

jill.

Your GLP-1 journey, with a friend in your corner.

The AI companion for the GLP-1 era.

GLP-1s work.

Staying on them is the hard part.

56%

quit within one year

...and 42% of them restart within a year. They don't want out, they want help and consistent support.



Side effects nobody preps you for



Zero guidance for eating on a suppressed appetite



No one to ask at 9pm

Sources: Truveta / ISPOR 2025; Endocrine Society 2026; Cleveland Clinic — GI side effects & cost are top discontinuation drivers.

The market isn't coming. It's here.

25M

Americans projected on GLP-1s by 2030 — up from ~10M today. One in twelve US adults has already used one.

\$200B

projected global GLP-1 market by 2030

587%

growth in obesity prescriptions, 2019–2024

43%

of large employers now cover GLP-1s (28% a year ago)

\$149

new low-cost entry via TrumpRx & direct pharma channels

Prices are collapsing → the user base is about to explode → every new user needs support.

Sources: KFF 2025; Forbes Health 2026; Healthline / TrumpRx launch Feb 2026 — Wegovy & Zepbound now \$149–\$399/mo via direct channels.

The drugmakers just validated our thesis.

ELI LILLY

Partnered with Oura, Noom, and Teladoc through LillyDirect to wrap support around Zepbound.

"We're thinking about what patients need throughout their entire care journey... building a more complete ecosystem around the patient."

— Jennifer Mazur, SVP, LillyDirect

NOVO NORDISK

Launched a digital companion (MyTherapy) for metabolic patients and wired telehealth into NovoCare.

"...an integrated support experience that accompanies patients through different stages of their treatment journey."

— Ilka Hirschner, Novo Nordisk

The gap: pharma builds clinical ecosystems — nobody's building the fun, daily, patient-owned companion. That's Jill.

Sources: Oura × LillyDirect, 2026; Noom × LillyDirect (Gifthealth), 2025; smartpatient × Novo Nordisk, 2025; STAT News on NovoCare telehealth, Aug 2025.

Meet Jill.

Five jobs. Seconds a day. Zero homework.



Chat

A friend who knows your
dose day



Track

Logged in 15 seconds flat



Learn

Swipeable, never a wiki



Celebrate

Every win counts. No
shame.



Eat well

Built for a suppressed
appetite

Everyone's either a tracker or a clinic.

THE TRACKERS

MeAgain · Glippy · Shotsy · DoseDiary

- Log doses, shots, macros, then go quiet
- Category leader: hard paywall + glitch complaints
- No community. No emotional layer. No “why.”

THE CLINICS

Noom · Found · WeightWatchers · Hims/Hers · Ro

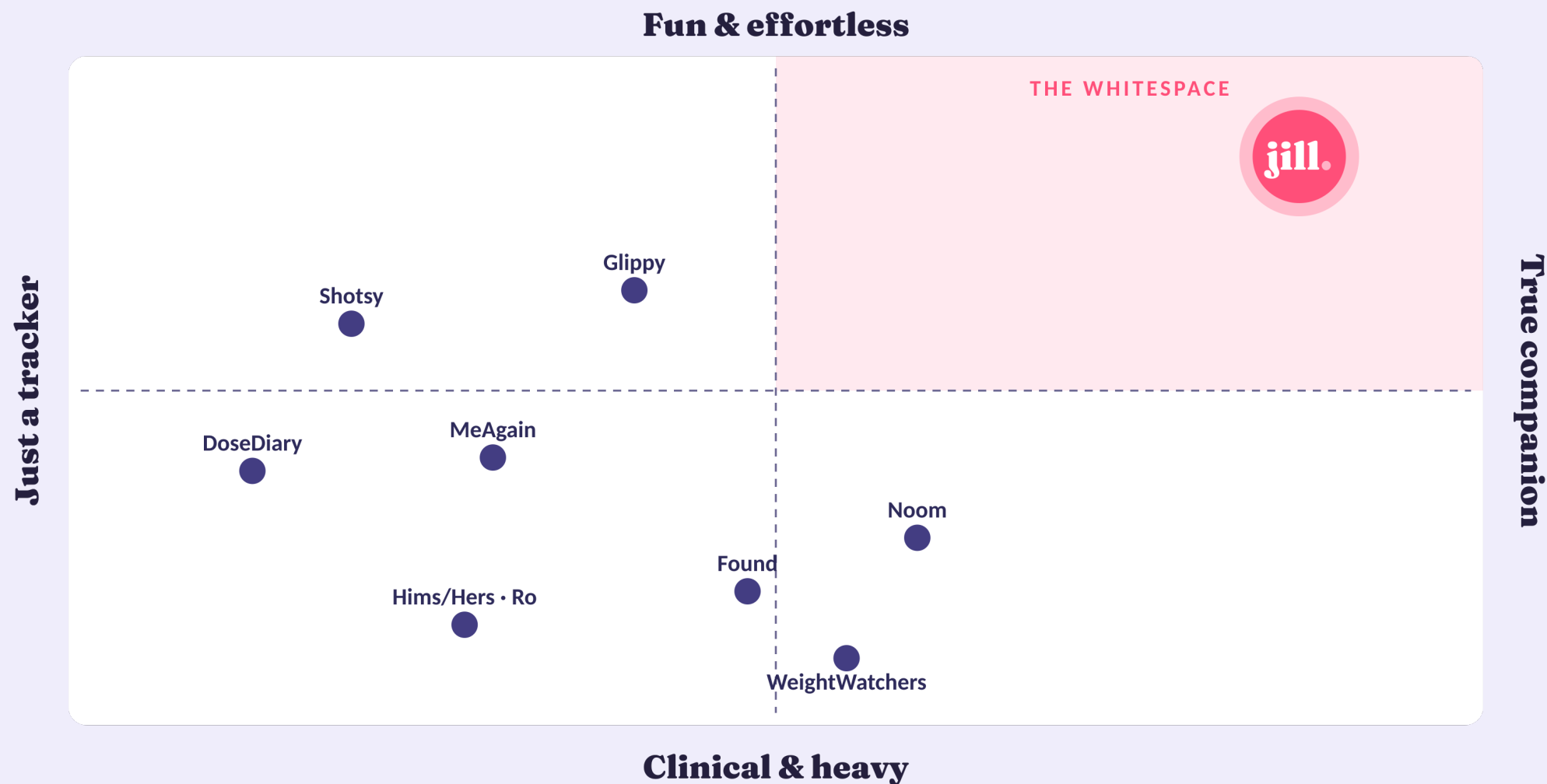
- Sell the prescription; support is the upsell
- \$50–\$350/mo programs tied to their meds
- Feel like a clinic, not a friend — heavy, coach-led



Jill sits in the middle: med-agnostic, delightful, free to start. A companion, not the clinic.

Sources: GLP1Match app comparison 2025; App Store / JustUseApp reviews 2026; Noom, Found, WW program pricing pages 2026.

Jill owns the **top right**.



What users keep begging for.

Straight from app store reviews, socials and patient communities:



“Where’s the community?”

#1 missing feature in the category leader



“Let me try it first.”

Hard paywalls = the loudest complaint



“It keeps crashing.”

Reliability is somehow still rare



***“I need encouragement,
not a form.”***

Nobody's built the emotional layer

Free to love. Paid to go deeper.

Payers foot the bill at scale.

FREE

The wedge

Core chat, tracking & education — free forever. Convert the users hard paywalls are losing.

PREMIUM

The engine

Deep personalization, nutrition plans, community. Annual-first: annual plans drive ~4x LTV.

PAYERS

The prize

Better side-effect management → patients stay at effective lower doses → real savings for insurers. Pilot-ready thesis.

LTV benchmark: Adapty.io Health & Fitness Subscription Report 2026. Payer thesis framed as pilot hypothesis, not proven outcome.

First 10,000 users.

1

Show up where they already vent

Reddit, Facebook groups, TikTok; the complaints are public.

2

Free tier as the wedge

Convert users the paywalled apps are actively losing.

3

Ride the telehealth rails

Value-add companion for GLP-1 telehealth providers.

4

Turn data into payer pilots

Engagement + adherence data opens employer doors.

From v1 to the full companion.

NOW

v1 — web app

Chat, tracking, education, milestones, nutrition.

NEXT

v1.5 — mobile

Community layer, native app, watch + device sync.

SCALE

v2 — B2B2C

Payer pilots, prescriber integrations, personalization.

jill.

**25 million people are about
to need a friend like Jill.**

Seeking passionate partners and collaborators

Let's talk