HYPOXCELL
by
BEYOND BLOOD DIAGNOSTICS

Ogo

Elevate Wellness: At-Home Blood Testing for Athletes, Biohackers, & Longevity Practitioners

Empowering longevity enthusiasts and athletes with precision insights to optimize training, recovery, and performance through advanced blood biomarker testing—right from home.

About Beyond Blood

Imperial College London Innovation

Designed for Chemotherapy Patients

Wellness & Athletic Applications

Our Solution: The First True At-Home Blood Test for Blood Biomarkers

Simple Collection

Finger-prick blood sampling with lab-grade accuracy from anywhere—no lab visits required

Comprehensive Analysis

Complete blood count with 10 biomarkers like Hemoglobin, Hematocrit, Hb Mass

Personalized Insights

Tailored altitude exposure and nutrition recommendations to boost performance

How It Works: Seamless Integration into Athlete Routines

01

Sample Collection

Athlete collects blood sample at home with our simple device—no special training required

02

Lab-grade Analysis

Samples processed in minutes with accuracy and speed

03

Results & Recommendations

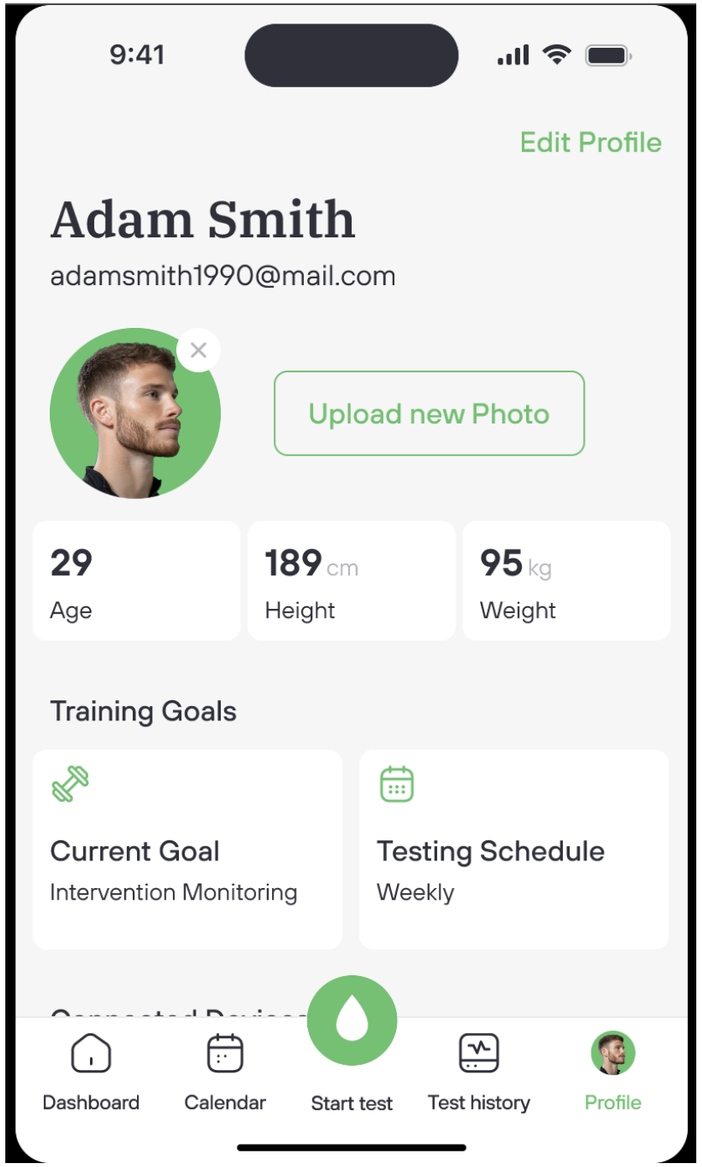
Results pushed to the webapp for actionable dashboards and alerts for immediate intervention

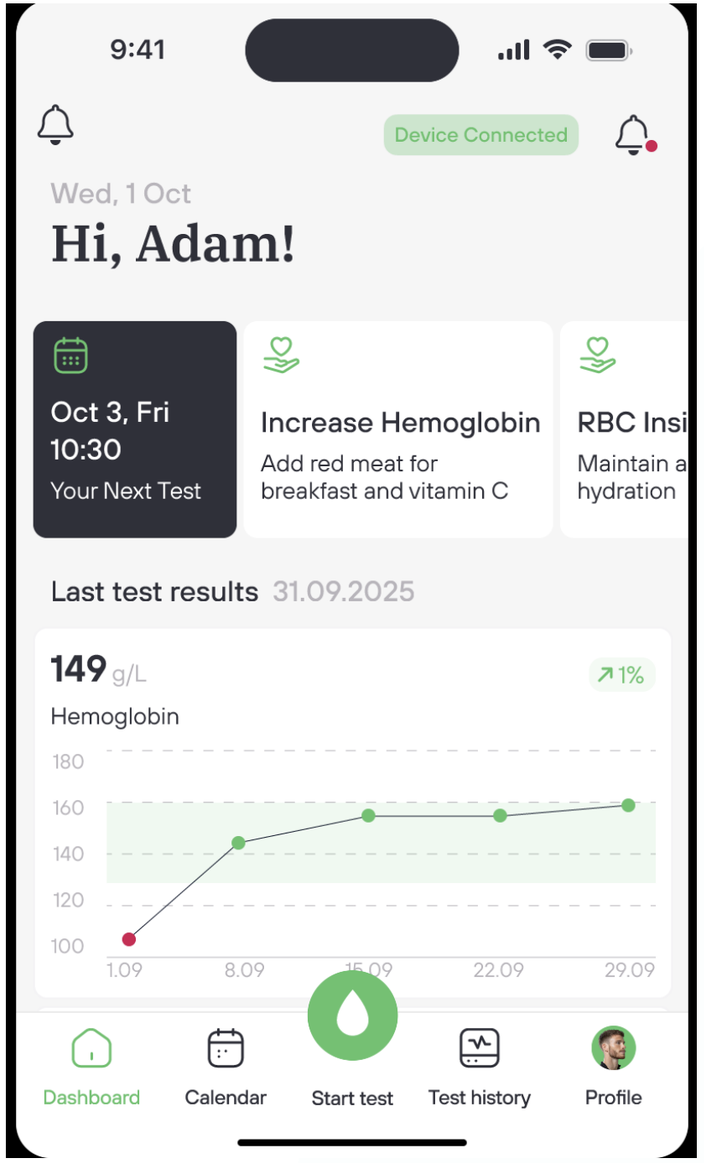
04

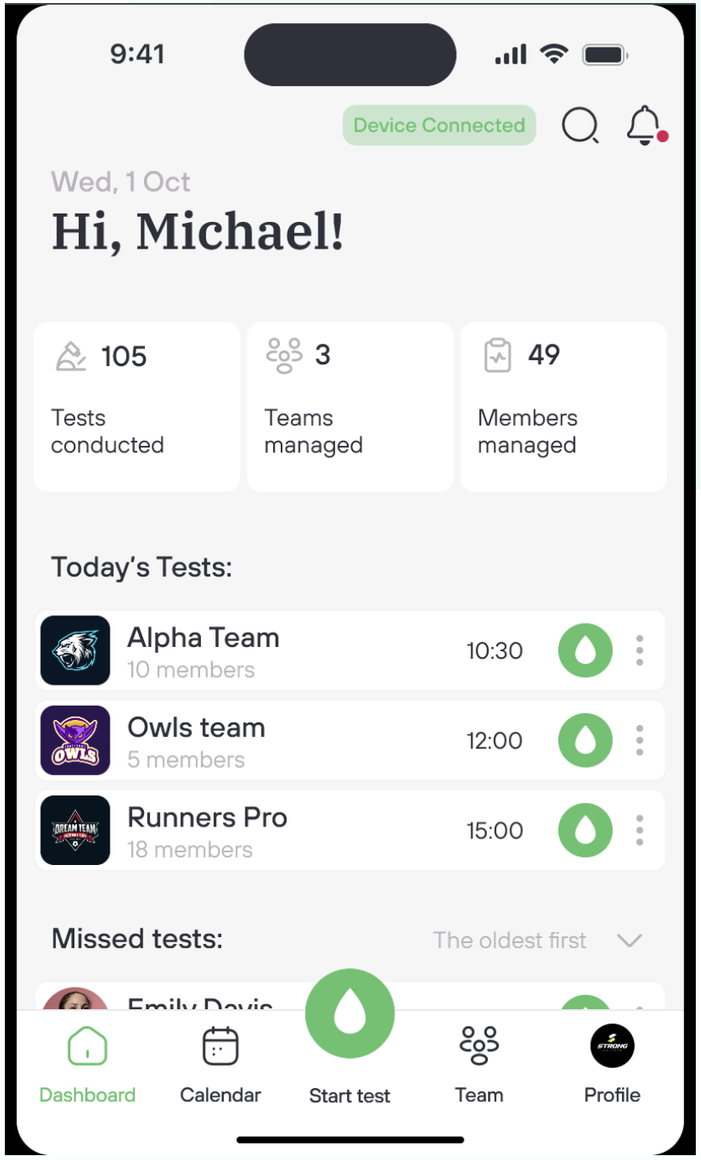
Continuous Monitoring

Ongoing testing tracks progress and allows for dynamic protocol adjustments based on real-time data

Tailored Results and Analytics







Longevity Score

Product Offering:

We measure 5 longevity related biomarkers and convert them into a single longevity score (0–100) with color bands:

Excellent (85–100) : maintain what works
On Track (70–84) : good, with room to improve
Worth Checking (55–69): adjust habits; re-test soon
See a clinician (<55): consider a clinical check-in (no medical interpretation provided)

Biomarkers measured

- **RDW (%)** -a window into cortisol/ stress.
- **Haemoglobin (g/dL)**: Flags nutrient deficiency and fatigue
- **MCV (fL)**: linked to nutrient building blocks.
- **Blood cell count (RBC)**: overall oxygenation support and blood health.
- **Reticulocytes (%)**: young blood cells; a proxy for regeneration and recovery

Interpretation on the App

Sleep : >7–9 hours with consistent timing supports balance (RDW) and recovery (reticulocytes);
Nutrition: Prioritize protein quality; include leafy greens and B-rich foods > supports MCV and regeneration;
Training: Balance intensity and recovery days supports haemoglobin/RBC narrative for capacity
Supplements: foundations first (as advised by your coach or retailer) > align to your score band

Altitude Training

Product Offering:

Altitude / Hypoxic exposure gains aren't one-size-fits-all. HypoXcell delivers on-site blood testing before, during, and after training with:

- *Individualised, data-led protocols to increase haemoglobin/ haematocrit and oxygen capacity*
- *Real-time adjustments to training, recovery and nutrition to maximise adaptation and minimise risk*
- *Squad-wide alignment and measurable ROI—turns altitude camps into competitive advantage*

Biomarkers measured

- **Haemoglobin (Hb) mass:** Core indicator of improved oxygen-carrying capacity; tracks true erythropoietic gains..
- **Plasma volume:** Early haemoconcentration can inflate Hb/Hct readings; monitoring separates fluid shifts from real red-cell changes.
- **Red blood cell (RBC) count:** Core indicator of improved oxygen-carrying capacity can be confused due to Plasma volume rebounds which dilutes counts.
- **Red cell distribution width (RDW):** Signals influx of larger, young RBCs (reticulocytes); confirms productive erythropoiesis

Interpretation on the App

Nutrition: If Hb mass and RDW are rising, support erythropoiesis with iron (plus vitamin C, B12, folate)
Hydration: With an early >15% plasma volume drop, prioritise fluids and electrolytes to blunt haemoconcentration, then taper intake as plasma volume normalises.
Taper/Peak timing: Use the Hb mass trend to target the peak 7–21 days after training,
Training load: Keep intensity conservative during the initial plasma-volume dip, progress quality when RDW and Hb mass rise, and reduce load if they stall or recovery flags.

Recovery & Biohacking

Product Offering:

Biohackers and recovery-focused athletes want results they can see in their metrics and feel in their day-to-day. HypoXcell provides goal based insights with:

- *Live tweaks to sleep, stress, breathwork, heat/cold, and nutrition to speed recovery and cut overload risk*
- *Clear alignment for athletes and practitioners with objective markers and measurable ROI*

Biomarkers measured

- **Haemoglobin / Haematocrit:** Quick checks on capacity, interpreted with plasma volume for context.
- **Reticulocyte count:** Early signal of rebuilding and tissue-repair momentum.
- **Red cell distribution width (RDW)**: Helps distinguish healthy adaptation from systemic stress.
- **Plasma volume**: Reads hydration and autonomic strain, separating fluid shifts from real change.
- **Blood volume**: Integrates plasma and red cells to indicate sustainable output and recovery headroom.

Interpretation on the App

Sleep: Stable RDW with rising reticulocytes means keep your routine; drifting RDW or flat reticulocytes cues earlier bedtime, darker evenings, and short naps.
Nutrition: Rising reticulocytes and RDW call for high-quality protein plus iron, B12, folate, and vitamin C; falling Hb/Hct or low ferritin shifts menus toward iron-rich foods.
Hydration: A drop in plasma volume after heat, cold, or hard days means increase fluids and electrolytes, then taper as morning body mass and urine normalise.
Recovery protocols: With Hb mass up and blood volume stable, add light sauna, breathwork, and easy aerobic work; if RDW spikes or RBC count dips, switch to low-strain mobility and zone-1 until markers settle.

Our Customers, Partners & Accolades

TEIDE ALTITUDE TRAINING

OZONE CLINIC

CNEA CREPS FONT-ROMEU

ALTITUDE ZONE

BAHRAIN VICTORIOUS

Ogo

ELEMENTAL ALTITUDE TRAINING CENTER

ALTITUDE TRAIN HIGHER

OPTIMAL HEALTH

THE ALTITUDE CENTRE™

FT

camRARE Cambridge Rare Disease Network

IMPERIAL

Government of Canada / Gouvernement du Canada

UKRI UK Research and Innovation

King's College Hospital NHS Foundation Trust

NHS St George's University Hospitals NHS Foundation Trust

NHS Imperial College Healthcare NHS Trust

NHS Blackpool Teaching Hospitals NHS Foundation Trust

UKRI Innovate UK

UKRI Science and Technology Facilities Council

UNIVERSITY OF ALBERTA

Cinference

CANOLFAN RAGORIAETH SBRI SBRI CENTRE OF EXCELLENCE

Physiomics

Applied Quantum Materials Inc.

Biomarker Development Roadmap

1

2025 Foundation Phase (10 biomarkers)

HGB/HB – Hemoglobin
HCT – Hematocrit
Hbmass – Hemoglobin Mass
RBC – Red Blood Cell Count
RCV – Red Cell Volume (Erythrocyte Volume)
RETIC# / RETIC% – Reticulocyte Count
RDW – Red Cell Distribution Width
PLT – Platelet Count
BV – Blood Volume
PV – Plasma Volume

2

1H 2026 (4 biomarkers)

WBC - White Blood Cell Count
PLT - Platelets
MVP - Mean Platelet Volume
PDW - Platelet Distribution Width

3

2H 2026 (8 biomarkers)

MONO# & MONO% - Monocyte Count/%
EOS# & EOS% - Eosinophil Count/%
BASO# & BASO% - Basophil Count/%
NEUT# & NEUT% - Neutrophil Count/%
ANC - Absolute Neutrophil Count
PMN - Polymorphonuclear Neutrophils
LYMPH# & LYMPH% - Lymphocyte Count/%
NLR - Neutrophil-to-Lymphocyte Ratio

Discounted Pre-order Pricing thru 31 Dec

Device

Measures 10 blood biomarkers

Minimal sample (finger-prick)

Portable, battery-powered

Free Web App subscription

Includes 1 box of 8 testing cartridges

Ships 15 January, 2026

GBP 1500*

Cartridges (Refill)

Refill box of 8 test cartridges

GBP 240

Peli Case (add on)

Ultra portable, hard shell protection

GBP 220

**excludes shipping taxes and duties*

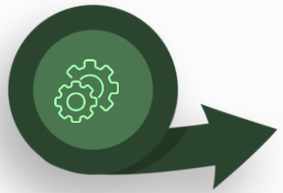
A path to a successful partnership!

Program management

An Ogo consultant will lead and manage the full project process from start to finish

Change management

We'll co-create a collaborative rollout plan, including how the solution fits into your studio's workflow.



Setup and training

The device is quick and easy to set up. We provide comprehensive instructions, so your team feels confident using it right away.

Handover

Once everything is in place, we complete a joint sign-off to confirm the solution is successfully integrated and ready for everyday use.

Ongoing support

Our team remains available for ongoing support, ensuring you continue to get value and can easily scale usage as needed.

Value add scenarios

Option 1: Top of funnel marketing tool

- Offered at zero or break even cost to prospective clients
- Immediate feedback while the potential client is being introduced to the facility
- Opportunity to provide a personalized training plan based on actual biomarker data
- Ensure higher conversions
- Assuming even 2 new people sign on, the device payback period is 1 year.

Option 2: Add on service

- Offered at a 50% markup by the gym
- Differentiator based on hyper personalization
- Pop ups or wholly on-site
- Up-sell additional services
- if 20 people sign on (1test per quarter) payback period is 1 year

*T&C apply

Join Us in Revolutionizing Blood Diagnostics

Get in touch today to elevate performance together.

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