

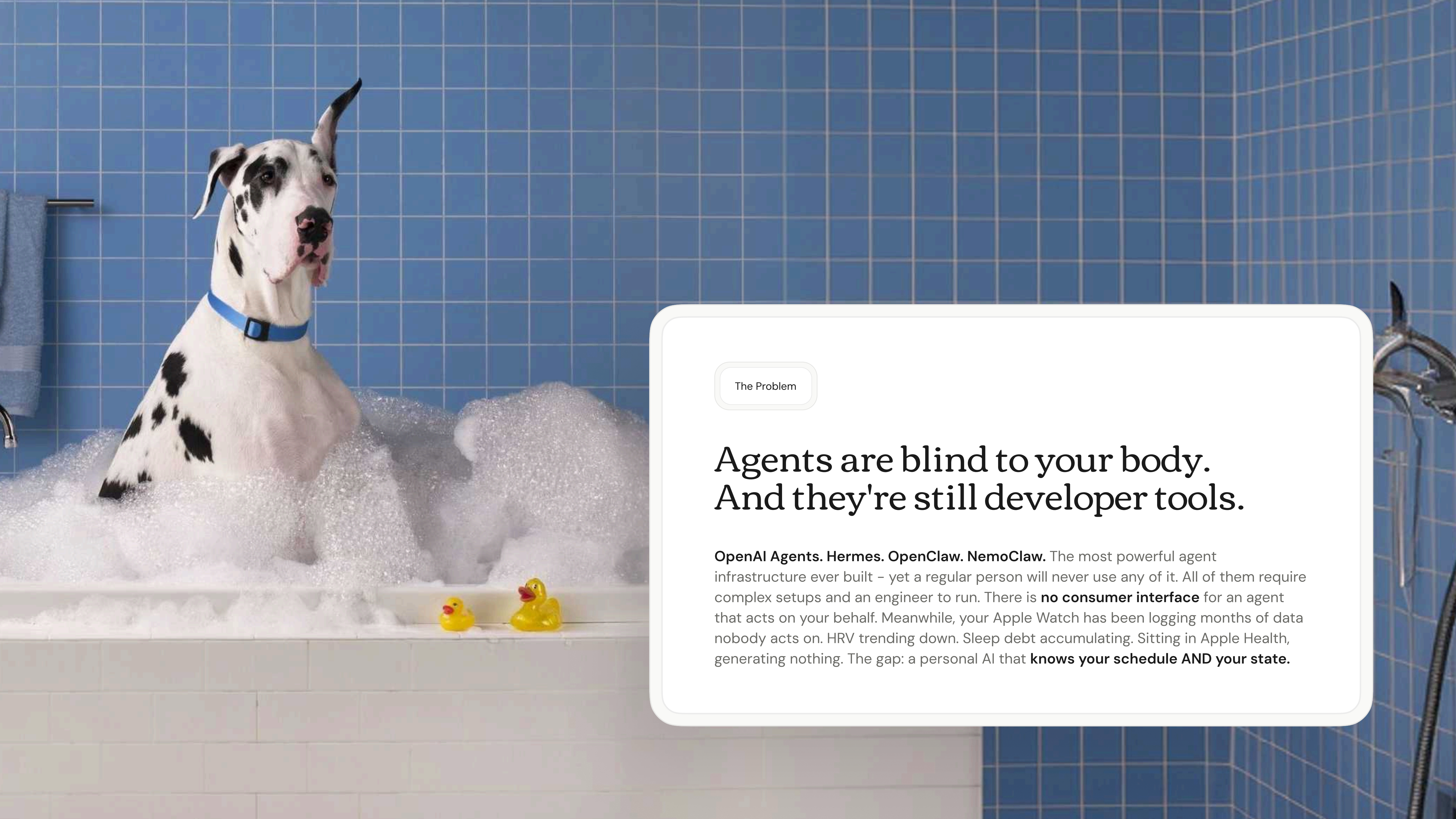


The Story

It started with a bad Tuesday

Four hours of sleep. Three deep-work blocks booked. A 4pm call you were completely wrong for. By 9pm, you start staring at the ceiling, **questioning your existence.**

There was enough data sitting on your wrist to solve this – HRV, sleep stages, recovery score. But, Ignored. Simply because every agent, every scheduler, every AI assistant knows your calendar, not your health. None of them know things like how you slept the last night. Everyone asks ‘what the dog doing’ but no one asked ‘how the dog doing’ :(



The Problem

Agents are blind to your body. And they're still developer tools.

OpenAI Agents. Hermes. OpenClaw. NemoClaw. The most powerful agent infrastructure ever built – yet a regular person will never use any of it. All of them require complex setups and an engineer to run. There is **no consumer interface** for an agent that acts on your behalf. Meanwhile, your Apple Watch has been logging months of data nobody acts on. HRV trending down. Sleep debt accumulating. Sitting in Apple Health, generating nothing. The gap: a personal AI that **knows your schedule AND your state.**

Why Now

Two things just crossed a threshold at the same time.

Wearables hit mass market. Apple Watch is on 100M+ wrists. Health data is being logged every night by people who've never once had an agent look at it. The data infrastructure for this product exists in people's pockets right now.

LLMs crossed the consumer capability line. For the first time, the reasoning required to translate physiological data into real-world decisions – rescheduling, reprioritizing, pattern recognition – is available at the cost and latency that makes a consumer product viable. A year ago this wasn't possible at this price. Now it is.



The Product

The first personal AI agent that treats your body as a data source.

Waldo reads **HRV, sleep, recovery, and stress** from your wearable, then acts.

Reschedules meetings. Protects focus windows. Flags overload before it lands. You don't open a dashboard. You wake up to decisions already made.

Waldo also summarizes your communication inputs all around, cuts BS, and handles the repetitive tasks via scheduled automation.

Not a health tracker. Not a wellness app. An agent that runs your day.



Morning. Bit of a rough night - your sleep was short by about 90 minutes.

Nudged your 9am to 10:30 & 10am to noon.

Nothing drastic, the rest of your day looks good.

cues World Hold On by Bob Sinclair

How it works

You may be a tea person, but that's not the point...

Waldo's already handled the day before you smell your coffee brewing.

You open the app, Waldo shows you one screen – your state from last night, what it means, and what to do with your day. That's it. No checkboxes. No NASDAQ level complications (unless you ask for it). By the time you're read it, Waldo's already been through your inbox, cleared noise, and handled the things that didn't need you. The rest runs in the background.



The Brief

Your morning read. State, load, and the day ahead – in three lines.

Fetch

An active intervention. Waldo moved something. Here's what and why.

Form

How ready you are to seize the day.
Derived from real physiological patterns.

The Patrol

The full log. Every decision Waldo made, with its reasoning.

Constellations

A named pattern. Something Waldo has noticed across weeks and started fixing.

Recovery

Your burnout trajectory. Where you're heading if the current pattern holds.

The Spot

A flagged moment. Something in your day that doesn't fit your numbers today.

Weight

Your cognitive + physical load. How much the day is asking versus what you have to give.

Pricing

Pup

Everyone starts as a Pup.

Free tier. Morning Briefs + basic Spots. You get to know how Waldo works for you.

Pro

This is where the real magic is.

Full Patrol. Waldo acts on your behalf. Reschedules, reprioritises, intervenes.

Pack

Waldo for everyone you care about.

Family or team. Multiple Waldos, shared Constellations. "Get the whole Pack."

The Market

The agentic economy has 3 layers. One of them barely exists.

narrow, high-margin

The Interface Layer

where the agent understands you,
not just your tasks. Wide open.

median, ends up as a middleman

Connector ecosystem

calendar, email, CRM. Table stakes.

broad, highly monopolized

The Infrastructure Layer

model providers, orchestration,
MCP. Building & commoditising fast.

Every product racing for the interface layer is starting from the calendar. But **Waldo's in a different race**. Waldo is model-agnostic. The better the model gets, the better Waldo gets. The more data Waldo has, the better it knows you. Both are already happening.

The Brand

Waldo is not another AI product. It's a character.

The name carries thirty years of cultural equity. **"Where's Waldo?" The answer, always: already three steps ahead.** The mascot is a Dalmatian. Knows more than it lets on. Never surprised. Always acting, never posing. Smart like Batman's Alfred but goofy like Pluto.

Waldo's tagline is – Already on it. The voice is dry, warm, and never in a hurry. It never says AI-powered. It never says wellness. It says: *"Moved your 2pm. The harder one's now when you're sharper."*

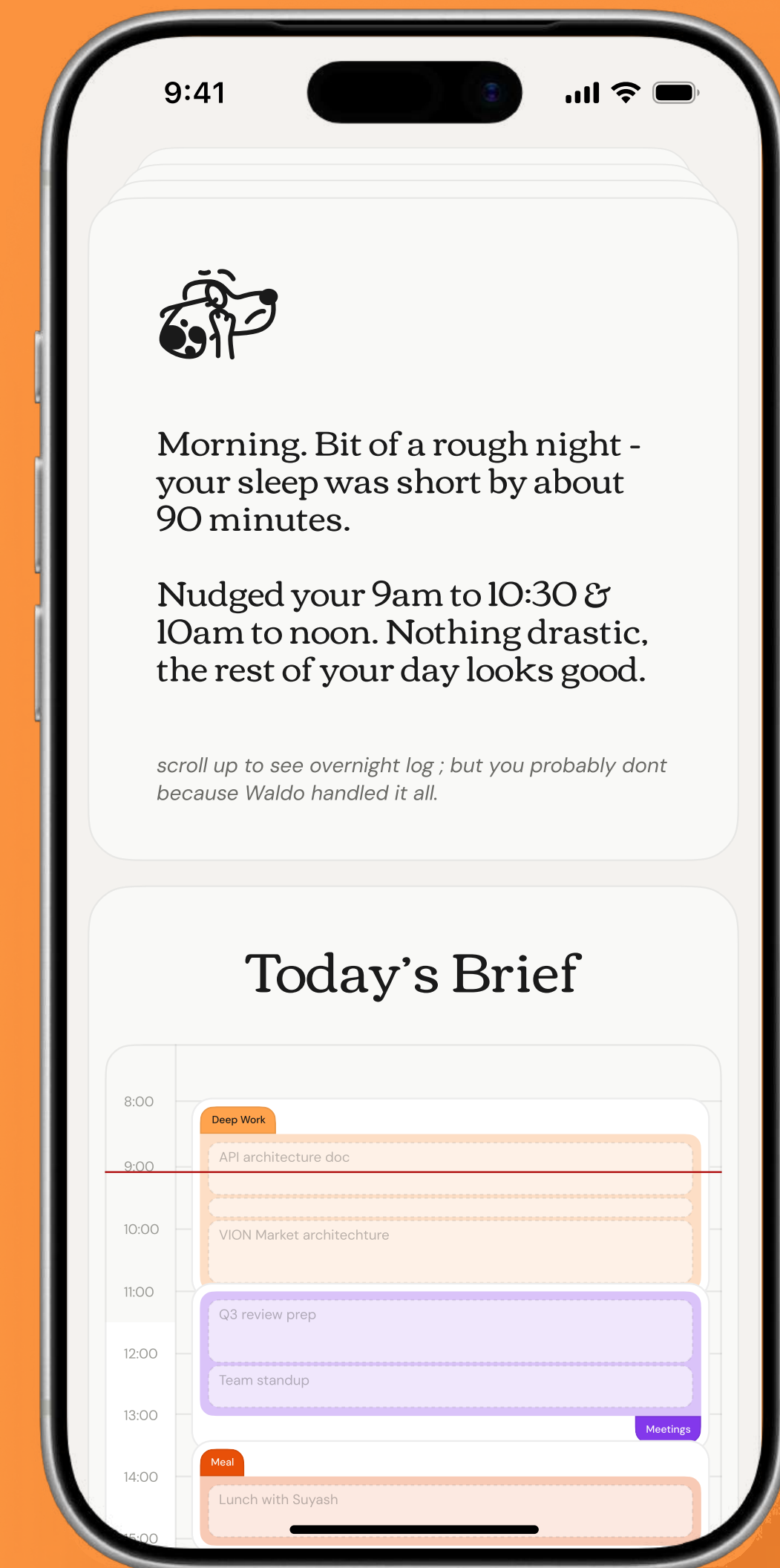
Traction

The product is real. The demand is organic.

Web console built. Apple HealthKit integration live. Agent logic running.

50+ pre-registered users at heywaldo.in – zero paid acquisition, zero launch campaign. People asking for access before there's a public product to access.

iOS app: 4–6 weeks to TestFlight.



What's Next

The operating layer for the average Joe.

iOS app first. The people who need this most aren't on a web console.

The Pack brings Waldo to your whole team. Everyone's state. One shared picture.

Your calendar, your email, your tasks – Waldo connects to where your day actually lives.

The long-term position: the agent that knows you best – not because it has read the most documents, but because it has been watching the longest.

no offense to any Joes out there, reading this...

The Long Game

Every profession gets their own Waldo.

Waldo connects to where your work actually lives, as a version built for how you work.

Designers get Figma, Adobe ; Operators get Excel, Notion, Slides ; Sales get Clay, Apollo, HubSpot ; Engineers get Linear, GitHub, Jira ; Everyone gets a connector

Each connector wave is a distribution event. Each profession is its own beachhead.

The longer Waldo watches, the better it knows you. The patterns it finds in week one are nothing compared to what it finds in month six.

The Ask

Open to seed round discussion.

The product is built. The waitlist is live. The demand is organic.

We're looking for partners who understand that the interface layer for the agentic economy is the most valuable real estate being built right now – and that the team that gets there with body data as the input layer gets there with a moat nobody else has.

The Team

Suyash Pingale

Responsible for everything the user touches – **the product, brand, the voice, the UX architecture, the copy** that doesn't sound like a robot from the 90's. Has spent more time thinking about what Waldo should feel like than most people spend thinking about their own day.

due diligence? fine. go ahead. [linkedin.com/in/suyash-pingale](https://www.linkedin.com/in/suyash-pingale)

Shivansh Fulper

Engineer from IIIT Jabalpur, builds AI infrastructure and systems that work in the real world. Currently at Atlan.

Responsible for everything under the hood – the HealthKit pipeline, the agent logic, all of it that makes Waldo's decisions fast enough to be useful.

more commits than connections [linkedin.com/in/shivanshfulper](https://www.linkedin.com/in/shivanshfulper)



Already on it

heywaldo.in · Waitlist open

