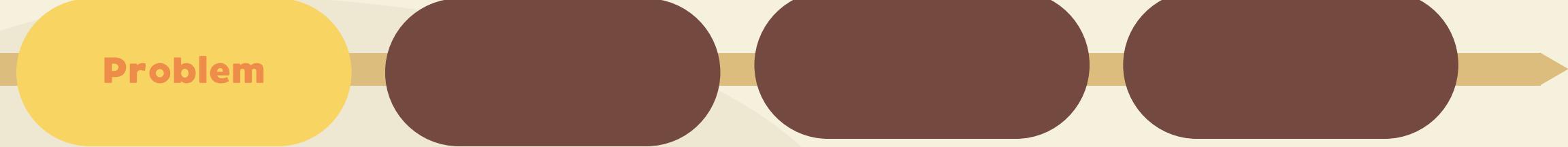


Plate'Em

Fuel Your Day, Plate Your Way

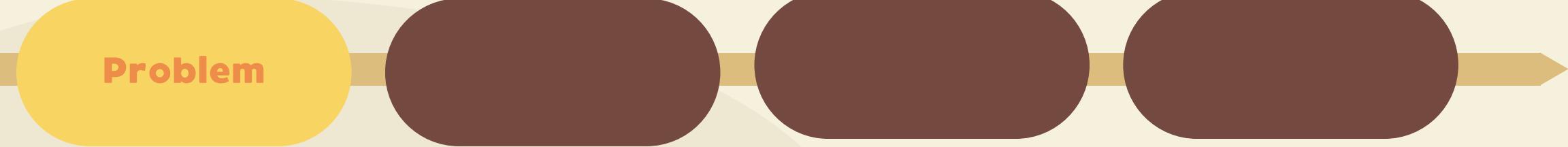


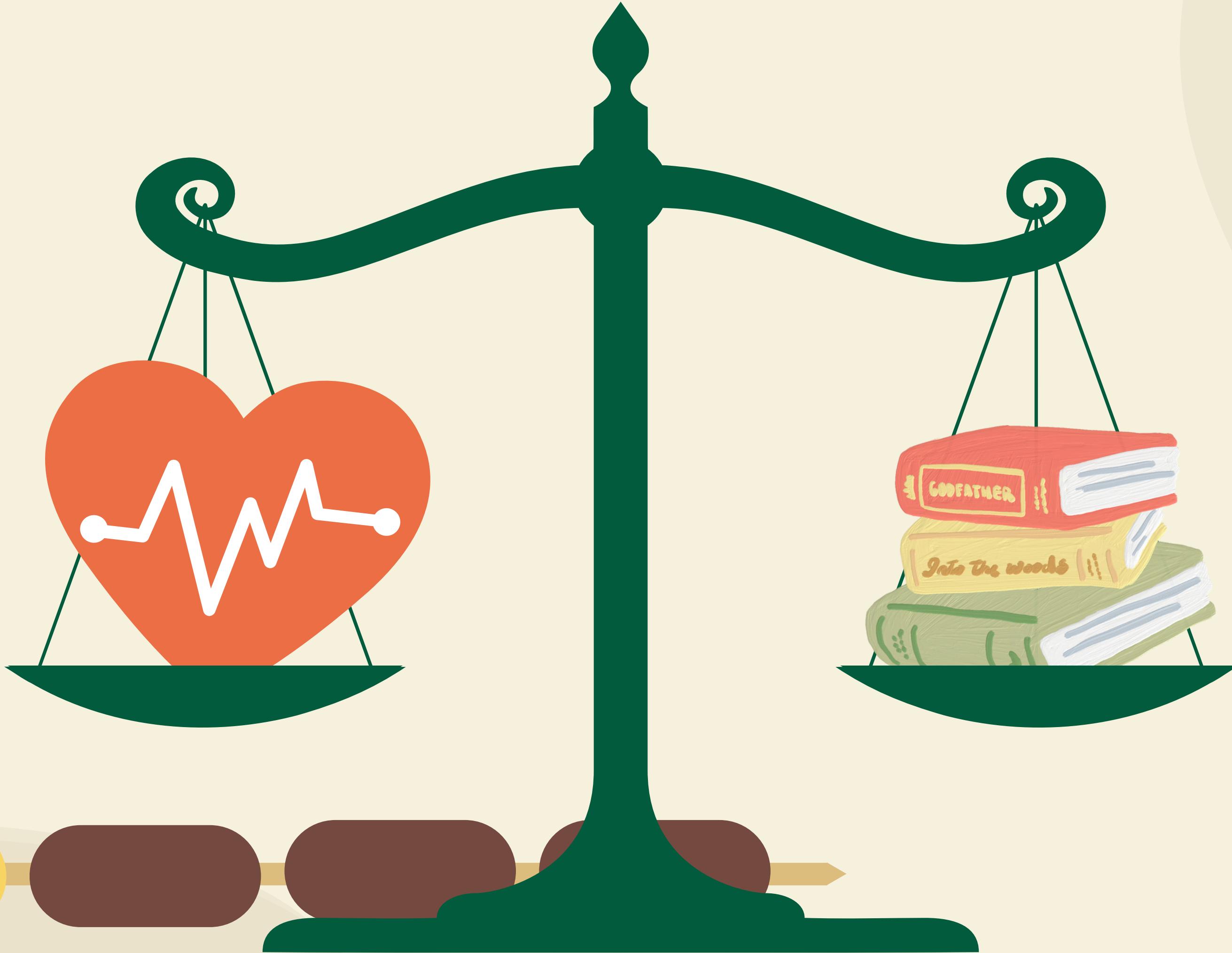
College is a stressful transition.



College is a stressful transition.

Hard to balance school and health.





Problem

Meet the Team



Alan S.
Product



Sarthak L.
Product



Landon Z.
Tech



Meghana C.
Tech



Soorya N.
Tech



Riya L.
Design



Rushil V.
Design



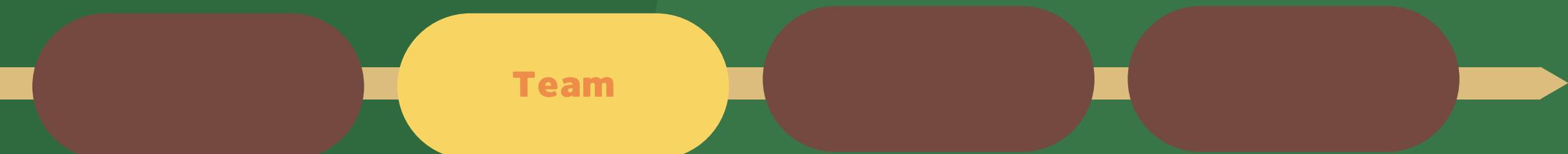
Aarav P.
Product



Ramya K.
Tech



Ashwin P.
Tech





Plate'Em

A nutrition-focused app that helps college students track calories and create custom meal plans tailored to dining hall options.

Solution

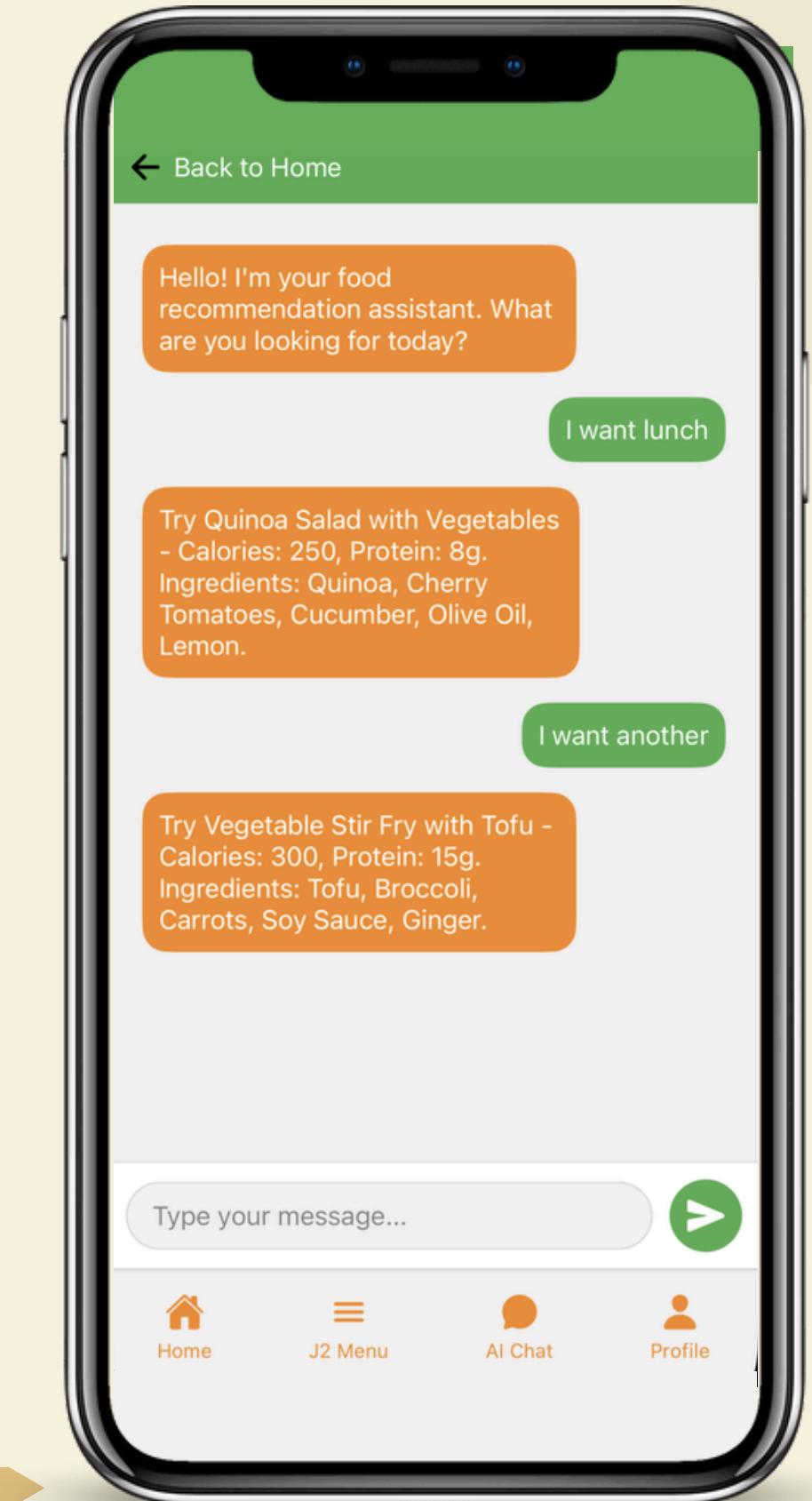
App Components

Generative AI Engine

Up to Date Menu Info

Extensive Health Records

Solution



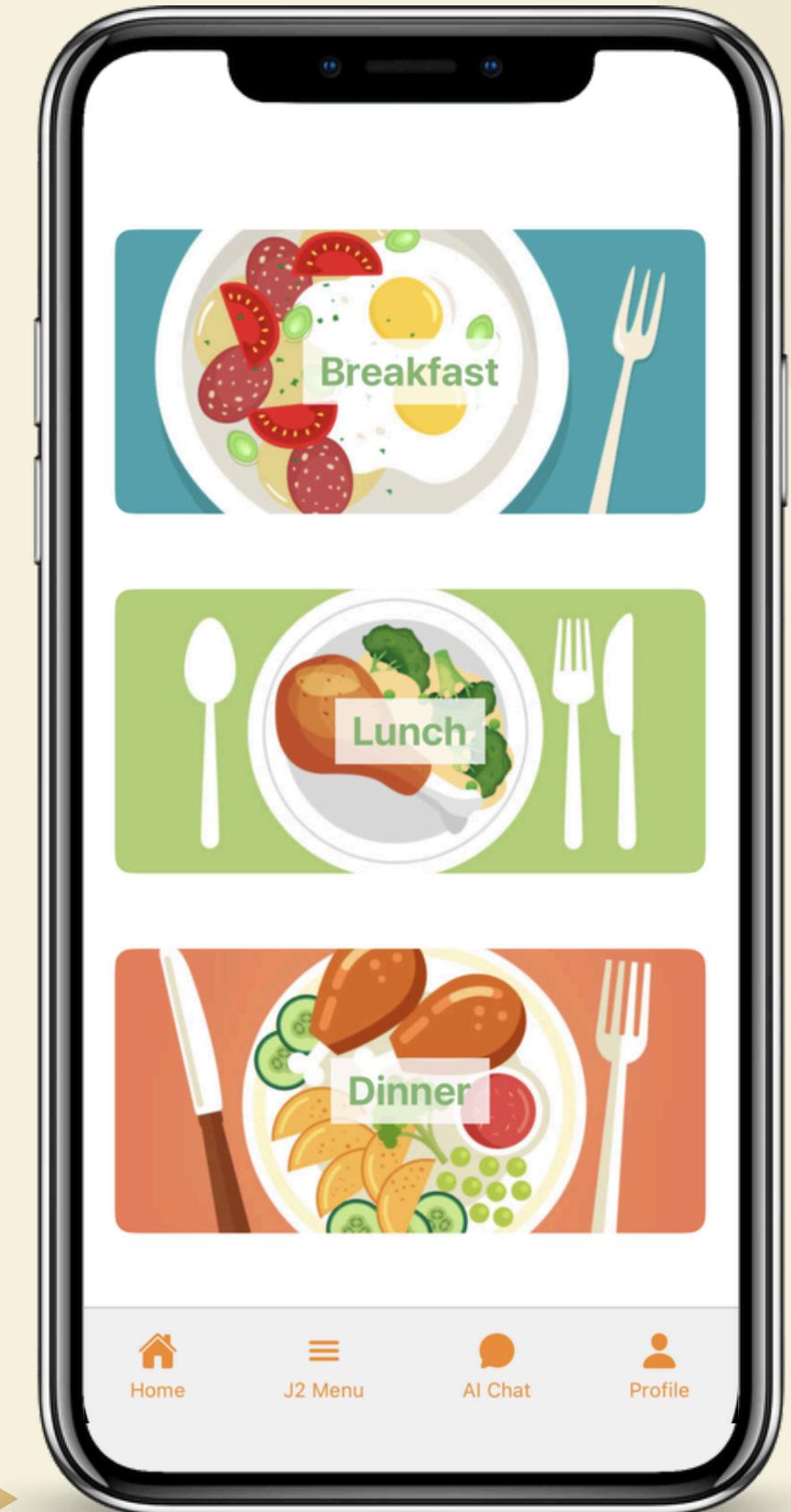
App Components

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Up to Date
Menu Info

Extensive Health Records

Solution



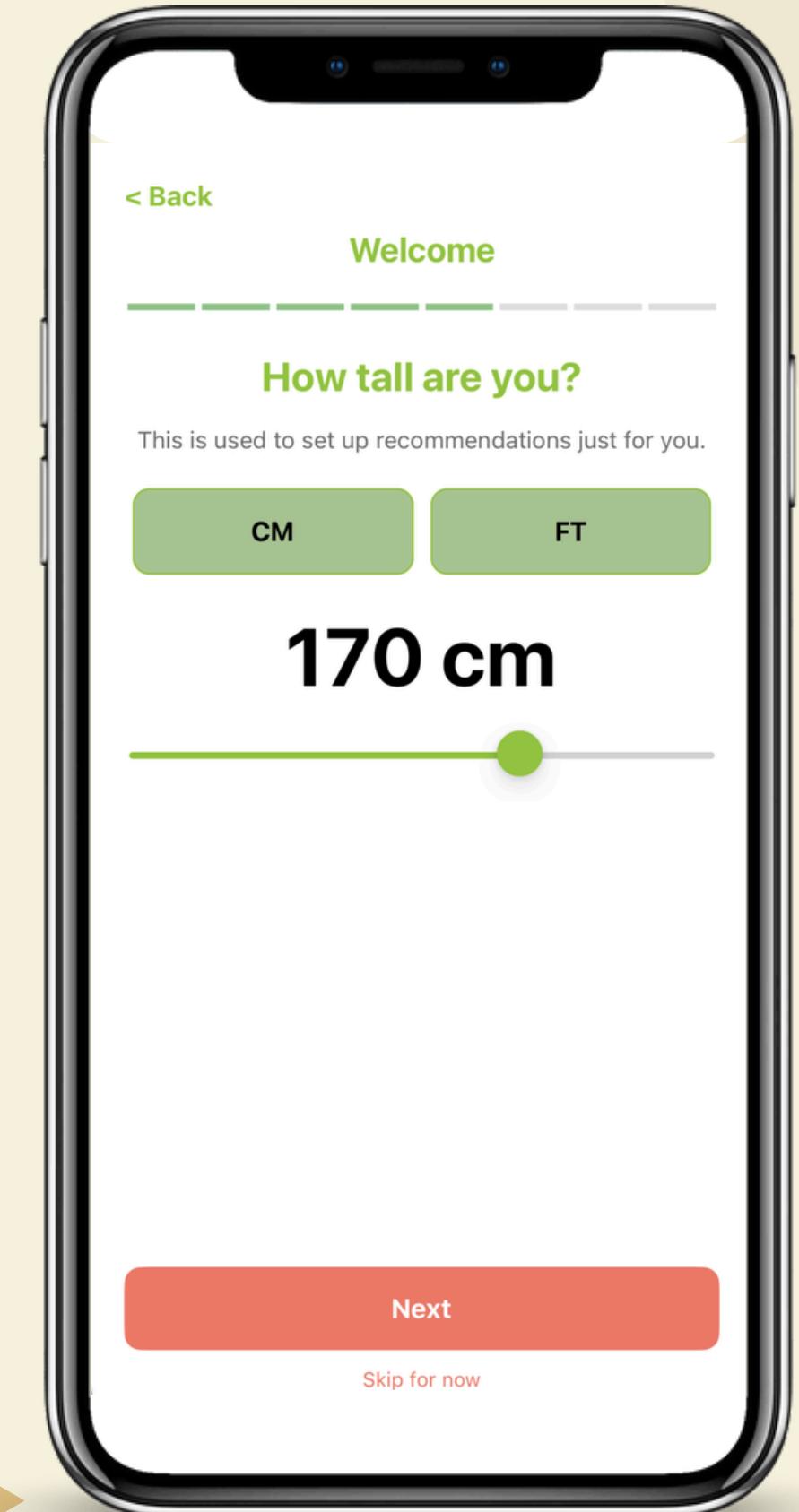
App Components

Generative AI Engine

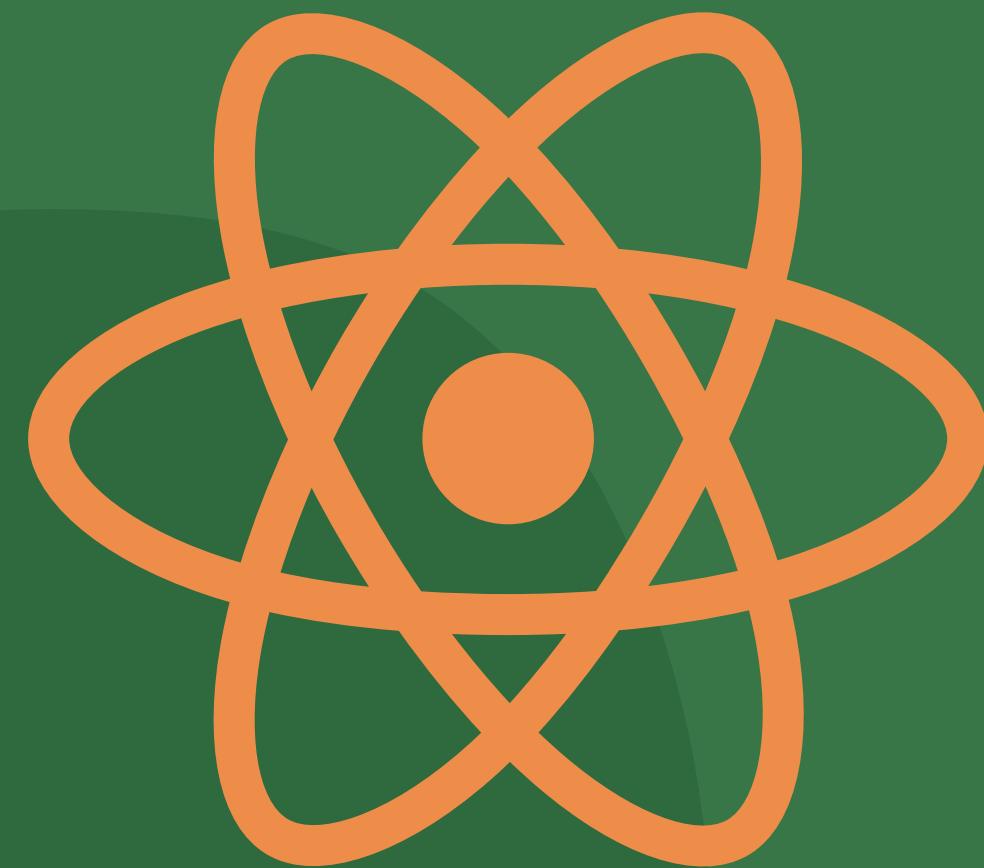
Up to Date Menu Info

Extensive Health Records

Solution



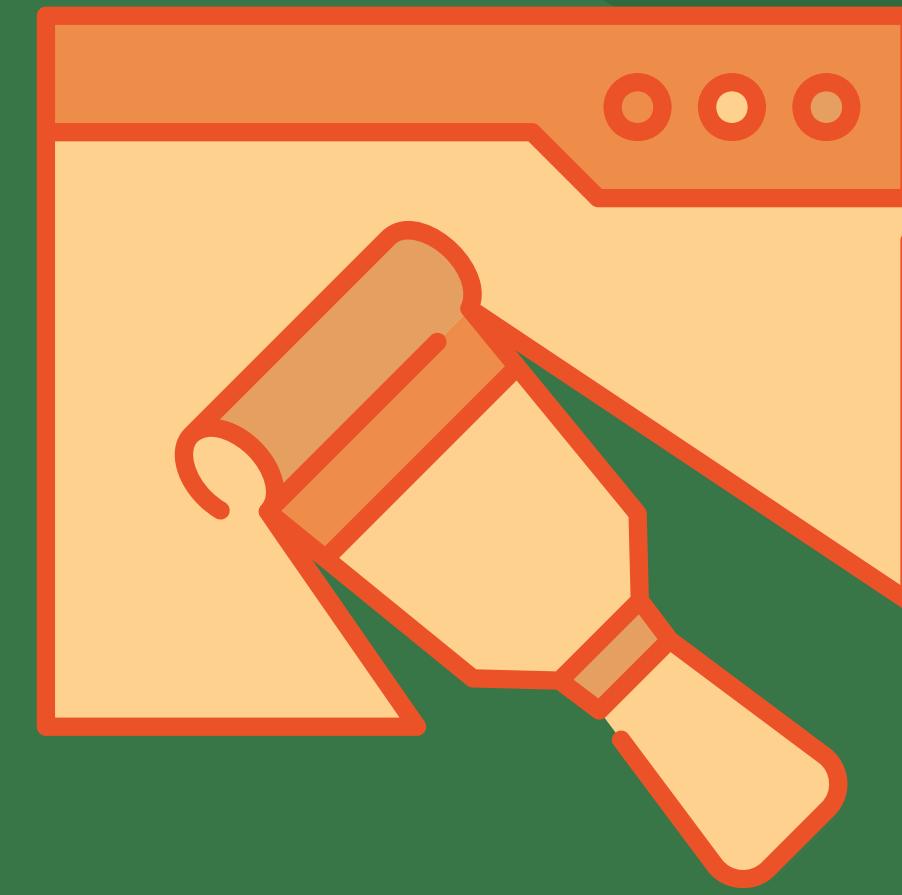
Tech Stack



React



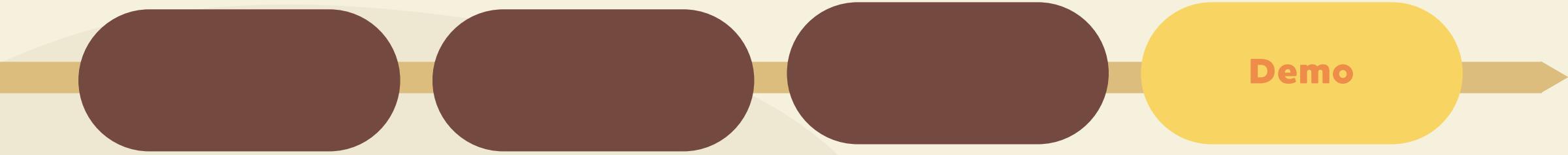
FireBase



Scraping &
Data Collection

Solution

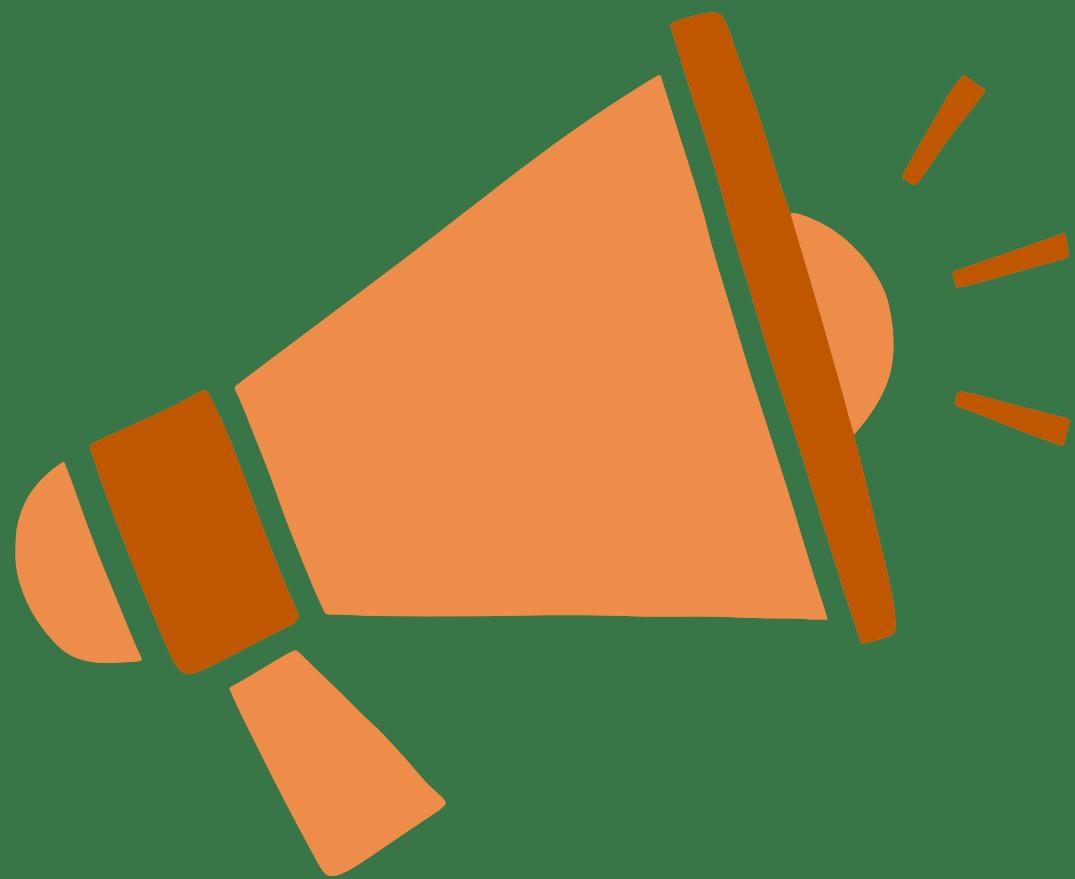
Tech Demo



Go-To Market Strategy

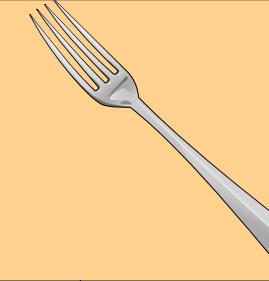
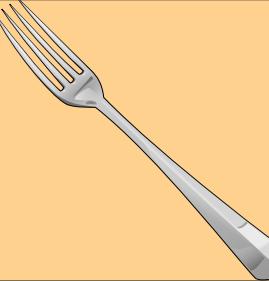
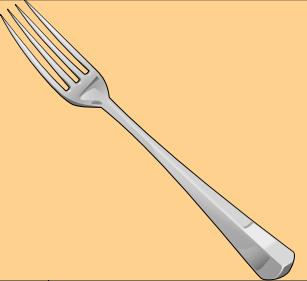
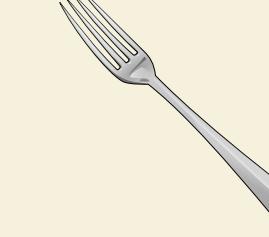
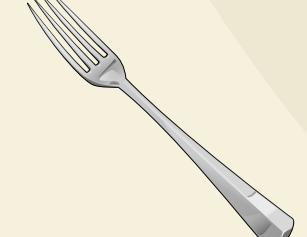
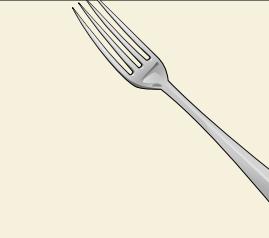
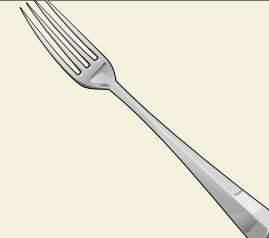
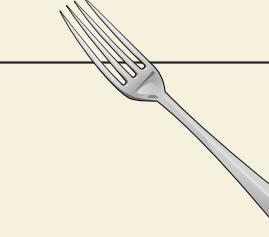


Collaboration with
UHD and RecSports



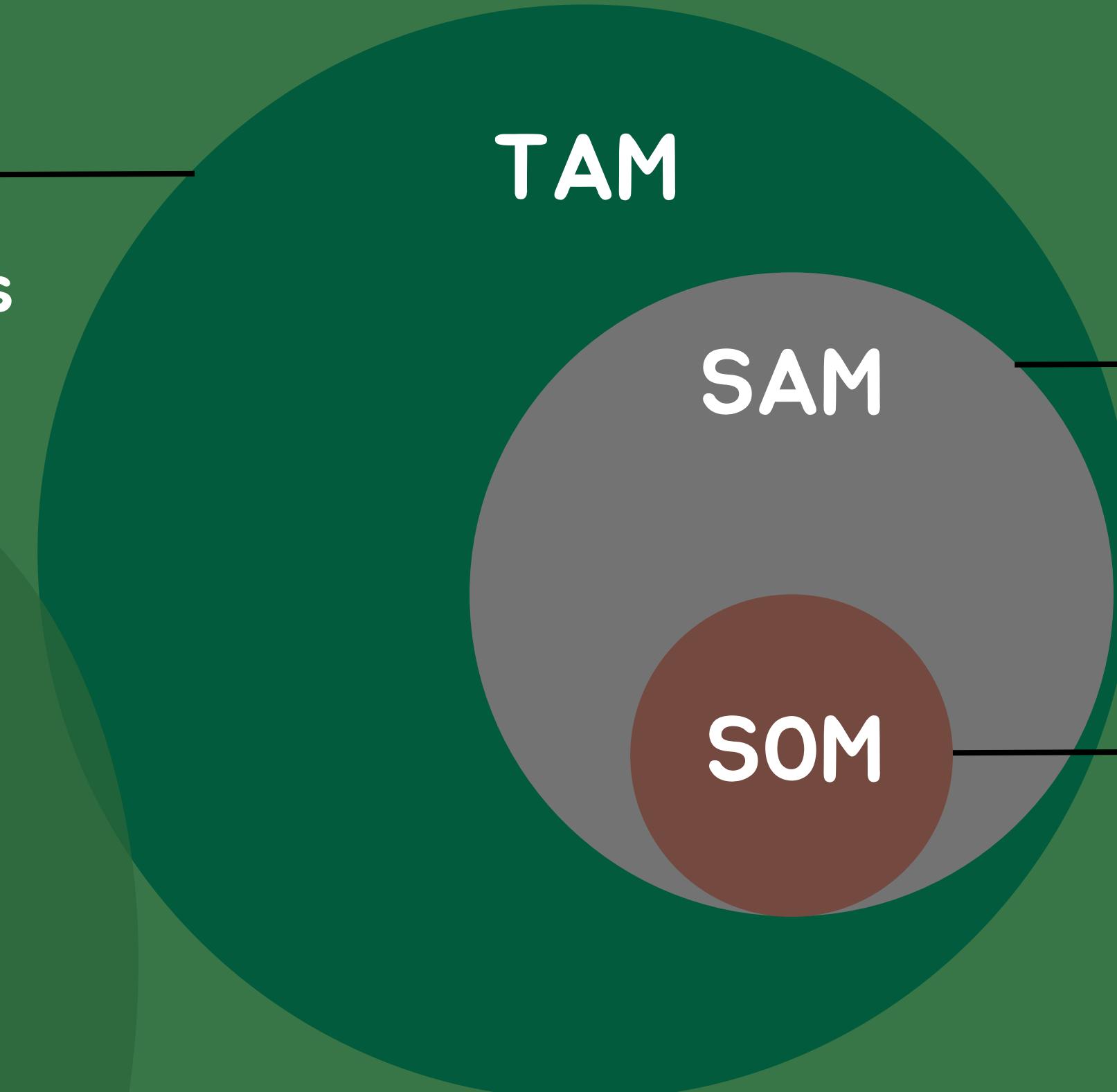
Leverage social media
campaign

Competitive Analysis

	Up-To-Date Meal Data	Meal Recommendations	Health Outcome Data
PLATE'EM			
Lose It			
MyFitness Pal			
Longhorn Eats			

Market Size

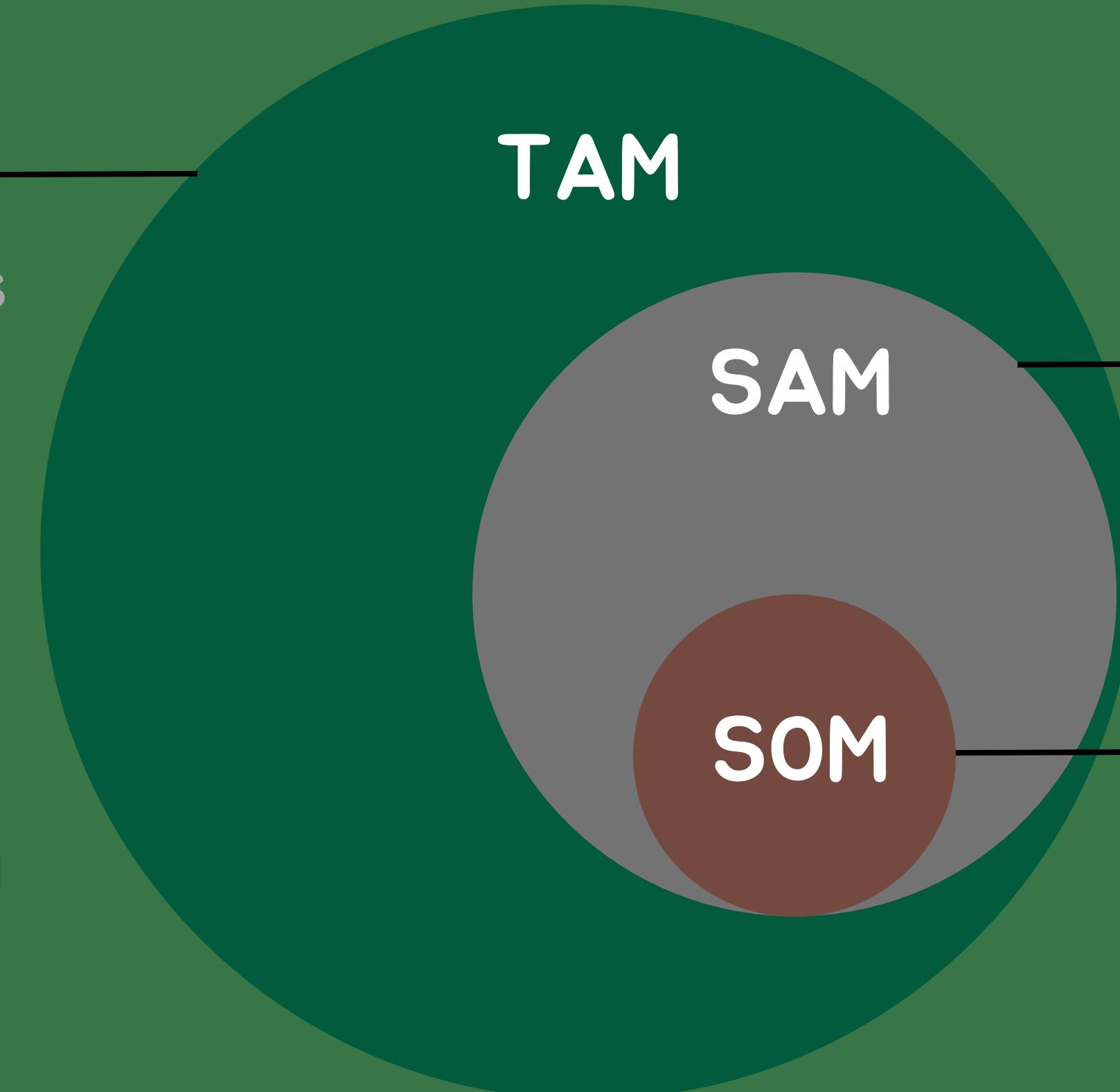
18.5M
US College Students
\$444,000,000.00



51K
UT Austin Students
2.5K
UT students with a
meal plan

Market Size

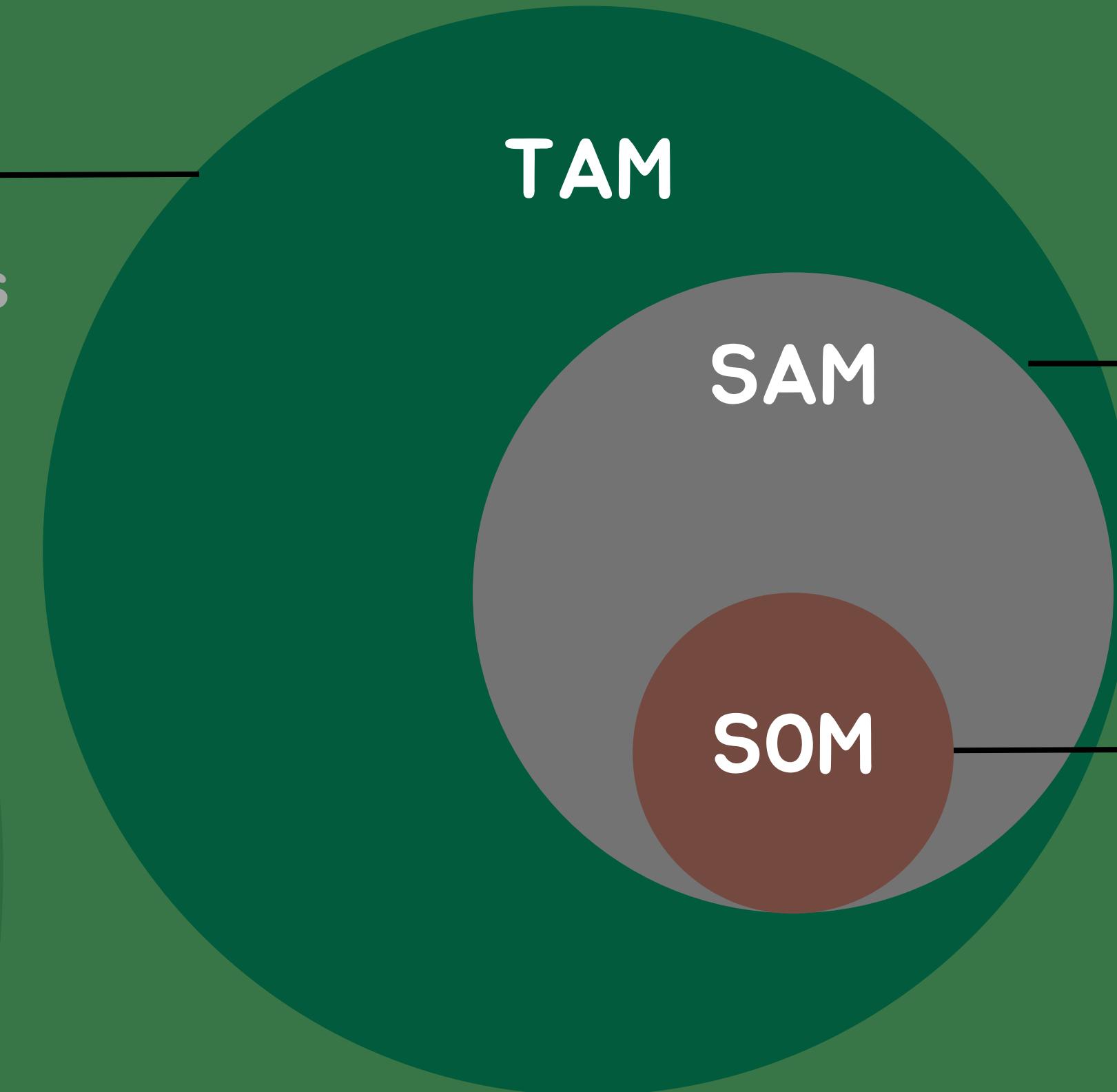
18.5 M
US College Students



51K
UT Austin Students
\$1,224,000.00
2.5K
UT students with a
meal plan

Market Size

18.5 M
US College Students



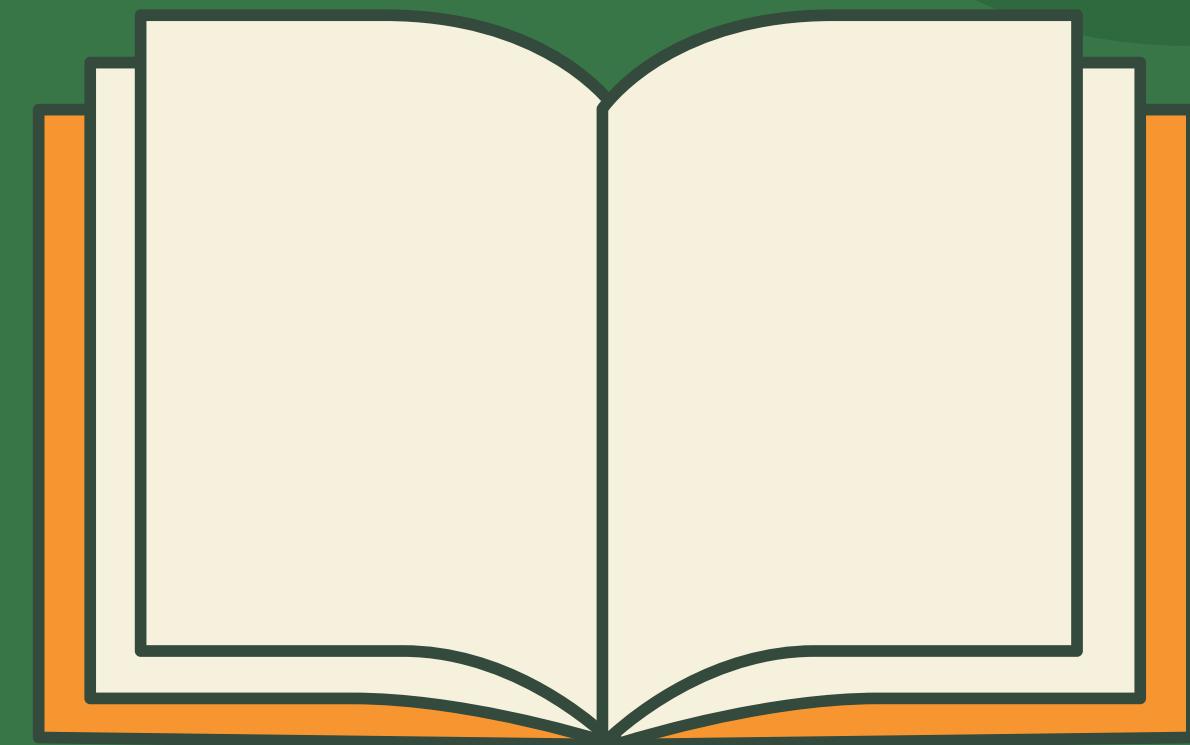
51K
UT Austin Students

2.5K
UT students with a
meal plan
\$60,000.00

Future Steps



Expansion to UT
restaurants



Partner with new
university nutrition
departments

FEELING HUNGRY YET?

Thank You!



Appendix

**SWOT
Analysis**

**Break-even
Analysis**

**Survey
Results**

Tech Stack

**Pricing
Model**

**Income
Statement**

Strengths

Weaknesses

Opportunities

Threats

SWOT

Strengths

- Real-time nutrition info
- AI recommendations
- Tailored for University Dining
- Scalable

Weaknesses

Opportunities

Threats

SWOT

Strengths

Weaknesses

Opportunities

Threats

SWOT

Dependence on university partnerships
User education needed

Strengths

Weaknesses

Opportunities

- Scalable to more universities
- Integrate with health services
- Enhance AI personalization

SWOT

Threats

Strengths

Weaknesses

Opportunities

Threats

SWOT

Competitors

Policy changes

Economic constraints

Break-even Analysis

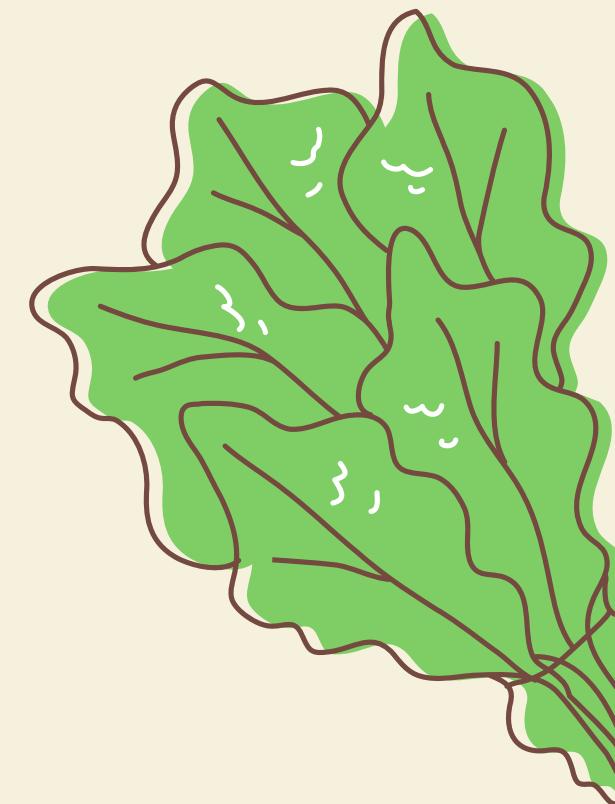
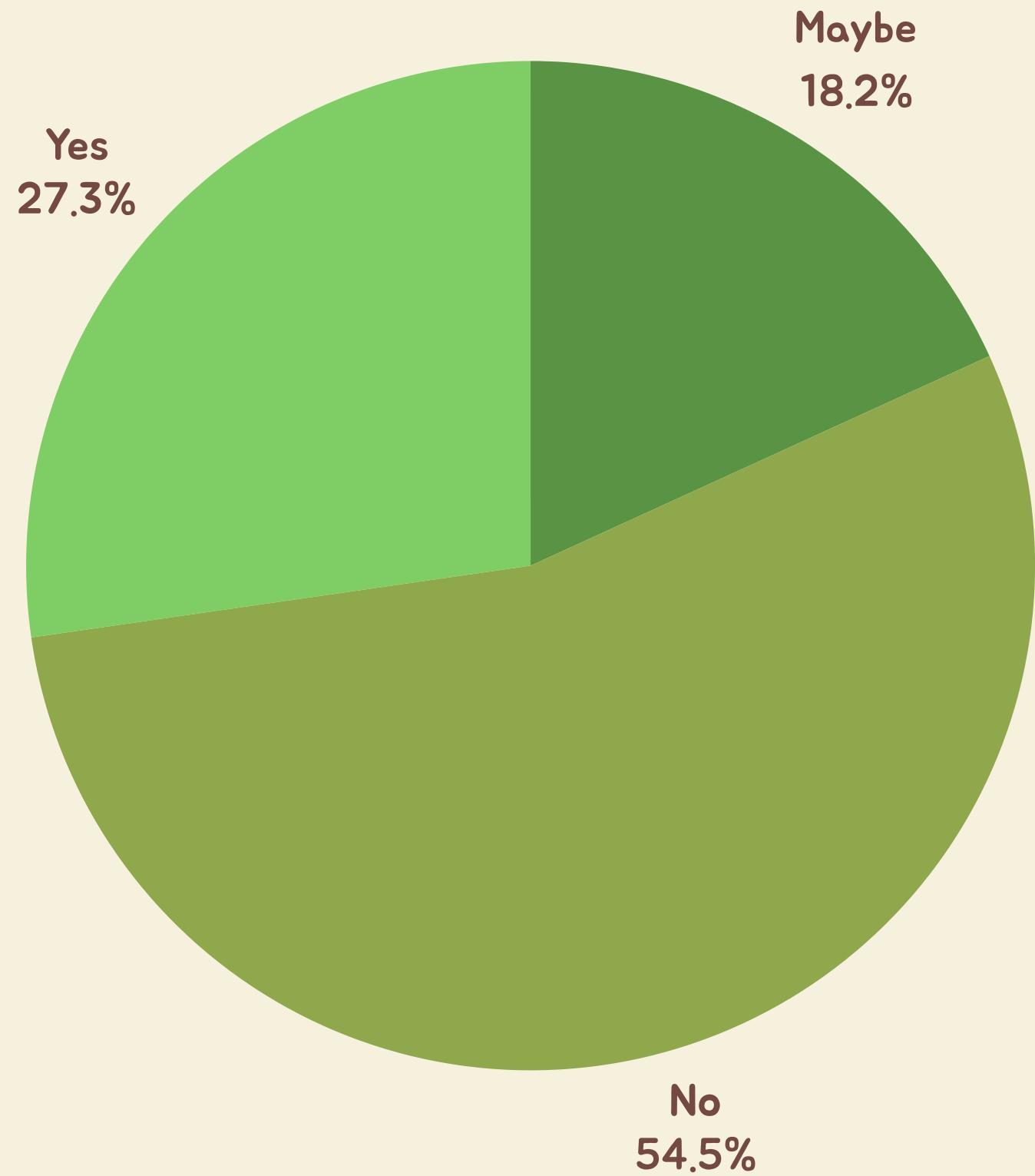
Calculations for Cost and Revenue Margins		
Queries		2000
Price per query	\$	0.005
Anticipated Users In First Period		2500
Total Estimated Queries per day		7500
Total Estimated Queries per Month		232500
Total Cost for Queries per Month	\$	1,162.50
One time Google Play Store Fee	\$	25.00
App Store Fee (Annual)	\$	99.00 So Monthly \$ 8.25
Total Cost	\$	1,170.75
		Users to Break Even:
		585
Revenue (per month per user)	\$	2.00
Cost (Per month per user)	\$	0.468
Current Margin		427.08%

Survey Results

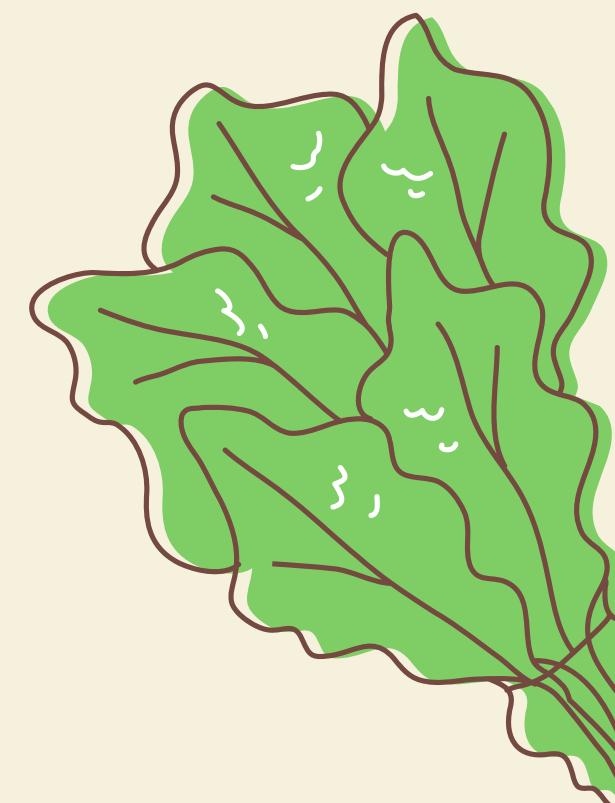
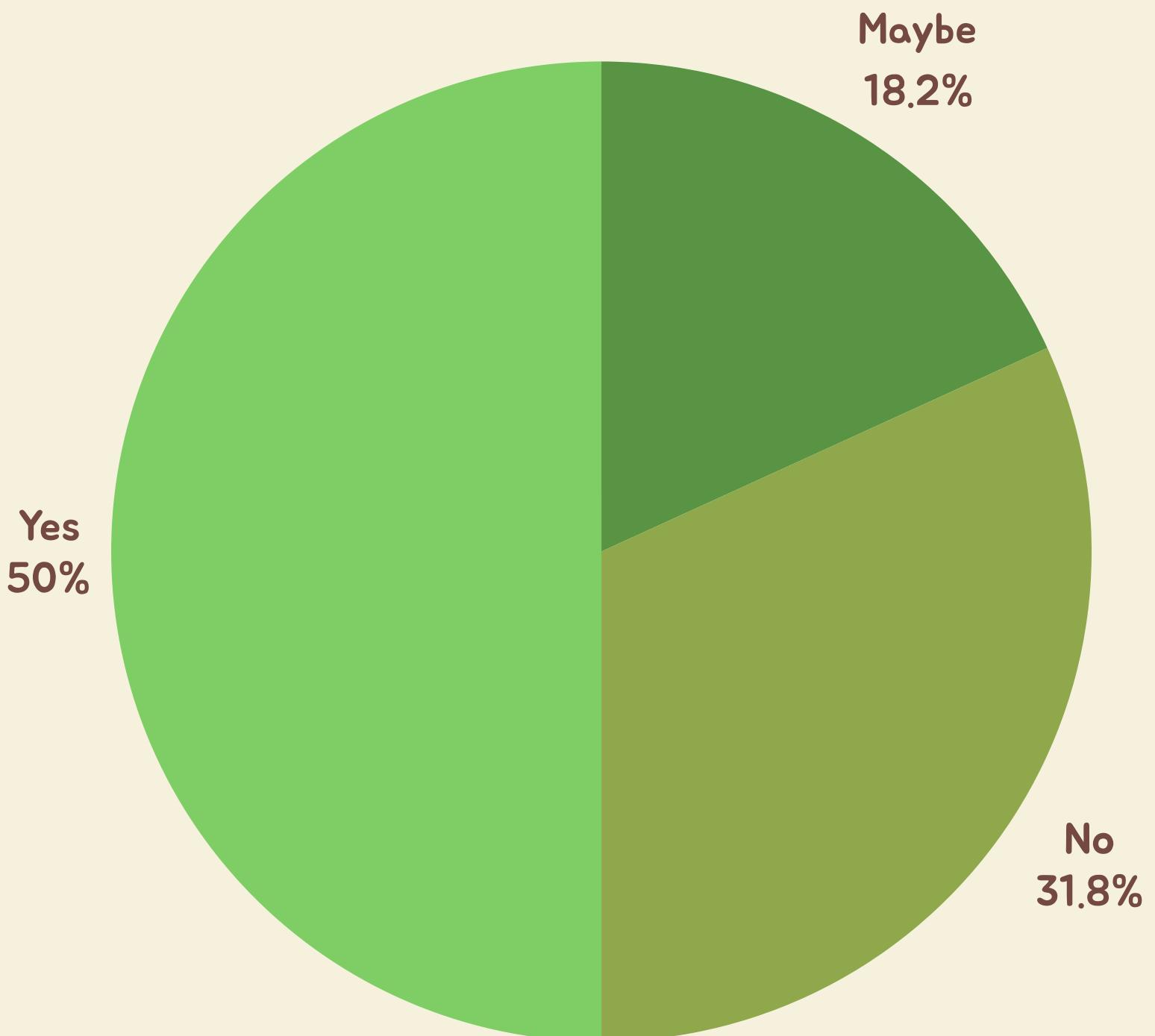
44 Participants



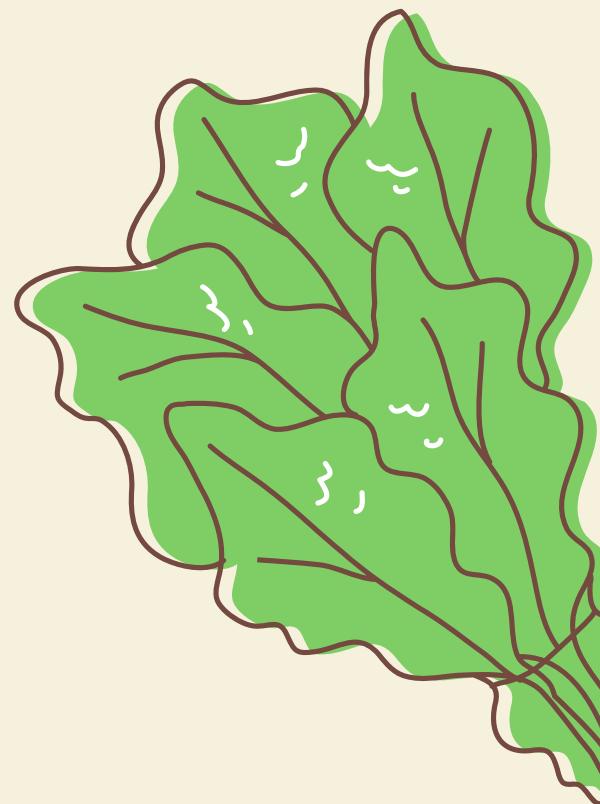
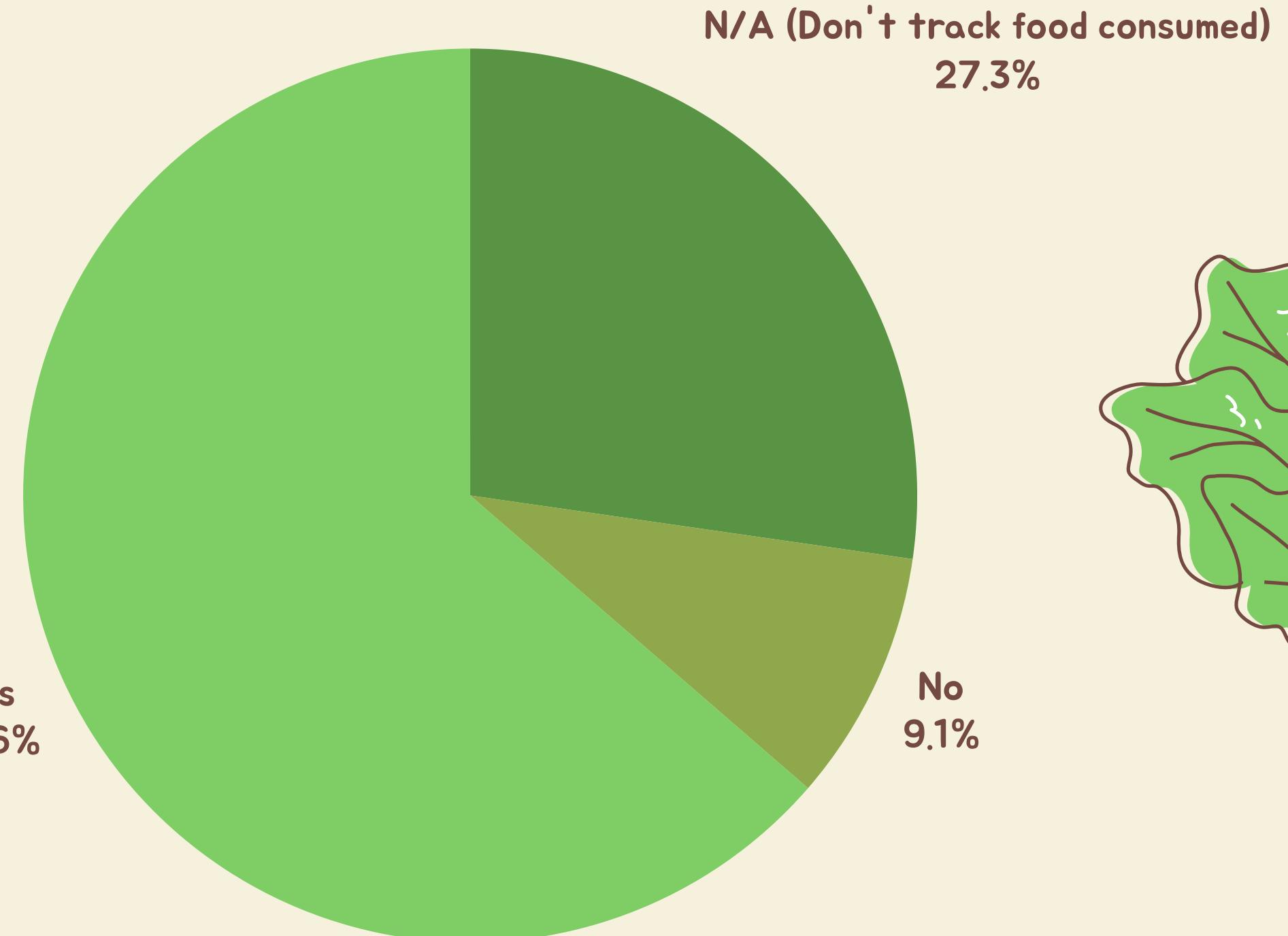
**'Do you pay attention
to nutrition facts for
dining hall food?'**



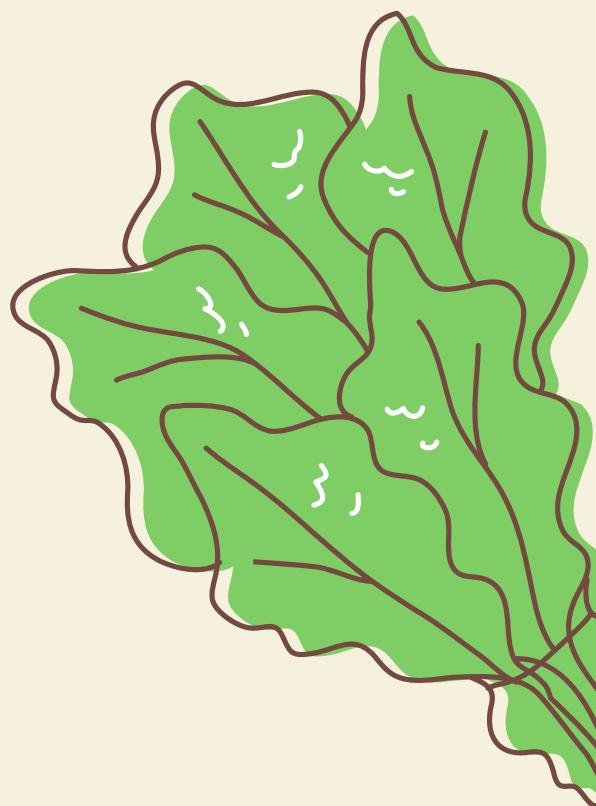
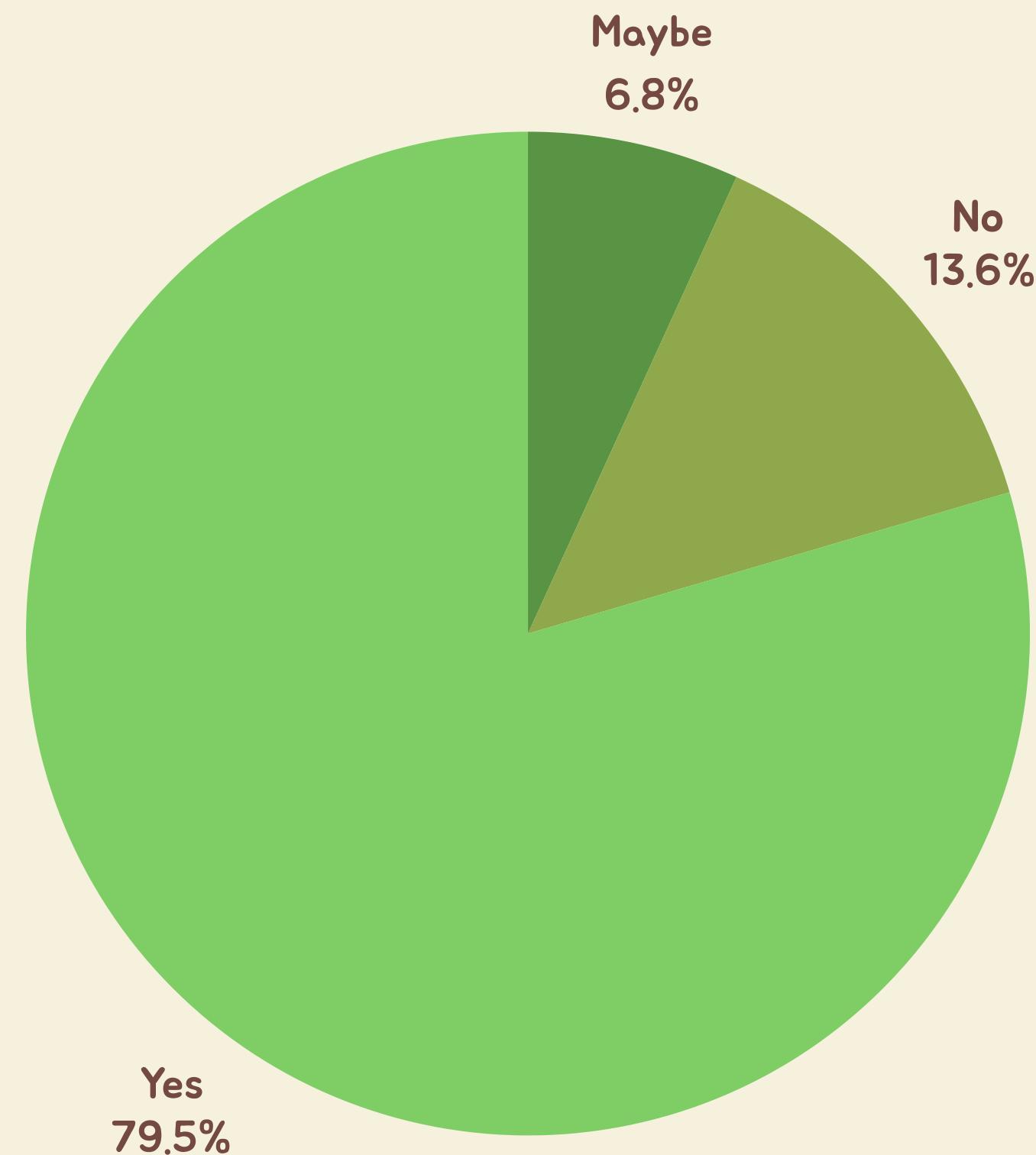
'Do you track the foods you consume or are you looking to begin?'



**'Do you find it difficult
to track the food you
consume at dining halls
accurately?'**



'Would you be interested in using a product that provides real-time nutritional information for dining hall meals, offers meal recommendations, etc. in your campus dining experience?'



Income Statement

Assumptions											
Volume (QTY of Units Per Month)	2500										
Selling Price Per Unit (Per month)	\$ 2.00										
Cost Per Unit	\$ 0.468										
Operating Expenses (One Time Fee)	\$ 25.00										
Growth Rate	20%										
Tax Rate	21%										
Year											
Cash Flow Schedule	0	1	2	3	4	5	6	7	8	9	10
Revenues	\$ 60,000.00	\$ 72,000.00	\$ 86,400.00	\$ 103,680.00	\$ 124,416.00	\$ 149,299.20	\$ 179,159.04	\$ 214,990.85	\$ 257,989.02	\$ 309,586.82	\$ 371,504.19
Less COGS	\$ (14,049.00)	\$ (16,858.80)	\$ (20,230.56)	\$ (24,276.67)	\$ (29,132.01)	\$ (34,958.41)	\$ (41,950.09)	\$ (50,340.11)	\$ (60,408.13)	\$ (72,489.75)	\$ (86,987.70)
Gross Profit	\$ 45,951.00	\$ 55,141.20	\$ 66,169.44	\$ 79,403.33	\$ 95,283.99	\$ 114,340.79	\$ 137,208.95	\$ 164,650.74	\$ 197,580.89	\$ 237,097.07	\$ 284,516.48
Less OPEX	\$ (25.00)	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Operating Income	\$ 45,926.00	\$ 55,141.20	\$ 66,169.44	\$ 79,403.33	\$ 95,283.99	\$ 114,340.79	\$ 137,208.95	\$ 164,650.74	\$ 197,580.89	\$ 237,097.07	\$ 284,516.48
Less Taxes	\$ (9,644.46)	\$ (11,579.65)	\$ (13,895.58)	\$ (16,674.70)	\$ (20,009.64)	\$ (24,011.57)	\$ (28,813.88)	\$ (34,576.66)	\$ (41,491.99)	\$ (49,790.38)	\$ (59,748.46)
Net Income	\$ 36,281.54	\$ 43,561.55	\$ 52,273.86	\$ 62,728.63	\$ 75,274.35	\$ 90,329.23	\$ 108,395.07	\$ 130,074.09	\$ 156,088.90	\$ 187,306.68	\$ 224,768.02

Business Model

Freemium Model:

TAM: Charge \$2 per month -> \$2 per month * 18,500 users * 12 months = \$444,000,000.00

SAM: Charge \$2 per month -> \$2 per month * 51,000 users * 12 months = \$1,224,000.00

SOM: Charge \$2 per month -> \$2 per month * 2,500 users * 12 months = \$60,000