

Startup Pitch Deck

InnovEat - Reinventing Healthy Food Delivery in India

Problem:

Urban Indians face increasing health issues due to fast food consumption. Existing food delivery platforms focus on convenience, not nutrition.

Solution:

InnovEat is a subscription-based healthy meal delivery service. We partner with nutritionists and local kitchens to deliver balanced meals that are affordable, customizable, and quick.

Target Market:

The Indian health-conscious food market is estimated at \$12B and growing at 20% CAGR. Our focus: working professionals (ages 22-40) in Tier-1 cities like Bengaluru, Mumbai, and Delhi.

Business Model:

B2C subscription plans ranging from ₹2,999 to ₹6,999 per month. Additional revenue from corporate partnerships and branded healthy snacks.

Key Metrics:

Piloted in Bengaluru with 500 paying subscribers. 80% retention rate and 30% month-over-month growth.

Team:

Ananya Sharma (CEO, ex-Swiggy operations) Rohit Mehta (CTO, IIT Delhi, ex-Zomato engineering) Priya Nair (Chief Nutritionist, MSc in Dietetics)

Ask:

We are raising \$1.5M seed funding to expand to Delhi and Mumbai, invest in tech platform development, and grow marketing efforts.

InnovEat - Healthy Living Made Easy

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