

Problem definition

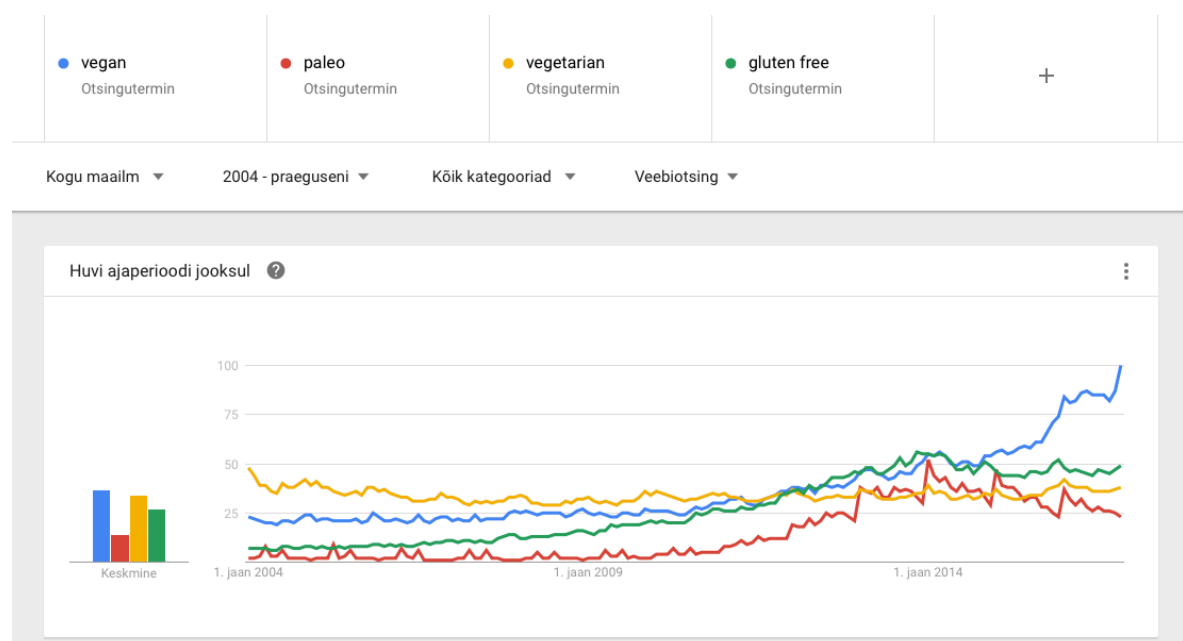
Our mobile app for vegans offers a better way for followers of that diet to cook and eat their meals, monitor their nutrient and calorie intake and increase awareness how their dietary habits are influencing their health using additional data provided by the Kanta's API. Our plan is to integrate with other national health systems that are based on the same international standards as Kanta and use Finland as our first market to launch.

The need arises because current state of mobile apps targeted for a vegan consumer is unsatisfactory. They are often outdated, do not work (or even launch). Out of all applications offered to vegans only the web application **lighter.world** impacts the users health and diet substantially with a modern and up-to-date interface.

Size and Nature of the Market

Approximately 1.4 percent of the population of the United States or around 2 million people were vegan according to a Vegetarian Resource Group poll done in 2006 (<http://www.fda.gov/OHRMS/DOCKETS/98fr/FDA-1998-P-0032-bkg-reference01.pdf>).

While the percentage of world population that has adopted the vegan diet is low, interest in it has grown rapidly since then and according to Google Trends, interest in it has surpassed interest in other leading diets like paleo, the gluten free diet or vegetarianism.



Therefore, we believe the vegan diet is the next niche-market ready for explosive

growth. It's small size offers a chance for a small player to make an impact. We also believe that vegans also tend to be more open to new technological solutions and to spending money for a premium service.

Current State of Vegan Apps and Competitors

Currently, mobile apps targeted at the vegan market have hit a stand-still. The only new, innovative service, light.world aimed at the American market is actually a web app. This is similar to other mobile app niche's were after an explosion of apps - many are being abandoned and only a select few are finding a profitable path forward. This is unfortunate, since the retail market has shown that catering to the vegan market pays off (WholeFoods etc..).

We want to differentiate ourselves from lighter.world not only by offering a mobile app, that works better and is more convenient but by also widening the vegan market to reach people in lower social groups which according to a study by the Scottish Heart Health Study (<https://www.cambridge.org/core/journals/british-journal-of-nutrition/article/nutrient-intakes-of-different-social-class-groups-results-from-the-scottish-heart-health-study-shhs/656DF6099E50DB1EFD6740F1959EA15D>) have significantly higher chance of illnesses (and serious life-threatening illnesses that cost society a lot of money both directly and in alternative costs in lost taxes and labour).

Technology and Methodology

We are using Exponent.js, which based on the React Native framework to create our app. This tool offers many advantages, including but not limited to:

- ability to create a technological foundation that can easily fit the web, iOS and Android eco-systems.
- creating separate apps is expensive and maintaining drastically different codebases even more so.
- a working, open-source, implementation for basic necessities of a working app: social logins and so on.

App Naming and Branding

In general, vegan apps tend to be designed in a more casual and fun oriented manner. This is reflected in both in the app names like Vegman, Happy Cow, BunnyFree. Names with animals in them are frequent and our idea's final name could use that trend to our advantage.

Colour Scheme

The colours scheme tend to follow a similar pattern:

- variants of green as the main colour,
- various greys, browns as background colours
- mixed with other bright colours as accent colours (e.g:)



The more upscale an app or service is the more they tend to avoid excessive use of colour

Typography

While older apps tend to be more playful with their use of type, as they are with their use of colour - newer ones opt for a more simple-but-sophisticated sans-serif such as Proxima Nova or Helvetica Neue.