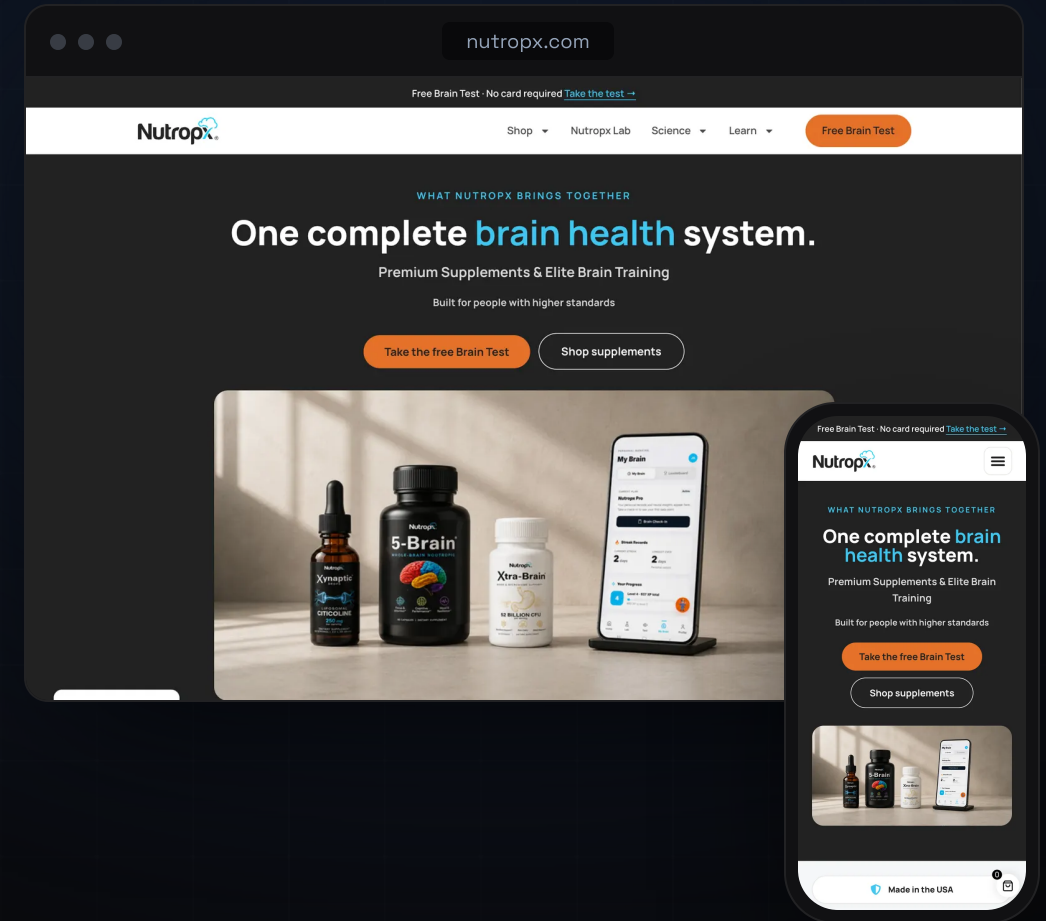


Nutropx · Cognitive wellness

Brain health you can actually measure.

Two connected products for one brain health brand: a US supplement store with every dose on the label, and Nutropx Lab, a game-like cognitive training app with a 90-second Brain Test, daily quests and an AI coach.



UNITED STATES

E-COMMERCE + WEB APP

NUTROPX.COM

sajaltech.com

The challenge

THE CLIENT

A US cognitive wellness brand selling clean-label supplements made in FDA-registered, NSF GMP certified facilities, with a mission to make brain health something you can track.

SECTOR

Health & wellness DTC

MARKET

United States

PRODUCTS

Store + training app

Supplement claims were hard to trust

The category is full of proprietary blends and vague promises. Customers had learned to be sceptical.

No way to see progress

People took a pill and hoped for the best. Without feedback, most stopped after the first bottle.

Brain training felt like homework

Existing apps were clinical and repetitive. Engagement dropped off a cliff after the first week.

Two products, one customer

Store and app needed shared accounts, bundles and messaging, or the brand would feel like two companies.

One brain health system, two products that feed each other



Clean-label storefront

Every ingredient and dose shown on the product page, with a Science Hub linking claims to evidence.



Nutropx Lab

Around 30 exercises across memory, attention, speed and more, wrapped in XP, levels, streaks and daily quests under three minutes.



Cognitive Fitness Score

A 90-second Brain Test sets a baseline, then weekly check-ins show trendlines and personal bests by area.



Professor 5-Brain AI coach

Summarises each week's training and suggests what to focus on next, turning data into a simple plan.

HOW IT WORKS

From first click to daily habit

The loop that keeps customers coming back.

01

Free Brain Test

A 90-second test, no card required, gives an instant Cognitive Fitness Score.

02

Personal plan

Scores by area suggest exercises and the supplement that fits the goal.

03

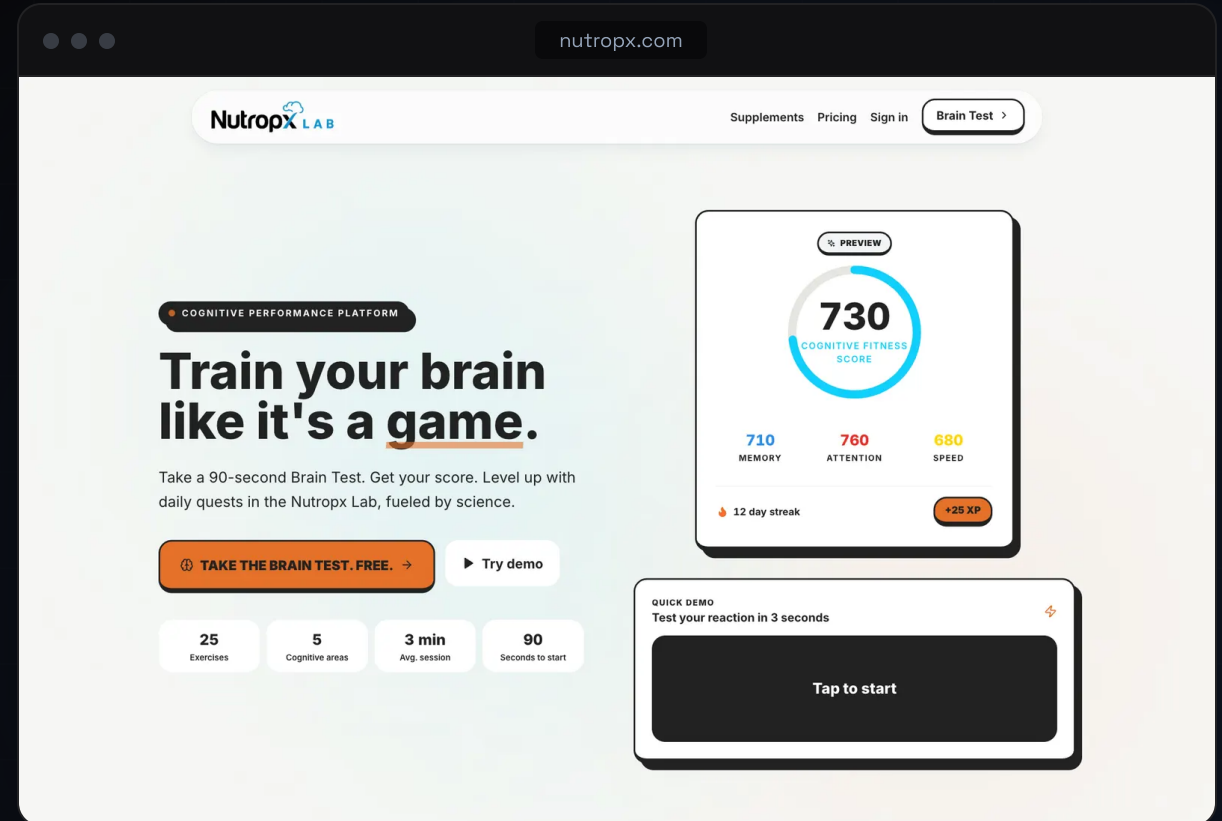
Daily quests

Short adaptive sessions earn XP and keep the streak alive.

04

Weekly review

The AI coach reports progress and nudges subscriptions and refills at the right time.



STACK

WOOCOMMERCE

REACT

NODE.JS

LLM COACH

POSTGRESQL

SUBSCRIPTIONS & STRIPE

What changed after launch

BRAIN TESTS

62%

of test takers go on to create an account

RETENTION

3X

longer subscriber lifetime for customers who train in the Lab

SESSION LENGTH

3 min

average daily quest, built to fit any morning

REPEAT ORDERS

+41%

refill rate among customers with an active streak

Figures reflect cohort data from the first months after the Lab launched alongside the store.

BEFORE

Customers bought supplements on faith, saw no feedback and rarely reordered. Brain training lived somewhere else, if anywhere.

AFTER

A free test leads into daily training, progress is visible every week, and supplements become part of a routine people can measure.

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DELIVERED IN THIS ENGAGEMENT

- ✓ Supplement e-commerce store
- ✓ Nutropx Lab training app
- ✓ AI coach and scoring engine

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lab.nutropx.com ↗