Nutri-Health App: Revolutionising Health & Nutrition

Transforming personal well-being through intelligent, data-driven solutions.

Our Solution: Personalised Nutrition & Health Coaching

AI-Driven Personalisation: Delivers tailored meal plans, real time tracking, and expert advice.

Dynamic Adjustments: Integrates biometric data and user preferences for highly adaptable health recommendations.

Sustainable Lifestyle Change: Empowers users through gamified motivation to foster lasting healthy habits.

Our app is designed to cut through the noise, providing clear, actionable insights specific to each user's needs and goals

The Problem: Modern Health Challenges

1 Global Nutritional Crisis 60% of adults globally suffer from poor nutrition-related health issues, leading to widespread health complications.

2 Information Overload & Confusion Users are overwhelmed by conflicting dietary advice and a lack of personalised guidance, making healthy choices difficult.

3 Rising Chronic Diseases The increasing prevalence of chronic diseases linked to lifestyle demands scalable digital solutions for prevention and management

These challenges highlight an urgent need for an accessible, effective, and personalised approach to health and nutrition

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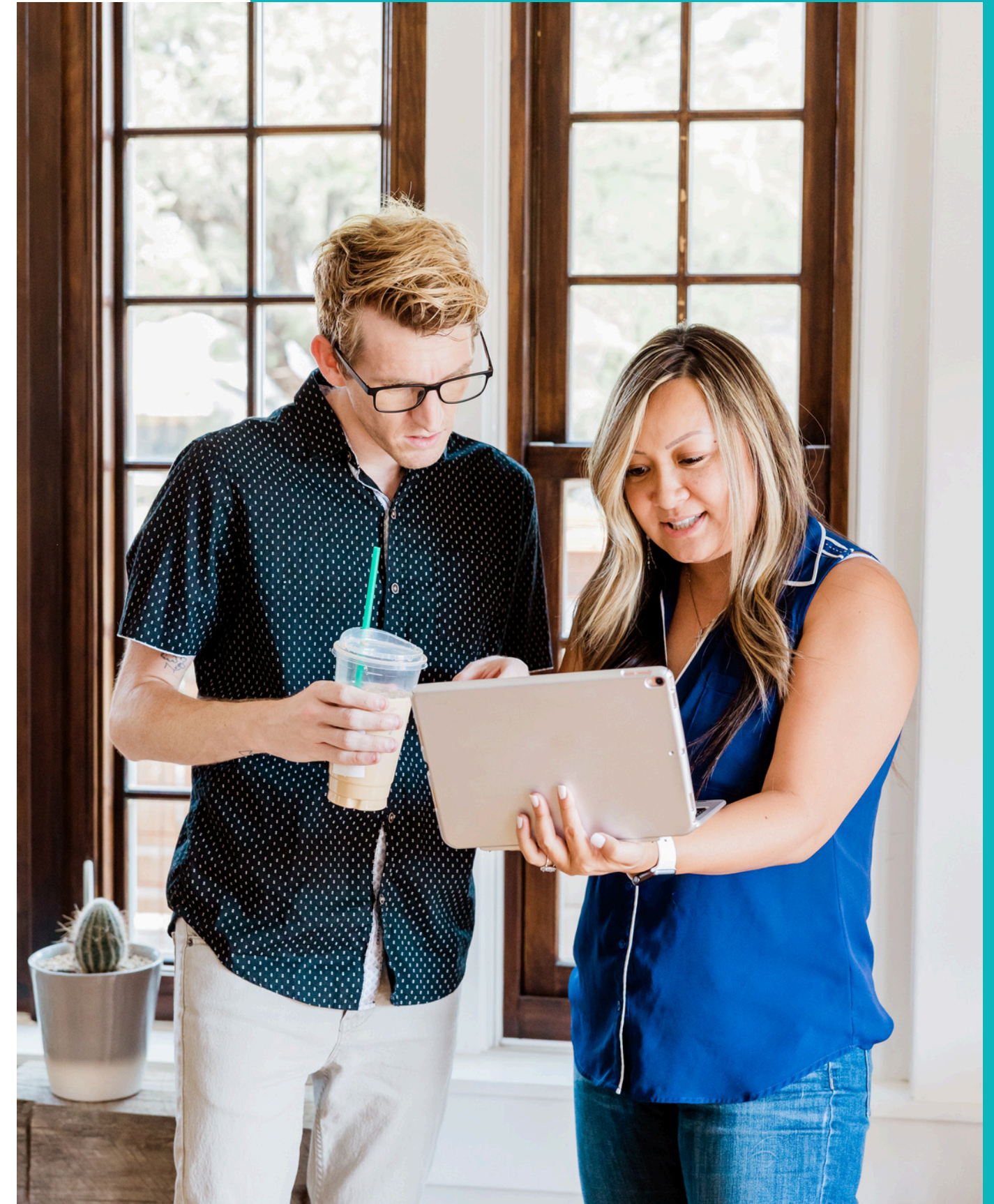
Product Overview: Features & User Experience
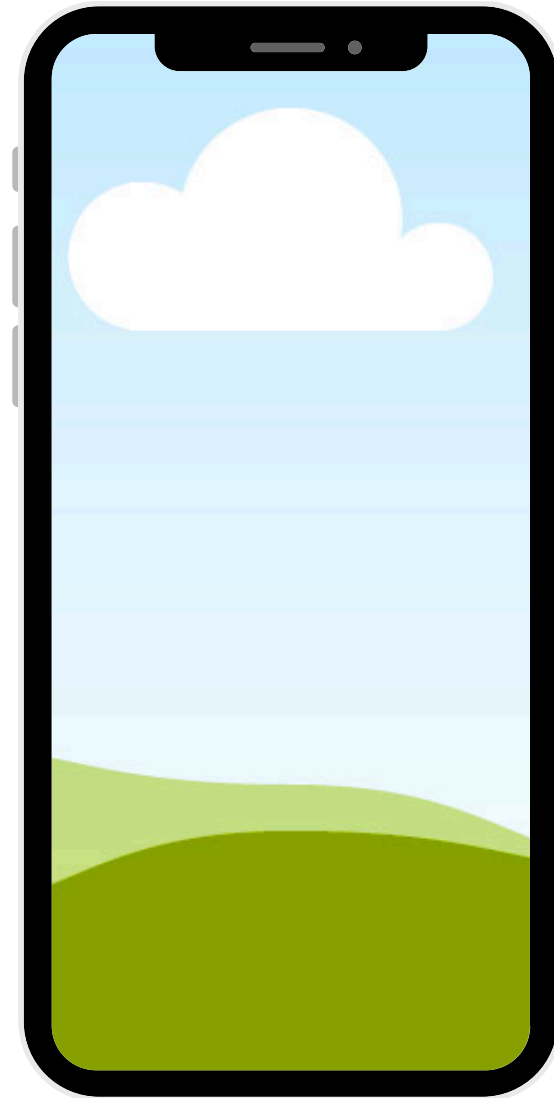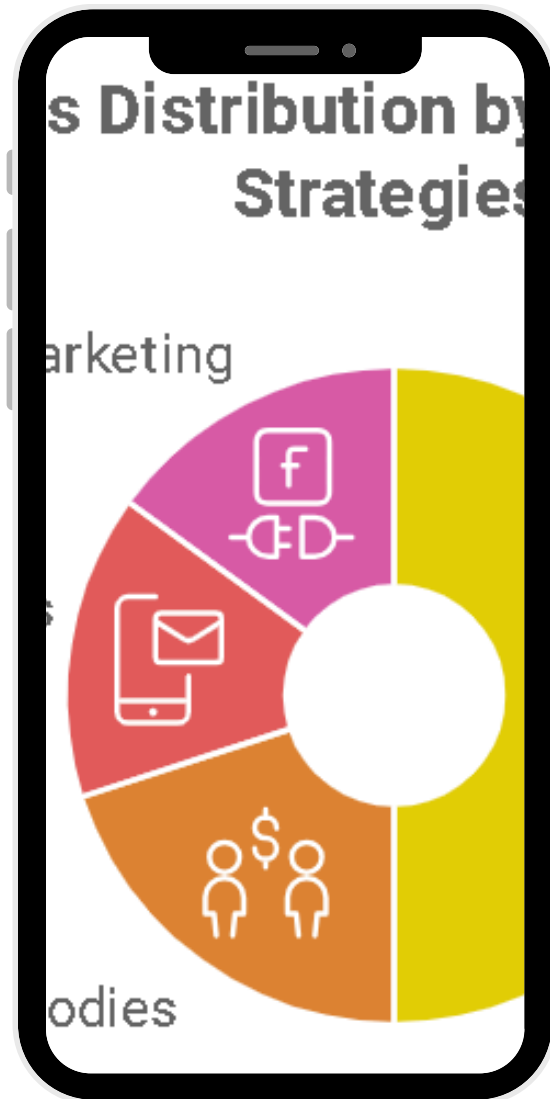
Experience Intuitive Interface
Effortless meal logging, nutrient analysis, and progress dashboards for easy health management.

Virtual Nutritionist
An AI-powered chatbot provides instant, expert advice based on the latest health research.

Community & Challenges
Engage with a supportive community and participate in challenges to boost motivation and retention.

Nutri-Health combines cutting-edge technology with user-friendly design to ensure a seamless and enriching experience
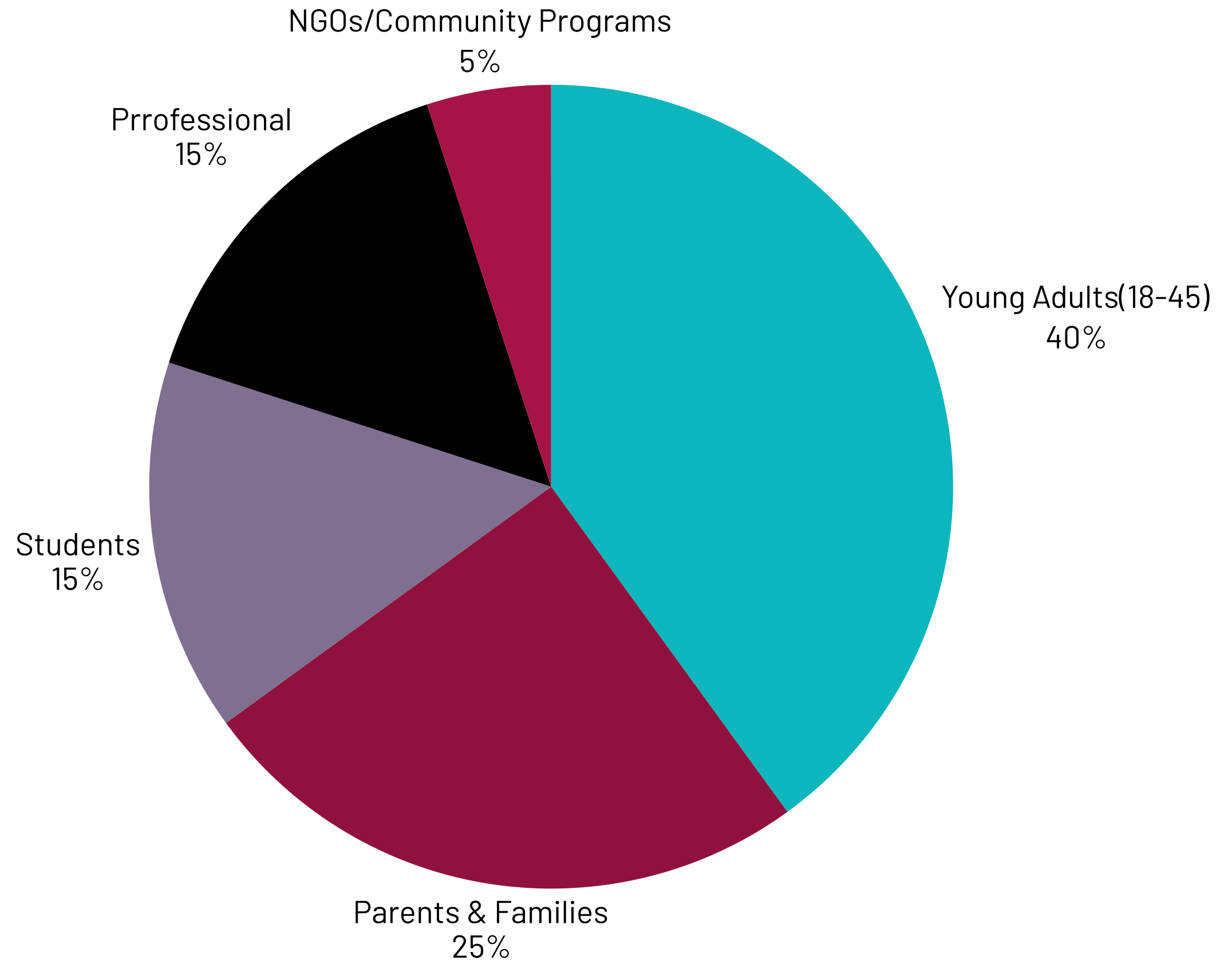
Target Market

Primary Market: Health-Conscious Adults Ages 25-45 in the US, UK, and EU, representing an addressable market of 120 million users actively seeking healthier lifestyles.

Secondary Market: Chronic Disease Patients Individuals seeking lifestyle management for chronic conditions, a segment of 50 million users in need of guided support

Market Size

$600B

Projected market size by 2027, indicating massive growth potential (Grand View Research).

NGOs/Community Programs
5%

Prrofessional
15%

Young Adults(18-45)
40%

Students
15%

Parents & Families
25%

Competitive Landscape

MyFitnessPal Large food database, calorie tracking.

Noom Psychology-based coaching, weight loss focus.

Lifesum Meal plans, diet tracking, health tests.
Emerging AI Startups Various narrow AI applications.

Identified Gaps
- Limited true personalisation for unique needs.
- Poor integration with a wide range of biometric devices.
- Low user engagement and retention across many platforms.

Competitive Advantage

Proprietary AI

Advanced algorithms blend nutrition science with behavioural psychology for unparalleled personalisation.
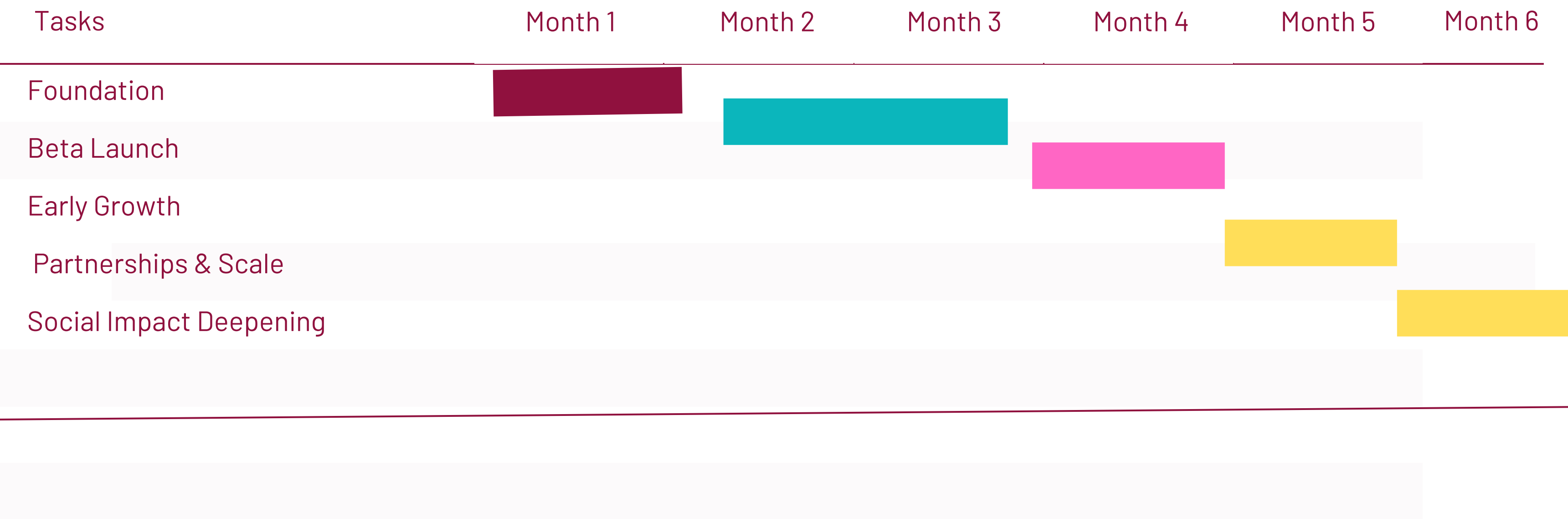
Holistic Integration

Seamless connectivity with wearables and health records offers comprehensive user insights.

Superior Retention

Achieving 40% monthly active users, significantly higher than the industry average of 20%.

Project Traction

Tasks	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6
Foundation	███					
Beta Launch		███				
Early Growth				███		
Partnerships & Scale					███	
Social Impact Deepening						███

Business Model

Freemium App: Free basic access to attract a broad user base.

Premium Subscription: £9.99/month unlocks advanced features like personalised coaching, advanced analytics, and exclusive content.

B2B Sales: Targeting employers and insurers for comprehensive wellness programmes, offering bulk licenses and custom solutions.

Go -To- Market Strategy

Influencer Partnerships: Collaborating with leading health and fitness influencers to drive organic growth and brand awareness.

Targeted Digital Ads: Utilising data-driven campaigns on social media and health platforms to reach ideal user segments.

Health Professional Endorsements: Partnering with dietitians, doctors, and fitness experts to validate credibility and promote adoption

Social Impact

SDG 3: Good Health & Well-being – Ensure healthy lives and promote well-being for all at all ages.

- Reduce diet-related diseases through preventive nutrition.
- Promote mental and physical wellness via healthy eating.

SDG 4: Quality Education – Ensure inclusive and equitable education.

- Provide accessible nutrition education to underserved communities.

SDG 12: Responsible Consumption and Production

- Encourage sustainable and mindful eating habits.

Our Ask

Seeking £2.5M Seed Funding

This investment will fuel:

- Product Development: Accelerating AI enhancements and new module integration

- Marketing & User Acquisition: Scaling our go-to-market strategy to reach millions.

- Strategic Partnerships: Expanding integrations and B2B opportunities.

Our Core Team

PRECIOUS HILLS

Tech Lead &
Project Engineer

**JAPHET
MORE:**

Lead
Nutritionist

ADVISOR

Dietitians and
AI experts,

Thank you!

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