

Absenteeism, per employee, per year

Illness-driven absence costs US employers \$225.8B a year. (CDC Foundation)

31%

Of US employees are engaged at work

Flat on 2024 and down from 36% in 2020. Two in three are coasting. (Gallup, 2025)

\$26,993

Average family health premium

Up 6% in a year - and it pays for treatment, not prevention. (KFF, 2025)

0.5-2×

Salary to replace one employee

Recruiting, onboarding and the output lost in the gap. (Gallup)

THE GAP Insurance pays once people are sick. Almost nothing in a standard benefits package is built to keep them well.

WHY THIS OVER OTHER BENEFITS

A gym discount is a perk. This is a protocol.

THE EVIDENCE

A randomised trial across 160 BJ's Wholesale sites found a typical workplace wellness programme - classes and gift cards - made no significant difference to employees' blood markers.

JAMA's editors pointed to the reason: generic programmes lack intensity, duration and focus.

Song & Baicker, JAMA, 2019

Benefit	Starts with bloodwork	Live 1-on-1 experts	Daily check-ins	Measured result
Gym stipend	No	No	No	No
EAP hotline	No	On request	No	No
Wellness app	No	No	Partial	No
Annual physical	Partial	Once a year	No	No
Wolfburgh	Yes	Yes	Yes	Day 1 vs Day 90

Intensity, duration and focus is exactly what Wolfburgh is built on: real specialists, monthly live 1-on-1s, daily check-ins, a 90-day re-test.

WHAT EACH EMPLOYEE GETS

A dedicated health team. Not a login.

Each employee meets every specialist **live, 1-on-1, for 45 minutes, every month.**

Physician review

At-home kit testing 17 key biomarkers. A licensed physician reviews every panel first.

BLOOD PANEL
DAY 1 + DAY 90

Nutritionist

A food and supplement plan built around their own results, adjusted as the data moves. RD or CNS credentialed.

45 MIN · LIVE 1-ON-1
EVERY MONTH

Personal trainer

Live video sessions and a programme built around recovery data. NSCA, NASM or ACE certified.

45 MIN · LIVE 1-ON-1
EVERY MONTH

Behaviour specialist

Stress, sleep and the habits underneath everything else - the pillar most benefits skip.

45 MIN · LIVE 1-ON-1
EVERY MONTH



A human is always just a message away. Between sessions, any question goes straight to their care team through in-app messaging - real people, not a chatbot.

Make health something your office competes over.

THIS MONTH'S LEADERBOARDS

DEPARTMENTS		INDIVIDUALS	
#1 Sales	1,205	#1 Sarah M.	312
#2 Engineering	1,020	#2 James K.	298
#3 Operations	970	#3 Priya R.	281

PRIZES YOUR HR TEAM SETS

- Friday afternoon off
- Team lunch
- Extra day of PTO
- Bragging rights

+920

extra steps a day when colleagues competed

In a 600-person randomised trial at a national employer, competition beat support and collaboration - and was the only group still ahead once the game ended.

Patel et al., JAMA Internal Medicine, 2019

THE RETURN

Healthy, engaged teams show up – and deliver.

Gallup's meta-analysis of 180,000+ teams: the most engaged quarter versus the least.

78% less absenteeism	14% higher productivity	23% higher profitability
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Energy, sleep and stress are what engagement runs on. Wolfburgh works on all three, every week, for 90 days.

THE MATH • 5-PERSON PILOT

Your cost, 90 days	\$2,993
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Yearly absence cost	\$8,425
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Replace one \$70K hire	\$35K+
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Keep one good person and the pilot has paid for itself many times over.

HOW IT WORKS

From first call to enrolled team in 14 days.

1

Book a call

Tell us your headcount. Cohort and start date confirmed within 24 hours.

2

We set it up

A named success lead configures your account and onboarding kit. No IT integration.

3

Team onboards

Home blood kit, physician review, then monthly 45-min live sessions with each specialist. Challenges go live.

4

Your report

Day-90 re-test, then one anonymised report: participation, completion, cohort biomarker trends.



Privacy that works for you. Individual results stay between each employee and their care team - protecting you from liability and getting more of your people to sign up. You see cohort trends and participation.

THE PILOT · WHY 50/50

Shared cost. Shared commitment.

You and your employee both have skin in the game. When it's free, it's easy to skip.

STANDARD · 5+ EMPLOYEES

\$199.50

Your share per participant, per month. The \$399 membership is split 50/50 with the employee.

5-person pilot: about \$2,993 total

PILOT RATE · 10+ EMPLOYEES

\$159.60

20% off when 10+ employees enrol together.
Membership drops to \$319.20, still split 50/50.

10-person pilot: about \$4,788 total

EVERY PARTICIPANT GETS

Day 1 blood panel, Day 90 re-test

Physician review of every panel

Nutritionist, trainer and behaviour specialist

Free app, challenges and leaderboards

You get: a named success lead and one aggregate report

Outside the US? We work with international teams too - pricing may vary slightly by country.

52% vs 17%

In a 2,538-person trial at CVS, 52% of people who put their own money in stuck with a hard health change - vs 17% when it was free. Three times the success rate. **Same principle here: when your people contribute, they show up - and you see better results.**

Halpern et al., New England Journal of Medicine, 2015

THE TEAM

The team behind your team.



Dr Dana Mincer

CHIEF MEDICAL OFFICER

Board-certified family physician. Leads clinical oversight and standards across every care team.



Austin Kahari

REGISTERED DIETITIAN • ADVISOR

Nutrition lead. Builds food strategies around each member's own blood results.



Oxana Steinmeyer

COMMERCIAL DIRECTOR

Also a personal trainer and behaviour specialist, building training around recovery data and the habits underneath it.



Niall Roxburgh

FOUNDER

Entrepreneur - previously ran a fitness e-commerce business, now runs a successful AI infrastructure agency. Rebuilt his own health from rock bottom in 2020; Wolfburgh is the system he wishes he'd had.



FOUNDING EMPLOYER COHORT

Your people deserve more than a gym membership.

Wolfburgh launches January 2027. Founding employers enrol first, set the baseline - and become the case study.

Book a call → calendly.com/wolfburgh-info

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