Personalized Nutrition Planning App

ArogyaAI

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EXECUTIVE SUMMARY

ArogyaAI is a mobile application designed to provide AI-driven, hyper-personalized nutrition plans to health-conscious individuals in urban India, starting with Kochi. The app addresses the growing problem of lifestyle diseases exacerbated by busy schedules and a lack of accessible, culturally relevant dietary guidance. Unlike generic fitness apps, ArogyaAI specializes in creating meal plans that incorporate local Keralan and other Indian cuisines, making healthy eating sustainable and enjoyable for its users. Our business model is a freemium subscription service. We are seeking ₹50 Lakhs in seed funding to finalize app development, launch a targeted marketing campaign in Kochi, and acquire our first 10,000 users within 12 months.

COMPANY OVERVIEW

ArogyaAI operates within the rapidly growing HealthTech and wellness industry in India. The market is driven by increased smartphone penetration, rising disposable incomes, and a significant shift in consumer focus towards health and preventative care, particularly post-pandemic. Key trends include the demand for personalization and the integration of AI in health services. [cite_start]Our initial focus on Kochi, a major economic hub in Kerala, allows us to tap into a tech-savvy demographic that is increasingly aware of the importance of a balanced diet.

PROBLEM & SOLUTION

THE PROBLEM

- Busy urban professionals in cities like Kochi struggle to maintain a healthy diet. They face three core challenges:
- Lack of Time: Hectic work schedules leave little time for meal planning and preparation.
- Information Overload: Conflicting and generic diet advice online is often confusing and not suited to an Indian palate.
- Cultural Disconnect: Most popular nutrition apps are Western-centric, ignoring the richness and dietary nuances of local Indian cuisine (e.g., Sadya, Puttu, Appam).

OUR SOLUTION

- ArogyaAI is a mobile app that provides a simple, sustainable, and culturally relevant solution. Our AI engine analyzes a user's health goals, dietary preferences, medical conditions, and activity level to generate weekly personalized meal plans. Key features include:
- Hyper-Local Food Database: Extensive library of Keralan and other Indian dishes with accurate nutritional information.
- AI-Powered Personalization: Plans adapt over time based on user feedback and progress.
- Automated Grocery Lists: Generates a shopping list based on the meal plan, with future integration for local grocery delivery services.

TARGET MARKET

MARKET SIZE & SEGMENTS

- Our primary target market consists of:

- Tech-savvy Urban Professionals: Individuals aged 25-45 living in Kochi and other metro cities, with a moderate to high disposable income.

- Fitness Enthusiasts: People who frequent gyms and fitness centers and are actively looking to optimize their diet.

- Individuals with Lifestyle Conditions: Users managing conditions like diabetes, PCOS, and high cholesterol who require specific dietary management.

- The Indian health and fitness app market is projected to reach over $2 billion by 2026. We aim to capture a significant portion of the market in Kerala initially, which has one of the highest rates of lifestyle diseases in the country.

COMPETITION

CURRENT ALTERNATIVES TARGET BUYERS ARE USING

- Global Apps: MyFitnessPal, Noom (Primarily calorie counters with limited Indian food databases).
- Indian Competitors: HealthifyMe (Our biggest competitor, offering calorie tracking and coach services).
- Traditional Services: Local dietitians and nutritionists (Can be expensive and less convenient).

OUR COMPETITIVE ADVANTAGES

- Hyper-Localization: Our core strength is the deep integration of regional Indian, starting with Keralite cuisine. This makes adherence easier and more enjoyable.
- Superior AI Engine: Our AI focuses on balanced macronutrients and micronutrients tailored to Indian body types and dietary habits, not just calorie counting.
- Affordability: We offer a premium, personalized service at a fraction of the cost of a personal dietitian.

PRODUCT OR SERVICE OFFERINGS

PRODUCT OR SERVICE

- ArogyaAI is a freemium mobile application.

- Freemium Version: Access to calorie tracking and the basic food database.

- Premium Version (Subscription): Unlocks the AI-powered personalized meal planner, automated grocery lists, recipe library, and progress tracking analytics.

- This benefits the buyer by taking the guesswork out of healthy eating, saving them time and effort while providing a scientifically-backed, culturally familiar plan to achieve their health goals.]Our unique selling proposition is "Personalized nutrition that understands your roots."

MARKETING

MARKETING PLAN

Our marketing objective is to acquire 10,000 paid subscribers in the first 12 months post-launch.

- Digital Marketing: Targeted social media ads (Instagram, Facebook) focusing on users in Kochi with interests in health, fitness, and food. Content marketing via a blog with articles on healthy eating and local cuisine.

- Partnerships: Collaborate with gyms, fitness centers, and yoga studios in Kochi to offer exclusive discounts to their members.

- Corporate Wellness: Pitch our service to companies in Infopark and other tech hubs as part of their employee wellness programs.

- Influencer Marketing: Partner with local Keralan food and fitness influencers to promote the app.

TIMELINE & METRICS

TIMELINE

ACTIVITY	DESCRIPTION	COMPLETION DATE
App Development	Finalize UI/UX and backend development	Dec 2025
Beta testing	Closed beta with 100 users in Kochi	Jan 2026
Official launch	App launch on iOS and Android in Kochi	Feb 2026
Marketing campaign	Initiate digital marketing and local partnerships	Feb 2026

MILESTONES

MILESTONE	DESCRIPTION	COMPLETION DATE
1000 subscribers	Reach the first 1000 paid users	May 2026
Break-Even Point	Monthly revenue equals monthly operational costs	Nov 2026
10000 subscribers	Achieve the Year 1 user acquisition goal	Feb 2027
Marketing Campaign	Begin rollout plan for Bengaluru and Chennai	Mar 2027

KEY PERFORMANCE METRICS

ACTIVITY	DESCRIPTION	KEY METRIC
User Acquisition	Measure the effectiveness of marketing channels	Customer Acquisition Cost(CAC)
User Conversion	Track conversion from free to paid users	Freemium Conversion Rate
User Retention	Measure user satisfaction and app utility	Monthly Active Users & Churn Rate
Engagement	Track how deeply users engage with the app	Daily Sessions per User

FINANCIAL FORECASTS

KEY ASSUMPTIONS

Our financial projections are based on the following assumptions:

- Pricing: A premium subscription price of ₹299/month or ₹2,999/year.

- Conversion Rate: An estimated 5% of free users will convert to a paid subscription within three months.

- Growth: We project a month-over-month user growth rate of 20% in the first year, driven by our targeted marketing efforts.

- Profit Anticipation: We anticipate reaching operational break-even within 9 months of launch and achieving profitability in Year 2.

FINANCING

SOURCES OF FUNDING

- Founder's Capital: ₹10 Lakhs

- Seed Funding (Seeking): ₹50 Lakhs

USE OF FUNDING

- App Development & Infrastructure (40%): ₹20 Lakhs for final development, server costs, and maintenance.

- Marketing & Sales (30%): ₹15 Lakhs for digital marketing, partnerships, and launch events.

- Salaries & Team (20%): ₹10 Lakhs for a small team (developer, nutritionist, marketer).

- Operational Overheads (10%): ₹5 Lakhs for rent, utilities, and administrative costs.