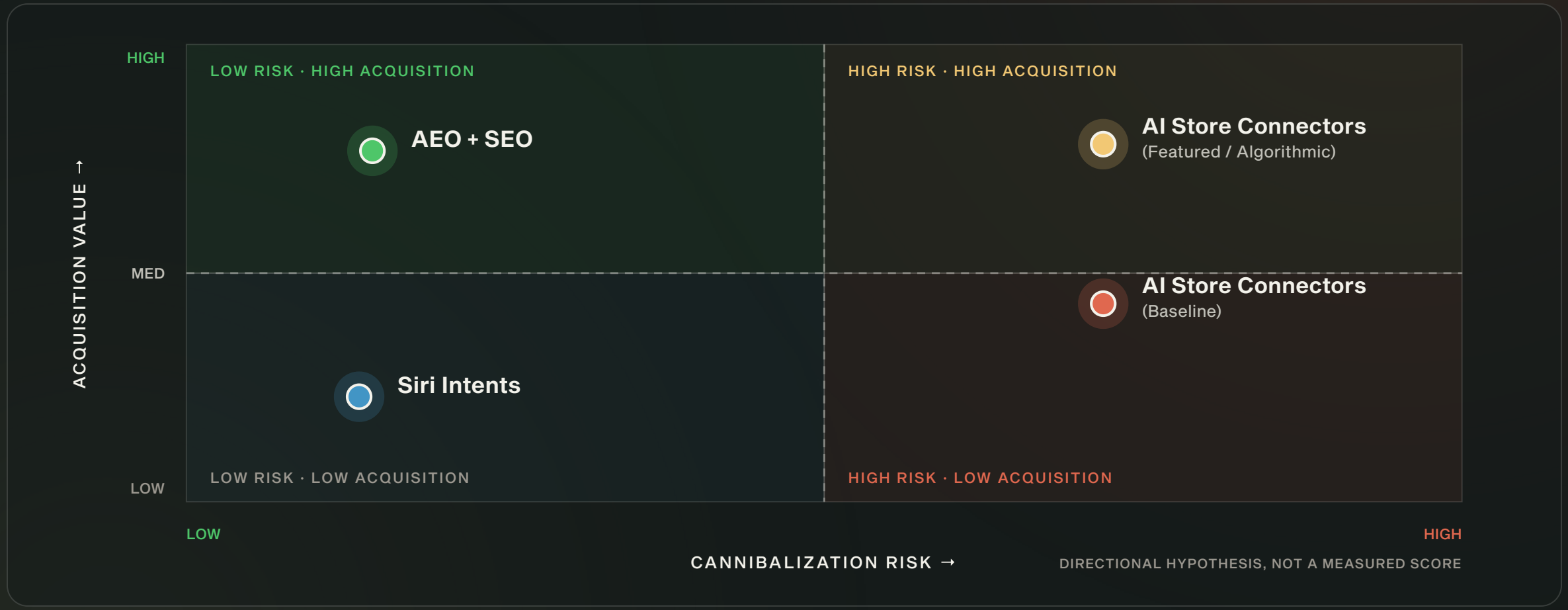
MATRIX 01 · CANNIBALIZATION VS. ACQUISITION

Search answers win new members. Both AI Store Connector variants carry similar cannibalization risk.

hundred.
ACQUISITION

Featuring and algorithmic placement raise reach. Neither is assumed to lower what it costs Hundred.

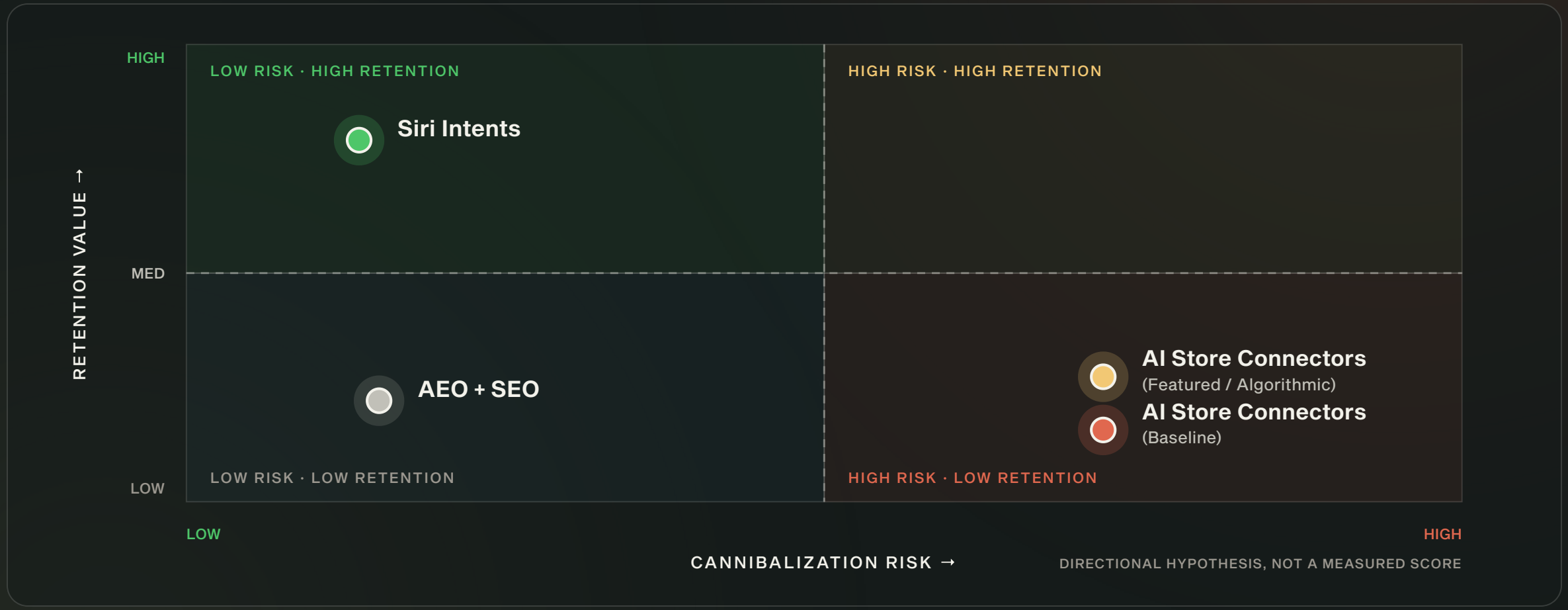


Prioritize acquisition without giving up the member relationship.

Directional hypothesis, not a measured score. Both connector variants are placed at equal cannibalization risk; featuring changes reach only. Slide 3 carries the acquisition evidence.

Siri Intents keep the handoff in Hundred. Both AI Store Connector variants put attach and renewal at similar risk.

A featured connector reaches more people. It can still displace the surface where Hundred sells the next test, refill, and renewal.



Hundred AI Chat reduces the incremental retention value of third-party AI integrations.

Directional hypothesis, not a measured score. Featuring changes reach, not proven retention; both connector positions are unmeasured. Slide 5 separates commercial exposure from the habit claim.

Answer engines reach buyers. A read-only connector serves members Hundred already has.

AI answers do not replace the clinical service. Member-only result readers are not acquisition funnels.

AEO + SEO · BUILD NOW

Own the answer, then give it somewhere to go

- **The new front door.** AI answers increasingly sit above links on health searches. The buyer starts there, not on Hundred's homepage.
- **Citation pays.** Cited brands showed 35 percent higher organic and 91 percent higher paid click-through than uncited queries. Source: Seer Interactive AIO study, Q3 2025 data, observational, not causal.
- **What zero-click actually takes.** Zero-click answers take blog traffic. Lost clicks do not establish lost paid memberships.
- **Make the page transactional.** Clinician-reviewed biomarker answers, coverage lookup by plan, cash price by ZIP, and the 100-day entry offer on the same page.

Growing	+35% / +91%	Unmeasured
AI answers on health searches	Cited vs. uncited, observational	Risk to the paid product

BASELINE CONNECTORS · HOLD

A login gate is not a growth channel

- **Members only.** Function Health's connector authenticates an existing member, then returns summary counts, category stats, and a nutrition protocol, not individual lab values. No account, no value.
- **Listings do not create demand.** Without default placement a connector sits in a crowded directory, reachable mainly by members who go looking.
- **Checkout inside chat is not the safe assumption.** Platform checkout rules are still moving. Keep the purchase in Hundred's flow so a policy change cannot strand it.
- **What a broad export would cost.** A full panel export, which Function does not offer, is the hypothetical risk: the assistant becomes where the member reads results while Hundred carries the clinical cost.

Login first	Merchant	Read-only
Requires an existing member	Purchase completes in Hundred's flow	Summary data, not lab values

Announcements are not acquisition. A read-only connector serves today's members and can give away tomorrow's advantage.

Sources: Seer Interactive, Q3 2025 data; Pew Research, Jul 2025; Function Health connector documentation.

Launch Hundred chat. Prove member value. Then pursue marketplace fulfillment.

Own the member conversation, prove adherence, add-ons, and renewal, then extend Hundred fulfillment to marketplace demand.

STEP 1 · HUNDRED CONTROLS IT

Launch Hundred's own chat

- **Own the daily conversation.** Protocol, refills, results, and interpretation sit in Hundred's surface, not a platform's thread.
- **Build the habit in-app.** Every result and refill reinforces the Hundred relationship.
- **Set the baseline.** Measure adherence, add-on purchases, and renewal before distribution work begins.

Own surface
The daily member conversation

STEP 2 · TARGET BENCHMARK

Match the outcomes that make Superpower work

- **Measure the outcomes.** Adherence, add-on purchases, and renewal against Hundred's baseline.
- **Use comparable Superpower results where available.** Set the target from observed outcomes, not a market narrative.
- **Improve the product until the economics justify distribution.** Close the gap before spending on reach.

Adherence · add-ons · renewal
Measured against Hundred's baseline

STEP 3 · FULFILLMENT PARTNER

Serve marketplace demand with Hundred fulfillment

- **Marketplaces originate demand.** Hundred executes clinical fulfillment: labs, clinician-authorized orders, and draw booking.
- **Own the clinical flow.** Results, interpretation, and the member relationship stay in Hundred.
- **Negotiate economics, attribution, and handoff before committing.** Terms and volumes are set in the deal, not assumed.

Fulfillment partner
Hundred serves marketplace demand

Build the member experience first. Bring proven fulfillment to the marketplaces next.

Superpower target benchmark, with comparable outcome data and marketplace terms to validate.

The connector exposure is commercial: checkout and attribution.

Hundred can lose the place where it sells the next test and earns renewal credit. Delegating a task does not prove a member never forms a habit. App opens are not renewal.

COMMERCIAL EXPOSURE

Three risks to price

- **1. The selling surface can shrink.** Repeat panels, add-ons, refills, and the annual upgrade are merchandised in Hundred's screens. Assistant use can bypass owned offers. Attach rate can fall while retention looks flat.
- **2. Credit can move to the assistant.** When advice arrives in ChatGPT, the member may credit ChatGPT at renewal. That is a testable willingness-to-pay risk.
- **3. The cue is on loan.** Ranking, framing, competitor mentions, and terms belong to the platform. A platform can launch a competing health product.

Attach rate
The measurable exposure

Attribution
Who the member credits at renewal

Platform terms
Ranking and framing are borrowed

SIRI INTENTS · BUILD NOW

Keep the trigger, keep the data, route the member back

- **Keep the default path in Hundred.** App Intents is Apple's current path for app actions. It invokes Hundred's installed app and lets the system index it under Hundred's name.
- **Scope it deliberately.** Siri's optional ChatGPT extension can forward chosen prompts and attachments to OpenAI when a member turns it on, so keep voice actions to logging and status, never raw biomarker tables.
- **Two tiers.** Log supplements and check the protocol day by voice. Send interpretation, plan changes, and reorders into the app through a deep link.
- **Run a 30-day pilot, powered for a pre-specified harm margin.** Randomize connector access against app-only. Measure attach and adherence as leading indicators; track renewal when due. A null 30-day result is not parity.

App Intents
Current path for app actions

Indexable
Hundred named in system search

Deep link
Interpretation happens in the app

If 3rd Party AI Coaches own the daily conversation, they can influence the next refill and renewal.

Sources: Apple App Intents; Apple ChatGPT extension; Stojanovic et al., 2022.

THE ANSWER

Yes, build it. Build the order path first, and keep the chart in Hundred.

hundred.
SEQUENCE

Tag every member by the channel that brought them, and move connector buyers into the app before their results arrive.

NOW · 0 TO 60 DAYS

The loop, the answers, the voice actions

- **1. Ship in-app chat and the 100-day loop.** Weekly biological age updates and supplement merchandising go live before the $100 price test; test the price only after the value story is in place.
- **2. Publish answer pages that transact.** Clinician-reviewed biomarker and condition pages, coverage by plan, cash price by ZIP, checkout on the page.
- **3. Ship Siri App Intents.** Supplement check-in, protocol day, biological age drift, each one deep-linked back into the app.

Compounds
Delay forgoes compounding

NEXT · 60 TO 120 DAYS

One narrow connector, measured hard

- **1. Order tools only.** Eligibility, cash against copay, clinician-signed panel, booked draw. Cash price ships first, coverage estimates ship labeled and non-binding.
- **2. Hand the member back.** Each connector buyer lands in app onboarding before results arrive.
- **3. Stop rule.** If connector acquisition cost stays above paid search at 90 days, freeze it and keep the data for the placement conversation.

Pilot
Scale on placement or routing

PILOT BOUNDARY

What the pilot does not hand over

- **1. The chart.** The pilot withholds the full biomarker and protocol feed. A read-only summary ships only as a tested arm; expand only if attach holds.
- **2. The clinical call.** Interpretation, plan changes, prescribing, and commerce stay in Hundred.
- **3. Blind channels.** Instrument every Siri and connector touchpoint for day 30 and day 100 sessions, attach rate, and renewal.

Full feed
Held back in the pilot

Let the platforms send members. Keep the protocol and the data in Hundred, and earn the renewal there.