Food as Medicine

Business Plan

FOOD AS MEDICINE
"NUTRITION TAILORED FOR YOU"

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Executive Summary

Overview

Food as Medicine is a venture that aims to revolutionize nutrition guidance by utilizing cutting-edge technology for personalized advice. Targeting individuals, aged 10-60, who want to meet nutritionists in Palestine, we provide a platform offering AI-driven matching to connect the patient with the most suitable nutritionist based on the patient's information, medical history, etc. Additionally, we offer virtual appointments where the patient can meet the nutritionist and an implicit chatbot for patient inquiries.

Our objective is clear: become the go-to platform for seamless nutrition solutions. The success of our business plan will be measured through user engagement metrics and financial performance.

Executive Summary Template

Objective

Our objective is to facilitate seamless connections between nutritionists and patients by revolutionizing the nutritionist-patient relationship by providing a dedicated platform that connects them based on specific diseases, dietary requirements, and preferences. We aim to empower individuals to take control of their health through personalized food therapy plans.

Products and Services

Our platform offers a multi-faceted solution:

- **AI-Personalized Matching Algorithm:** Utilizes advanced AI algorithms to analyze users' dietary habits, food intake patterns, and health data to seamlessly connect patients with the most suitable nutritionists based on specific diseases, dietary needs, and nutritionist experience.
- **AI-Enhanced Chatbot for Nutritional Inquiries:** Provides instant responses to general inquiries, fostering efficient communication within the platform.
- **Virtual Nutrition Workshops:** Empower nutritionists to conduct webinars on health topics, showcasing their expertise and creating a continuous learning community for users.
- **Comprehensive Nutritionist Services:**
  - **Appointment Booking:** Users can schedule appointments with nutritionists based on real-time availability.
  - **Detailed Nutritionist Profiles:** Access to comprehensive information about nutritionists' expertise, ratings, and reviews.
  - **Personalized Food Therapy Plans:** Tailored dietary plans addressing specific health conditions.
- **User Feedback Mechanism:** Allows users to evaluate and share their experiences, providing valuable feedback for continuous service improvement.
- **Certification Assurance:** Ensures that all nutritionists on the platform are certified professionals with verified qualifications.
- **Social Media Integration:** Nutritionists can seamlessly connect their social media accounts, enhancing patient engagement. This feature allows nutritionists to share personalized nutrition advice, clinic updates, and AI-generated posts

Target Market

Our primary audience includes patients aged 10-60 seeking personalized nutrition plans for specific health conditions, and office

employees leading sedentary lifestyles in need of diets tailored to their low-activity work environments. We also target nutritionists aged 25-55 in Palestinian cities, providing them with opportunities to offer their expertise.

Competitive Analysis

Our direct competition will be **Nutrihealth** which is a network of nutrition centers in some cities in Palestine that offers personalized nutrition plans and services to their clients. In addition to **doxy.me,** our second competitor, which is a telemedicine platform that allows experts and patients to connect online for video consultations and prescriptions.

Marketing Plan

The marketing for the Food as Medicine platform will be for both nutrients and patients. Our high-level marketing strategy involves:
- **Digital Marketing:** Utilizing online channels for promotional activities, including social media, email campaigns, and online advertisements.

- **Discounts and Offers:** Offering 50% discount for first-time patients or nutritionists who subscribe to the platform. Collaborating with health-related organizations, such as gyms, and influencers, to offer discounts for users.

- **Partnership:** Collaborating with companies that have a significant number of employees requiring periodic health guidance to maintain their well-being. This will involve offering special discounts to employees of these companies.

Sales Plan

Users can book appointments through the platform, accessible 24/7. Whether a patient seeks nutritional guidance or a nutritionist wishes to offer services, the platform facilitates easy reservations. Payment options include both online and traditional (cash) payments, ensuring flexibility for users.

Forecasts

We aim to maintain an industry-standard 60% gross profit margin and reasonable operating expenses, and to produce reasonable profits in the second and third years, anticipating sales revenue to increase from an initial $20,000 in the first year of operation to $100,000 by the end of the third year. These projections align with our commitment to providing valuable nutrition services, expanding our user base, and fostering long-term sustainability in the health and wellness market.

Financing

Currently, we are seeking a total of $30,000 in financing. This will be used to cover the startup expenses such as launching the platform, marketing, and further technological enhancements.

Budget Allocation

The budget for the project will be between 80,000$ - 100,000$. ($1,000 for legal, $200 for stationery, etc., $10,000 for platform development(creating the application and the website), $65,000 for cash required, and $3,200 for long-term assets

Staffing and Hiring

We will have 5 positions including

- CEO
- AI Technology Specialists
- Marketing and Social Media Manager
- IT Support for Data Entry and Troubleshooting
- Intermediary Employee for Communication with Nutritionists

Locations

The **Food as Medicine** Project operates in the digital space, requiring no physical locations. Our virtual presence aligns with our goal of providing accessible nutrition services to users across Palestine without the need for specific physical facilities. This approach allows us to allocate resources judiciously for technology, marketing, and operational efficiency, ensuring a seamless and widespread reach.

Technology and Equipment

Our project relies on cutting-edge technology to facilitate seamless interactions between patients and nutritionists. Key components include a user-friendly website and a dedicated mobile application to enhance accessibility. The application integrates advanced algorithms for personalized matching, automated data recording through built-in apps, and a chatbot for instant nutritional inquiries. Data security measures ensure the protection of sensitive health information. Additionally, we employ AI-driven analytics tools to enhance the quality of nutrition advice. These technological elements collectively form the backbone of our platform, ensuring a dynamic and user-centric experience for both patients and nutritionists.

Key Performance Indicators

Our success in the Food as Medicine market will be measured through key performance indicators (KPIs) that reflect user engagement, satisfaction, and platform efficiency. These include:

1. **User Retention Rate:** To gauge the number of users consistently utilizing our platform for nutritional guidance.
2. **Customer Satisfaction Scores:** Obtained through user feedback and reviews, providing insights into the quality of nutritionist-patient interactions.
3. **Appointment Booking Rate:** Monitoring the frequency of appointments scheduled on the platform, indicating user reliance on our services.
4. **Algorithm Accuracy:** Evaluating the precision of our matching algorithm in connecting patients with nutritionists tailored to their needs.
5. **Market Expansion:** Tracking the growth of our user base beyond the initial target market, indicating scalability and market acceptance.

These KPIs will serve as vital indicators of our project's success and guide continuous improvement efforts to enhance the overall user experience.

Company Description

Company Overview

Food as Medicine is a revolutionary platform that redefines the nutritionist-patient relationship. We operate through a state-of-the-art website and mobile application, connecting health-conscious individuals aged 10-60 with certified nutritionists in Palestine. Our platform leverages cutting-edge technology, offering AI-driven matching, virtual workshops,

and a chatbot for quick inquiries. With a focus on personalized advice, we strive to be the go-to solution for seamless nutrition guidance, transcending geographical boundaries.

Company Mission & Vision Statement

Company Mission Statement

Empower individuals to achieve optimal health through seamless connections with certified nutritionists, fostering a community where personalized dietary guidance is easily accessible, and individuals are inspired to make informed and sustainable lifestyle choices.

Company Philosophy and Vision Statement

Our philosophy revolves around the belief that everyone deserves personalized nutrition guidance. We envision "Food as Medicine" as the ideal application for students and health-conscious individuals to discover, connect, and engage with certified nutritionists. Starting in Palestine, our vision extends globally, with plans to expand into other countries, beginning with Jordan. We aspire to be a driving force in promoting health and well-being on an international scale.

The Problem Your Product or Service Solves

Patients seeking personalized nutrition guidance often face challenges in finding qualified nutritionists with expertise in their specific health conditions. Traditional methods of search and referral lack efficiency and may not connect individuals with the right professionals. The Food as Medicine Project addresses this problem by offering an innovative platform that employs algorithmic matching to pair patients with nutritionists based on their unique needs. This not only streamlines the search process but also

ensures that users receive tailored and effective nutrition advice. Our competitive edge lies in the sophisticated matching algorithm and comprehensive user-friendly features, providing a seamless and personalized experience unmatched by existing alternatives.

Pricing Strategy (7pS)

We use **Penetrating Pricing** Strategy:

- **Nutritionists (Specialists):**
  - **Monthly Subscription Fee:** $49.99.
- **For Patients:**
  - **Free Basic Access:** Patients can access essential features, including the chatbot, general nutrition information, and basic health tips, for free.
  - **First Consultation: Free:** Patients receive their first consultation with a nutritionist for free, encouraging them to experience the platform.
  - **Premium Subscription Plans:**
    - **Monthly Plan: $19.99 per month:** Patients can subscribe monthly for personalized nutrition plans, ongoing consultations, and advanced features.
    - **3-Month Plan: $53.97 (billed quarterly, equivalent to $17.99 per month):** A discounted plan for users committing to a 3-month subscription.
- employing a 15% commission model on patient subscriptions. With affordability for patients, and fairity for our nutritionists.

This pricing strategy aims to balance affordability, value, and flexibility for both nutritionists and patients. Offering a free first consultation and various subscription options enhances the attractiveness of the platform.

Marketing Plan

Our target audience comprises health-conscious individuals aged 10-60 and certified nutritionists in Palestine. Leveraging digital channels, our strategy focuses on social media campaigns, content marketing, and partnerships. With unique features such as AI-driven matching, virtual workshops, and a social media-integrated platform, we differentiate ourselves. Key metrics include user acquisition, engagement, and brand awareness. A budget allocation for social media marketing, content creation, and partnerships ensures effective reach and impact. Our goal is to establish "Food as Medicine" as the preferred platform for seamless and personalized nutrition solutions, distinguishing ourselves in a competitive landscape.

Market Research

Market research is integral to our business strategy, involving comprehensive primary research with university students and homeowners. The results indicate a robust interest in the Food as Medicine project, with a unanimous 100% interest among university students and a substantial 90% interest from homeowners.

Primary vs. Secondary Market Research

- In our comprehensive primary market research, we focused on engaging university students and homeowners to gauge their interest and preferences regarding the Food as Medicine project.
- These are the results of the study we conducted:

ما هي العوامل الاكثر اهمية بالنسبة لك عند طلب الارشادات الغذائية عبر الانترنت؟

فعالية التكلفة وطرق الدفع
16.0%

خبرات اخصائي التغذية
36.0%

سهولة الاستخدام
20.0%

الخطط الشخصية
28.0%
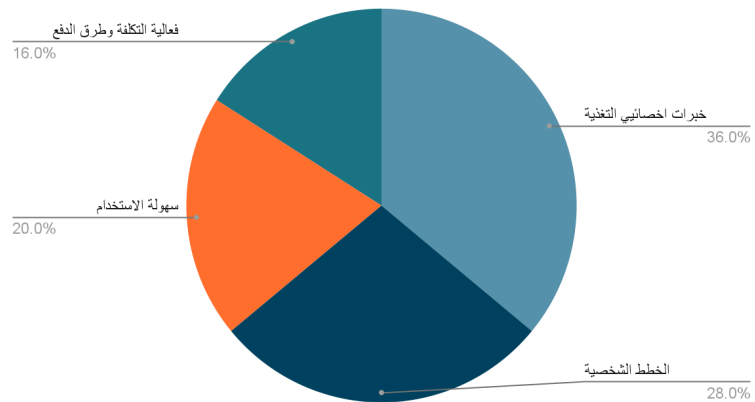
ما هي التحديات التي تواجهها عند البحث عن اخصائي تغذية او طلب ارشادات غذائية؟

اخرى
16.0%

صعوبة العثور على اخصائي تغذية ذو...
32.0%

خيارات محدودة في موقعي
24.0%

المخاوف المتعلقة بشأن امن المعلومات...
28.0%

العمر

45-60
12.0%

10-20
20.0%

35-45
16.0%

20-35
52.0%

كيف تصف مستوى نشاطك اليومي؟

افضل عدم الاجابة
4.0%

نشط جدا
20.0%

قليل الحركة (حركة محدودة خاصة بسبب العمل المكتبي أو لأسباب أخرى)
52.0%

نشط الى حد ما
24.0%
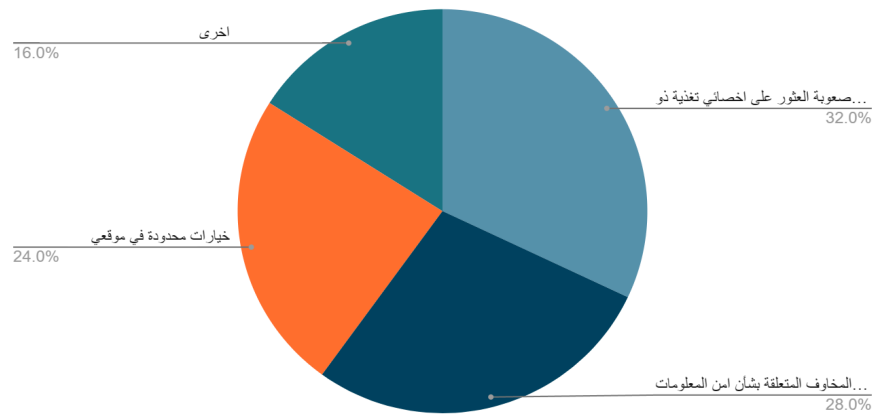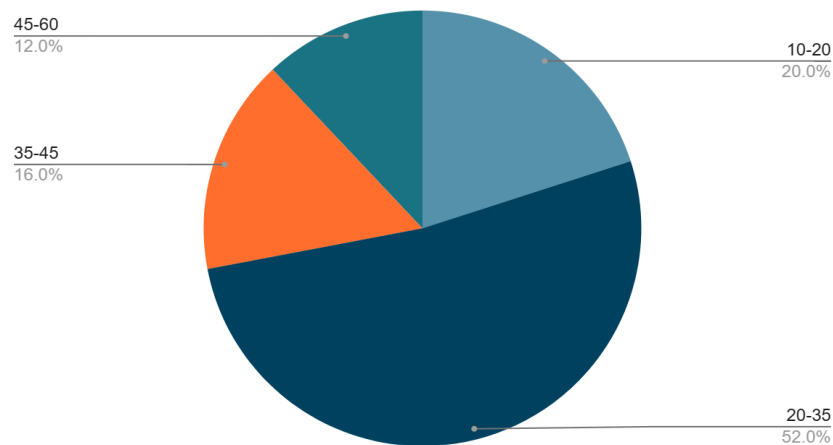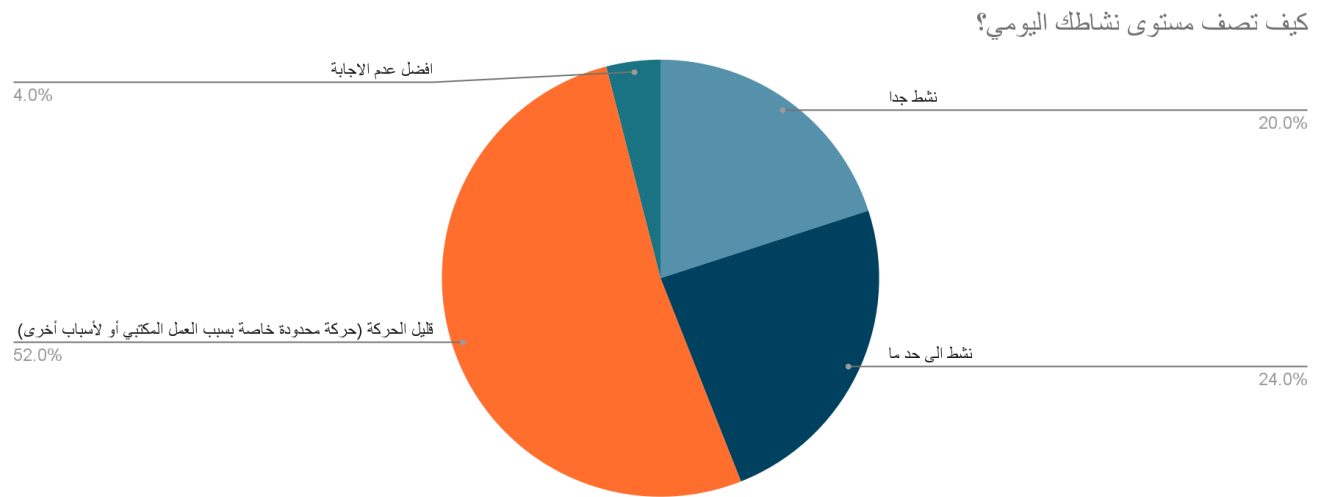
Presentation Summary:

In our comprehensive market research study targeting potential users, we obtained valuable insights that shed light on their preferences and concerns. Here's a breakdown of our key findings:

The expertise of nutritionists emerged as the top priority with a score of 9, closely followed by the appeal of personalized plans at 7. Users also value ease of use (5) and cost-effectiveness (4), demonstrating a nuanced consideration of factors influencing their decision-making.

Addressing concerns, we found that the primary challenge users face is difficulty finding a nutritionist with expertise in their health condition (scored 8). Additionally, concerns about the security of health information online (7) and the availability of options in their location (6) are notable considerations.

A notable 52% of respondents reported a sedentary lifestyle, emphasizing a substantial market segment with specific health concerns related to prolonged sitting, particularly due to office work or other reasons.

This underscores the significance of addressing the wellness needs of individuals facing challenges related to limited movement in their daily lives.

These findings highlight a strong demand for expertise, personalized plans, and AI-driven features. Security concerns and location-based challenges are areas to address, while the user-friendly interface remains a key consideration. The age distribution emphasizes the platform's relevance to a broad demographic, particularly within the 20-35 age group.

Target Customer - Segmentations

Consumer Profile:

- **Patients Seeking Nutritional Guidance:**
    - Age: 10 to 60 years old.
    - Country/Region: Palestine.
    - Gender: Both female and male.
    - Educational Background: Diverse, ranging from minimal formal education to higher education.
    - Financial Status:
        - Largely dependent on family members for financial support.
        - Some engage in part-time work for basic income.
    - Major/Field of Study: Not specified, could vary widely.
    - Interests:
        - Strong focus on health and wellness.
        - Keen interest in dietary management and nutrition.
    - Shopping and Buying Habits:
        - Preference for online platforms for purchasing and information.

- Value personalized nutrition advice tailored to individual health needs and lifestyle.
- **Nutritionists Providing Expertise:**
  - Age: 25-55
  - Location: Cities of Palestine
  - Gender: Female and Male
  - Education Level: Certified nutrition professionals
  - Interests: Holistic health, specialized dietary plans
  - Shopping and Buying Habits: Invest in professional development, prefer platforms connecting them with patients in need

<u>**Business Profile:**</u>

- **Technology and App Developers:**
  - Industry: Technology
  - Location: Globally
  - Size: Varied, from startups to established tech firms
  - Stage in Business: Diverse, from emerging technologies to established players
  - Annual Sales: Variable based on product success
  - Challenges: Addressing data security concerns, staying ahead in technological advancements

Barriers to Entry threats

- **Securing Adequate Funding and Resources:** As a new venture in the non-profit domain, gathering enough funding and resources to launch and sustain our innovative services is a significant challenge.

- **Gaining Recognition and Trust:** Establishing trust within the community, especially among potential donors, volunteers, and

beneficiaries, is a hurdle. This is further intensified by the presence of similar organizations.

- **Competition:** Other health-focused non-profits and wellness initiatives offering comparable services pose a competitive threat. This challenges us to distinguish our unique value proposition.

To overcome these challenges, we'll focus on online marketing and social media to reach more people, educate them about the benefits of food-based health interventions, and get them involved. We're committed to being transparent, scientifically accurate, and providing personalized care. This will help us build trust with our supporters and those we aim to serve.

Threats and Opportunities SWOT analysis

- **Opportunities:**
  - **Conceptualization:** Increase awareness of the use of applications and online reservations, and increase people's dependence on phones
  - **Technology:** The lack of applications similar to ours, the small number of competitors, and the inaccuracy of their information.
  - There are few nutrition centers in the country due to the lack of availability of all the services that serve these centers. We are also subjected to an occupation that creates barriers, which makes it difficult to receive this treatment. The idea of our application facilitates this process.
- **Threads:**
  - Competition from built-in apps on devices, like Samsung Health for Samsung devices, poses a threat, if they offer meal suggestions based on user's needs and the tracked data, such

as the number of steps walked per day, food types with the associated calories, weight updates, etc.

- Not having enough data to train a matching algorithm, which may result in lower accuracy, and reduce the overall performance of the algorithm.

Competitive Analysis

Indicator	Our Application	doxy.me	Nutrihealth
Product feature 1: **Algorithmic Matching (Chatbot)**	Swiftly answers general inquiries from health professionals and specialists, streamlining communication and facilitating seamless interactions within the platform.	Not exist	Not exit (There is communication between patients and specialists via messages, and there is no chatbot)
Product feature 2: **AI-powered Nutrition Analysis**	Utilizes advanced AI algorithms to analyze users' dietary habits, food intake patterns, and health data, providing personalized insights and recommendations.	Not exist	Not exist
Product feature 3: **Virtual Nutrition Workshops**	Empower nutritionists to conduct webinars on health topics, showcasing their expertise and creating a community of continuous learning for users.	Not exist	Not exist
Product feature 4: **Meal Plan Creation**	Nutritionists can create customized meal plans, considering individual needs, preferences, dietary restrictions, and medical history, simplifying the process of planning and preparing healthy meals.	Not exist	also offers customized meal plans for their customers, based on their body scan results, medical history, and personal preferences. They claim that their meal plans are designed by experts and are easy to follow, delicious, and balanced.

Price	Our pricing strategy involves a **$49.99** monthly fee for nutritionists and **free** basic access for patients, including a complimentary first consultation. Premium plans, at **$19.99** per month or **$53.97** quarterly, offer advanced features. We implement a **15%** commission model on patient subscriptions, ensuring affordability for patients and fair compensation for nutritionists.	Lacks a dedicated pricing structure for nutritional consultations, potentially causing uncertainty for users.	Nutrihealth offers a basic plan at **$99/month** and a premium plan at **$149/month**, featuring additional services like behavioral therapy and pharmacotherapy. Discounts are available for long-term subscriptions and referrals, potentially lowering the cost to **$79 or $69 per month**.
quality	Our app prioritizes quality through advanced features like AI-powered analysis and personalized recommendations, enhancing the user experience and health outcomes, all while connecting you with qualified nutritionists or healthcare providers.	Lacks specificity in addressing nutritional consultation needs.	The program's emphasis on long-term changes, proactive patient engagement, and medication support further enhance its competitiveness. However, areas for improvement include providing more transparent details on methodologies, measuring outcomes, clarifying the role of complimentary gym memberships, and incorporating patient testimonials for increased trust.

Strength	Advanced features, such as AI-powered nutrition analysis and meal plan creation, are available in mid-tier plans. Premium features like priority booking and unlimited consultations in the higher-tier plans.	Enterprise plan tailored to larger organizations with personalized support.	Established Market Presence: Operating since 2018, Nutrihealth has had time to build a loyal customer base and fine-tune its services. Strong Online Community: With 2.4k followers on Facebook, Nutrihealth demonstrates effective social media engagement and brand recognition. Diverse Wellness Services: Their range of services in both wellness and fitness appeals to a broader audience beyond just nutrition. Attractive Discounts: Offering discounts can be a powerful strategy to attract and retain customers, making their services more accessible.

			Customized Meal Plans: Their focus on tailored meal plans directly competes with "Food as Medicine," indicating a strong presence in this niche.
weakness	Limited integration with built-in apps or sensors on devices.	Unavailable for offline use for IOS and Android devices.	High prices compared to other competitors in the market, which could deter potential customers who are looking for more affordable options. Lack of online booking and payment systems, which could reduce the efficiency and accessibility of their services, especially for busy or remote customers
Penetration	We prioritize the highest level of data security, implementing robust measures to safeguard users' personal information. While we acknowledge the potential for external threats, our comprehensive security protocols minimize the risk of interception, hacking, and data theft.	while it provides a secure platform, the extent of data protection measures is not explicitly detailed.	The data storage process and methods are not provided.

Geographical scope	West Bank and Jerusalem	International	Nablus, Ramallah, Hebron and Tulkarm

Positioning/Niche

Distinct Competitive Advantage:

Tailored Personalization:

Food as Medicine stands out in the market by offering a highly personalized and tailored approach to nutrition. Unlike generic nutrition advice, our platform leverages advanced algorithms and certified nutritionists to create customized food therapy plans that address specific diseases and dietary needs of individual users.

Comprehensive Nutritionist Services:

Our platform provides a comprehensive suite of nutritionist services, including personalized matching algorithms, AI-enhanced chatbots, virtual nutrition workshops, and detailed nutritionist profiles. This multifaceted approach ensures that users receive holistic and expert-driven guidance.

Certification Assurance:

One of the key competitive advantages is the assurance of certified professionals. Food as Medicine upholds the quality of service by ensuring that all nutritionists on the platform are certified professionals with verified qualifications, providing users with confidence in the expertise of their chosen nutritionist.

Technology Integration:

We leverage advanced technology, including AI-powered nutrition analysis, to analyze users' dietary habits, food intake patterns, and health data. This integration allows us to provide personalized insights and recommendations, enhancing the overall user experience.

Social Media Integration:

Food as Medicine recognizes the importance of patient engagement and community building. By allowing nutritionists to seamlessly connect their social media accounts, we enhance patient engagement and enable nutritionists to share personalized nutrition advice, clinic updates, and AI-generated posts.

Method of Marketing Your Product and/or Service

- **Collaborations:** The company collaborates with health-related organizations, such as gyms, influencers, or nutrition experts. These collaborations help to increase the visibility of the app and attract a wider audience.

- **Participation in Nutrition and Health Associations:** The company plans to participate in conferences and events hosted by nutrition and health associations. This will help reach a targeted audience of healthcare professionals, potentially leading to more collaborations and partnerships.

- **Advertising:** The company uses social media platforms like Instagram, Facebook, and Twitter for advertising. They create pages for the app and make paid advertisements for posts and stories. This helps to reach a large number of potential users and make them aware of the app's existence.

- **Leaflets:** The company makes and distributes leaflets in front of universities, companies, and hospitals. This is a direct method of advertising the application and introducing its services and features.

Logo and Branding

Our brand is all about using nature for health and nutrition. The colors in our logo show this. It's like saying good food can be good medicine, and that helps you live a balanced life. Our logo will be on all our ads to help people recognize and trust our brand.

Marketing Budget

The preliminary budget is about **420$** (280$ for advertising on social media and 140$ for leaflets) at the start then it increases to almost 60$ monthly to advertise on social media.

Distribution Channels

- **E-commerce:** using e-commerce through our website that can be used on any device.
- **Inside Sales Team:** A sales team that works remotely, is responsible for reaching out to potential nutrition users in health-related organizations, hospitals, clinics, and insurance companies. The team demonstrates the app's features and explains how it can benefit them.

Operational Plan

The Operational Plan for "Food as Medicine" involves a comprehensive workflow from client onboarding to service delivery. It encompasses efficient management of technology platforms, ensuring smooth operation and client management. Coordination among team members, including nutritionists and IT specialists, is crucial for seamless service. The plan also addresses risk management and contingency strategies, preparing for

potential operational challenges. This ensures that "Food as Medicine" operates effectively daily, delivering high-quality nutrition guidance and maintaining client satisfaction.

Staffing

Our business has a total of four employees: a manager, an IT employee, a Marketing and advertising employee, intermediary employee. Each monthly pay of a manager is 1300$, an IT employee is paid 750$, a marketer is paid 700$ and an intermediary employee is paid 750$.

So the total : 1300 + 750 + 700 + 750 = **3500$ for our staff**.

Production

In the production process we need to create a website and an application that will run on any device for our business that will cost around 500-700$.

Quality Control

Ensuring the safety and consistency of our nutrition guidance services is paramount to the success of the Nutrition Harmony Project. To achieve this, we implement a comprehensive quality control strategy:

1. **Certified Nutritionists:**
   - All nutritionists on our platform undergo a rigorous vetting process to ensure they possess the necessary certifications and qualifications.
   - Regular audits and verification checks will be conducted to guarantee ongoing adherence to professional standards.

2. **AI-Driven Matching Algorithm:**
   - Our personalized matching algorithm undergoes continuous refinement to enhance accuracy and relevance.
   - Regular updates and feedback loops are implemented to adapt to changing user needs and emerging nutritional science.

3. **User Feedback Mechanism:**
   - Users will have the ability to provide feedback on their experiences, allowing us to identify areas for improvement.
   - Analyzing user ratings, reviews, and suggestions will be integral to maintaining and enhancing the quality of our services.

4. **Data Security Measures:**
   - Robust data security protocols are in place to safeguard users' health information.
   - Regular security audits and updates ensure compliance with industry standards and protect against potential vulnerabilities.

5. **Performance Metrics:**
   - Key performance indicators (KPIs) related to user engagement, satisfaction, and platform efficiency will be regularly monitored.
   - KPIs include user retention rates, customer satisfaction scores, appointment booking rates, and algorithm accuracy.

6. **Regulatory Compliance:**
   - The platform will adhere to relevant healthcare regulations and industry standards.
   - Regular compliance checks will be conducted to ensure that our operations align with legal and ethical guidelines.

Location

As a digital platform, **Food as Medicine** does not have physical locations. This eliminates costs associated with rent, maintenance, utilities, insurance, and remodeling expenses. Our virtual model enables us to focus on providing personalized nutrition services without the constraints of brick-and-mortar facilities, enhancing efficiency and user accessibility.

Legal Environment

a Commercial Register and Chamber of Commerce Subscription	285$
Health insurance for employees	170$
total	**455$**

Payment Terms and Credit Lines

Our platform facilitates a seamless payment process for users, offering multiple options such as **PayPal, JawwalPay, Reflect, and VisaCard.** Users can easily book and pay for nutrition services through these secure and widely accepted payment methods, ensuring a hassle-free experience.

Management and Organization

Our management team brings together a diverse range of expertise in nutrition, technology, and business. Led by experienced founders with a background in healthcare and technology, our team comprises certified nutritionists, IT specialists, and marketing professionals. Each member plays

a crucial role in shaping and executing the vision of our nutritionist matching platform.

Management Gaps

At Food as Medicine, we recognize the significance of having a diverse management team as we work to transform the interaction between nutritionists and patients. Professionals with knowledge of technology, healthcare, and nutrition currently make up our team. Nonetheless, we are aware of a particular lack of marketing expertise in our leadership.

Addressing the Gap:

We plan to hire a seasoned Chief Marketing Officer (CMO) with extensive experience in promoting health and wellness services to close this gap. Creating and implementing all-encompassing marketing plans that are specific to our target market will be the CMO's responsibility.

While we look for a permanent CMO, we will investigate potential joint ventures with outside marketing advisors in the interim. These advisors will help with the early stages of our marketing campaigns and offer insightful advice. This strategy makes sure that we keep up the momentum of increasing brand recognition and interaction.
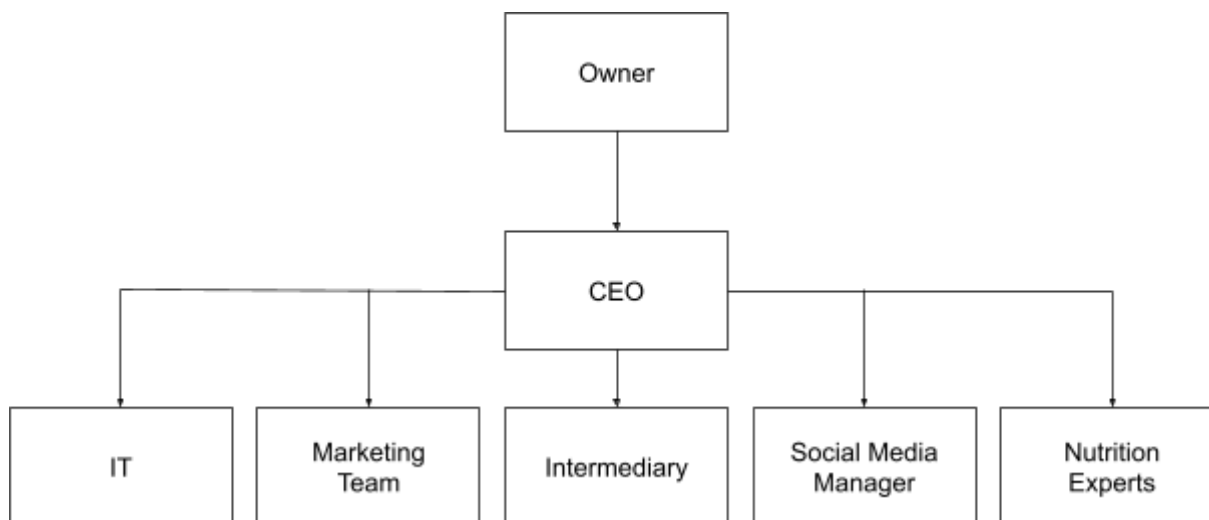
Our dedication to being a cohesive team goes beyond marketing. As Food as Medicine expands, we will continuously evaluate our management requirements and take into account the need for more experience as needed.

Advisors

- Nutritional Sciences Expert Advisor adepting at tailoring dietary plans to foster optimal health. They specialize in updating the project with the latest nutritional trends and health sciences developments.

- Technology Innovation Specialist Advisor excels in integrating cutting-edge technology with healthcare solutions, providing strategic insights to keep the project innovative.

- Healthcare Legal and Compliance Advisor at navigating the complex legal frameworks of health-related ventures.offers critical legal counsel to ensure adherence to healthcare regulations and data protection laws.

- Health and Wellness Marketing Advisor focusing on digital marketing and brand positioning, steering the marketing strategy to effectively connect with both nutritionists and patients.

Organizational Chart

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                    ┌──────────┐
                    │  Owner   │
                    └────┬─────┘
                         │
                    ┌────▼─────┐
                    │   CEO    │
                    └──────────┘
      ┌──────┬──────────┼──────────┬──────────┐
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  ┌──────┐┌────────┐┌──────────┐┌──────────┐┌──────────┐
  │  IT  ││Marketing││Intermediary││Social Media││Nutrition │
  │      ││  Team  ││          ││ Manager  ││ Experts  │
  └──────┘└────────┘└──────────┘└──────────┘└──────────┘
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Budgets and Expenses

Startup Expenses

Food as Medicine will incur the following start-up costs:

- Legal Formation.
- Technology and App Development.
- Communication Infrastructure.
- Computing Equipment.
- Marketing Initiatives.
- Research and Development.

Table: Start-up

Start-up	
Requirements	
Start-up Expenses	
Legal	$1,000
Hosting	$500
Web Development	$10,000
Total Start-up Expenses	**$11,500**
Start-up Assets	
Cash Required	$65,600
Other Current Assets	$0
Long-term Assets	$3,200
Total Assets	**$68,800**
Total Requirements	**$80,300**

Chart: Start-up
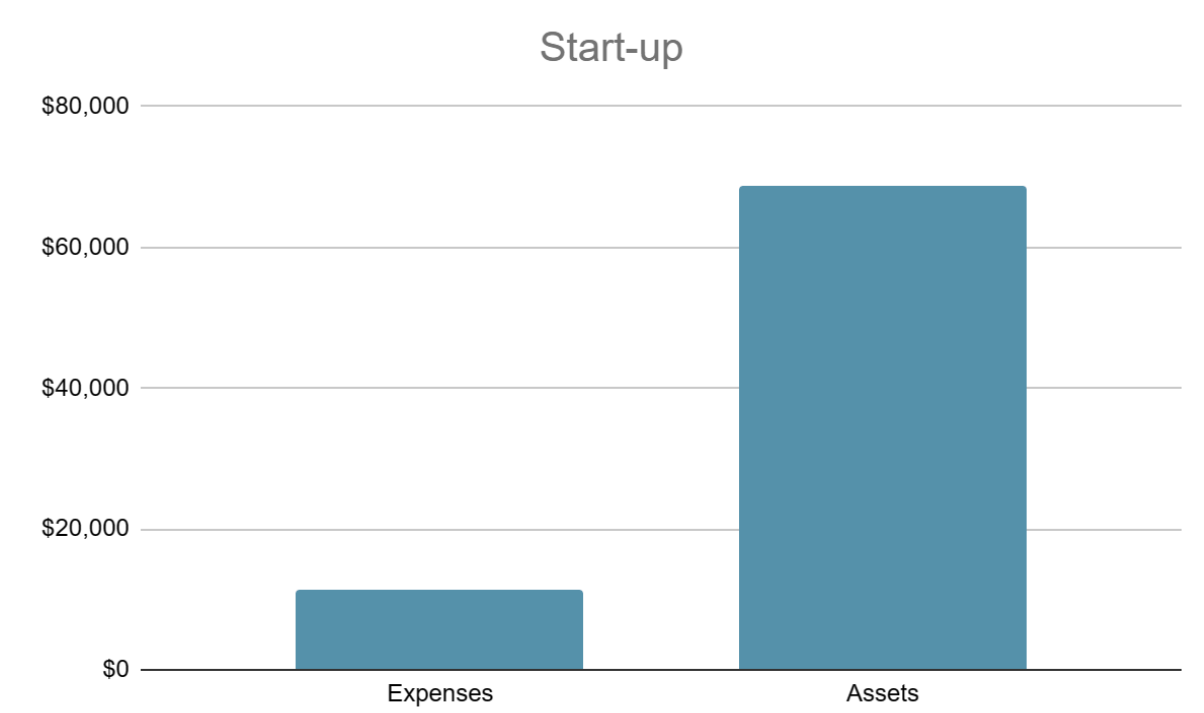
Develop Budgets

The budget for the project will be between **80,300$ – 100,000$**.

Financial Plan

Projected Cash Inflow/Outflow:

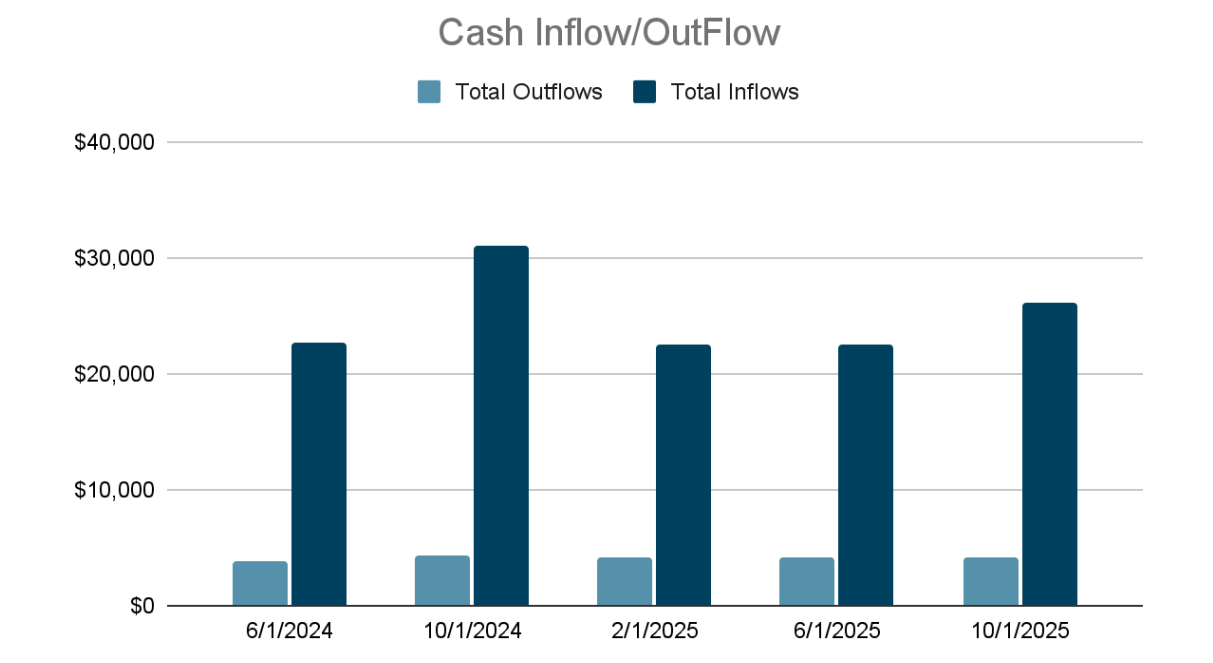The following chart and table will indicate projected cash inflow/outflow

Cash Inflow/OutFlow

■ Total Outflows   ■ Total Inflows

Table: Cash Inflow/Outflow

Beginning Balance					
$80,300	6/1/2024	10/1/2024	2/1/2025	6/1/2025	10/1/2025
Cash Inflows					
subscriptions	$14,258	$20,000	$12,500	$15,000	$17,700
Investments	$8,500	$11,000	$10,000	$7,500	$8,500
Total Inflows	$22,758	$31,000	$22,500	$22,500	$26,200
Cash Outflows					
Salaries	$3,500	$4,000	$4,000	$4,000	$4,000
Health insurance	$170	$172	$170	$170	$175

Advertising	$100	$100	$0	$0	$0
Total Outflows	**$3,770**	**$4,272**	**$4,170**	**$4,170**	**$4,175**

Profit and loss projection:

The following table will indicate projected profit and loss.

Profit and Loss			
	Year 1	Year 2	Year 3
Sales	$189,397	$412,314	$456,226
Direct Cost of Sales	$56,819	$123,694	$136,868
Other Production Expenses	$0	$0	$0
Total Cost of Sales	$56,819	$123,694	$136,868
Gross Margin	$132,578	$288,620	$319,358
Gross Margin %	70.00%	70.00%	70.00%
Expenses			
Payroll	$157,000	$174,000	$190,000
Sales and Marketing and Other Expenses	$10,800	$9,200	$7,200
Depreciation	$636	$636	$636
Utilities	$1,800	$1,800	$1,800
Insurance	$1,500	$1,500	$1,500
Payroll Taxes	$23,550	$26,100	$28,500
Other	$8,400	$8,400	$8,400
Total Operating Expenses	$203,686	$221,636	$238,036
Profit Before Interest and Taxes	($71,108)	$66,984	$81,322
EBITDA	($70,472)	$67,620	$81,958
Interest Expense	$0	$0	$0
Taxes Incurred	$0	$20,095	$24,397
Net Profit	($71,108)	$46,889	$56,925

Net Profit/Sales	−37.54%	11.37%	12.48%

Chart: Profit Monthly

Profit Monthly
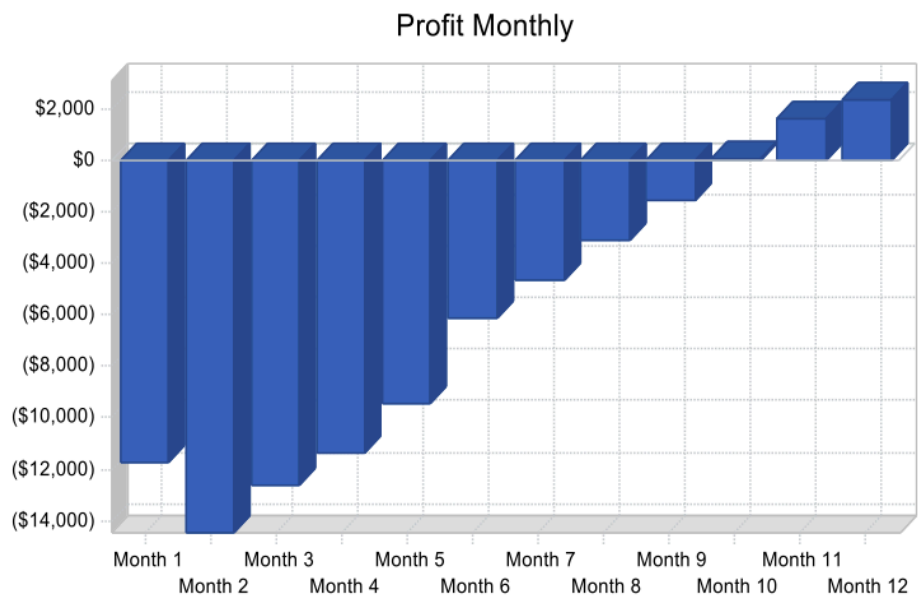
Appendices

- PESLET Analysis

P	E	S	T	E	L
Policy on Telehealth Services: Political decisions regarding the encouragement or restriction of telehealth services can significantly	**Economic downturns:** can lead to a decrease in consumer spending. This is because individuals have less disposable income when the economy is	**Lifestyles and Attitudes Towards Health:** Social trends and attitudes towards health-conscious living can positively	Regular updates to keep up with the latest mobile technologies ensure a seamless user experience.	**Health and Wellness Trends**: There is a growing trend towards health and wellness, including a focus on diet and nutrition. This trend is	**Liability Laws**: The application should have terms of use that limit liability in case of misinformation or health issues arising from the use of the app,

impact the project. Monitoring government policies related to telehealth and nutritional counseling is essential for strategic planning.	doing poorly. As a result, they may cut back on non-essential spending, such as personalized nutrition advice.	impact the app's popularity.		likely to increase demand for the app.	while still maintaining responsibility for the accuracy and safety of the content provided.

● ==SWOT Analysis==

S	W	O	T
Algorithm for personalized matching: an algorithm for matching patients with nutritionists is designed to ensure that patients are connected with qualified and experienced professionals who specialize in their specific needs. This helps to improve the quality of care and ensure that patients receive personalized	**Data Security Concerns** Given the sensitive nature of health information, potential weaknesses in data security could lead to concerns among users. Ensuring robust data protection measures and transparent communication about security protocols is vital.	**Rising Digital Health Adoption:** Capitalizing on the increasing acceptance of digital health solutions, driven by a growing health-conscious demographic seeking convenient and personalized nutrition guidance.	**Competition** from built-in apps on devices, like Samsung Health for Samsung devices, poses a threat, if they offer meal suggestions based on users needs and the tracked data, such as the number of steps walked per day, food types with the associated calories, weight updates, etc.

and effective nutrition advice.			
Feedback Mechanism: The app enables users to evaluate and share their experiences, providing valuable feedback for others and for continuous improvement of the service.	**Limited Data for Algorithm Training**: Insufficient data to train the personalization algorithm may result in poor matching accuracy and user dissatisfaction.	**Strategic Partnerships:** Exploring collaborations with health and wellness influencers, fitness apps, or healthcare providers to expand the reach and enhance credibility within the target market.	Not having enough data to train a match algorithm, which may result in lower accuracy, and reduce the overall performance of the algorithm.
Quality Assurance: The app ensures that all nutritionists on the platform are certified professionals with verified qualifications, ensuring the quality of the service.	**Regulatory Compliance:** Navigating complex healthcare and telehealth regulations, which may pose challenges in terms of legal compliance, data protection, and staying abreast of evolving industry standards.	**User Engagement:** There are few nutrition centers in the country due to the lack of availability of all the services that serve these centers. We are also subjected to an occupation that creates	New restrictions arise from the Ministry of Health.

		barriers, which makes it difficult to receive this treatment. The idea of our application facilitates this process.	

- <mark>7PS</mark>

7 Ps	Description

Price	We use **a Penetrating Pricing** Strategy.
	
	- **Nutritionists (Specialists):**
	  - **Monthly Subscription Fee:** $49.99.
	- **For Patients:**
	  - **Free Basic Access:** Patients can access essential features, including the chatbot, general nutrition information, and basic health tips, for free.
	  - **First Consultation: Free:** Patients receive their first consultation with a nutritionist for free, encouraging them to experience the platform.
	  - **Premium Subscription Plans:**
	    - **Monthly Plan: $19.99 per month:** Patients can subscribe monthly for personalized nutrition plans, ongoing consultations, and advanced features.
	    - **3-Month Plan: $53.97 (billed quarterly, equivalent to $17.99 per month):** A discounted plan for users committing to a 3-month subscription.

	- employing a 15% commission model on patient subscriptions. With affordability for patients, and fairity for our nutritionists.
Product	**Technology:** ● The app will be accessible through both a website and a mobile application, ensuring compatibility with various systems for user convenience. ● Advanced algorithm: Utilizes a sophisticated matching algorithm to connect patients with nutritionists based on specific diseases, requirements, and nutritionist expertise. **Warranties:** ● Seamless booking process: Ensures a user-friendly and efficient process for booking appointments with nutritionists through the app. ● Guarantees a hassle-free experience from appointment selection to confirmation, minimizing user effort and enhancing overall satisfaction. ● Financial transactions security: Implements robust security measures to safeguard user financial information during payment transactions. **Design**: ● User-friendly interface: Design the app interface to facilitate easy navigation and enhance the user experience. ● Personalized experience: Allows users to choose nutritionists based on specific criteria, view profiles, and make informed decisions. **Quality**: ● Nutritionist credibility: Ensures that all nutritionists on the platform are certified professionals with verified qualifications. **Usefulness**: ● Personalized dietary advice: Offers users tailored recommendations to manage and prevent diseases, addressing individual health needs. ● Time and effort efficiency: Provides a convenient and time-saving alternative to traditional methods of finding and booking nutritionist appointments. **Accessories**:

	● Premium features: Users in the Premium Plan enjoy priority booking and unlimited consultations.
Promotion	**Partnerships**: Collaborating with health-related organizations, such as gyms, influencers, or nutrition experts. **Digital Marketing**: Utilizing online channels for promotional activities, including social media, email campaigns, and online advertisements. **Educational Content:** Promoting the app by providing educational content on the benefits of food therapy, nutritional expertise, and how the app addresses specific health concerns. **Discounts**: Running promotions or offering incentives for users to engage with the app's services.
Place	**Cloud Service:** The service is hosted on Amazon Web Services (AWS), a widely used and reliable cloud platform. AWS ensures high accessibility and uptime, making the service available to users around the globe. **Instance Details:** The service runs on an m5.large instance, which provides a balance of compute, memory, and network resources. This instance type comes with 2 vCPUs and 8 GB of memory, making it capable of handling a moderate load. **Scalability:** The service is designed to be scalable. It uses AWS's Auto Scaling feature to automatically adjust capacity to maintain steady, predictable performance at the lowest possible cost. This means that as demand for the service increases, AWS can automatically increase the number of active instances to ensure smooth operation. **Data Storage:** Data is stored in Amazon S3 (Simple Storage Service), known for its durability, cost-effectiveness, and scalability. This ensures that user data is safe and readily accessible. **Security:** AWS provides several security features like Identity and Access Management (IAM), Security Groups, and Network Access Control Lists (NACLs) to protect the service and data.

People	**Customers:** Patients who aim to lose or gain weight, as well as patients with particular diseases, who require specific dietary plans. **Nutritionists and Health Providers:** Owners of nutrition experts who are displayed on the app. **Marketing and social media manager:** who is responsible for managing the social media pages of the project and the social advertising. **IT employee:** He is responsible for data entry and troubleshooting in the application. **Intermediary employee:** An employee responsible for communicating with the owners of nutrition experts to obtain all information.
Process	**User Registration:** ● Users create an account with helpful tips. ● Gathering health information, including healthy goals (weight loss, muscle building, etc.), lifestyle habits (dietary habits, physical activity, etc.), chronic diseases, if any, and medical history (existing medical conditions, past surgeries or hospitalizations, etc.), through a form that each user is required to fill out. ● Receive welcome emails and platform tutorials. **View the Main Page**: ● Patients will view the main page which has sections for exploring nutritionists, customized calendar, and patient treatment history. **View Nutritionists Section**: ● Patients can easily select a nutritionist by exploring their profiles, which include essential details such as full name and availability displayed on a customized calendar. **Appointment Scheduling:** ● Choose flexible appointment times (morning, and evening or weekend as a priority booking). ● Book appointments directly with real-time availability. ● Receive automated reminders for upcoming appointments. **Personalized Consultations:**

	• Discuss individual needs, concerns, and goals. • Receive tailored advice and strategies based on AI analysis. • Develop an actionable plan with clear steps and tools. **Regular Follow-Ups:** • Schedule follow-up appointments at personalized intervals. • Monitor progress and address any challenges, this will be done with data visualization tools. • Collaboratively adjust nutrition plans for continued success.
Physical **Environment**	**Accessibility**: Application and a website that can be run in any device with offline and online modes. **Mobile and Web Optimization**: The app will be optimized for both mobile and web platforms, ensuring a seamless experience across different devices, including responsive design elements that adjust to various screen sizes and operating systems. **Patient and Nutritionists Connection:** This could be a virtual space in the app or could be a real office. The app should make it easy for users to move between these spaces by giving clear, and well-documented instructions, and providing support.