EXECUTIVE SUMMARY

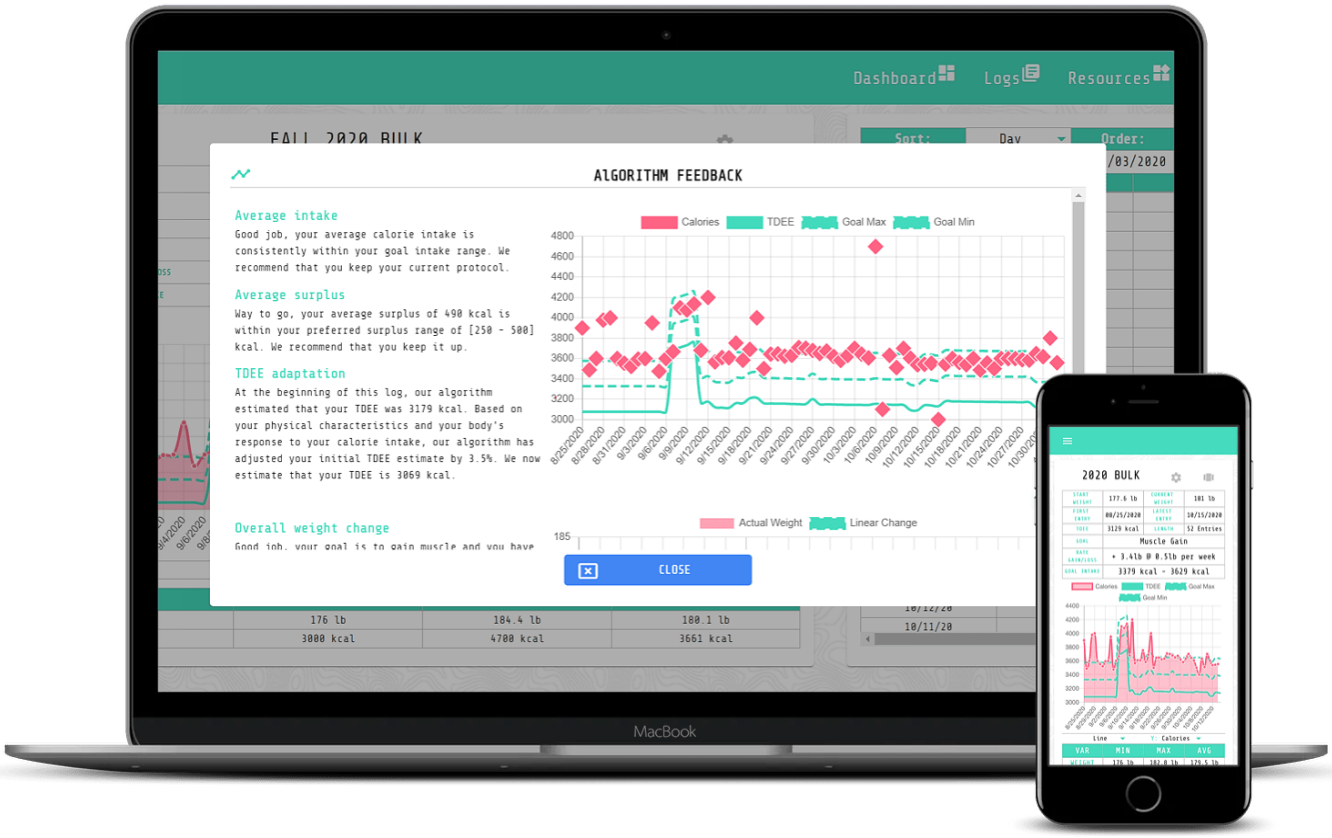
Tracking calories is one of the most popular and effective nutritional strategies that people use to reach their health and fitness goals. But, determining how many calories to eat and when to make modifications to your nutrition program is difficult. The global market size of the health and fitness technology industry consists of 1.2 billion users and is estimated to have a $22 billion valuation yet lacks a commonly accepted and modern solution for automated nutrition coaching. LogSmarter™ will replace these archaic practices in the health and fitness industry by helping our users reach their goals while saving time, effort and money.

COMPANY ORIGIN

The idea for LogSmarter™ was conceived in December 2019 when Ryan Lefebvre recovered from a back injury sustained while weight training. Due to the injury he was unable to train effectively for 5 months and lost nearly 30 lbs, including a significant amount of muscle. The injury was caused by poor training methodologies that led to overtraining and due to a lack of proper nutrition, Ryan's loss in muscle over that time period was exacerbated. He wanted to gain his muscle back as fast as possible and decided to take an evidence-based approach with his nutrition and training. He began curating his sources of health and fitness information based on credibility rather than popularity. Slowly but surely he implemented evidence based practices and progressed faster than ever before. The intervention he found most useful was tracking his training and nutrition data, but he couldn't find one system that met all his needs. Instead he had multiple spreadsheets, log books and apps he was simultaneously managing. He knew there had to be a smarter way to track his data. He envisioned software that tracked his nutrition data in one place, could be customized to meet his individual needs and provided personalized evidence based recommendations. Thus, LogSmarter™ was born and has grown into a real company with a real product and real users.

THE PRODUCT

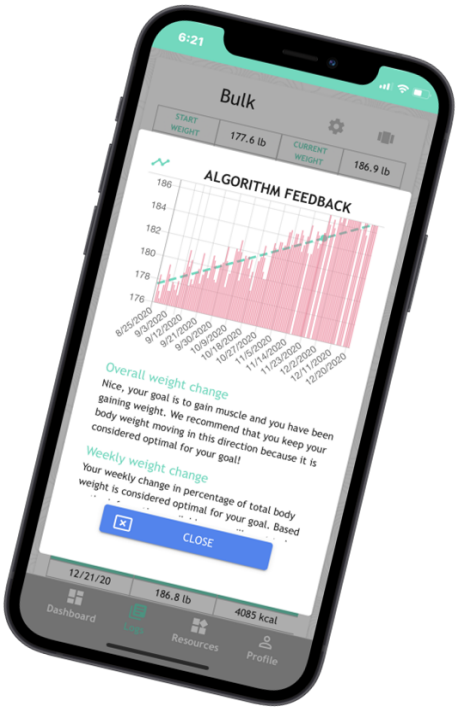
LogSmarter™ provides anyone looking to get fit a smarter way to track their nutrition data. Through our intuitive user interface, our users can create unique tracking systems that meet their individual needs within seconds. Using our proprietary machine learning algorithm we are able to estimate our users caloric requirements with more accuracy than traditional methods. These accurate personalized recommendations help our users progress faster towards their goals. For anyone with health and fitness goals, LogSmarter™ is the ultimate solution to tracking their nutrition data in a way that aligns with reaching their goals. LogSmarter™ is available on all platforms (Web/IOS/Android). LogSmarter.net



*(Figure1) Screen capture of the **real** LogSmarter web and mobile app.*

1. PROBLEM: The top five calorie counting apps have over two hundred million downloads in the iOS app store. The problem is these apps do not always deliver what their users want. They offer ways to track nutrition, via counting calories, but do not give clear guidance on how many calories a user should be eating, especially when they are trying to lose fat or gain muscle. Instead, they take a one-size-fits-all approach. Furthermore, these apps do not provide coaching tools that learn from their user's data and update their nutrition recommendations as their body adapts. This results in frustration causing people to give up without ever reaching their health and fitness goals. Thus, there is a clear need for a simple, robust solution to the problem of tracking nutrition that provides validated and accurate personal recommendations to help people lose fat or gain muscle.

2. SOLUTION: LogSmarter™ is not just another calorie counter. It is an AI nutrition coach that uses machine learning to help people reach and sustain their health goals. You tell us your demographic information and whether you want to gain muscle or lose fat. From there our proprietary machine learning algorithm will generate a goal calorie intake that fits your individual needs. As you progress towards your goal of gaining muscle or losing fat, your metabolism will change. Based on daily records of your calorie intake and body weight, our algorithm will update your goal calorie intake appropriately to make sure you are optimizing your nutrition. As our algorithm learns more about you, it will provide feedback to make sure you are following the latest evidence based nutrition recommendations. An alpha version of LogSmarter™ has been live since August 2019 and our software has attracted over 1700 users. Currently, LogSmarter™ has paying and non-paying users through our cross platform freemium model. See LogSmarter.net for more information.



(Figure2) Screen capture of mobile app.

3. WHY LogSmarter™ IS BETTER: LogSmarter™ is superior to existing solutions because it provides our users with both simplicity and autonomy, powered by innovative research-backed tracking methodologies and customized recommendations utilizing machine learning techniques**.** Our intuitive user interface creates personalized tracking systems for our users with valuable insights on their data within seconds. The most distinguishing feature of LogSmarter™ is our proprietary machine learning algorithm that provides our users with accurate estimations of calorie requirements. The algorithm factors in day to day fluctuations in weight, calorie intake, and naturally accounts for additional expenditure like exercise. The personalized insights we offer are more accurate than the traditional prediction equations used by our competitors, helping our users make more meaningful assessments of their data all while saving them time and money.

(Figure3) Screen capture of mobile app.

4. HOW IT WORKS: The beauty of LogSmarte r™ is that we are diet agnostic, so we can work with any type of diet (e.g., keto, low carb, mediterranean, carnivore etc.). In addition, we support goals for muscle gain, fat loss, and weight maintenance. We want to emphasize that **LogSmarter™ isn't just another calorie tracking tool**, it's an AI nutrition coach that tells you how much to eat, works in tandem with existing calorie tracking services and provides personalized feedback based on our user's data. Our algorithm blends innovative machine learning techniques, the latest nutrition research and keen insight from industry experts. The machine learning model we use to make suggestions on how much our users should eat is far more accurate than other popular models used in industry. In fact, we won first place at the 2020 UNH undergraduate research conference for research we conducted to validate the efficacy of our algorithm. Furthermore, we are working with Dr. Brandon Roberts, an expert in nutrition research, to further optimize our algorithm and

help develop future projects. We meet with him on a weekly basis to ensure we include the most up-to-date research in our algorithm. See our teams credentials in section 9. Below are examples of how the algorithm works for fat loss and for muscle gain:

Fat Loss: Jessica wants to lose 10lbs. In the past, she tried to crash-diet and gave up in a few weeks. After Jessica signs up, our machine learning model makes an initial prediction of the number of calories she requires each day to stay the same weight. She can then choose the rate she wants to lose weight, and knowing that dieting too quickly is really hard, she picks a moderate weight loss goal from our drop-down menu. Jessica begins weighing herself and tracking her calories throughout the week. Jessica has an iOS device and her data is synced with our app automatically through our Apple Health integration. Then, based on the daily records of calorie intake and bodyweight, LogSmarter™ will adjust to Jessica's data and update her goal calorie intake to account for dynamic changes in her metabolism. As our algorithm learns more about her, it will provide personalized feedback on her progress and make recommendations on how she can further optimize her nutrition.

Muscle Gain: Jeff wants to gain muscle. He knows that you can only gain a finite amount of muscle over a given period of time and that his best "gains" will be found while eating in a caloric surplus when he is consistently resistance training. Jeff signs up for LogSmarter™ and our machine learning model makes a prediction of the number of calories he requires each day to maintain his weight. Using that prediction, Jeff's preferences and his goal of gaining muscle, our proprietary algorithm will generate a goal calorie intake for Jeff. Next, Jeff logs his weight and calorie intake in LogSmarter™ each day through clicking the sync button on his Android device that automatically pulls in his data through our Google Fit integration. Based on the daily records of calorie intake and bodyweight, LogSmarter™ will adjust to Jeff's data and update his goal intake to account for dynamic changes in metabolism. As our algorithm learns more about Jeff, it will provide personalized feedback on Jeff's progress and make recommendations on how Jeff can further optimize his nutrition for muscle gain.

For a visual demonstration of our software in action, check out this video that walks you through what LogSmarter™ is and this video that explains how to use LogSmarter™ for best results.

Pierce Atwood, LLP serves as LogSmarter's legal team considering advice on intellectual property. We are currently pursuing a software patent for our algorithm and we are registered with that state of New Hampshire as an LLC. No third parties have any ownership of our machine learning algorithm. This algorithm was developed and validated on company time by CEO Ryan Lefebvre and CSO Brandon Roberts, PhD.

6. MARKET SIZE AND EARLY ADOPTERS: The idea for LogSmarter™ began when our founder Ryan struggled with his nutrition after a sports related injury. Once he built the first prototype for LogSmarter™ and realized how effective it was, he made a post about it on Reddit to see if others found it just as beneficial and the results were outstanding. Nearly 1000 people were using the prototype within a few weeks and providing lots of positive feedback. This prototype became known as the alpha version and was one of the defining moments in the creation of our company where we got our first users. LogSmarter's alpha users consisted of 60% men and 40% women, ranging from 14 to 65 years old with an average age of 27 years. Going forward, our next level of adopters will be anyone who already uses calorie tracking systems because our software is more comprehensive and evidence-based than currently available tools. Our IOS App, which our users have been begging us for, has been live on the App Store since February 6th 2021. The global market size of the health and fitness technology industry consists of 1.2 billion users, is estimated to have a $22 billion valuation and it is growing steadily. Revenue in the industry is expected to have a CAGR of 1.9%, resulting in a projected market volume of $23 billion by 2024. Popular calorie tracking apps have hundreds of millions of users and with the market being so large and the feedback we have received from our current users, our product stands out from traditional calorie counting apps, and will generate its own niche because of the personalized machine learning coaching that no other apps offer. COVID-19 has acted as a tailwind in the fitness industry as more people are exercising at home using apps to help them reach their desired health goals. Initially, our software will target more than the $30 billion health and fitness industry in North America, and will make a global impact since it can be used anywhere.

7. REVENUE MODEL: Logsmarter will have two primary revenue models. Licensing of the API to large third parties and subscriptions direct to consumers. Currently LogSmarter™ uses a subscription based revenue model. The benefits of this model include revenue predictability, better cash flow management, ease of use for our users, and future opportunities for marketing with promotional discounts. Our target users are also very familiar with this model which helps us establish trust. When we surveyed individuals in our user discovery process, the subscription based model was highly favored. Listening to our users was a wise choice and our revenue model has already landed us paying users. Our alpha users have also told us they prefer this model because of its ease of use. Within our subscription model we have a tiered account system where higher tiered users are given more storage and more operations they can perform on their data. This pricing model lends well to all types of users because some are only interested in the basic features of LogSmarter™ while others want the advanced features. After many rounds of user discovery for validation we ended up with the following subscription pricing. Subscriptions are currently $8.99 per month

which is less than many of the most popular health and fitness apps. In the future we plan to add more functionalities and features to our platform which will increase the subscription fee to $14.99. LogSmarter™ creates a large barrier of exit. For a user to recreate all of their daily data on a new platform would be difficult. Lastly, our development team is in the process of creating an API, which will create an additional revenue stream as we will be able to market the LogSmarter™ algorithm as a SaaS product. For more information on our pricing, see here LogSmarter.net/pricing

8. SALES STRATEGY: LogSmarter™ has attracted over 1700 users by posting on internet forums and social media groups. Our ability to retain these users through a few posts helped provide confidence in our user acquisition strategy. We plan to reach our users primarily by building a strong following on social media and collaborating with fitness and nutrition influencers. We have already had success with this strategy and developed multiple free tools available through our organization's GitHub that have generated a lot of traction on reddit. In addition, we recently published a guest article in Alan Aragon's Research Review that has over 10,000 paying subscribers on estimating calorie requirements, which led to a lot of exposure for us in the evidence based fitness industry and helped establish trust with potential users. Also important is that our CSO, Dr. Roberts, is well connected in the fitness industry and has been a guest on over a dozen podcasts with millions of subscribers, written for websites such as Men's Health, Examine, and Stronger By Science, and is a highly respected exercise and nutrition researcher. We plan to utilize sponsorships and partner with other fitness brands to grow our user base. Distribution will be business to consumer as users will be able to access their LogSmarter™ account through iOS, Android and our website. Implementing a direct distribution strategy will allow the product to gain traction quickly in the market. Promotions will include influencer referral programs as well as free trial periods encouraging users to try our software. We are in the process of launching our gold referral program which will reward users for getting people to sign up through customizable referral codes. Contests to increase user involvement will also be part of our sales promotion strategy. Through users competing and interacting, the LogSmarter™ community will emerge building brand recognition and awareness. Notable interactions we have already had with big brands include The Strength Guys who are a highly respected powerlifting coaching company that have 17,500 followers on instagram and have one of the most successful powerlifting teams in the world. Their CEO and coaching staff have been referring their clients to us for optimizing their nutrition ever since we launched and we have already worked out a deal with their company to join our referral program. We plan to leverage this connection to get our software in the hands of their followers, who fall into our target market. We have also been in communication with the head strength and conditioning coach for the Calgary Flames, a professional hockey team in the NHL. He is currently validating our product and its potential use cases with their organization. The development of our API has already created a lot of talk. Fitness and nutrition companies like Fit Genie, Gravitus, Haun's Fitness Lab and PNOE have already expressed interest in our SaaS products. Each company that seeks to use our API will have to apply to gain access, this will allow our team to determine how much to charge each company and work out a mutually beneficial deal as we scale the SaaS side of our business.

9. TEAM: We have built a diverse team with complementary skills, connections, and industry experts.

Ryan Lefebvre (CEO)- Is the founder of LogSmarter™, a full stack software developer and a senior computer science student at UNH. Over the last two years, Ryan has written code that is used by Delta Airlines and some of the biggest insurance companies in the world. Ever since he started lifting five years ago, Ryan has been passionate about training and nutrition.

Ben Kfoury (CBO)- Is a Senior at UNH pursuing a quantitative finance major and a data science degree. In the past few years, Ben has worked with one of the biggest asset managers in Boston and helps manage an investment portfolio of $400,000 AUM.

Brandon Roberts, PhD (CSO)- Has been working in the exercise and nutrition field for over a decade. He has his PhD in Exercise Physiology from the University of Florida and studies sports nutrition and exercise physiology. Dr. Roberts is an industry expert who will help guide our company.

Ian Grant (Adviser)- Is the Executive Director of UNH's ECenter and has valuable experience as an entrepreneur. He has founded multiple successful startups that were all acquired and was selected by the Boston Business Journal for its "top 40 under 40 award". Ian has been advising since spring 2019.

For more information about our team, see here LogSmarter.net/about

10. CUSTOMER DISCOVERY: From August 2019 to April 2020 we contacted over 800 people to gather direct feedback. To do this we surveyed our alpha users via email regarding why they are using our software, what could be done better and if there is any other important information we should know. This gave us valuable insight into what our users want and inspired features that have since been added to LogSmarter™. An example of this was reducing the number of clicks needed to enter data in our system, making LogSmarter™ more intuitive. We also analyzed the exercise and nutrition research literature. This can be shown through the development of our proprietary algorithm which was created when the current literature exposed the inaccuracy of estimating caloric requirements. This helped us realize there was a market for us to step in and create a more effective method of making these estimations. The LogSmarter™ team also participated in the UNH I-CORPS program and conducted 50 face to face

user discovery interviews to refine our product to better meet our user's needs. In addition, we received $1000 from the UNH Parents Grant to give 50 UNH students free premium accounts. We distributed these accounts via an Instagram raffle. Doing the giveaway allowed us to grow our following and gave us insight on who our users are in the college market. We are constantly in contact with our users and learning more about their needs.

11. GO-TO-MARKET STRATEGY: Our go-to-market strategy revolves around early adoption from communities that value nutrition tracking. Our first paid users came from our alpha users. As a part of our user discovery initiative we initially allowed our alpha users to track their data in LogSmarter™ for free for 6 months. We have surveyed these users and identified features that our alpha users would be willing to pay for. These features have been implemented into the paid beta version of LogSmarter™. The barrier to exit for our users is high because they would need to recreate their data on another platform. Our 8.5% conversion rate is much higher than the industry average, and we attribute this to the innovative features that our platform offers. Prior to earning significant revenue, we project our highest costs to include product development, marketing, web hosting, and user service expenditures. **We want to emphasize that we already have paying customers!**

12. SCALING OUR VENTURES: After converting our existing alpha users to paying users, we plan on continuing to grow our user base in the evidence-based fitness and nutrition community. Our subscription based model with a free trial will get users to try LogSmarter™ without risk of spending money and not knowing that it works. Based upon the feedback from our users and our current conversion rate, we are confident our application has valuable features in the paid tier which members of our target market are willing to pay for. Our main strategies for increasing market share in this space will be via word-of-mouth marketing strategies such as referral bonuses, on-line Search ads, affiliate marketing opportunities for reputable "influencers" in the community (blogs etc). We anticipate these word-of-mouth strategies alone will act as a catalyst for growth in the evidence-based fitness and nutrition community. This past month LogSmarter™ launched its gold referral program which rewards users for promoting our service on their social media platforms. We believe this will get people familiar with our product and will entice individuals to sign up. Our Alpha users were obtained from only two posts on online forums in this space. Our venture has already established a widespread geographic footprint with our existing users who are located all over the globe. Our geographic footprint will continue to increase on a global scale as we obtain more users. LogSmarter's operational expenses will be referred to as our Costs of Goods Sold (COGS). Our COGS include our database and web hosting costs. As we scale our business and service more users, we anticipate an increase in overall COGS, but a decrease in COGS proportional to an increase in gross margin we will observe as we continue to service more users.

Like we mentioned before, we are also developing a SaaS product for our proprietary algorithm. We plan to expand this SaaS product into a suite of fitness and nutrition web services that we can use to improve our software internally and profit from by licensing the algorithm and other web services to fitness and nutrition software companies. This will be a key component of scaling our venture because it opens the doors to large revenue streams beyond our end user application. For each new technology we create, we will be able to add the technology to the suite of web services and incorporate it into our own apps.

13. SALES FORECASTING: LogSmarter™ expects our evolving user base will produce high revenue growth. LogSmarter™ foresees a market capture of around 11,000 users at the end of Year 1. We estimate the user base growth rate for year 1 will be 87% , followed by 83%, 111%, and 88% in years 2 through 5. The COVID-19 pandemic has acted as a huge tailwind for our company. In general, people have more free time over the past year which has motivated many to get fit and live a healthier lifestyle. This tailwind provides LogSmarter™ a progressive industry to operate in, with high growth opportunities. Extrapolating from our current position, we forecast revenue to total $20,683 in year 1, followed by $102,890, $511,689, $1,197,367, and $3,080,828 in years 2 - 5. The large increase in revenue in years 3 through 5 is driven by the expansion of our Saas model being picked up by companies seeking our services. Our API revenue will be $12,750 in year one and $76,500, $463,500, $1,089,000, and $2,877,000 in years 2 through 5. See *Appendix 4* for projected user and revenue growth by year.

14. FIXED EXPENSES: LogSmarter's fixed expenses will include web service subscriptions, marketing, research and development and employee salaries. LogSmarter™ uses Google Cloud for web hosting and as a database. Through extensive performance testing we have estimated that each user will cost us at most $0.15/month through Google Cloud's pricing plan. Marketing fixed expenses are anticipated to begin in year 1 and will include both physical and digital costs. Physical costs will include merchandise we plan to give our influencers and digital costs which will be focused on sponsorship deals with influencers and content creators. Our marketing budget will be a large percentage of our expenses during year 1 to acquire critical mass and then will scale down relative to our revenue in years 2 and onward. We set our influencer budget to $2,000 a quarter to obtain influencers with large enough audiences to promote our platform. Fixed salaries for our employees will include the cost of hiring more software developers as well as hiring marketing managers to create content and drive user engagement through interaction.

Our research and development expense total includes money set aside for a patent, access to new data sets, and other items that will allow us to stay on top of the fitness technology industry. For a more granular breakdown of projected expenses by quarter for years 1 - 5, see *Appendix 1.3*.

15. FINANCIAL RESOURCES: The goal is to bootstrap LogSmarter™ for as long as possible with an initial $400,000 acquired through investments to generate revenue that will fuel additional growth. The $400,000 will be acquired through multiple investments over the course of year 1 to mitigate the risk of taking a large lump sum investment. The LogSmarter™ team has already secured $3000 dollars from the national science foundation (NSF) through ICORPS, seed grants through the E-center totalling $250, $1000 from the UNH Parents Grant, $500 from placing first in the 2020 CEPS URC, and $250 from Wildcat Tank pitch competition. This initial amount of capital is being used for user discovery and the development of our web, iOS and Android apps. The initial sources of capital raised from investors will fund the marketing campaign we are developing to reach our target market and to partner with influencers on social media. Our subscription fees will cover operational expenses and eventually create profit in years 2-5 as the number of users LogSmarter™ is servicing increases. Currently the LogSmarter™ team is paid through equity incentives so there will be no upfront cost of labor. Once LogSmarter™ grows revenue and is looking for fund expansion we will seek angel investors, fitness partners or traditional loans. If we earn a win at Holloway, we will directly put 100% of that money towards LogSmarter™, which would fast-track our company by allowing us to focus on marketing efforts to catalyze our scaling plan.

16. VENTURE RISKS: Gaining critical mass is crucial to the success of LogSmarter™. Executing our go-to-market strategy and offering a subscription model allows us to tap a larger amount of the market. A potential risk of offering a free trial program is delayed revenue streams. To blunt the potential negative effects of delayed revenue, we are seeking investments totaling to $400,000 in year 1. These investments will help cover the costs of our fixed expenses as we increase the scale of our venture. In order to obtain competitive positioning within the market, LogSmarter™ will need to continue developing innovative technologies and take action to protect our proprietary algorithm. To do this we are actively pursuing a software patent with the help of Pierce Atwood LLP. Additionally, the team is building out the LogSmarter™ API which will provide a revenue stream that generates cash flow from offering our algorithm as a SaaS product. This will mitigate the risk of another company trying to copy or beat our algorithm. Instead of a competitor spending company time and resources on development of an algorithm of their own, they are more likely to pay to use ours. This will allow us to generate revenue from competitors' existing users. If our SaaS product is successful, it opens the door for the development of additional web services and the potential for LogSmarter™ to become the industry standard for providing evidence based fitness and nutrition web services. An additional step we will take to secure market share is to focus on brand and community development through emphasizing innovation, education, interaction and helping our users reach their goals.

Appendix 1. Five Year Financial Model:

Appendix 1.1 Monthly Cash Flow for Year 1

Monthly Cash Flow Year 1	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12
Beginning Cash	$ -	$ 89,428	$ 182,303	$ 273,455	$ 364,607	$ 355,759	$ 346,910	$ 338,062	$ 329,214	$ 320,365	$ 311,517	$ 304,392
Investments	$ 100,000	$ 100,000	$ 100,000	$ 100,000								
Revenues		$ 3,447	$ 1,724	$ 1,724	$ 1,724	$ 1,724	$ 1,724	$ 1,724	$ 1,724	$ 1,724	$ 1,724	$ 1,724
Increase in Cash	**$ 100,000**	**$ 192,875**	**$ 284,027**	**$ 375,179**	**$ 366,330**	**$ 357,482**	**$ 348,634**	**$ 339,786**	**$ 330,937**	**$ 322,089**	**$ 313,241**	**$ 306,116**
Marketing Expense	$ 1,192	$ 1,192	$ 1,192	$ 1,192	$ 1,192	$ 1,192	$ 1,192	$ 1,192	$ 1,192	$ 1,192	$ 1,192	$ 1,192
Sales Expense	$ 1,000	$ 1,000	$ 1,000	$ 1,000	$ 1,000	$ 1,000	$ 1,000	$ 1,000	$ 1,000	$ 1,000	$ 1,000	$ 1,000
R&D Expense	$ 6,817	$ 6,817	$ 6,817	$ 6,817	$ 6,817	$ 6,817	$ 6,817	$ 6,817	$ 6,817	$ 6,817	$ 6,817	$ 6,817
G&A Expense	$ 1,564	$ 1,564	$ 1,564	$ 1,564	$ 1,564	$ 1,564	$ 1,564	$ 1,564	$ 1,564	$ 1,564	$ 1,564	$ 1,564
Decrease In Cash	**$ 10,572**	**$ 10,572**	**$ 10,572**	**$ 10,572**	**$ 10,572**	**$ 10,572**	**$ 10,572**	**$ 10,572**	**$ 10,572**	**$ 10,572**	**$ 10,572**	**$ 10,572**
Ending Cash	**$ 89,428**	**$ 182,303**	**$ 273,455**	**$ 364,607**	**$ 355,759**	**$ 346,910**	**$ 338,062**	**$ 329,214**	**$ 320,365**	**$ 311,517**	**$ 304,392**	**$ 293,820**

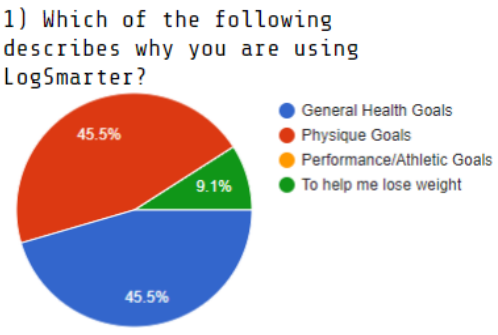
Appendix 1.2 Annual Cash flow for Years 1-5

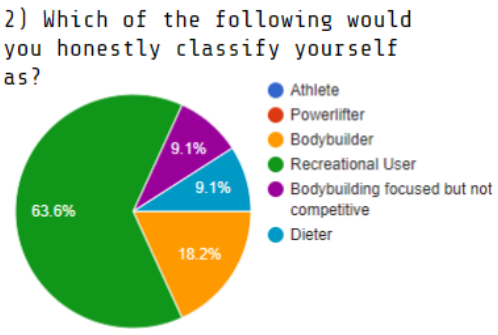
Annual Cash Flow Years 1 - 5	**Year 1**	**Year 2**	**Year 3**	**Year 4**	**Year 5**
Beginning Cash Balance		$ 293,820	$ 156,810	$ 284,227	$ 808,415
Cash From Operations:					
Revenues	$ 20,683	$ 102,890	$ 511,689	$ 1,197,367	$ 3,080,828
Expenses	$ 126,863	$ 239,901	$ 384,272	$ 673,178	$ 900,835
Cash From Operations	$ (106,180)	$ (137,010)	$ 127,417	$ 524,189	$ 2,179,993
Cash From Financing/Investments					
Capital Financing	$ 400,000				
Total Cash from Financing	$ 400,000				
Ending Cash Balance	**$ 293,820**	**$ 156,810**	**$ 284,227**	**$ 808,415**	**$ 2,988,408**

Appendix 1.3 Income Statement Years 1-5

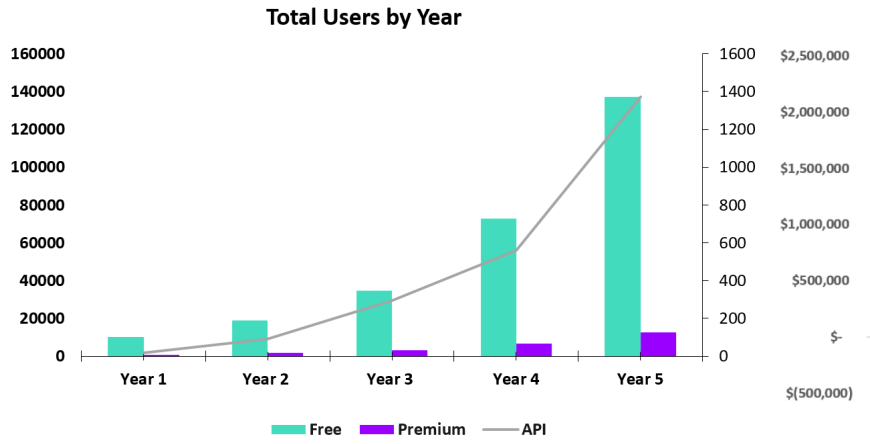
Income Statement Years 1 - 5	**Year 1**	**Year 2**	**Year 3**	**Year 4**	**Year 5**
Revenues					
Subscription revenues + API	$ 20,683	$ 102,890	$ 511,689	$ 1,197,367	$ 3,080,828
Total Revenue	**$ 20,683**	**$ 102,890**	**$ 511,689**	**$ 1,197,367**	**$ 3,080,828**
Expenses					
R&D	$ 81,800	$ 108,825	$ 139,700	$ 150,500	$ 217,477
Marketing	$ 14,300	$ 77,500	$ 87,500	$ 139,200	$ 157,350
Sales	$ 12,000	$ 20,000	$ 26,000	$ 139,150	$ 165,700
G&A	$ 18,763	$ 33,576	$ 131,072	$ 244,328	$ 360,308
Total Expenses	**$ 126,863**	**$ 239,901**	**$ 384,272**	**$ 673,178**	**$ 900,835**
Net Income	**$ (106,180)**	**$ (137,010)**	**$ 127,417**	**$ 524,189**	**$ 2,179,993**

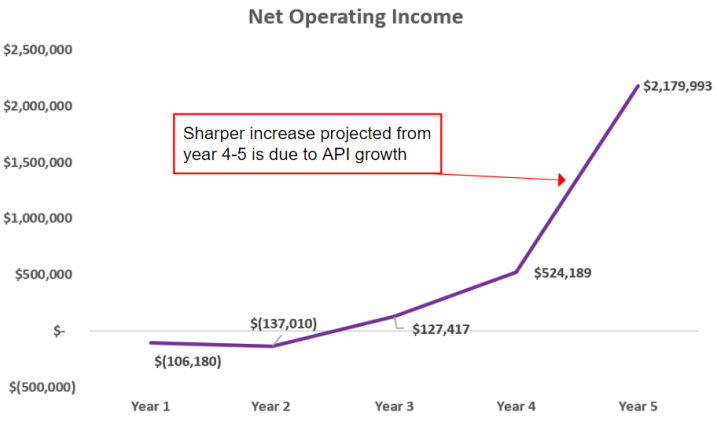
Appendix 2: Alpha user Survey Appendix 3.user Discover & Feedback: The LogSmarter™ team is working countless hours to provide our users with the best product possible and consider their satisfaction our top priority. Here is what our current users and industry experts have to say about our software so far.





Appendix 4. Projected user and NOI Growth:





Appendix 5. Algorithm Validation: Humans of all types share a common requirement for energy in the form of calories. This energy depends on a number of factors, including age, height, weight, muscle mass, and daily activity. For anyone with health, physique or sports performance related goals, knowing the amount of calories their body requires each day is essential for optimizing their nutrition.

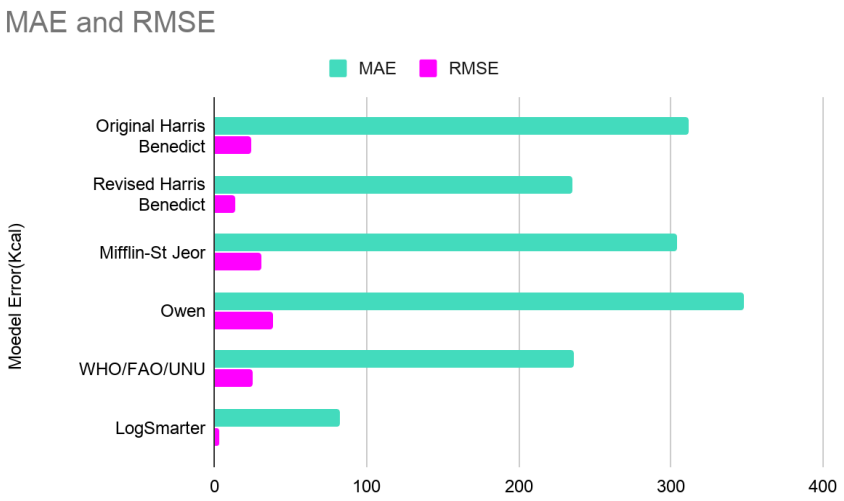
The most common methods of estimating calorie requirements are through prediction equations. The problem with these equations is that they can be inaccurate by hundreds of calories. These inaccurate calculations cause people to over or underestimate their caloric needs. Therefore, more accurate estimation techniques are needed to account for differences between people.

Machine learning is a powerful tool used for data analysis. It is a form of artificial intelligence that can learn from data, identify patterns and make decisions with minimal input from humans. The LogSmarter™ team has developed a machine learning model

that yields an accurate and accessible method of estimating calorie requirements. We have incorporated this model into an algorithm that provides evidence based recommendations of a caloric intake that aligns with our users goals.

The dataset for our machine learning model contains 766 measurements of calorie requirements taken using the doubly labeled water technique or DLW. DLW is considered the gold standard technique for estimating calorie requirements due to its high degree of accuracy.

The popular existing models for estimating calorie requirements were not created using DLW datasets or machine learning. They were instead created using datasets with measurements taken by other methods such as indirect calorimetry and modeling techniques like linear regression. One study comparing the accuracy of measurement techniques noted that "the calorie requirements of free-living adults is significantly greater than estimated requirements within a calorimeter chamber." and that "doubly labeled water is a more direct approach to determining free-living calorie requirements than intake balance methods or calorimetry." (Wong et al, 2014). A study on weightlifters found similar results when calorimetry based models "significantly underestimated" requirements for the study participants (Joseph et al, 2017).



Common metrics used to compare estimation models are mean absolute error (MAE) and root mean squared error (RMSE). Both MAE and RMSE express model error in the units of the variable of interest. In the context of this project, both MAE and RMSE represent a number of calories. They range from 0 to ∞ and for both metrics a lower value is considered more accurate. The difference in MAE between existing models and ours is over 150 calories. The bar chart on the side displays a visual representation of how small our algorithms error is compared to the most popular existing models.

Appendix 6. Product Screenshots

[LogSmarter™ is a real app you can use on the web or download in the app store!]