



Caraldine Nolan

Weighless Wonders

After WeightWatchers exited the Irish market in 2022, Caraldine found herself at a crossroads. As someone living with a rare gut condition and parenting a child with health issues, she knew first-hand the role nutrition plays in managing health. That was the seed that grew into *Weighless Wonders* — a business founded on transparency, education, and personal empowerment around food.

Initially focused on weight loss classes, the idea evolved when Caraldine realised how little visibility, we have over what we're eating. She joined the New Frontiers programme and began building *NutraVerse*, a health-focused food tracking app that doesn't just count calories — it educates users on how processed (NOVA Score), nutritious (NutriScore), and sustainable (EcoScore) their food is. With the help of an Enterprise Ireland Innovation Voucher, she worked with Maynooth University and tested the app with nearly 200 users before launching in September 2024.

Caraldine was thrilled to be accepted onto the Starting Strong programme, which gave her the continued support and focus needed to scale the business. Weighless Wonders has been recognised with several awards, including the SFA Emerging New Business Award, the Family Business Rising Star Award, and Guaranteed Irish status. More recently, Weighless Wonders has been awarded Pre-Seed Funding from Enterprise Ireland.

Caraldine is preparing to expand further into the UK and launch her next AI-driven app update, designed to offer personalised feedback based on health goals. Her advice to others starting out: "No" often just means "not yet."

www.weighlesswonders.ie