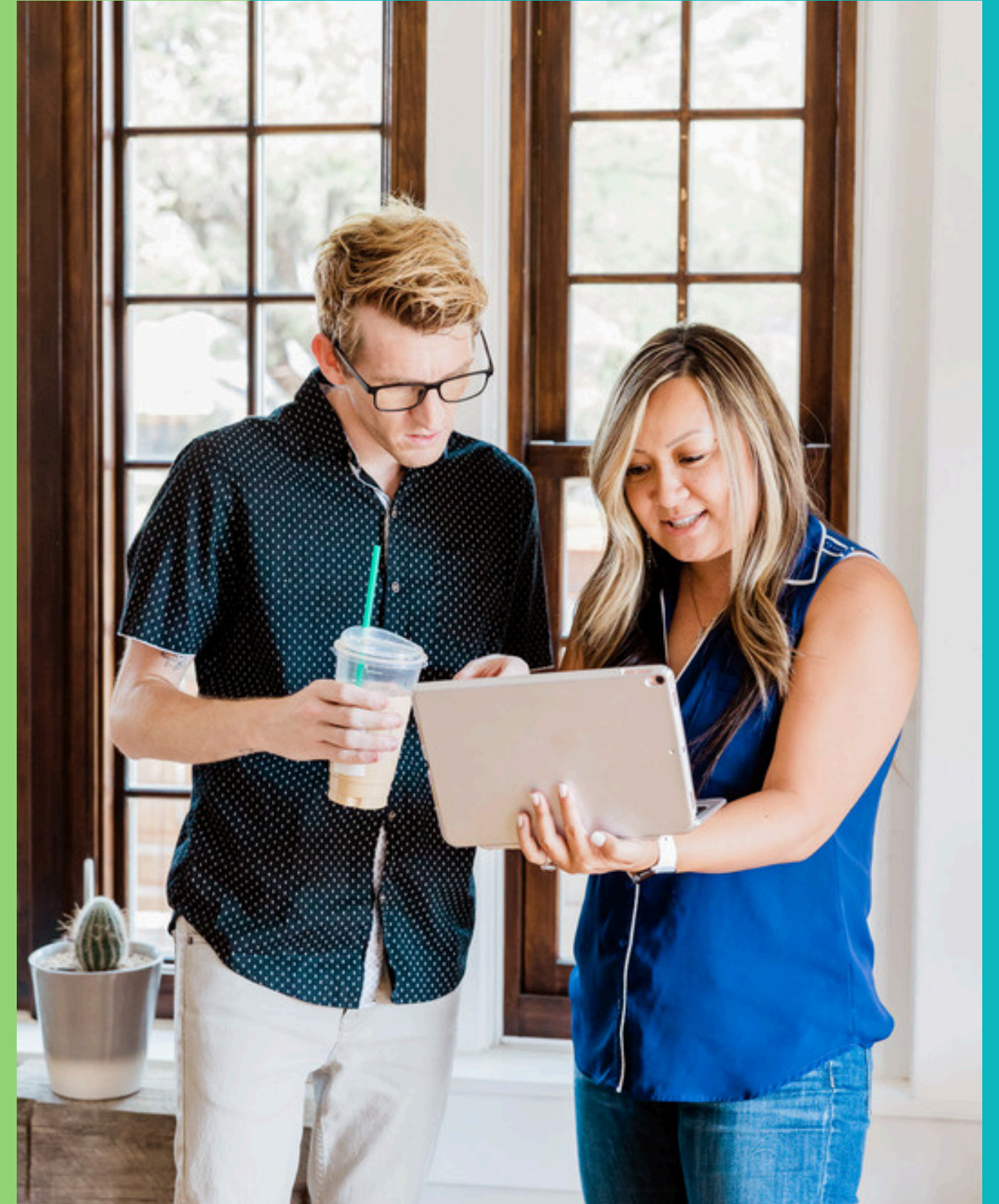# Nutrigenie AI

Nutrigenie AI is your **personalized nutrition assistant** designed to help you make smarter, healthier food choices. By analyzing your unique dietary needs, fitness levels, health conditions, and genetic traits, NutriGenie delivers tailored meal plans, hydration advice, and real-time recommendations to support your optimal health and wellness goals.

Whether you're managing a condition like diabetes, aiming to build muscle, or simply improving your eating habits, NutriGenie uses AI intelligence to guide you every step of the way — from daily food logging to nutrient gap detection and smart food swaps.

Nutrition is complex, But Advice is Generic

- 📊 73% of people struggle to maintain healthy eating habits
- 🤔 Information overload: Conflicting nutrition advice everywhere
- 💰 Cost barrier: Personal nutritionists cost $100-200+ per session
- 🎯 One-size-fits-all: Generic advice ignores individual needs, preferences, and health conditions

AI-Powered Personal Nutrition Assistant

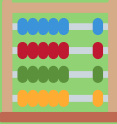NutriGenie provides instant, personalized nutrition guidance through:

- 🧠 Smart Meal Planning: AI-generated meals based on your goals, preferences, and restrictions
- 📱 Real-time Analysis: Instant nutritional breakdown of any food or meal
- 🎯 Goal Tracking: Personalized recommendations for weight loss, muscle gain, or health optimization
- 💡 Smart Substitutions: Healthier alternatives for your favorite foods
- 📊 Progress Insights: Data-driven feedback on your nutrition journey

Product Demo

NutriGenie in Action

Core Features:

1. 🧮 BMI & Calorie Calculation
2. 📝 Smart Food Logger
3. 🧠 AI Nutrition & Hydration Recommendations
4. 📊 Nutrition & Macronutrient Analysis
5. 🥗 Personalized Meal Planner
6. 🔍 Food Database & Comparator
7. 📤 Export Logs as CSV
8. 🧬 Genetics + Health-driven AI Suggestions

Technology Stack

Built for Scale and Performance

- 🖥️ Frontend: Streamlit (Rapid prototyping and deployment)
- 🤖 AI/ML:
- Data Handling:Pandas,Ploty,Altair
- AI Engine: SmartRecommendations, FoodComparator

Custom Modules:

- nutrition_engine
- meal_planner
- nutrition_analyzer

☁️ **Infrastructure**: Cloud-based for scalab

Market Opportunity

Massive and Growing Market

- 🌍 Global Nutrition Apps Market: $4.2B (2023) → $8.9B (2030)
- 📈 CAGR: 11.2% growth rate

🎯 Target Audience:

- Health-conscious millennials and Gen Z (320M+ people)
- Fitness enthusiasts and athletes
- People with dietary restrictions/health conditions
- Busy professionals seeking convenience

Key Trends Driving Growth:

- Rising health consciousness post-pandemic
- Increasing personalization demand
- AI adoption in healthcare
- Mobile-first nutrition solutions

Competitors

Feature	NutriGenie	MyFitnessPal	Fitbit	Cronometer	Yazio
AI-powered personalization	✅	❌	❌	❌	❌
Health/genetics-based recommendations	✅	❌	❌	❌	❌
Hydration + Meal Timing Plans	✅	❌	❌	❌	❌
Food comparison & smart suggestions	✅	❌	❌	❌	❌
Visual analytics + export	✅	✅	❌	✅	✅

Competitive Advantage

- Superior AI personalization
- More affordable than premium competitors
- Focus on actionable insights, not just tracking
- Smart Food Suggestions & Nutrient Gap Detection
- Fitness + Meal Plan Integration: Combines fitness data (steps, activity level) with personalized meal timing and hydration advice.

Business Model

- Freemium Model: Basic use free
- Premium Subscriptions: Smart diet plans, advanced reports
- Affiliate Revenue: Promote healthy products
- API Licensing: Clinics & Fitness Apps Corporate Wellness Plans

Go To Market

Reaching Our Target Audience

Phase 1: Early Adopters (Months 1-6)

- 🎯 Digital Marketing: Social media, nutrition influencer partnerships
- 🏋️ Fitness Community: Partner with gyms, personal trainers
- 📱 App Store Optimization: Target nutrition and fitness keywords

Phase 2: Scale (Months 7-18)

- 🤝 Strategic Partnerships: Integrate with popular fitness apps
- 📺 Content Marketing: Nutrition blog, YouTube channel
- 🏢 B2B Expansion: Corporate wellness programs

Phase 3: Market Leadership (18+ months)

- 🌍 International Expansion: Localized nutrition databases
- 🏥 Healthcare Partnerships: Integration with medical providers
- 🛒 Ecosystem Expansion: Grocery shopping, meal kit partnerships

The Ask

🚀 Call to Action

Content:

We are looking for:

- 💸 Funding to build a mobile app & expand APIs
- 🤝 Partnerships with clinics, gyms & wellness brands
- 📣 Mentorship in health tech & growth
- 🧪 Beta testers for real-world validation

Team Members

DANCAN JEFF NGARUIYA
AI-DADDIE

- Developer-AI, Python, NutritionLogic
- Power Learn Project Student
- Pwani University student-Telecom & IT
- Seeking mentors in AI, healthcare & nutrition

Thank you!

✉ danjeff254@gmail.com

🌐[https://dancanjeff-nutrigenie-nutrigenie-app-kya5dq.streamlit.app/]