



OFFRAMP

MAKING YOUR FOOD TRANSITION EFFORTLESS

The Challenge: Dietary transition and adoption

- **Change is hard to sustain:** Even when healthier or plant-forward options exist, adoption fails without guidance, cultural fit, and habit-friendly steps.
- **Fragmented decision-making:** Menu planning, sourcing, and reporting are often disconnected—creating inefficiency and missed opportunities.
- **Limited visibility into outcomes:** Teams struggle to quantify savings, nutrition improvements, waste reduction, and climate impact for funders.
- **Animal advocacy gap:** Many programs want to reduce reliance on animal products, but lack practical pathways that keep meals acceptable, affordable, and nutritious.
- **Lack of specialised assistance:** Organisations often don't have expert support to guide the full dietary transition journey—planning, substitutions, rollout, and follow-through.

Our Solution: A Smart Swap Platform

Offramp is a platform that **guides dietary transitions towards affordable, nutritious, and plant-forward choices**—making sustainable and humane food shifts practical and lasting.

- **Practical “swaps” not perfection:** Replace high-cost/high-impact ingredients with realistic alternatives that still work for your community.
- **Animal-advocacy aligned by design:** Supports plant-forward transitions that reduce dependence on animal products—advancing **animal welfare** alongside health and climate goals.
- **Health preferences built-in:** Adapts to nutrition needs and **health preferences** (e.g., low-oil, high-fibre, allergen-aware) while staying culturally appropriate.
- **Availability-aware recommendations:** Suggestions consider **what's actually available to buy** and feasible to source locally.
- **Accessible engagement:** Works through a **web experience plus WhatsApp support** to reach staff and communities where they already communicate.

Core Functionality

- **Plant/Alternative Search**
Helps discover and compare plant-forward substitutes that support both **nutrition goals** and **animal advocacy** targets.
- **Preferences & Dietary Profiles**
Captures cultural and dietary needs to keep recommendations **relevant** and **respectful**.
- **Weekly Planning Support**
Helps teams translate suggestions into a **repeatable weekly workflow** (not a one-time report).
- **Cost-Savings Insights**
Highlights swaps that protect limited budgets and improve **cost-per-meal** outcomes.
- **Impact Dashboards & Reporting**
Tracks measurable outcomes for stakeholders and funders (program-level and multi-location).
- **Accessible multi-option buying guidance**
Enables **multiple buying options** so teams can choose what's available and affordable without abandoning the plan.

Our Potential Impact

- **More meals within the same budget** by reducing ingredient costs and planning friction.
- **Better nutrition consistency** through guided swaps and profile-aware recommendations.
- **Lower food-related footprint** via targeted shifts toward plant-forward options.
- **Reduced reliance on animal products** where feasible—supporting **animal welfare** while maintaining community acceptance.
- **Less staff workload** through repeatable planning, simple engagement, and built-in reporting.
- **Stronger accountability** with clear metrics suitable for grants, audits, and partner updates.

Prototype Access & Contact

Prototype Access : [Offramp - Swap now](#)

Additionally, please find attached the 'MENU' list of dishes for which alternative options/swaps are available*

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OffRamp

JUST SWAP YOUR DISH!



羖 Mutton

- Mutton Curry
- Mutton Biryani
- Mutton Keema
- Mutton Seekh Kebab
- Mutton Paya
- Mutton Rogan Josh
- Mutton Haleem
- Mutton Chops
- Mutton Stew
- Mutton Kofta Curry
- Mutton Vindaloo
- Mutton Shami Kebab
- Mutton Laal Maas

+ 20+ MORE



🐓 Chicken

- Chicken Tikka
- Butter Chicken
- Chicken Biryani
- Chicken Seekh
- Chicken Shawarma
- Chicken Lollipop
- Butter Chicken
- Tandoori Chicken
- Chicken Curry
- Chicken Seekh Kebab
- Chicken Shawarma
- Chicken Lollipop

+ 30+ MORE



🐟 Fish

- Fish Curry
- Fish Fry
- Fish Biryani
- Goan Fish Curry
- Kerala Meen Curry
- Andhra Fish Curry
- Pomfret Fry
- Rawas Fish Curry
- Amritsari Fish

+ 20+ MORE

🦐 Prawn

- Prawn Fry
- Prawn Biryani
- Prawn Masala
- Prawn Ghee Roast
- Prawn Butter Garlic
- Prawn Pakora
- Prawn 65
- Prawn Chettinad

+ 20+ MORE



🥚 Egg

- Egg Curry
- Egg Biryani
- Egg Masala
- Egg Fried Rice
- Egg Bhurji
- Egg Paratha
- Boiled Eggs

+ 10+ MORE

