



Nutrition Advisory App

# Problem

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- It can be difficult to always keep track of the ingredients in the food you consume.
  - Fitness influencers often are untrustful about their routines and what they eat.
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# Our Solution

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- Labelens will grant users the ability to scan barcodes of food products, allowing them to view a list of ingredients and other nutritional information.
  - It will compare ratings and benefits of different products, to best inform customers on their purchases.
  - With an account, users can personalize their recommendations to best fit their specific needs.
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# Who's It For?

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LabeLens is an app designed for everyone, but is primarily focused at ages eighteen and older.

- Anyone who wants to eat healthier
- People looking for more accurate information on the products they are consuming

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# Competition

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- Fitness Influencers that are spreading misinformation. Companies that produce falsely advertised health products.
    - Competition includes apps such as Yuka.
    - We will allow users to have a personalized account, that way sugar and other nutrients can be customized for each individual, which creates a unique nutrition plan for everyone.
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# Marketing

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We plan on promoting our product through several means:

- Company Website
  - Social Media
  - Events
  - Advertisement
  - Sponsorships
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# Revenue/Expenses

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What will it cost?

- Our main expense would be the development and maintenance of the app
- Marketing, Advertising, Etc

Our main source of income would be from the purchase of a monthly subscription for the premium version of the app

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# Conclusion

- LabeLens is an application that will allow users to more easily view the contents of the products they are consuming, along with their benefits and downsides