

Strengths

- Personalized meal plans based on health data.
- Integrated health tracking (nutrition, glucose, medical consults).
- AI-powered smart recommendations.
- Community engagement (meal sharing, recipes, experiences).
- Reminders for meals, hydration, and glucose monitoring

Weaknesses

- Complex for some users to input and understand data.
- Accuracy depends on user-inputted data.
- Requires internet for AI suggestions and maps.
- Challenges in integrating with health-tracking devices.

SWOT ANALYSIS

Opportunities

- Premium subscription for advanced dietitian support.
- Wearable device integration for automatic tracking.
- Partnerships with restaurants for discounts and tailored menus.
- Expansion to niche dietary markets (keto, vegan, gluten-free).

Threats

- Strong competition from similar health apps.
- Dependence on AI accuracy.
- Privacy concerns over health data security.
- Possible regulatory restrictions on health data and recommendations