## **Slide 1 — Cover**

**Title:** CleanScore™  
 **Tagline:** “The Health Score for Every Grocery Item”  
 **Subtitle:** Instant ingredient-level scoring for smarter food choices  
 **Presented by:** [Your Name], Founder & CEO  
 **Contact:** [email] | [phone]

**Speaker notes:**  
 “Good [morning/afternoon], my name is [Name], and I’m the founder of CleanScore. We’re solving one of the biggest everyday health problems—how to instantly understand the health impact of the food we buy.”

## **Slide 2 — Problem**

**Headline:** “Shoppers are overwhelmed and misled”

* 80% of consumers report confusion when reading ingredient labels
* Misleading “health” branding hides harmful additives
* Rising health costs tied to poor nutrition choices

**Visual:** photo of a crowded grocery aisle with confusing labels, stat overlay.

**Speaker notes:**  
 “The grocery aisle is a minefield. Even informed shoppers can’t decode labels quickly, and marketing terms like ‘natural’ or ‘healthy’ often disguise poor-quality ingredients. This confusion fuels poor purchasing decisions and costly health outcomes.”

## **Slide 3 — Solution**

**Headline:** “CleanScore — Instant clarity for every item”

* Upload or enter grocery items, get instant health scores (0–100)
* Ingredient-level transparency, tiered recommendations
* Works for consumers and businesses (retail, delivery, wellness)

**Visual:** simple UI mockup showing CleanScore tiers.

**Speaker notes:**  
 “CleanScore gives instant, science-backed scores for any grocery item. Consumers get clarity in seconds, and businesses gain a way to build trust and differentiate with transparency.”

## **Slide 4 — Market Opportunity**

**Headline:** “A multi-billion dollar, growing market”

* **TAM:** $1.2T global grocery retail + $1B+ nutrition apps
* **SAM:** $50B US health-conscious consumer segment
* **SOM:** $200M achievable through early B2C + B2B channels
* Growth: rising demand for personalized health tech

**Visual:** TAM/SAM/SOM concentric circles with market stats.

**Speaker notes:**  
 “We start with the $50B US health-conscious segment, then expand through retail and delivery partnerships. The appetite for health transparency is global, and growing fast.”

## **Slide 5 — Product Demo**

**Visual:** short video or GIF of CleanScore app in action (upload → instant scoring → tiers).  
 **Speaker notes:**  
 “Here’s how it works: upload your grocery list or type in an item, and instantly see a CleanScore with a clear tier ranking. The system also highlights why the score is what it is, so people can make informed swaps.”

## **Slide 6 — Business Model**

**Headline:** “Multiple scalable revenue streams”

* **B2C:** Freemium app, $5/mo premium for advanced analytics
* **B2B:** API licensing to retailers, meal kit companies, health insurers
* Affiliate revenue from healthier product recommendations

**Visual:** 3-column table: Revenue stream | Customer | Scale potential.

**Speaker notes:**  
 “We monetize through a mix of B2C subscriptions, B2B licensing, and affiliate partnerships. Our API creates a repeatable, high-margin revenue engine.”

## **Slide 7 — Traction**

**Headline:** “Early validation and momentum”

* Beta: 500+ early users, 72% weekly engagement
* LOIs from 2 regional grocery chains
* Featured in [local news/accelerator]

**Visual:** KPI chart + logos of partners.

**Speaker notes:**  
 “Our beta users love the product, using it multiple times per week. We already have two grocery chains ready to pilot integration.”

## **Slide 8 — Go-to-Market**

**Headline:** “Fast, focused launch strategy”

* Phase 1: Health & wellness influencer campaigns
* Phase 2: Retail pilots with in-store signage & QR codes
* Phase 3: National expansion + API rollout to B2B partners

**Visual:** timeline with phases.

**Speaker notes:**  
 “We’re launching where health-conscious consumers already gather—online communities and influencer networks—before expanding into physical retail partnerships and scaling nationally.”

## **Slide 9 — Competitive Landscape**

**Headline:** “The only instant, transparent scoring engine”

* Competitors: Yuka, MyFitnessPal, generic label scanners
* Our edge: Real-time ingredient analysis, proprietary scoring logic, multi-language support, API for partners

**Visual:** 2x2 positioning chart (Accuracy vs. Speed).

**Speaker notes:**  
 “While other apps focus on calorie counting or manual entry, we differentiate with instant, transparent, and explainable scores for both consumers and businesses.”

## **Slide 10 — Technology & Defensibility**

**Headline:** “Built for scale and defensibility”

* Modular Python backend, scalable via microservices
* Proprietary scoring algorithms, ingredient DB growth
* Continuous model improvement with anonymized usage data

**Visual:** architecture diagram: Mobile/Web → API → Scoring Engine → DB.

**Speaker notes:**  
 “Our architecture is built to scale horizontally. The scoring logic and database are proprietary assets that get smarter over time.”

## **Slide 11 — Team**

**Headline:** “Founder-market fit”

* [Your Name] — [Relevant background: product, data science, health]
* Advisor: [Name], nutrition expert, former [company]
* Advisor: [Name], former exec at [retail/health company]

**Visual:** photos + 1-line bios.

**Speaker notes:**  
 “We have deep expertise in health, tech, and consumer products, and the advisory support to navigate the retail and health industries.”

## **Slide 12 — Financials & Use of Funds**

**Headline:** “Capital-efficient growth”

* Raise: $1.2M pre-seed at $X valuation
* Use: 50% product/dev, 30% go-to-market, 20% operations
* 3-year projection: $5M ARR, 60% gross margin

**Visual:** pie chart for fund allocation + revenue chart.

**Speaker notes:**  
 “This raise funds the team and GTM to reach $5M ARR in 3 years, with strong margins from scalable B2B licensing.”

## **Slide 13 — Vision**

**Headline:** “Becoming the global standard for food health scoring”

* First in grocery → expand to restaurant menus, delivery platforms, food policy
* Empower billions to make healthier choices
* Drive systemic change in food transparency

**Visual:** world map with expansion milestones.

**Speaker notes:**  
 “Our long-term vision is to make CleanScore the standard in every context where people choose food—globally.”

## **Slide 14 — Closing / Call to Action**

**Headline:** “Join us in transforming how the world shops for food”

* Raising $1.2M pre-seed
* Pilots ready to launch with retail partners
* Contact: [email] | [phone]

**Visual:** product in use, clean brand colors.

**Speaker notes:**  
 “CleanScore has the team, the tech, and the traction to seize this moment. We invite you to join us in making healthy choices easy and accessible to all.”