Your Value Prop Goes Here	URL of Website or App Store Location	User Names and Password Access	Purpose of Site Founded	Funding Rounds	Revenue Streams	Monthly Traffic or App Downloads (note: use Similarweb.com for websites)	# of SKUs / Listings (estimate)	Primary Categories	Social Networks	Content Types	Personalization Features	Community/UGC Features	Competitive Advantage Re	rgion Heuristic Evaluation	Customer Reviews	General Notes	Questions/Notes to Team	Analysis
DIRECT COMPETITORS HyfitnessPal	and the financial con-		Area online calcular counter and deli plan. Ny filonosalini can help sengle has well a single before the single before the single has been proposed by the single before the single single before the single	in only round.	hyteneouthal generated evenue from adu, but his became a marketing nd sales observed for arbiters.	,000 ,000 viscog/somals-redo)	405	Proof Prices, exercise record, calables calculation, community for sharing and communication	PIZ pt. (/www.lbuiblook.com/my/fiznesigan 1,496,522 Pillowers, post dally . 12/pc)//wtilscom/my/fiznesigan 17/fix followers, post dally 12/pc//jblo.com/my/fiznesigan/psisc=1 25,322 followers	PRINCIPLE CONT. DATA PRINCIPLE TOURISH	hald frends for extra layer of suggest and socountability. If has personal puttle and different size goal people can build their own blog and share their except and journey.		(i) make it is note anyour can see charging away That if you set that their you won't be able to have so much liber. In an connect with liber apps and because it's liber and it's quiet consmission why one is their in a metal's position and you can share your knowledge and expensions with them.	UK, Pullend, Brazel masoly) Audition and strings? Horisted interface foul functions to too many follows.	od of Coverant, usees are very satisfied with the app, coverig a on its modele application.	6.7/m bit is misture and states det tracker and short of automest are statisfied. The user are layed and think it enably help people to energic and able to communicate with atthevs.	Abby riskes Burkstonins your biblion plant bis thurston is a	
Lifesum			NOTE Lifecum, we'll help you gick. The right food, and exit the right portion core, it relach your personal health goals.	Cifeta in raised a total of C EEE.794 is funding over 6 2 rounds.	outcomer need to pay for 208 one special food plans	8,060 victo@timtarivi6()	N/A		HERE (News hosbook confidences 12,514 fillowers, last post: Sep. 14th HERE (Sep. 14th Confidences 4,026 followers, last post: Sep. 14th HERE (Sep. 14th Confidences) HERE (News HERE) (Sep. 14th Confidence) 110,000 followers, daily post	Health & Pitness, Det and Pitness Tracker	has personal profile and different diet goal. Progle can buy personalized det place.	Disk excite media to one sect with freeds to inquire each other. It has big feature but the test posted by professionals.	country or mount or frequently added unes. Included tomel expose with companies a sometic sonity on and find photosic shoulders impaired to sonity on and find photosic shoulders imageing type to encourage users to continue on a healthy patch. Toke sould media to connect with french to it is already exposured and instance and ontine;	Bunctions	glicitie insiculation nutrient data, And some eigenficient features (including the complete recipe database) are only available premium version.	ide in ancholdin. With a cheerful decign and plenty of white space, Lifecum can hold to own compared to other trackers on the market.	What is the difference from other sender apport	
Fatsecret	Street Section Company	Dername: 50002876(bp,com provinci: 12365622	Through its five mobile apps and 2007 websites that let users track their outrition as well as fitness propriets and engage with a supportive community.	HILIDO H	tyPitnessPai generated 2,5: evenue from ads.	10,065 viste(timita-wib)	a).u.	track of food, eventue, weight and supportive community	HISPE//vervi.facebook.com/fateworet/ 17,87% fallowers, last post: Sep. 6th HISPE//faidlise.com/fat/secvet 2,880 fallowers, last post: May 19th	Health & Pitness, Clert and Pitness Tracker	nersonal profile and fitness you may.	It has community flocures where people can share their journey and make freeds.	Image recognition of food, interview with health professionates, bounded to larged quality distribution of food and is unition, information globally covering all presence, brand and restaurant floods.	I, UK, Clanada, Spare, India) B. Then fundation or appresent many functions in websites, ago only can track colories. The tryouts of websites and appliant aud-of-facilities.	to all. It has 4.7/9 on average, Propin enjoy its free for add as large database for common foods.	factorist is 100% free, it has been a very stream gap between the Android and IOS versions of our apps.	Mit we your profit comes from?	
INDIRECT COMPETITORS Soylent			boylers is a complete meal product to deliver convenient substition when you need it.	\$72.4M III funding over In 5 Hounds	evenue gat	2,924 monthly web volums, 58,569 libe bibly(punct/base)	NE,550 clos - glutady	nood	HTSps://www.fbookbook.com/fboylent/ 103,752 fibbowen, but point: Nep. 14th HTSps://www.fbookbook.com/ploylent 44,000 fibbowen, but point: Nep. 14th HTSps://www.mishing.em.com/ploylent/ HTSps://www.mishing.em.com/ploylent/ HTSps://www.mishing.em.com/ploylent/ 12tps://www.mishing.em.com/ploylent/ 3.788 fibbowen.com/ploylent/ 3.788 fibbowen.com/ploylent/	Pools, Health	things a list less complicated, and when you've busy it takes eating off your plate.	, people can use them as emop.	Numberoof enables and our protein is place-based. Malantal of you've even initiated a meast, ables control ting expertisation in the thicket of handpry, or had no believe to set, soprient in the year.	t, UK, Canada, Germany, - In- website design is clean and simple, easy for production and setting	gold medi dina, tad reviews come from its talte.	substitute. Website is clean and attractive for target customers.	Ou you plan to have customore draw?	
Fishire	allow frame the Laure Sunny		Plant tracks every part of your day—including activity, warrow, food, weight, and disey—for In help you find your fit, stay motivated, and see how small steps make a lag impact.	plick is funding over 4 o	dat on devices and 25, organise welfness regrams	546,000 wising termina wiedg	404	had altimity, run emarker, record workouts, stonitor healt rate, measure hydration, set good detail deep	His polytere is instance, and post daily trapel/feature confident SRs,000 Tidovers and post daily SRs,000 Tidovers and post daily SR 7,000 Tidovers and SR 7,000	Heads & Poness, Training, Welliness	Personal profite that detect self-featilit.	This continues becames where people can share their experience.	community and a famility of products fit for Australia) everyone.	To discretely because you are not ago, so you consider that care and not ago, so you can be ago, so you can be also the design of ago it not sext.			May points do you have from well-drivetoprides?	
Көөр	the Constitutes are	Samane: 1000/SPE(pg.com provent: 1236622	times as a mobile fitness, coach: proc offices a variety of training programs for different groups of people.	teep raised a total of at \$179M in Sunding over \$ p rounds.	zep provides premium. Bank and workouts as widust	(461 modify web visitor(crunchisser)	64,164 cibic	failing exercises, stimularly	https://www.indapton.com/seeptramen/ 12,000 filluleses, poid daily 102,ps://wwittes.com/seeptramen/ 444 filluleses, jud good: Sap. 14th 102,ps://www.indaptor.com/seeptrapy/seeptog-colorieses/ situation-dechidage/ 2-238 fillulesess, no poid.	Peress, Souring, Wedness	Pressure profite and fitness plan.	It has community flotures where people can share their journey and make filency.	Mustage free worksout routdness and exercises. It is discussed to the state of the state of these between the state of the	 Skey to use and full of priures can easily calcit eye 	4.8 suct of 5. Most of Loans think it is a useful app.	trap offer a five virtual claich and canonably environment.	trikki gelecitish your cudanters are?	
	This has not a part of the lot Groway Tooler that are	moles him sup the transport (A) 20	5 - 100p. //www.eperlanosan.nkepy.com.															