



Gluten out

provided by

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Problem

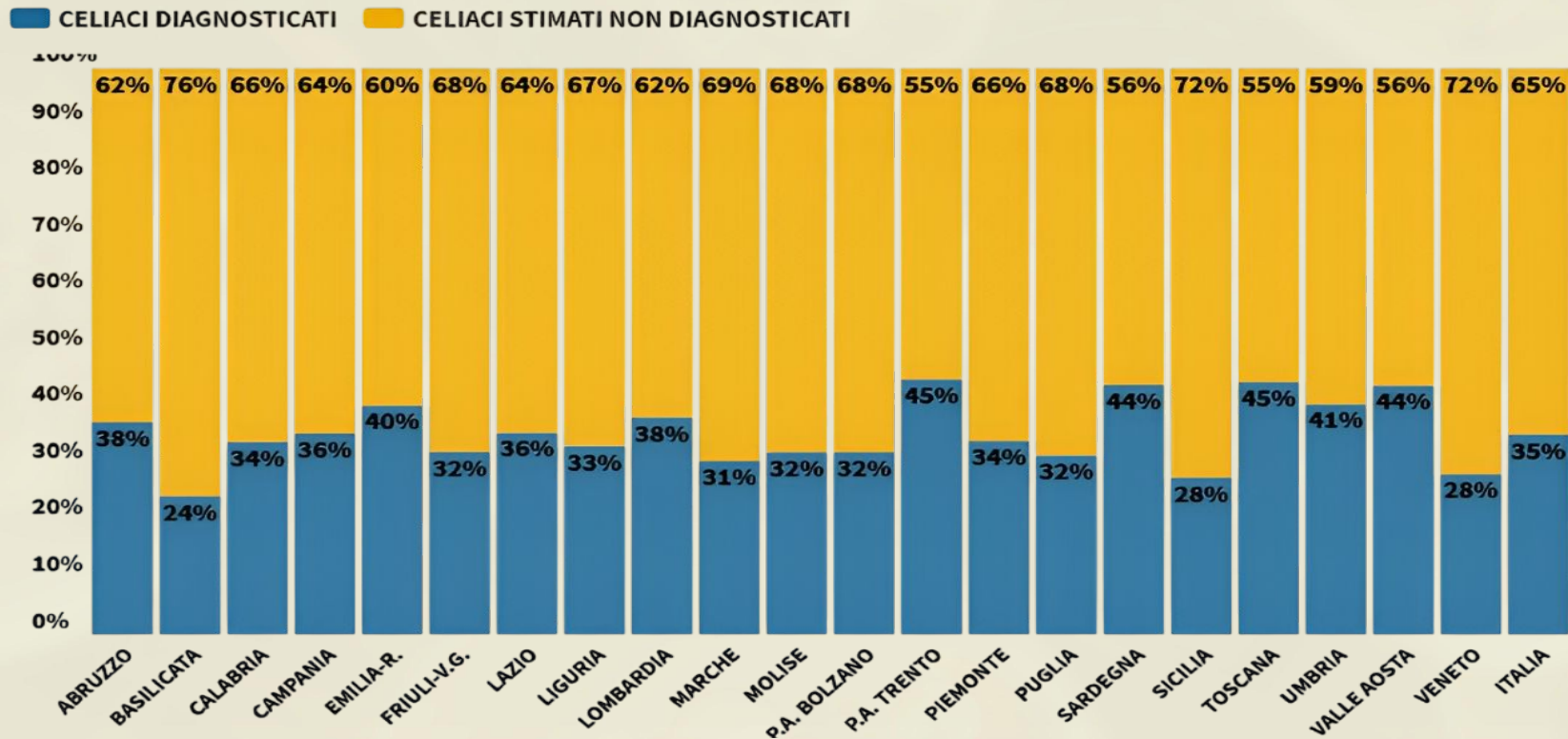
fonte ministero della Salute

Andamento dai casi di cellachia

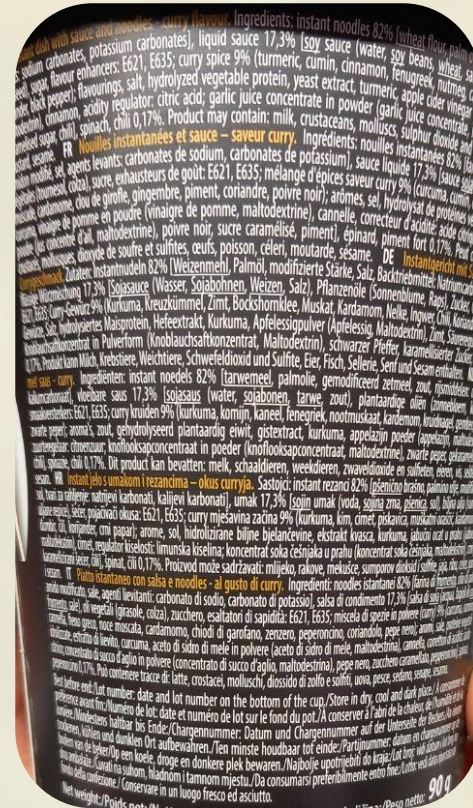


Problem

Il grande sommerso della diagnostica



Problem



Problem



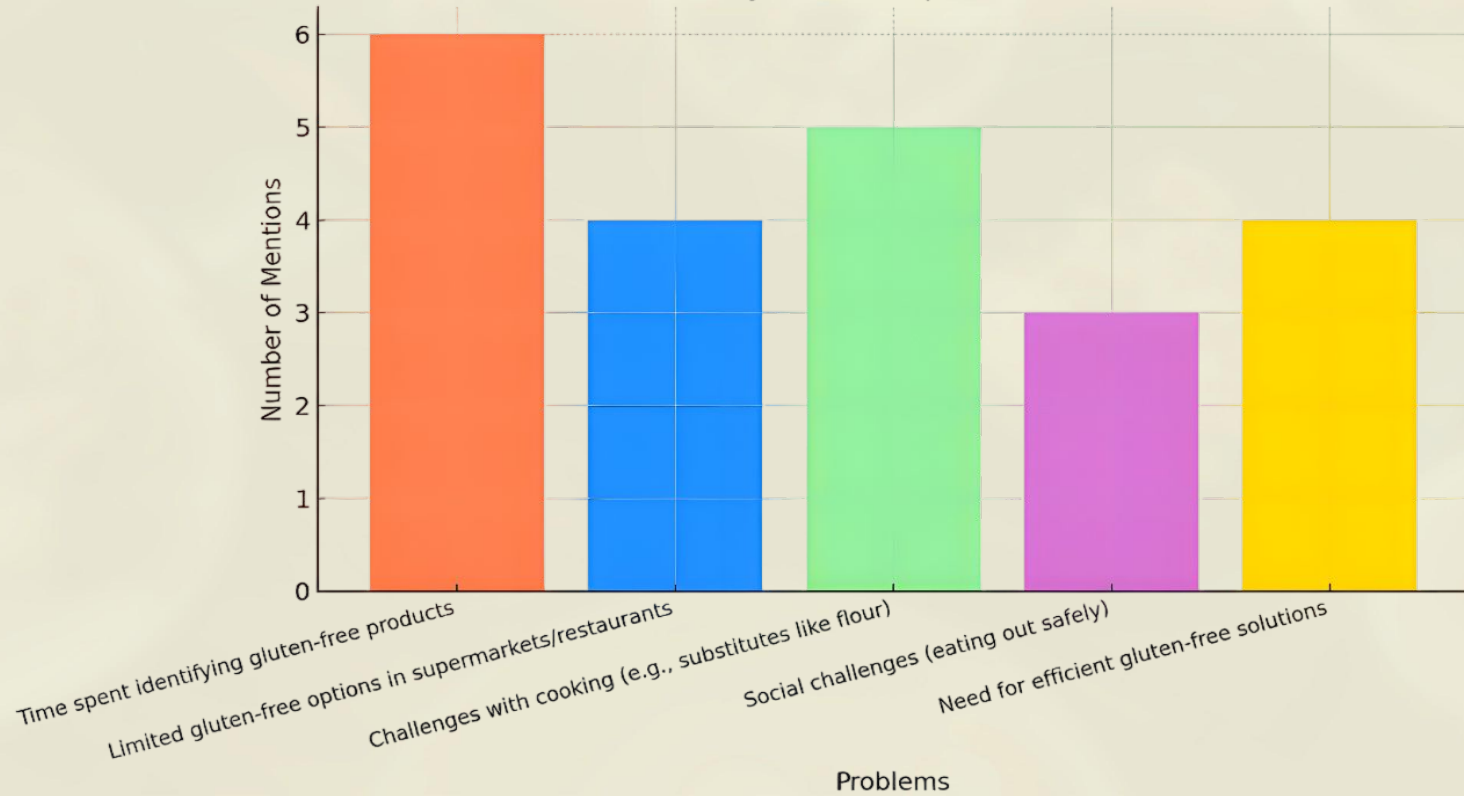
Problem

From our interviews:

- *“I check the list of all the ingredients for that product. Sometimes this **takes up a lot of time**”*
- *“I only buy products specifically branded as ‘gluten-free’, as I don’t want to **spend time reading all the ingredients** of the other products”*
- *“The Celiacs Italian Association gives you a 500 pages long book with all gluten-free products, but I don’t use it when shopping as it is too **impractical**”*

Problem

Problems Faced by Celiac People (Based on Interviews)



Our solution

A digital assistant that helps to:

- **Identify** products with **gluten**;
- **Plan** weekly meals to lead a **balanced**, gluten-free, diet.

Solution validation

We set up a simple [landing page](#), advertised it on an Instagram page about gluten... and results were very positive!



Search results for 'in:sent' showing 1-50 of 102 items. The results are filtered by 'Any time', 'Has attachment', and 'To'. The search results show a list of posts from 'AllergyScan' with the text 'Ciao, Grazie per aver mostrato interesse verso il nostro progetto! Grazie alle iscrizioni come ...' and a date of 'Nov 24'.

Any time	Has attachment	To	Advanced search
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

To	Post	Date
To: [redacted]	AllergyScan - Ciao, Grazie per aver mostrato interesse verso il nostro progetto! Grazie alle iscrizioni come ...	Nov 24
To: [redacted]	AllergyScan - Ciao, Grazie per aver mostrato interesse verso il nostro progetto! Grazie alle iscrizioni come ...	Nov 24
To: [redacted]	AllergyScan - Ciao, Grazie per aver mostrato interesse verso il nostro progetto! Grazie alle iscrizioni come ...	Nov 24

44 risposte

Visualizza in Fogli

Accetta risposte

Riepilogo Domanda Individuali

What customers think about our idea

Se vuoi, dacci altri feedback su come migliorare la nostra proposta!

6 risposte

Meno pubblicità all'interno dell'app, magari limitare le funzioni diverse (scan codice a barre, Pianificazione settimanale dei pasti, analisi dei nutrienti, conteggio calorico ecc..), non tutte fruibili gratuitamente (comprendo che chi sviluppa lo faccia per lavoro e quindi per un guadagno) però terrei gratuita e senza limiti di utilizzo la funzione dello scanner per i codici a barre per capire al volo se l'alimento è per celiaci, le restanti funzioni le metterei a pagamento mensile e/o annuale

Da celiaco intollerante al lattosio perdo tanto tempo per cui sarebbe utile un app però la preferirei gratis con le pubblicità (magari quelle da 25sec.) per garantire a tutti di usare tutte le funzionalità

Bellissima idea, grande progetto! Grazie ragazzi ❤️

Sarebbe bello quando si scansiona un codice a barre, sapere di tutti gli ingredienti quali allergeni contengono

Ottima idea!! Complimenti!!

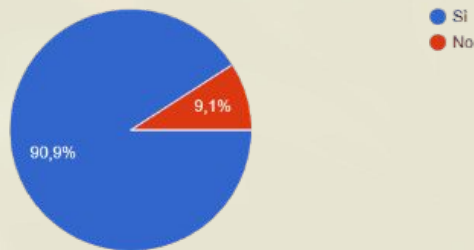
Inserire anche una lista di locali dover poter cenare tranquillamente e in sicurezza

From our Solution
Validation [Form](#)

What customers think about our idea

Perdi molto tempo a leggere l'etichette dei prodotti, per capire se contengono o no un alimento a cui sei intollerante?

44 risposte



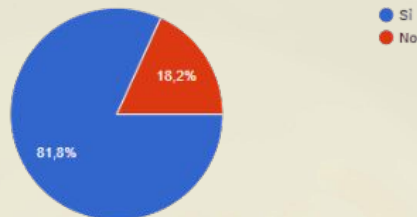
Useresti un'applicazione che ti permetta di scannerizzare il codice a barre di un prodotto e ti dica immediatamente se puoi mangiarlo o meno?

44 risposte

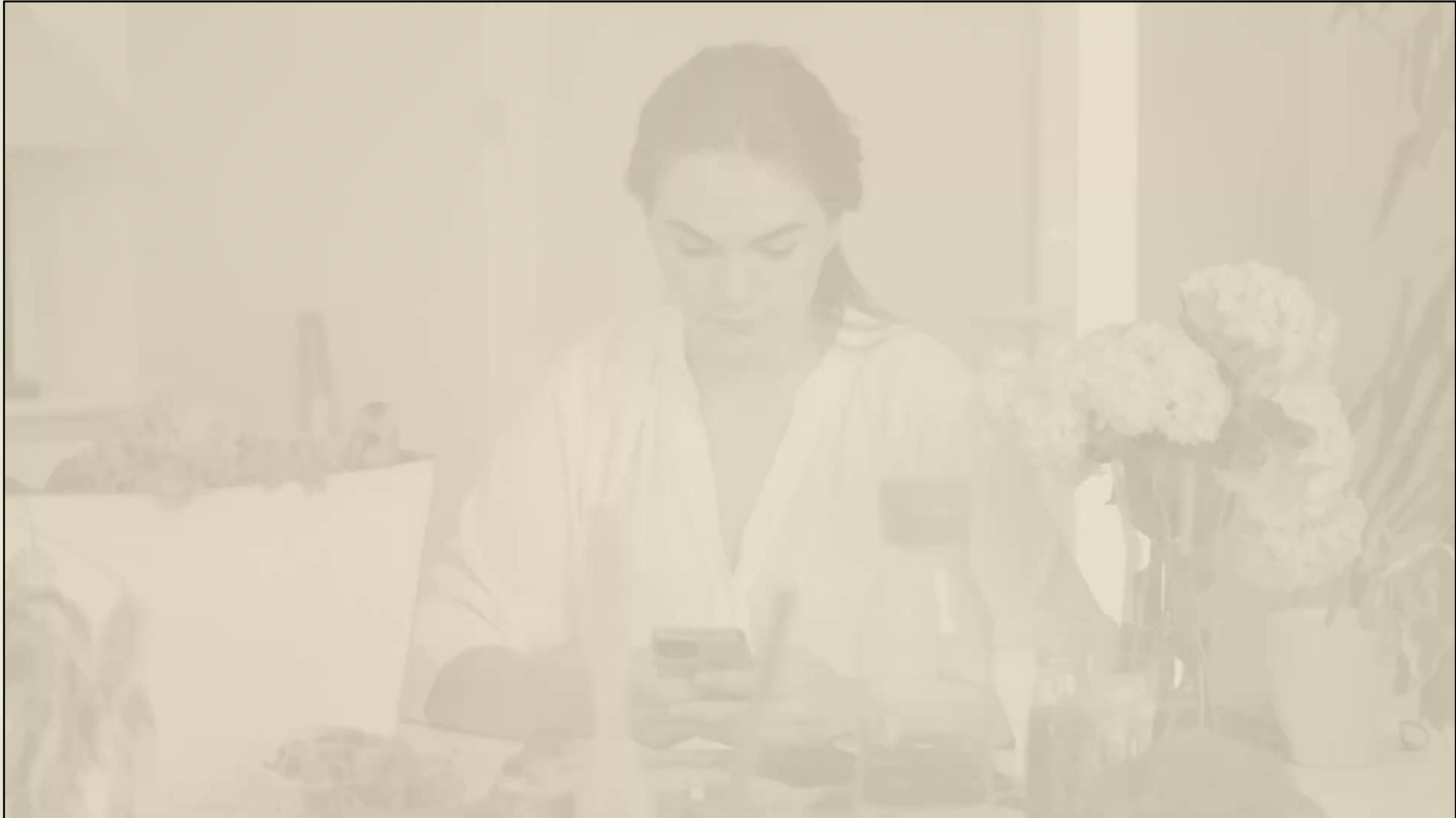


Potrebbe essere utile una funzione di pianificazione dei pasti, per riuscire ad avere una dieta bilanciata ed equilibrata, tenendo conto di particolari alimenti che non puoi assumere?

44 risposte



Video




How does it work

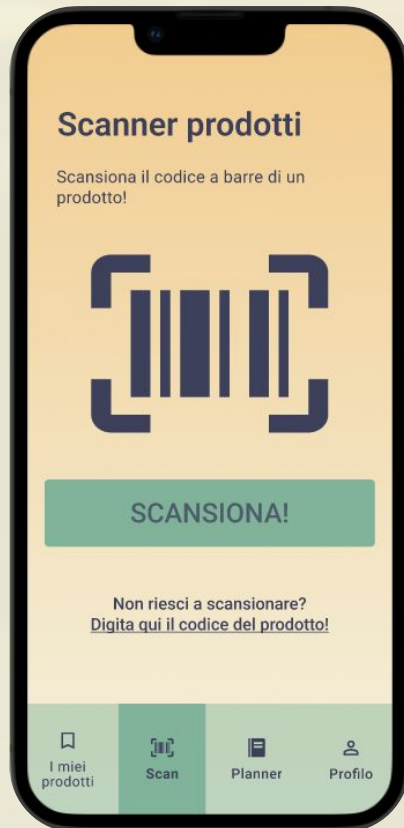
Barcode scanner

The user can obtain information about the composition of a product:

- **Presence of gluten**
- Nutritional values and additives
- Ingredients
- Vendor references

With third party database (provided by ) Italy, the organization responsible for assigning barcodes) we can trace all these information directly from the producers.

The customer can save time to figure out if a product has traces of gluten!



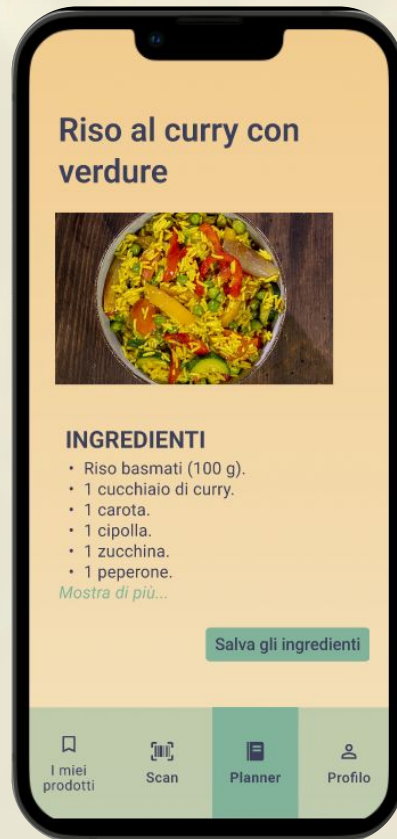
How does it work

Meal planner

The user can reference to our meal planner to have suggestions about new meals that matches his intolerances.

With the support of nutritional experts, we develop a **meal planning algorithm** based on the products' composition and customer's personal taste.

Thanks to it, customers will have no more problems about deciding what to prepare!



Competitors

Competitors can be grouped in three different categories:

- **Barcode scanners** for product's characteristics
- **Gluten free scanners**
- **Meal planners**

Actually seems that there is not a competitor implements all functionalities these categories.

	Yuka	EDO	GF Scanner	Mealime	Food Intolerance App
Type	Product scanner	Product scanner	Gluten scanner	Meal planner	Product scanner and diet tracker
MVP	Rates products in base their features	Creates an index of compatibility for the user	Tells if a product contains gluten or not	Suggest recipes based in user's preferences	Return product's informations and tracks daily nutrients.
Database	Managed by developers and productos	Independent	Independent	Independent	Independent
Revenue methods	Adv fees and subscription fees	Adv fees and subscription fees	Adv fees and subscription fees	Subscription fees	Fixed download cost
Business type	Freemium	Freemium	Freemium	Freemium	Paid product
Fetures corresponding to our MVP	Product scanner	Product scanner	Product scanner	Meal planner, grocery planner	Product scanner

Unique Selling Proposition

From the competitor analysis:

- There is not an application with all of our functionalities.
- Most of all application are not specifically developed for gluten intolerances.



- Different functionalities integrated in a single application.
- Services directly designed for customers with gluten intolerance.
- Services that provide also related of other aspects of the product (like nutritional values and additives concentration).

Market type

Market type: *health and fitness applications.*

It includes applications for tracking diet, monitor nutritional values of users meals, support daily physical activities and **manage a disease**.

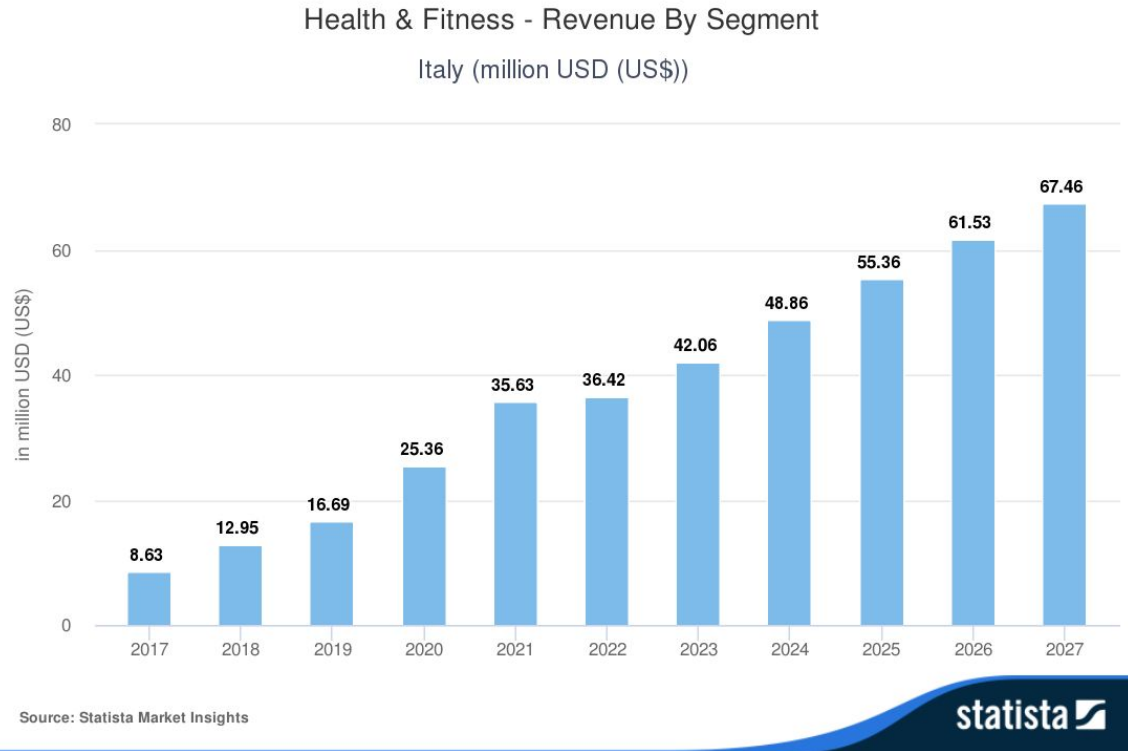
TAM: worldwide marketplace of *health and fitness applications* (nearly 5 billions USD of revenues in 2024).

SAM: Italian marketplace of *health and fitness applications* (about 50 millions USD of revenues in 2024).

Market trend

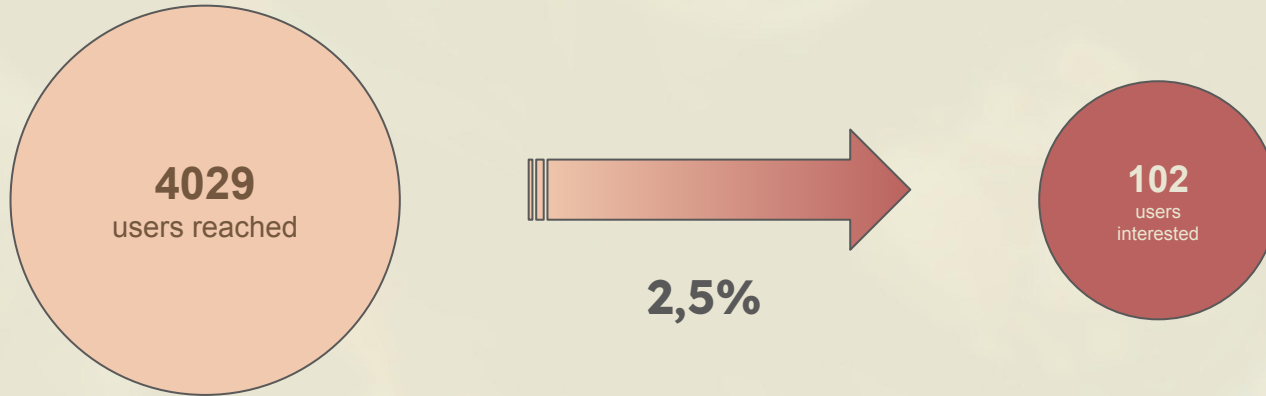
Trend of the market in Italy is positive and is expected to grow annually by **11,35%** until 2027.

The trend is slightly more positive compared with our TAM, which has a compound annual growth rate of 9% until 2027.



SOM estimation

We estimated the size of our target market, by taking into account the ratio of interested customers obtained from the validation.



We applied this 2,5% on the Italian population of celiacs (nearly 500k people) and got initially a target market of **12 700 reachable users**.

Go-To-Market Strategy

Short term strategy (2025-2028)

- Italian market.
- Gluten Intolerance.



Mid term strategy (2029-2034)

- European market.
- Gluten intolerance.



Long term strategy (from 2035)

- World market.
- Many more food intolerances and allergies (like lactose, nickel and peanut intolerances).

Why this choice?

- Validation results.
- Local products easy available.

The **problem** of identifying gluten-free products by reading labels **exists outside of Italy** as well!

Our **vision** is to become a global **reference point** in managing food allergies.

Financial sustainability

Revenue model:

- **subscription fees:** meal planner functionality;
- **advertisement revenues:** both Google ADS and products advertisement from producers and Supermarkets.

Balancing costs and making profit, already in **second year**.

Cash flow positive (investments excluded), projected in **fourth year**.

	2025	2026	2027
Total Cash IN	28.792 €	82.943 €	136.768 €
Total Cash OUT	109.219 €	78.634 €	81.517 €
Cash Flow of the period	- 80.427 €	4.309 €	55.251 €
Cumulated Cash Flow	- 80.427 €	- 76.118 €	- 20.867 €

Strategy for gaining funding

From the financial analysis results the startup needs an initial investment of **80.000 euros**.

Our main investor and partner will be **AIC**:

- No-profit organization recognised by the ministry of health.
- Tenders for projects that has goal of improve life of celiac affected people

Their can attest affidability and safety of our system.



We are open to other public or private investors (as business angels) that are interested in the project.

Communications strategy

Different areas where a potential customer will find us:

- Social media.
- Medical and nutritional centres.
- Supermarkets and producers.



*Azienda Provinciale
per i Servizi Sanitari*
Provincia Autonoma di Trento



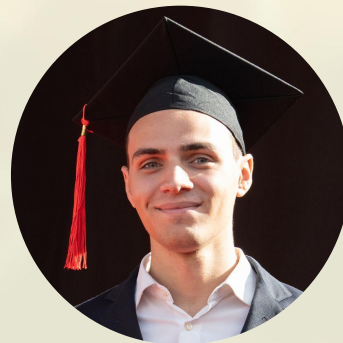
Then our solution will be available on:

- Mobile marketplaces (App store, play store).
- Web page.





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A top-down view of a dining table with various dishes, glasses, and a plant. The table is set with several plates of food, including what appears to be a salad with radishes and a dish with a large piece of meat. There are also glasses of water and a small bowl of sauce. A green plant with long leaves is visible in the upper left corner. The background is a wooden table with a herringbone pattern.

Thank you!

Key partners

- AIC

- GS1
Italy

Key activities

- customer acquisition
- conversion rate management
- churn rate management
- platform development and maintenance
- database management

Key resources

- platform
- database of products
- planning consultants (expertise)
- developers

Value propositions

1. scan to verify if a product contains or not gluten

2. same as 1. + meal planner

3. targeted data about profile

Customer relationships

- social media
- community
- word of mouth
- AIC
- medical and nutritional centers
- supermarket

Channels

- website
- marketplaces (play store, app store)

Customer segments

1. free users

2. paying users

3. advertisers

Let's remember our **target**:
people with celiac disease that need to avoid some specific foods

Cost Structure

- promotion and marketing (customers acquisition)
- platform development
 - platform and database maintenance

Revenue Streams

- subscription fees
- advertisement revenues
- investments from AIC