

# **FOOD AS M E D I C I N E**

**"NUTRITION TAILORED FOR YOU"**

**SUPERVISOR: ANWAR ALSHAER**





# INTRODUCTION

- About Food as Medicin
- Our purpose
- Our method

01

Targeting age group 10-60 and nutritionists in Palestine.

02

Offering AI-driven matching, and a chatbot



# OUR SERVICES

Our app offers a multi-faceted solution:

01

**Personalized Matching Algorithm**

02

**AI-Enhanced Chatbot for Nutritional Inquiries**

03

**Virtual Nutrition Workshops**

04

**Meal Plan Creation**

05

**Comprehensive Nutritionist Services**

06

**Social Media Integration**



# OUR SERVICES CONT.

07

**User  
Feedback  
Mechanism**

08

**Certification  
Assurance**



# COMPANY MISSION & VISION STATEMENT



**Company Mission Statement:** Empower individuals with seamless access to certified nutritionists, fostering a community for personalized dietary guidance and inspiring informed lifestyle choices.



**Company Philosophy and Vision Statement:** Our vision is to make personalized nutrition accessible globally, starting with Palestine, through the "Food as Medicine" app, connecting users with certified nutritionists for optimal health.

# MARKETING PLAN

Our high-level marketing strategy involves:



Digital  
Marketing



Partnerships



Discounts and  
Offers



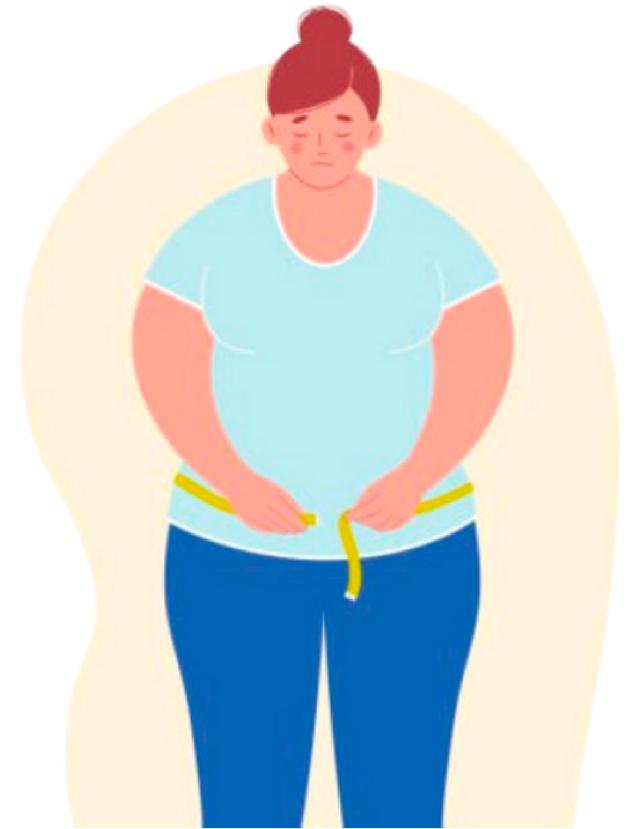


# PRICING STRATEGY



## For Nutritionists

Monthly Subscription  
Fee: \$49.99.



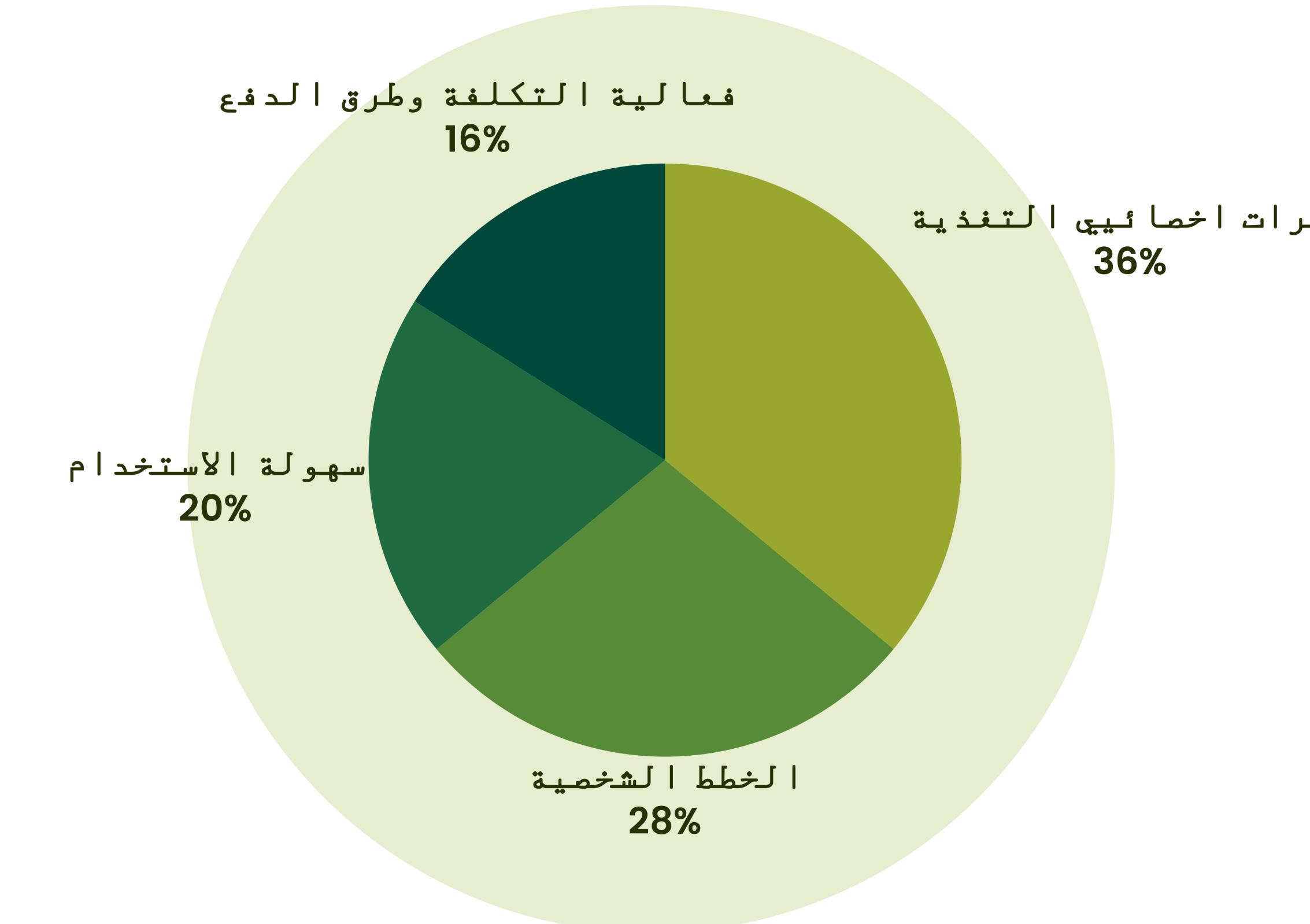
## For Nutritionists

- Free Basic Access
- First Consultation: Free
- Premium Subscription Plans:
  - Monthly Plan: \$19.99 per month
  - 3-Month Plan: \$53.99

# MARKET RESEARCH

- Primary market research,
- Engaging different segments of society.

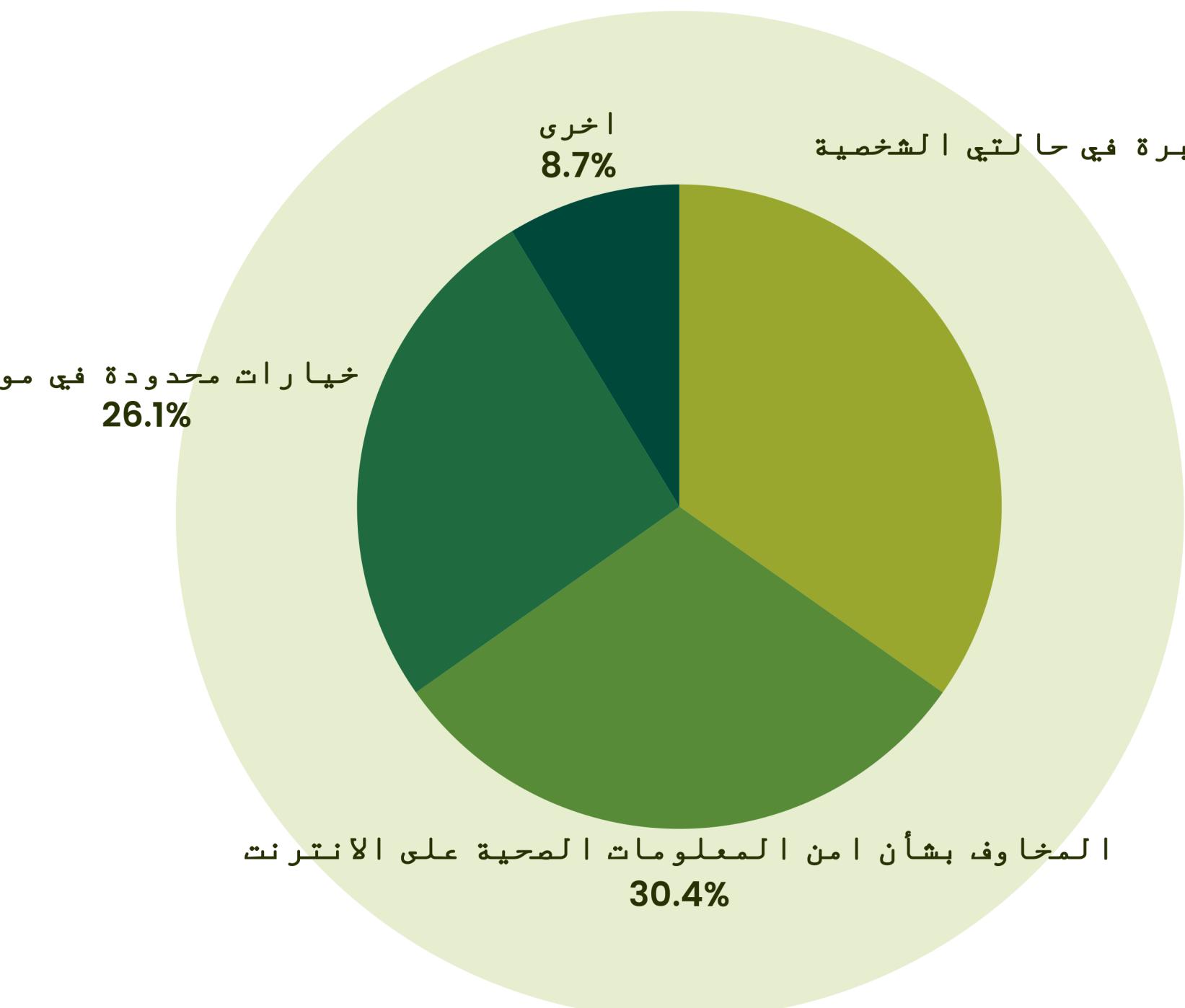
ما هي العوامل الاكثر اهمية بالنسبة لك عند طلب الارشادات الغذائية عبر الانترنت؟



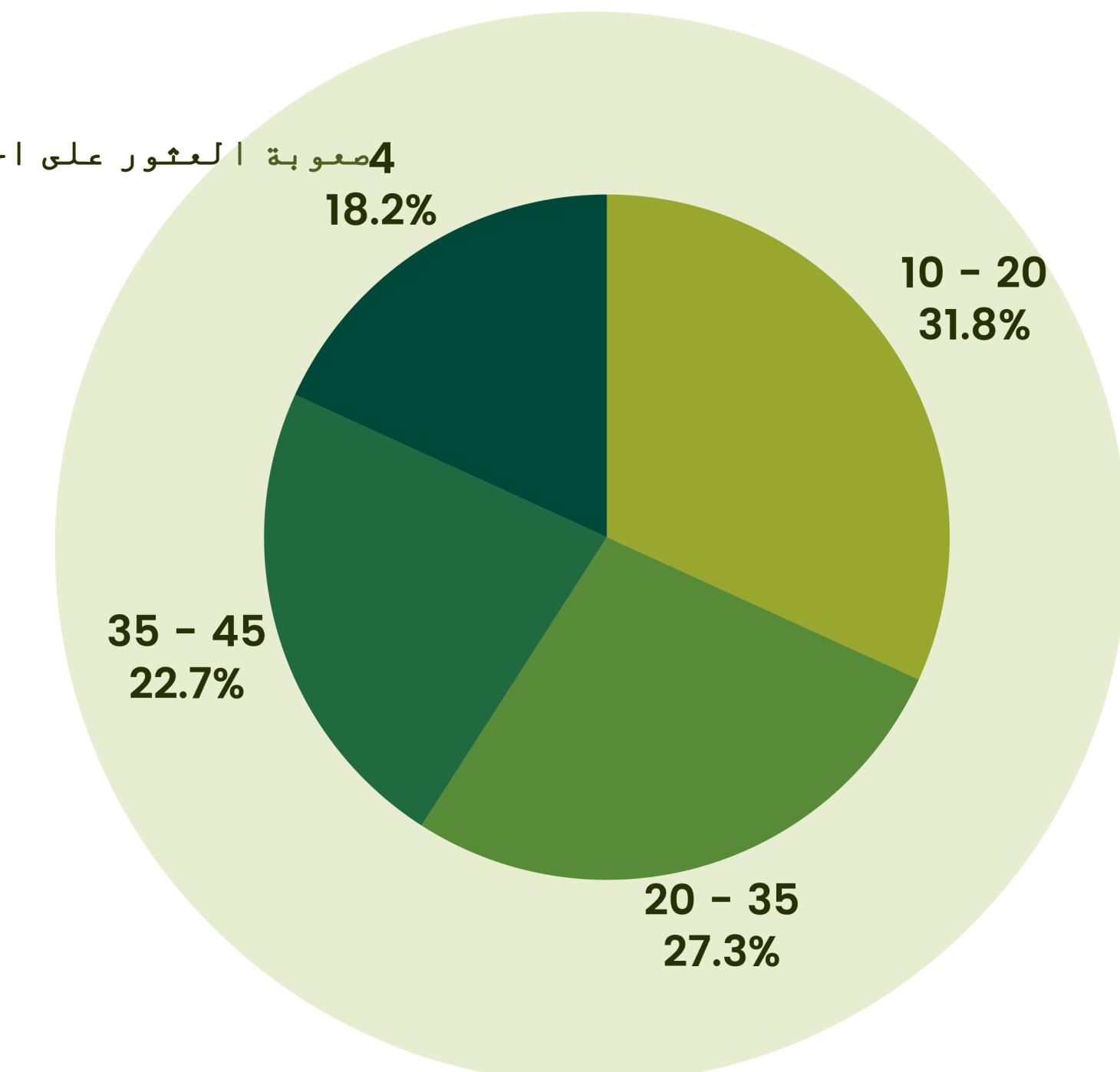
QUESTION-1

ما هي التحديات التي تواجهها عند البحث عن اخصائيي تغذية او طلب ارشادات غذائية؟

العمر



QUESTION-2



QUESTION-3



# OUR LOCATION



- No physical locations.
- Virtual Presence, Embedded feature for meetings

# COMPETITIVE ANALYSIS



NUTRIHEALTH



a network of nutrition centers  
in Palestine.

DOXY.ME



an online telemedicine  
platform

THANK YOU  
FOR YOUR ATTENTION

• • •

