



TECHNOLOGY AWARD SUBMISSION 2026

Sunrider Daily

Smarter selling, simpler business, powered by AI.

An AI-native mobile app that turns any smartphone into a complete business hub, with a storefront, shopping advisor, sales coach, wellness companion, and analyst, working together 24/7.

+48%

INCREASE IN NEW-CUSTOMER
CONVERSION RATE WITH
SUNNY AI SHOPPING
ASSISTANT

57,000+

QUESTIONS ANSWERED BY AI

34×

SIGNUP GROWTH IN ONE YEAR
(135 TO 4,598 / MONTH)

28,030

REGISTERED USERS IN 13
MONTHS

Live in 25+ countries · 20 languages · 17 currencies · 13 ways to pay · rated 5.0 / 4.9

THE CHALLENGE

Growth capped by bandwidth

Sunrider's catalog spans 200+ products across 25+ countries. For new customers it's overwhelming; for the field it's a bottleneck, with IBOs having to be present for every product question, reorder, and report. Growth was capped by each IBO's personal bandwidth.

THE BREAKTHROUGH

An app where AI does the work

Sunrider Daily does the heavy lifting automatically, helping each IBO keep the customers they already have and convert new ones. The moment something needs to be escalated to the IBO, it hands them exactly who to talk to, and why. **Technology never replaces the IBO; it makes everyone more effective.**

“When someone asks for recommendations, I make up a shopping cart and send it immediately. The first thing I do when sponsoring a new person is help them download Sunrider Daily and teach them to use it.”

KAREN VAUGHN, ACE PRIME · U.S. INDEPENDENT BUSINESS OWNER

EVERYTHING IN ONE APP

A complete business, on a single screen



Shop & Sell

- Storefront & enrollment
- Sunny, the AI Shopping Assistant
- Shared Cart



Build the Business

- Prospecting & leads
- AI Coach (My IPAs)
- AI-assisted messaging



Know the Business

- AI Reporting Assistant
- Search
- Dashboards



Engage Customers

- AI Wellness Tracker
- Photo meal logging
- Events

THE PLATFORM

One app. A team of AI specialists.

Each assistant closes a specific gap in the direct-selling funnel, from the first hello to the lifelong reorder.

Meet Sunny, the 24/7 AI Shopping Assistant

Like being guided by an expert who knows all 200+ products.

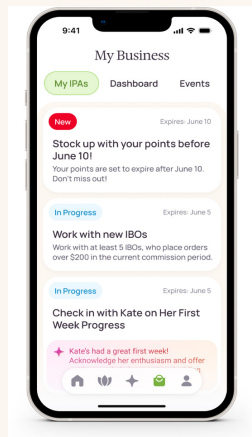
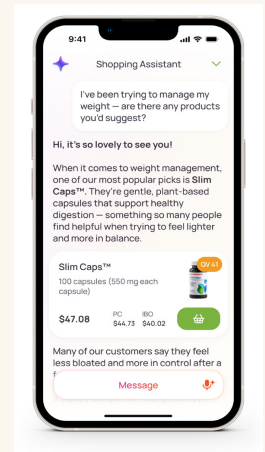
- Holds a natural conversation that recommends products, answers questions, handles objections, and upsells.
- **Share one link** that opens the storefront with Sunny ready to engage the customer immediately.
- **Shared Cart** puts every recommended product in one cart, with checkout in a single tap.

▲ **48% increase in new-customer conversion rate**

▲ **+4% average order size**

47,688 shopping questions answered

1 link to launch



The AI Coach, your daily Income-Producing Activities

It tells every IBO exactly who to talk to, and why.

- A prioritized daily to-do list from real-time downline data, naming the person, the reason, and the value at stake.
- **Ready-to-use messages** mean the IBO never faces a blank page, just pick one of our ready-made messages instead of writing from scratch, plus **new call scripts**.
- Richer context up front: last order, expiring rewards, churn risk; onboarding for new IBOs.

▲ **~40% of tasks completed**

The Predictive Retention Engine, the right task finds you

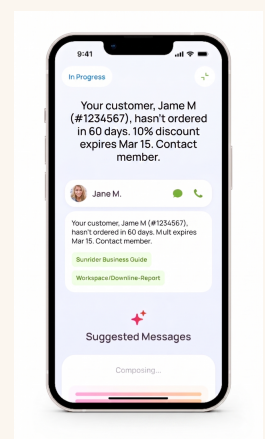
The AI automates the heavy lifting and brings the IBO in only when needed.

- Predictive AI automatically runs the email and SMS outreach that keeps customers ordering and helps new ones convert.
- When a personal touch is needed, it adds a task for the IBO to the AI Coach with a ready-to-share promo code.
- Behavior-triggered journeys built on proven direct-to-consumer (DTC) best practices keep customers and IBOs engaged and ordering.

No reports to dig through

No reorder dates to remember

IBO engaged at the right time with the right offer to share



“It has become an essential tool for running our business, managing operations from our phones instead of a laptop. The ‘Chat with Coach’ AI feature is a unique and helpful resource when placing orders.”

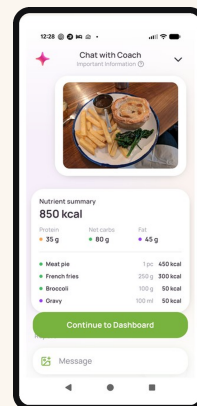
PAUL & RITA HARRINGTON, HERO ROYAL • U.S. INDEPENDENT BUSINESS OWNERS



AI Wellness Tracker, engagement that sells itself

A daily wellness companion, and a free, no-pressure way to bring someone new in.

- Tracks your sleep, water, exercise, and meals, all in one place.
- Reminds you to take your Sunrider products (it knows your order history) and to reorder before you run out (it knows how much you have left).
- **Snap a photo of any meal** and the AI estimates the calories and macros (protein, carbs, fat), a paid feature elsewhere, free here.
- **No pressure to buy: anyone can track meals, calories, and macros with Sunrider Daily for free, an easy way to introduce someone new who can then order in the app.**



78,000+ health metrics logged

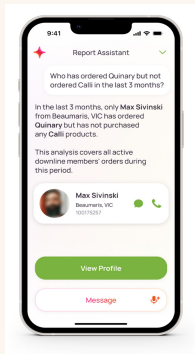


AI Reporting Assistant, just ask

The power of a data analyst, in plain language.

- Ask complex questions by voice or text, such as “Which of my new customers from the last three months have ordered skin care but have not yet ordered K-Pure?”
- Has **virtually eliminated** exporting data into spreadsheets.
- Advanced downline insight for every IBO, whatever their tech comfort.

8,300+ questions answered



ALIGNED TO THE DSA

Built for the highest standards of direct selling

1 Ethical Empowerment

Corporate does the heavy lifting, but the IBO relationship stays central. AI augments the person and never replaces them.

2 Levels the Playing Field

Onboarding tasks, ready-made messages, and natural-language reporting give brand new IBOs the same edge as veterans.

3 Member Protection

Transparent pricing, recipient-locked promo codes, and data that is encrypted and tokenized.

4 Innovation with Purpose

Generative AI aimed at real outcomes: more customers, stronger retention, and confident business-building.

TRACK RECORD

A history of momentum

Apr 2024

Sunny, the AI Shopping Assistant, launches.

Jul 2024

AI Reporting Assistant launches, with natural-language downline insight.

Aug 2024

AI Coach (My IPAs) launches, with personalized daily income activities.

Jun 2025

Rebuilt on generative AI (Google Gemini); AI-assisted messaging added; Sunny gains objection-handling & upselling; Wellness Tracker launches in the US & Canada.

2026

Predictive retention live across 25+ countries; Wellness Tracker rolled out to all remaining countries; AI-assisted messaging enhanced; Sunny one-link & Shared Cart.

“Sunrider Daily proves that smart, human-focused technology elevates the field. We do as much of the heavy lifting as we can so our IBOs can focus on growing their business, and the moment we need them to step in, they know exactly who to talk to, and why.”

GARETH HOOPER, CHIEF INFORMATION OFFICER, SUNRIDER INTERNATIONAL

Figures from Sunrider internal systems and AI observability, as of June 2026.