



FLOZ is a groundbreaking hydration tracking device that upgrades any straw lid water bottle into a state-of-the-art smart bottle, allowing users to effortlessly track their hydration data in a smartphone app and keep the bottle they already own. Founded by Mizzou alums, Jameson Fitzgerald ('23) and his brother John Fitzgerald ('20), FLOZ's mission is to redefine the way we approach hydration, helping millions of people unlock their full potential and improve their health.

John and Jameson came up with the idea last year when they were both looking for a solution to help them drink more water, track their progress, and hit their goals. Like millions of other people, they both owned Hydro Flasks, and were looking for an automated solution that was compatible with their current bottle. When they couldn't find anything and noticed that tons of other people were having the same issue, they decided to build the product themselves.

You may be familiar with this product already from The Entrepreneurship Alliance Accelerator (EAA), where John and Jameson won 1st place last spring presenting a mockup of their device, app, and business plan. Since then, the two brothers have self-funded the entire project, hiring a team of engineers to build out 10 fully functional devices and fully develop their mobile application. Their device is already compatible with popular bottles such as Hydro Flask, Stanley, and Yeti. It also syncs their hydration data with Apple health, Whoop and Fitbit.

Their next step is to raise capital in order to work with an industrial design company and get to manufacturing. If you want to hear more about this product, or are interested in investing, Jameson and John would love to connect (contact information below). For more information on FLOZ, please check out their website [here](#), and see their pitch summary below.

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