



## Meet Cal AI

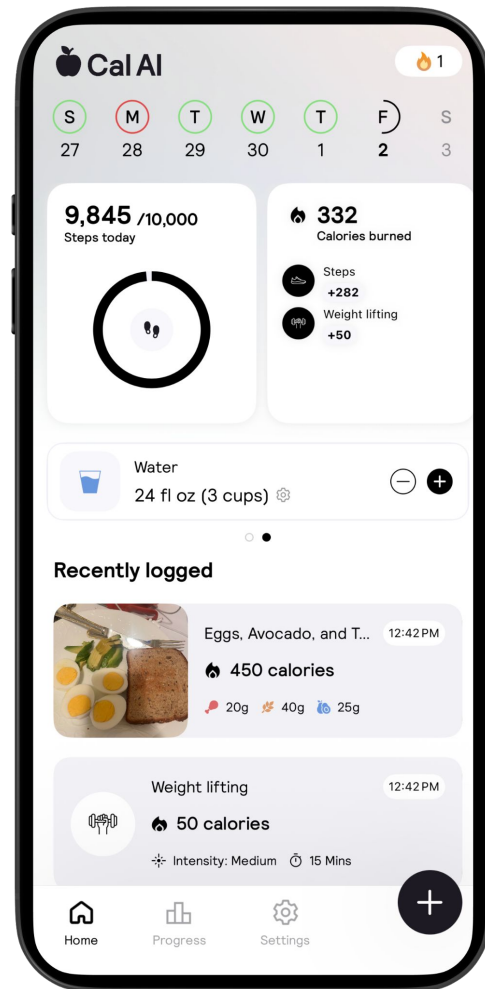
Track your calories  
with just a picture

*Ramesh k*  
*Product & Analytics*



# Agenda

- 1 Intro
- 2 What it does
- 3 How Idea Came
- 4 Competitor
- 5 Metrics & Marketing
- 6 What we can build it



## App intro

- Cal AI is an AI-powered app that makes calorie tracking easy by snapping a photo, scanning a barcode, or describing your meal.
- It uses your phone's depth sensor and AI to calculate food volume and analyze nutritional info including calories, protein, carbs, and fat.



## What it does

- You can search a database of over 1 million foods, log water intake and daily exercise, and track your weight and nutrition goals.
- The app provides personalized AI suggestions, integrates with popular fitness products, and automates calorie and nutrient calculations.
- It features a sleek dark mode and is highly rated by users, with over 5 million users and 100k 5-star ratings.



**Idea!**

- The Cal AI app idea stemmed from the founder, Zach Yadegari, recognizing a gap in the market for a user-friendly calorie tracking app.
- He noticed the inconvenience of manually logging food entries and sought to simplify the process using AI and image recognition.
- The app's core concept is to allow users to track calories simply by taking a photo of their meals, eliminating the need for tedious manual input.

# Complitors



MyFitnessPal



Calorie Counter - MyNetDiary



Calorie Counter



Calorie Counter



Noom



Nutritionix Track



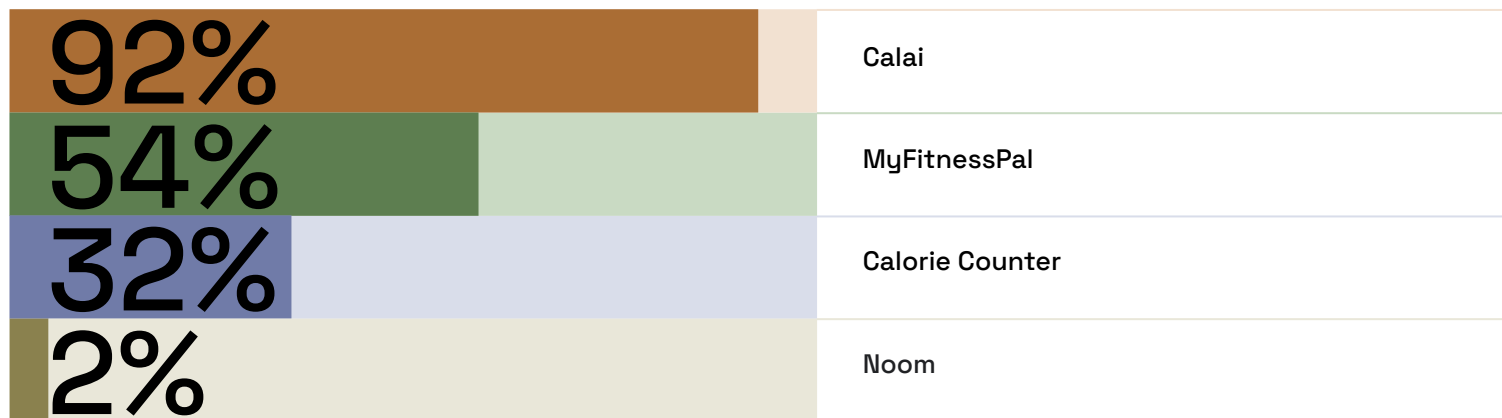
Calorie Counter by Lose It!



Lifesum



Calorie Counter by FatSecret



# Metrics

## KEY PERFORMANCE INDICATORS

Avg Rating

4.5



Downloads Android & iOS

2M



## KEY FINANCIAL METRICS:

2024

\$8 + Millions

2025

\$13 + Millions

Projected

\$34 + Millions

# Marketing

The Cal AI app uses a multi-pronged marketing approach, primarily leveraging social media and viral marketing tactics to reach a wide audience. They utilize a combination of branded social media accounts, influencer marketing, and a strong focus on user engagement through gamification and AI-powered personalization.

- Viral marketing
  - Social Media
    - Reddit
    - Facebook
    - Youtube Podcast
    - Twitter (X)
    - User Generated content (UGC)
    - GYM Collaboration



# User Flow

Make calorie tracking  
easy with AI



Just snap a picture  
of your food

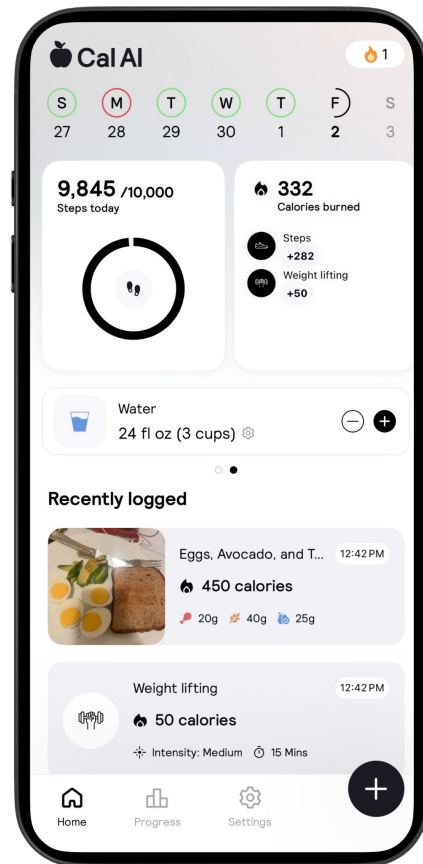
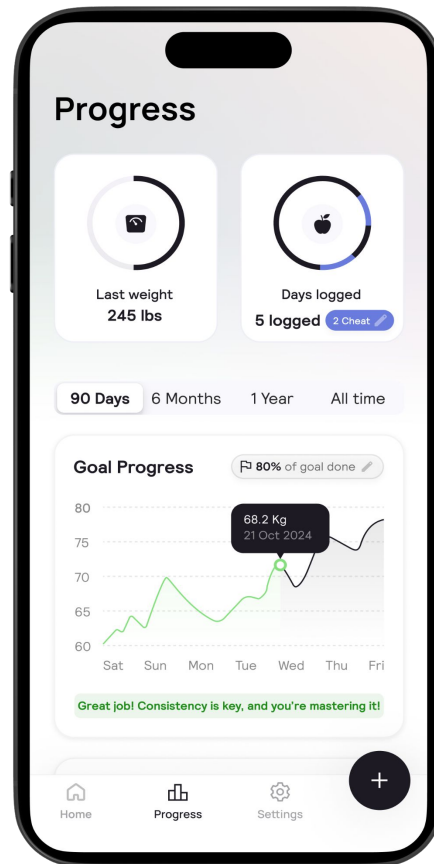
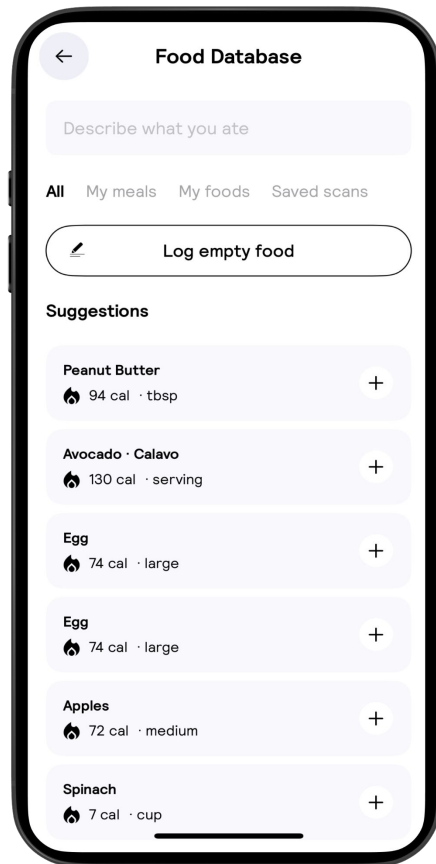
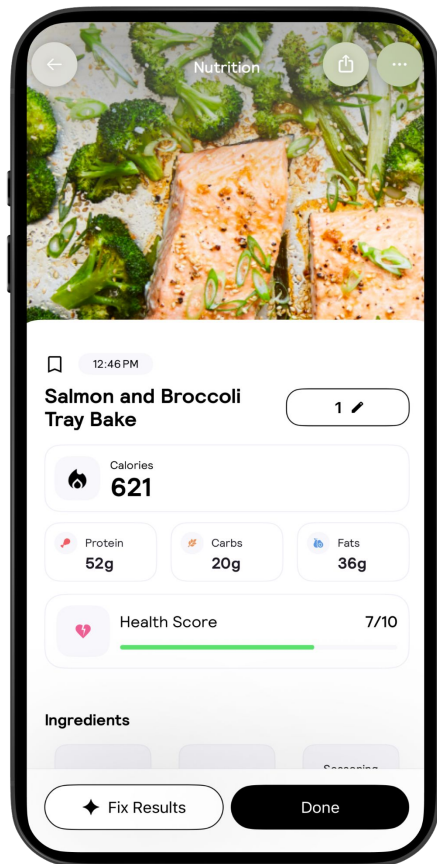


Then let us do the  
rest



Track your progress  
as you go





# What we can build it

- Provide a access to create a account and post there content on GYM ( UGC )
- Add Advanced Machine Learning Algorithms and deep learning to come up with human like intubation
- Friendly notify after every calories to burn
- Implement AI Dashboard
- Food suggestion to the users based on their dashboard
- Provide Visualization Graphs
- Install timer for workout

*Thank you  
Today GYM ?*

*Ramesh k  
Product & Analytics*

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