QuietGo — *Plate to pattern.*

Discreet stool & meal tracking for health **and** fitness. Outline with contextual tables.

I. Executive Summary

bullet   **AI-first (Stool):** Photo → **Bristol type**, **color flags**, **confidence**, **plain-English context** (education, *not* diagnosis).

bullet   **AI-first (Meals):** Photo → **foods**, **portions**, **calories/macros** with one-tap edits.

bullet   **Patterns:** Regularity windows, weekly cycles, and correlations (food/sleep/steps/workouts ↔ stool) using **time+location-stamped** photos/logs.

bullet   **Trackable, not social:** Invite caregiver/trainer to view **trends only**; revoke anytime.

bullet   **Design:** Neutral creams/browns/greens; discreet icon; privacy-first defaults (**auto-delete images after analysis** by default).

bullet   **Monetization:** Freemium; **Pro $29.99/yr** or **$4.99/mo** unlocks AI photos, deep correlations, HealthKit/Health Connect sync, and PDF/CSV exports.

bullet   **Rollout: Web first** (Stripe), then **iOS**, then **Android**.

bullet   **Homepage policy:** Public marketing site lets visitors **explore without an account**. Any attempt to **save/edit/use** → **Account/Subscription** gate.

II. Market & Competition (snapshot)

Our wedge: **stool-photo AI + meal-photo AI + correlations + view-only sharing** in one **discreet** app.

Competitor Feature Snapshot — definitions

bullet   **AI Stool Photo:** automated stool photo interpretation (e.g., Bristol classification).

bullet   **AI Meal Photo:** photo → foods/portions/calories inference.

App	Platforms	AI Stool Photo	AI Meal Photo	Positioning / Notes
Cara Care	iOS/Android	No	No	Broad GI diary + programs
mySymptoms	iOS/Android	No	No	Manual logging + correlations + exports
Bowelle	iOS	No	No	Fast IBS diary; clean visuals
PoopCheck	iOS	**Yes**	No	AI Bristol claims
Poop Scanner AI	iOS	**Yes**	No	Consumer AI scanner
MyFitnessPal	iOS/Android	No	**Yes**	Meal Scan photo logging
Foodvisor	iOS/Android	No	**Yes**	Instant food recognition camera

III. Differentiation

bullet   **AI-first for both stool *and* meals**, paired with correlations and **view-only** sharing.

bullet **Discreet brand/icon** → higher install & retention vs. crude "poop apps."

bullet **Doctor-ready exports**; **privacy-first** with default image auto-delete.

IV. Product Overview

bullet **Home (Today):** status, **+Stool**, **+Meal**, **Camera**, **Patterns**; recent logs.

bullet **Camera flows:** AI fills entries; user edits; all photos **time+location-stamped**; originals auto-deleted by default.

bullet **Patterns & Calendar:** regularity window, frequency, Bristol mix, correlations; month/day drill-downs.

bullet **People:** view-only trend sharing; revoke any time; access audit.

bullet **Reports:** weekly **Rhythm** PDF; CSV; private links.

bullet **Reminders:** time windows, post-meal nudges, missed-log prompts; Snooze, DND, smart cooldown.

V. Go-to-Market

bullet **Positioning:** "Snap it. Understand it. Build a routine." Public tagline: **Plate to pattern.**

bullet **Acquisition:** content SEO, clinic/dietitian & coach partnerships, Apple Search Ads / Google UAC on "IBS/constipation/photo calories."

bullet **ASO:** discreet name/icon; keywords: poop, stool, bowel, IBS, Bristol, food photo calories.

VI. Pricing

bullet **Freemium** core; **Pro** ($29.99/yr or $4.99/mo) unlocks AI photos, deep correlations, health-data sync, and reports.

VII. Financials (summary tables)

A) Scenario Assumptions

Scenario	M1 Installs	MoM Growth	Paid UA Share	CPI (USD)	Free→Paid	Annual Share	Monthly Churn	Annual Renew
Best	9000	8%	50%	$1.00	6%	70%	7%	75%
Base	6000	5%	60%	$1.20	4%	60%	9%	68%
Worst	3000	3%	70%	$2.50	1%	45%	15%	50%

B) Outcomes Summary (36 months) — USD; breakeven = month when cumulative cash ≥ 0

Scenario	Breakeven (mo)	Total Net Revenue (36m)	Total Profit (36m)	Peak Monthly Net Revenue	Avg Monthly Net Revenue
Best	3	$3,208,536.53	$2,223,053.10	$265,266.19	$89,126.01
Base	21	$734,950.32	$204,394.45	$46,033.44	$20,415.29
Worst	nan	$73,502.99	$-367,578.55	$3,574.91	$2,041.75

C) Cost Totals (36 months) — USD

Scenario	UA Spend (36m)	AI Cost (36m)	Platform Fees (36m)	Opex (36m)
Best	$841,958.00	$35,525.39	$552,185.72	$108,000.00
Base	$414,016.80	$8,539.10	$124,330.58	$108,000.00
Worst	$332,210.00	$871.52	$12,160.76	$108,000.00

Notes

- Months 1–6 on web fees (~3%); later months app stores (~15%).
- AI cost scales with active paid users' photo volume.
- See **Executive Summary.md** for month■by■month tables + column glossary.

VIII. Compliance & Legal

General■wellness framing; FTC HBNR; user data export/delete; encryption at rest; SDK minimization.

IX. Risks & Mitigations

AI accuracy drift; CPI>LTV; ratings<4.5; compliance slips. Mitigate via confidence UI + edits, SEO/referrals, onboarding polish, audits.

X. Roadmap

2025 Q4 (Web) → 2026 Q1 (iOS) → 2026 Q2 (Android) → 2026 H2 (on■device models/clinician mode/employer pilots).

XI. KPIs

Time■to■first■log, % photo logs saved unchanged, D7/D30 retention, Pro conversion, CAC/LTV, report views, referrals, NPS.