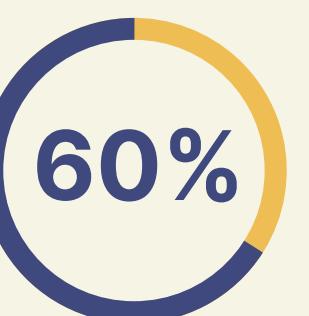




# Tailored Bites

Need 01

## Dietary Food Delivery Service



of adults **face chronic health conditions** requiring strict diets

**80%** of meal kit services **lack personalization**

### Customers



Nutrition startups  
Food retailers  
Meal-kit delivery

### End-Users



Health conscious families  
Chronic health patients  
Doctors

#### JOB TO BE DONE

Provide diverse personalized meal kits for dietary restrictions

#### RELATED JOB

Facilitate seamless customization to accommodate dietary preferences

#### EMOTIONAL JOB

Foster a community of health conscious individuals sharing similar dietary challenges

# Current Technology and Short Comings

## Recipe Based Meal Kits

Hello fresh, Blue Apron

Fresh ingredients, personalized portion sizes, understand process

**Shortcomings:** Not specific to dietary issues, time consuming

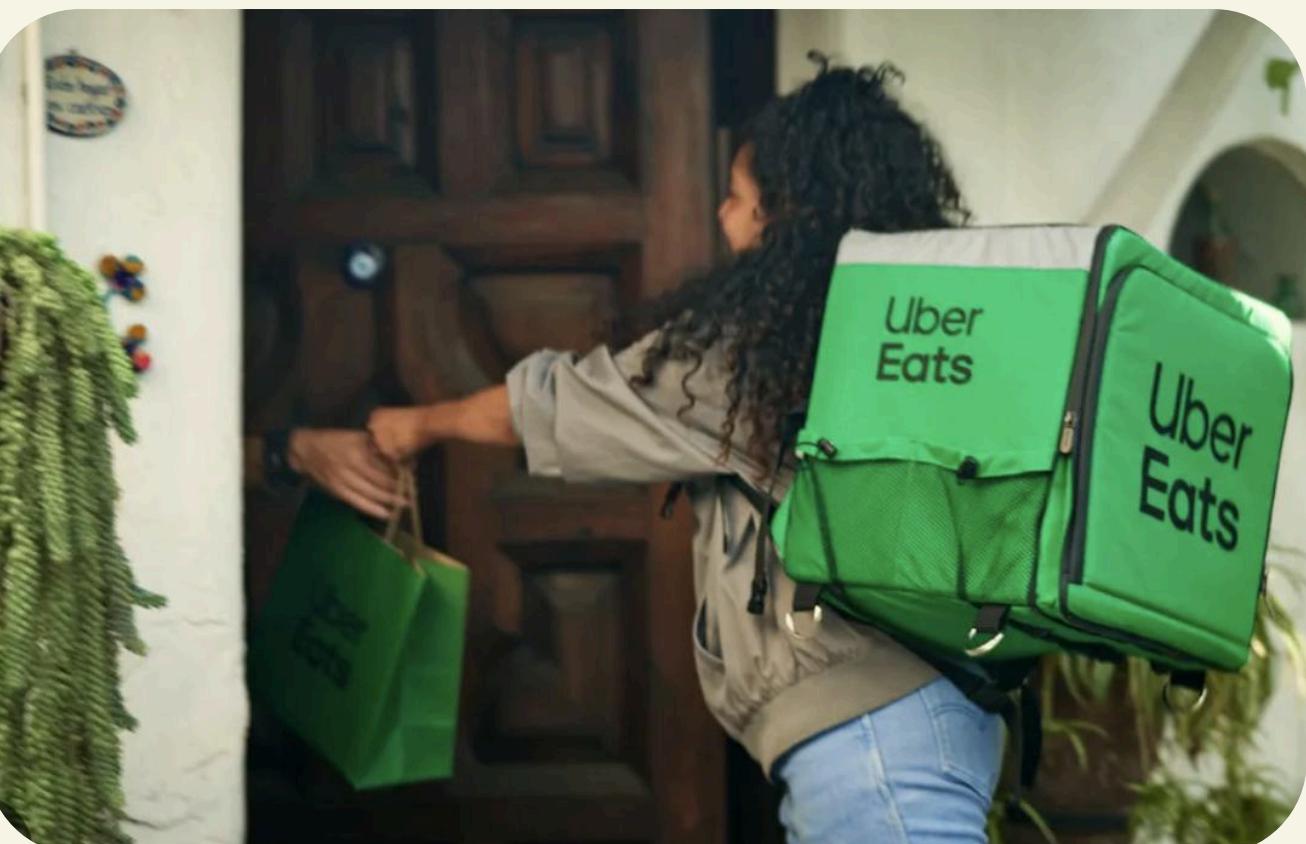


## Food Delivery Service

Uber Eats, Door Dash

Plenty of options

**Shortcomings:** Not helpful for restrictive diets



## Recipe Based Meal Kits

Meal pro, ModifyHealth

Tailored to specific health needs such as heart diseases, diabetes,

**Shortcomings:** Limited organic ingredients/options, meat heavy



# What We Plan to Implement

## Desired Outcomes

- medically recommended diets for chronic conditions (diabetes, fatty liver, etc.)
- Offer culturally authentic meals
- Collaborate with dietitians, nutritionists, and local farms
- Consistent, reliable service through taste and accuracy

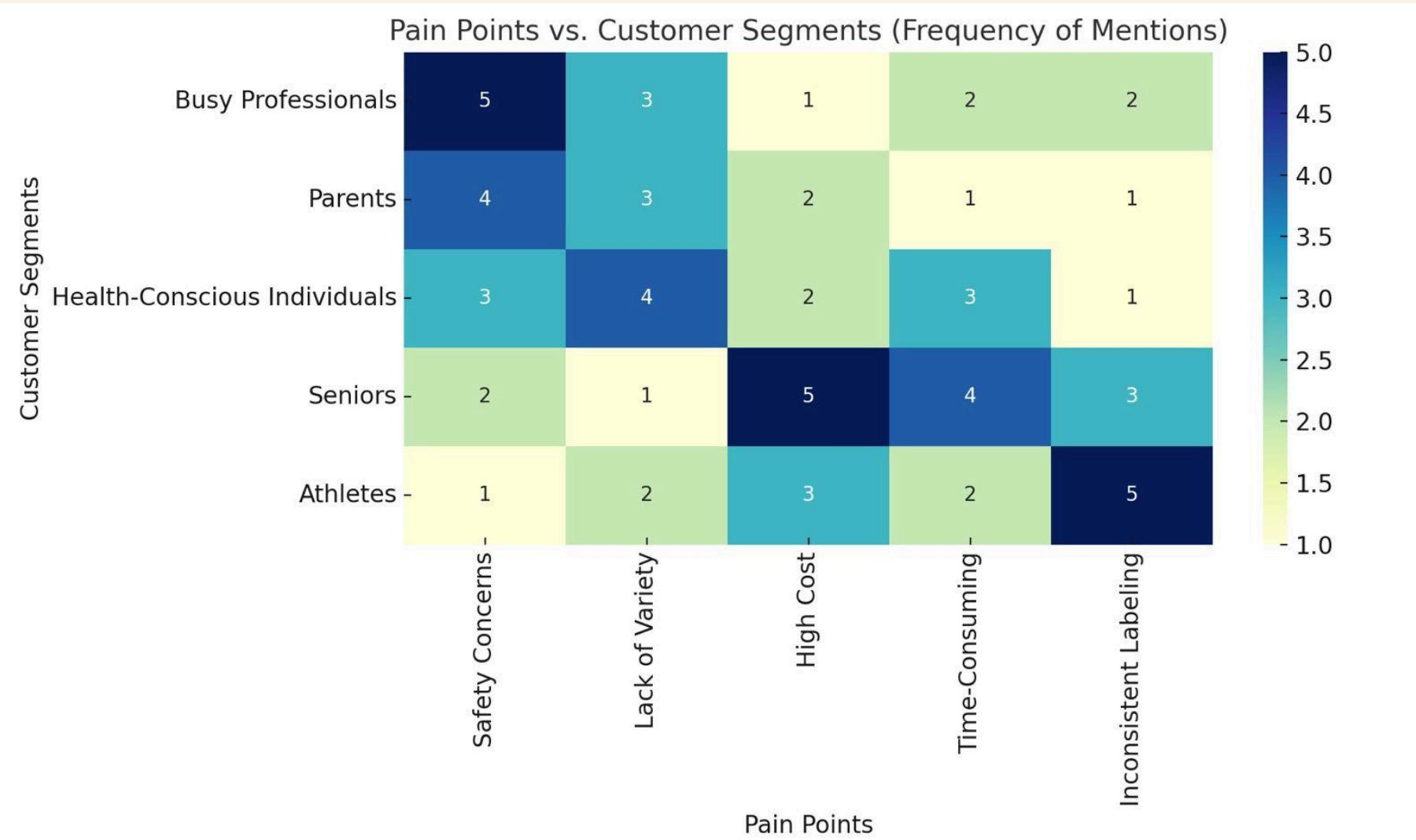


## Constraints

- Costly to procure niche ingredients for multiple diets
- Hard to find interviewees
- Difficult to meet diverse health regulations across regions
- High customization may slow operations or raise prices

# Customer Interview Analysis

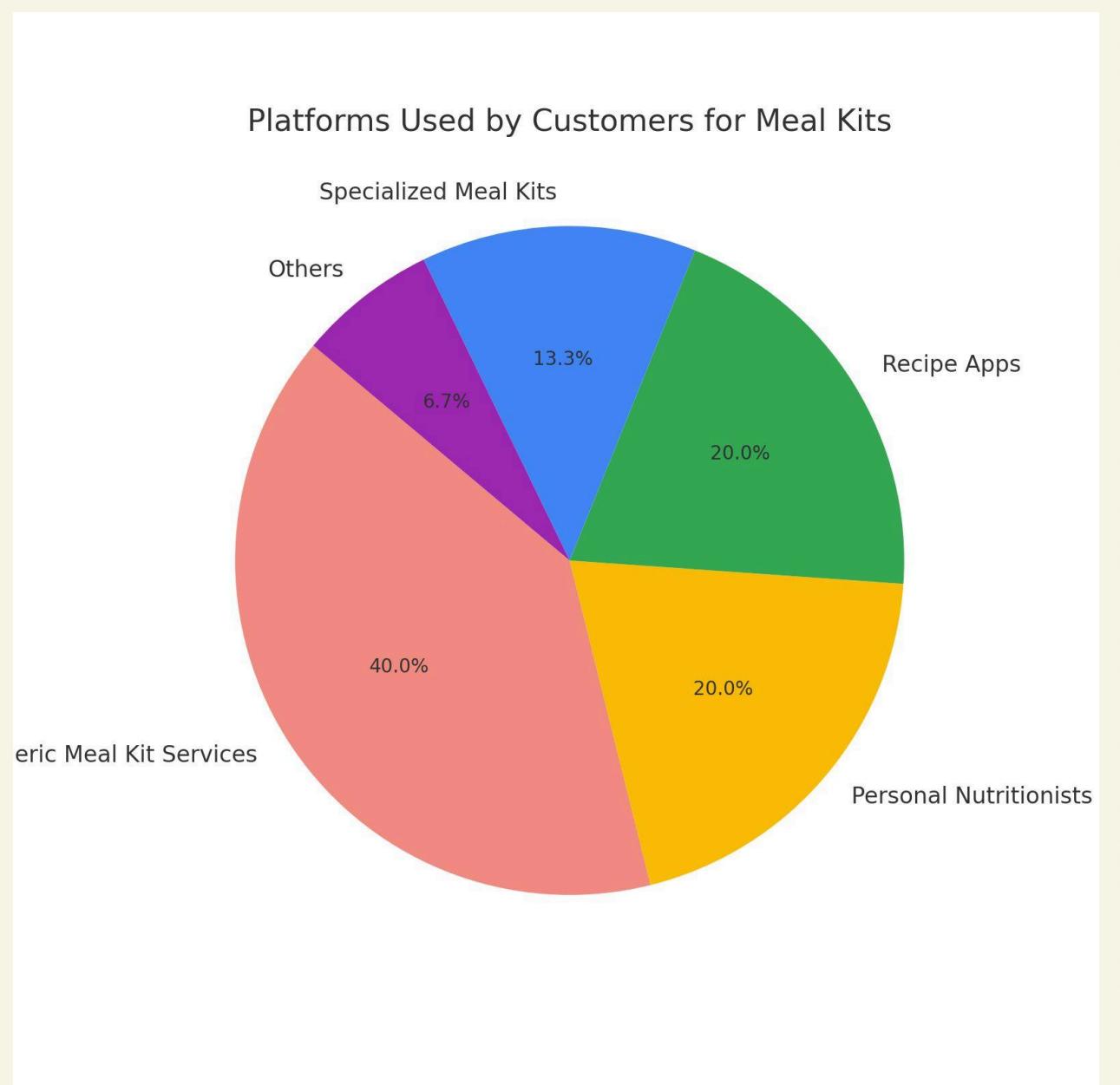
Pain Points Frequency Across Customer Segments



## Marketing Message

Personalized, culture-conscious meals designed for your health, your taste, your life

Dietary Restricted Platforms used by Customers

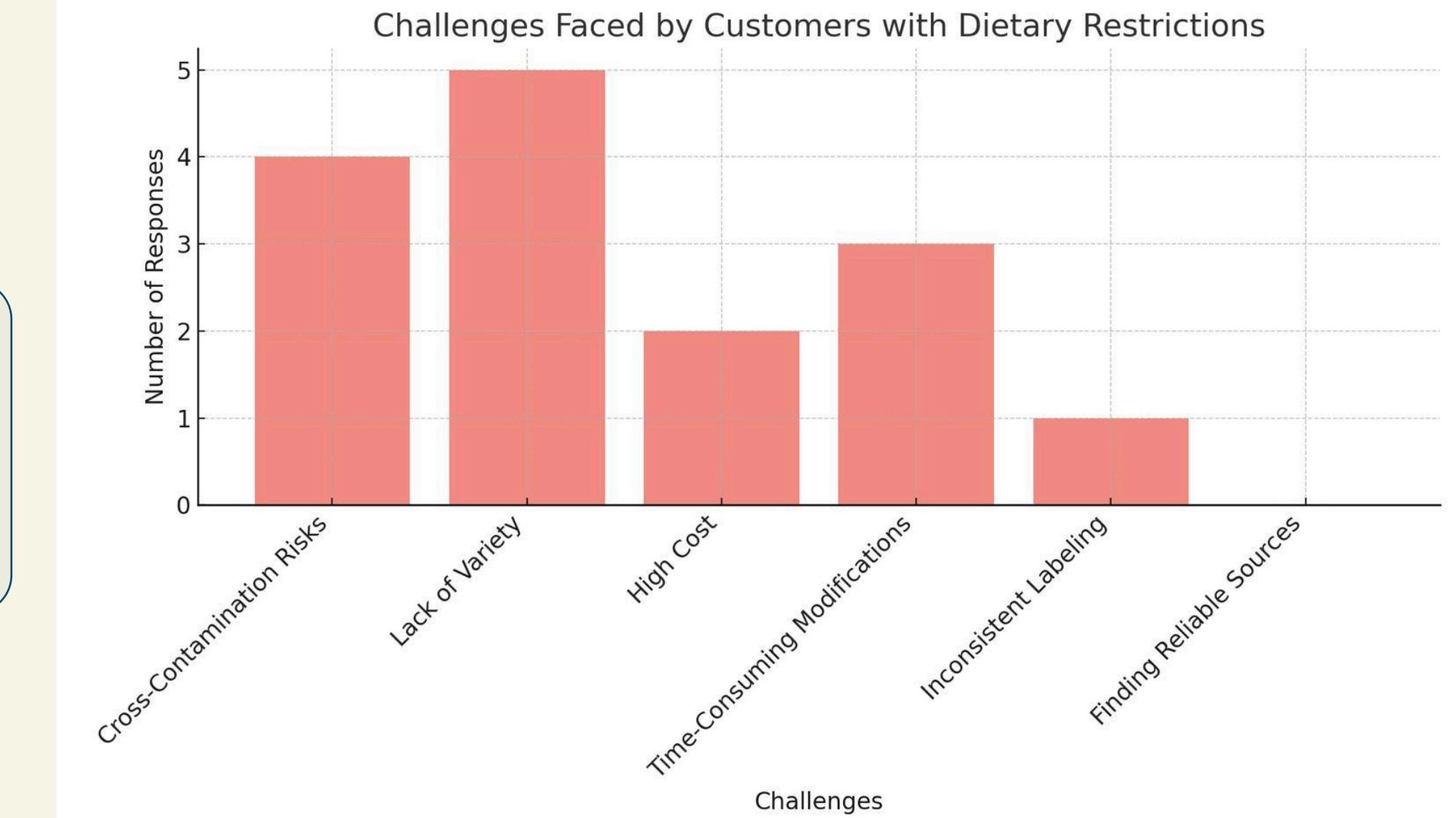


“Why can't there be more variety for those of us with dietary restrictions?

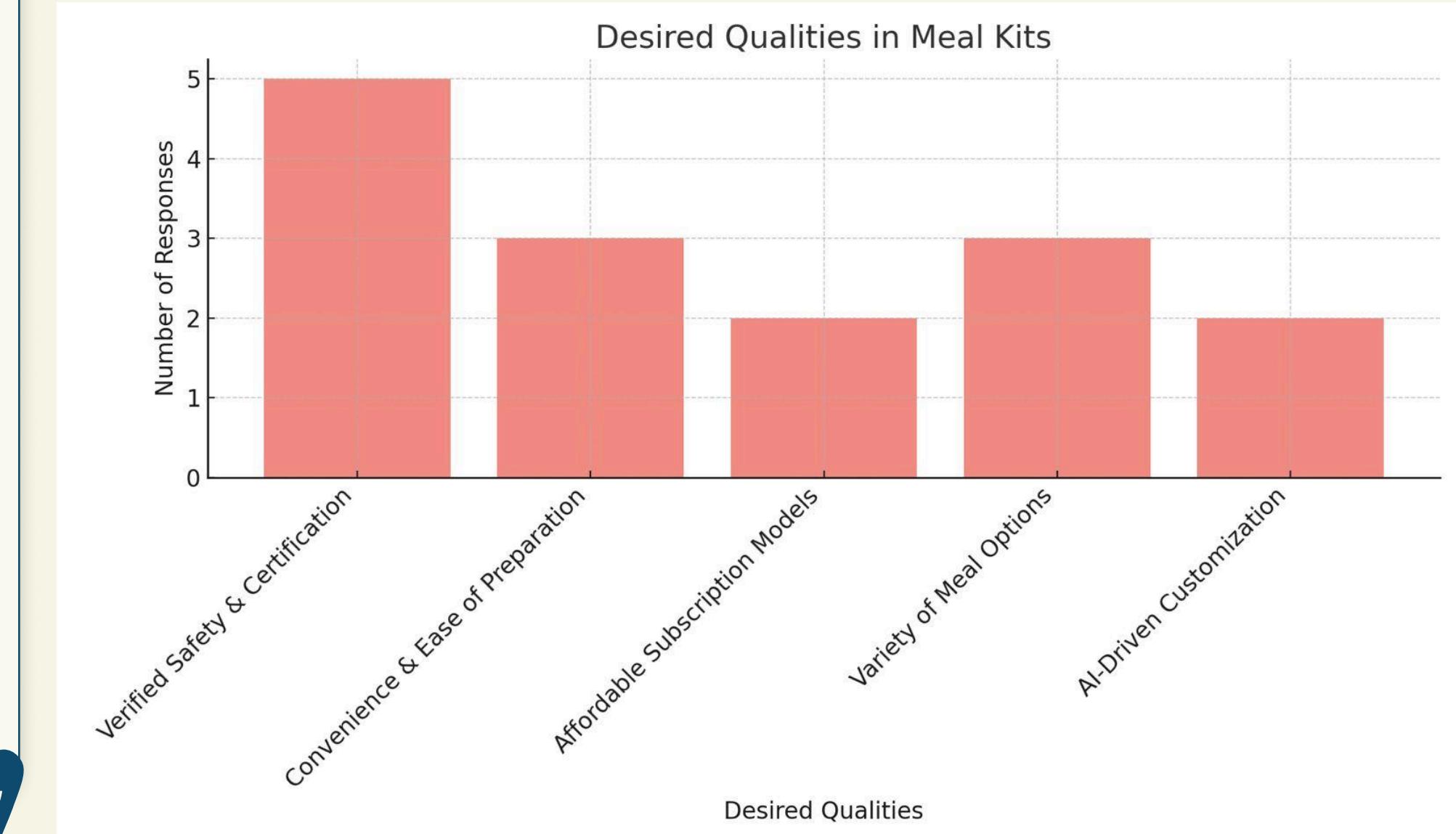
Exhaustive trying to modify recipes every single time

I would be willing to pay more if i was reassured the food is safe and fits the need of my health conditions

Challenges Among Different Customer Segments



Qualities Assessed through Responses



# Validation Matrix

Pain Points	Hypothesis	Validated?	Goals
<p>Users face challenges balancing dietary restrictions with cultural taste preferences.</p> <p>Users often distrust premade meal claims due to vague labeling and lack of transparency.</p> <p>Users with multiple chronic conditions struggle to find meal plans that don't conflict across conditions</p> <p>Users abandon healthy eating plans due to lack of visible progress.</p>	<p>Introducing culturally authentic meals that align with medical guidelines will boost engagement and long-term usage.</p> <p>Transparent nutrition breakdowns and verified third-party certifications will enhance trust and support long-term brand credibility.</p> <p>Multi-condition-aware meal planning-co-designed registered dietitians- can eliminate contradictory nutritional advice.</p> <p>Introducing milestone feedback will increase consistency and motivation.</p>	   	<p>Empower users to stick to healthy eating without sacrificing cultural identity or flavor.</p> <p>Build a reputation as the most trusted meal kit brand for clinical-grade nutrition precision.</p> <p>Deliver medically safe, harmonized meals for complex health profiles through smart filtering and expert input.</p> <p>Create a rewarding experience around dietary compliance that keeps users engaged and emotionally invested.</p>

# Solution Overview

- **Custom Dietary Profiles:**

User make profiles based on dietary protocols prescribed by healthcare providers.

- **Local Restaurant Integration:**

Partner with local restaurants to curate menus or highlight meals that align with users' dietary needs.

- **In-App Food Ordering & Variety:**

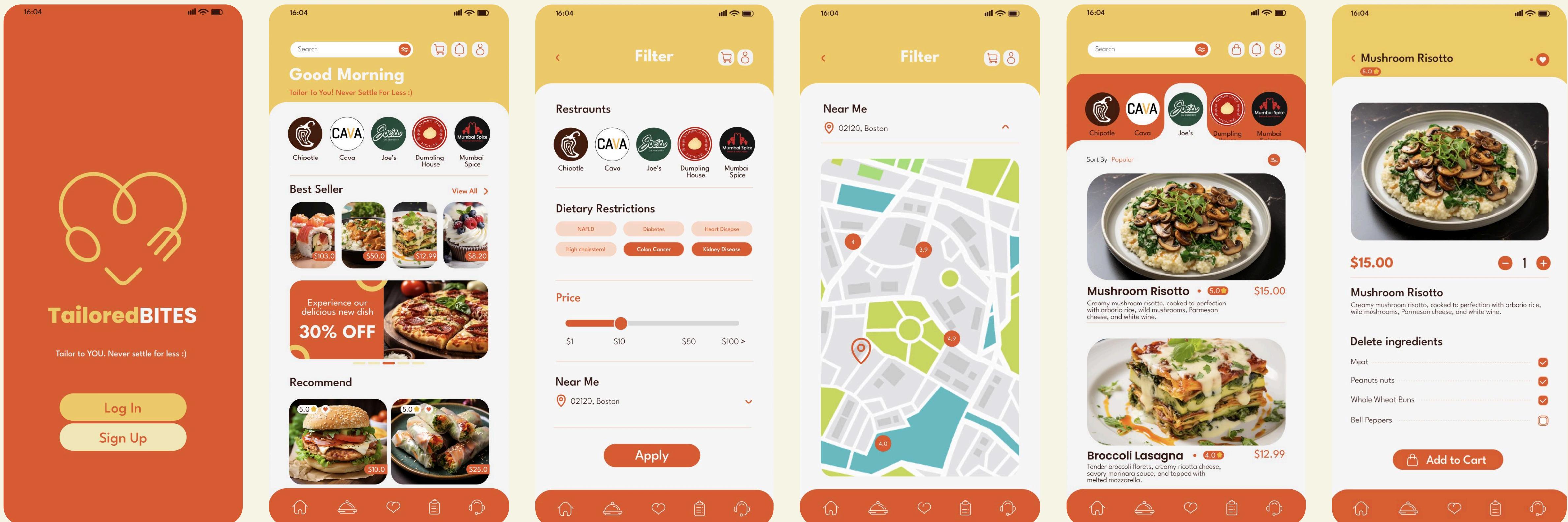
Users can browse compatible meals and order a variety of cuisine options directly through the app.

- **Future Development Hopes**

- Nutritional support, including updated meal suggestions, health tracking, and direct connection to dietitians.

**Patent Name: Tailored BITES**

**Patent Title: System for Personalized Dietary Management and Local Meal Integration for Health Specific Nutrition Support.**



# Market Analysis

## Total Addressable Market (TAM)

The entire U.S. meal kit delivery market, including all spending on meal kits.

- Market Size: \$8.4 billion in 2023, projected to reach **\$8.7 billion** in 2025.

## Expansion Market (EM)

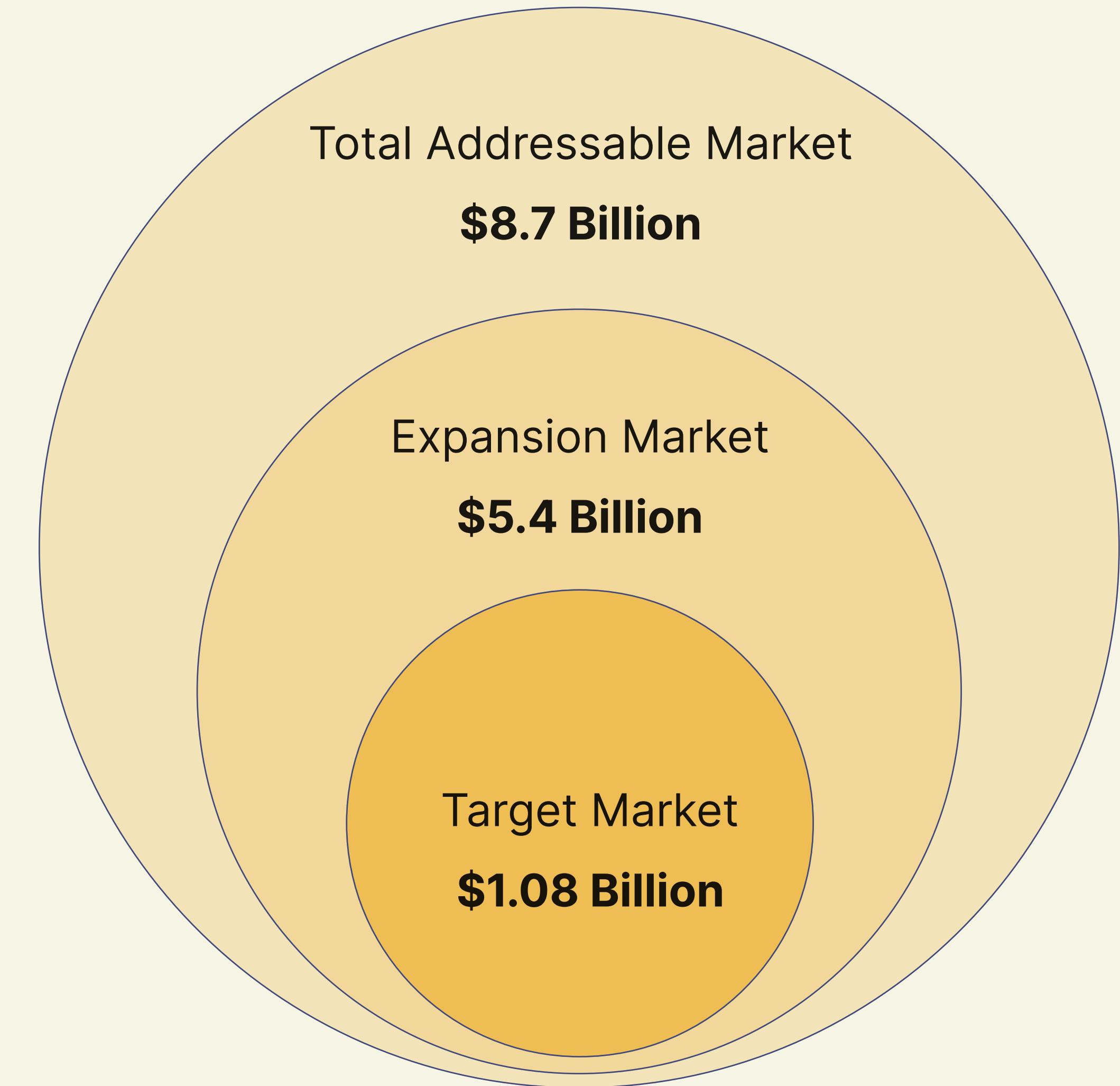
The portion of the U.S. population with diet-related chronic conditions

- Adults with Diet-Related Chronic Diseases: 50% of U.S. adults (129mil people)
- Average Annual Expenditure on Meal Kits: \$838.51 per person
- Expansion Market Calculation:
  - If 5% of this group (129M) currently uses meal kits (6.45 mil meal kit users)
  - **6.45 million × \$838.51 per year = ~\$5.4 billion** Expansion Market

## Target Market (TM)

Individuals with diet-related chronic conditions who would actively seek culturally authentic, dietitian-recommended meal kits

- Assumed Adoption Rate: 20% of the Expansion Market would adopt a specialized version of meal kits.
- TM Calculation:
  - 20% of 6.45 million users = 1.29 million individuals
  - **1.29 million × \$838.51 per year = ~\$1.08 billion** Target Market



# Market Segments

## 1. Chronic Disease Management

- Individuals managing one or more chronic diseases (e.g., diabetes, cardiovascular disease, hypertension, obesity, NAFLD, CKD).
- Market Value: \$1.4 billion

## 2. Pediatric & Family Care

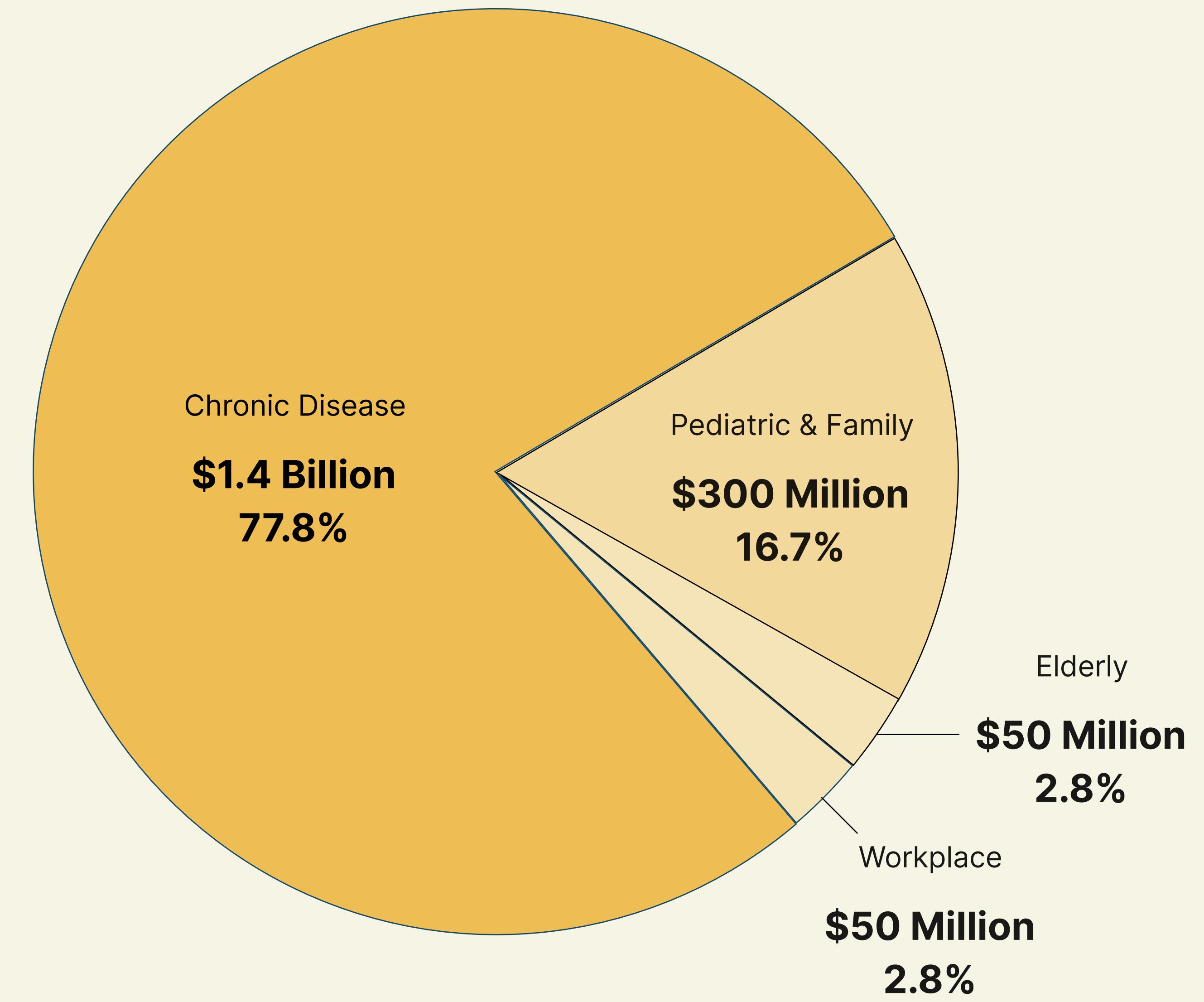
- Children with chronic illnesses (e.g., type 1 diabetes, obesity, food allergies) and their caregivers/family members who manage meal planning.
- Market Value: \$300 million

## 3. Workplace & Employer Wellness

- Employees with chronic conditions and employers offering wellness programs to reduce healthcare costs and improve productivity.
- Market Value: \$50 million

## 4. Aging Population & Senior Care

- Elderly individuals (60+ years) with multiple chronic conditions, often residing in retirement communities or senior care facilities..
- Market Value: \$50 million.



# Competitors

Competitors	Visual	Product/Service	Impact	Weakness
Meal-pro, Modify-Health		Modify Health and MealPro are nutrition-focused meal delivery services offering tailored, ready-to-eat meals. They cater to specific dietary needs, including low FODMAP, diabetic-friendly, and heart-healthy plans.	Tailored to specific health needs such as heart diseases and allergies	Limited organic ingredients/options, meat heavy dietary options
Uber Eats, Door Dash		Uber Eats and DoorDash are popular food delivery apps that connect users with local restaurants for quick meal delivery. They offer a wide range of cuisines and convenient real-time order tracking.	Plethora of options for food choices	Not helpful for restrictive dietary options
HelloFresh, Blue Apron		HelloFresh and Blue Apron are meal kit delivery services that provide pre-portioned ingredients and step-by-step recipes. They make home cooking easy, convenient, and customizable to dietary preferences	Fresh ingredients, personalized portion sizes, Understand process	It is very time consuming, and does not cater to dietary issues

# Competitors' Advantage

Competitors	Visual	Variety of Options	Time spent cooking	Catering to chronic diseases	Market Position and reach	Nutritional Transparency
Tailor Bites		✓	✓	✓	✓	✓
Meal-pro, Modify-Health		✗	✗	✓	✗	✓
Uber Eats, Door Dash		✓	✗	✗	✓	✗
HelloFresh, Blue Apron		✗	✓	✗	✓	✓

# Business Model Canvas

