



Nutri-Health App: Revolutionising Health & Nutrition

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

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.

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.

Product Overview: Features & User 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 & Market Size

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.

Global Digital Health Market

\$600B

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



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.

Our 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%.

We deliver a truly integrated and sticky user experience that drives sustained engagement and better health outcomes.

Traction & Roadmap

Current Traction

- **Beta Launched Q1 2025:** Rapidly gained **15,000 active users**.
- **App Store Rating:** Maintained an impressive **4.7-star rating**, reflecting strong user satisfaction.
- **Partnerships:** Secured agreements with **3 major wearable brands** for Q4 2025 integration.

Future Roadmap

- **Q4 2025:** Full wearable integration rollout, enhancing data capture.
- **2026:** Launch of advanced AI enhancements and a new mental wellness module.
- **2026:** Expansion into the lucrative corporate wellness market.

Business Model & Go-to-Market Strategy

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.

Our Ask & Team

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 Anagwu:** Tech Lead & Project Engineer – Driving our innovative platform development.
- **Jessica More:** Lead Nutritionist – Ensuring scientific accuracy and user-centric health guidance.
- **Advisory Board:** Comprised of leading dietitians and AI experts, providing invaluable strategic direction.

