

Biomeal Buddy.

Venture Viability Analysis

Alpha College of Engineering, Thirumalisai, Chennai 600124.

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AI app syncing wearable data to deliver real-time, personalized meal suggestions & ordering.

**Alpha College of Engineering, Thirumalisai, Chennai
600124.**





Context

Over 50% skip meals due to busy schedules; most wearables don't guide nutrition.

Problem Statement

Problem

Busy individuals struggle to maintain balanced diets due to poor planning, lack of guidance, and limited healthy food access.

Impact

Individuals face health risks, families worry about wellness, employers lose productivity, and restaurants miss health-focused customers.



Problem Statement/Industry

Problem Being Solved

Modern lifestyles leave many individuals struggling with poor nutrition choices. Long work hours, irregular routines, and lack of time make it difficult to plan healthy meals. While fitness devices track activity, there is no direct bridge that translates this data into practical, personalized meal decisions.

Supporting Data

Over 50% skip meals due to busy schedules; most wearables don't guide nutrition.

Source: NY Post 2025, The Sun UK 2025, PMC India Study 2024, Deloitte Wearables Report 2023



Area
Food



Industry
HealthTech & FoodTech



Domain
AI-powered Personalized Nutrition & Smart Food Ordering

Problem Analysis



Affected Stakeholders

Busy professionals, students, and health-conscious individuals face daily challenges in maintaining balanced diets. Families are affected when irregular eating impacts well-being. Restaurants lose opportunities to serve health-driven meals, and employers see reduced productivity from poor nutrition.



Impact on Stakeholders

Individuals suffer from fatigue, poor health, and lifestyle diseases due to inconsistent eating habits. Families worry about long-term wellness. Employers face reduced productivity from unhealthy staff. Restaurants miss serving targeted healthy meals, limiting market growth opportunities.



Root Causes

The problem persists due to long working hours, poor meal planning, limited awareness of nutrition, and lack of personalized guidance. Reliance on fast food apps over health-focused choices, absence of integrated health-diet platforms, and low motivation to track nutrition worsen the issue.



Personal/Team Connect

As a team passionate about health, AI, and food innovation, we've seen how poor eating habits harm friends, families, and colleagues. With our skills in technology and business, we are motivated to create an impactful solution that makes healthy living easier, practical, and accessible for everyone.

Target Customer Segments

Primary

Urban working professionals aged 22–40 with busy lifestyles and limited time for healthy eating



Secondary

Partner restaurants and cloud kitchens targeting health-conscious, tech-savvy consumers.

Customer Segment & Persona

Primary Segment

Urban working professionals aged 22–40 with busy lifestyles and limited time for healthy eating

Secondary Segment

Partner restaurants and cloud kitchens targeting health-conscious, tech-savvy consumers.

Persona



Joseph

Age in years: 25

Location: Metropolitan

Organizational Role: {Persona's primary role}
(if applicable)

Jobs-to-be-Done

Functional JTBD



As a metropolitan student passionate about gaming and entertainment, Joseph wants practical ways to maintain balanced nutrition despite a busy schedule. He needs simple meal suggestions that fit his lifestyle, help manage energy levels for focus, and offer convenient ordering options aligned with his diet preferences.

Emotional JTBD



Joseph wants to feel energized, focused, and mentally sharp to excel in gaming and studies. He seeks reduced stress, anxiety, and mood swings that poor nutrition often causes. He wants confidence and emotional stability to enjoy social interactions and maintain a positive mindset daily.

Social JTBD



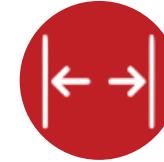
Joseph wants to gain peer respect by maintaining a healthy lifestyle and energetic presence. He seeks positive recognition from friends and family for making smart food choices that support his Lifestyle. He desires to be socially confident and contribute to a wellness-conscious peer group.

Current Alternatives



Current Alternatives

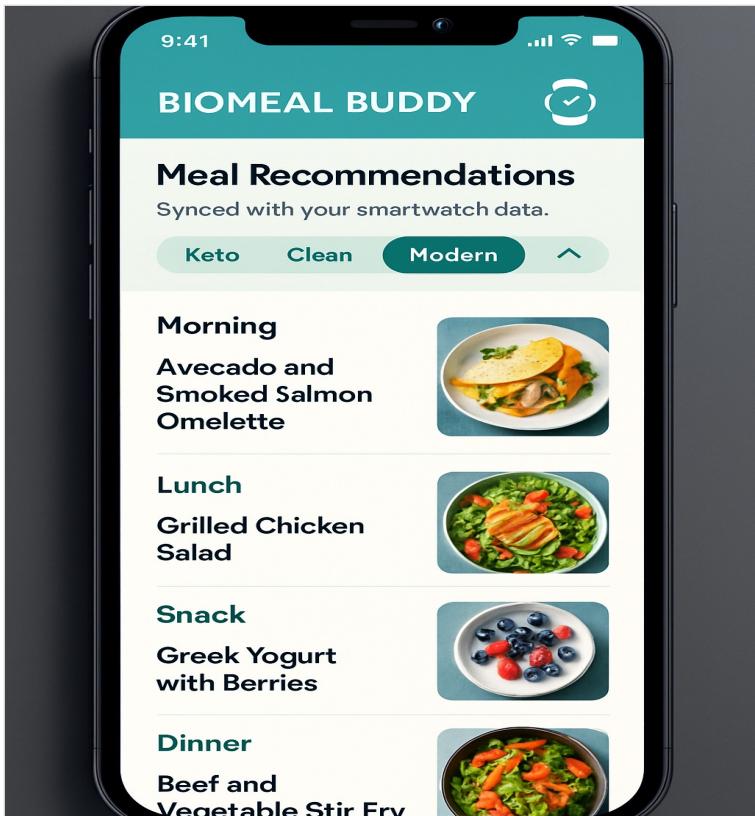
Joseph relies on quick convenience foods like fast food or packaged snacks when busy. He occasionally uses popular food delivery apps for meals but lacks personalized nutrition guidance. Sometimes he follows general diet trends from social media or peers but struggles to integrate them with his daily routine and health data effectively.



Gaps in Current Alternatives

Existing food delivery apps offer convenience but don't provide personalized meal recommendations based on Joseph's activity or health data. Fast food and snacks negatively impact his energy and focus. Social media diets are generic and often conflicting. Overall, there's no seamless, practical guidance linking his lifestyle, nutrition, food choice.

Our Solution



Solution

An AI-powered personalized meal recommender syncing wearable data to provide real-time, diet-specific healthy meal suggestions with easy ordering, tailored for busy urban professionals.

Core Technologies/ Methodologies

React Native frontend, Python FastAPI backend, PostgreSQL DB, AI/ML models for recommendations, wearable APIs for health data, AWS/GCP cloud hosting.

Solution Design



Our Solution

An AI-powered personalized meal recommender syncing wearable data to provide real-time, diet-specific healthy meal suggestions with easy ordering, tailored for busy urban professionals.



Key Features

Personalized meal plans, wearable sync, diet filters (Keto, Vegan), real-time nudges, one-tap ordering, grocery list generator, progress tracking, allergen management, recipe database.



Uniqueness

Personalized meal plans, wearable sync, diet filters (Keto, Vegan), real-time nudges, one-tap ordering, grocery list maker, progress tracking, allergen alerts, recipe database access.

Solution Format:

AI-powered app for personalized, healthy meal plan

Core Technologies/ Methodologies:

React Native frontend, Python FastAPI backend, PostgreSQL DB, AI/ML models for recommendations, wearable APIs for health data, AWS/GCP cloud hosting.

Solution Benefits



Functional Benefits

Users gain personalized meal plans that fit their lifestyle, easily access healthy food options, improve nutrition without extra effort, and save time with seamless ordering, by wearable data insight



Emotional Benefits

Users gain peace of mind, confidence, reduced anxiety, and a sense of control through personalized, data-driven nutrition tailored to their lifestyle and health goals.



Social Benefits

Users enjoy social admiration for making healthy choices, gain respect from peers, inspire family wellness, and feel valued in communities prioritizing well-being and fitness



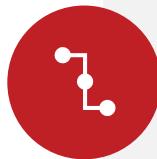
Macro Benefits

Our solution promotes healthier lifestyles while reducing diet-related environmental impacts by encouraging sustainable eating, minimizing food waste, and supporting eco-friendly sourcing and packaging

Competitors



Direct



HealthifyMe, Eat This Much, Sortizy, YAZIO, Paprika Recipe Manager
Mealime, PlateJoy, Yummly, MyFitnessPal, Lifesum, Fooducate

Indirect

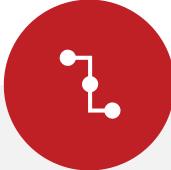


Zomato, Swiggy, Fitbit, Google Fit, Samsung Food
Uber Eats, Instacart, Noom, Apple Health, Amazon Fresh.

Our UVP

AI-driven personalized meal plans syncing wearables with seamless local meal ordering.

Competitors



Direct Competitors

HealthifyMe, Eat This Much, Sortizy, YAZIO, Paprika Recipe Manager



Indirect Competitors

Zomato, Swiggy, Fitbit, Google Fit, Samsung Food



Direct Competitors Globally

Mealime, PlateJoy, Yummly, MyFitnessPal, Lifesum, Fooducate



Indirect Competitors Globally

Uber Eats, Instacart, Noom, Apple Health, Amazon Fresh.

Macro Analysis

Favourable Trends

AREA	DESCRIPTION
Technology	AI and wearable tech enable real-time, personalized health and nutrition solutions.
Social	Growing consumer focus on preventive wellness and healthy lifestyle interventions.

Unfavourable Trends

AREA	DESCRIPTION
Legal	Rising data privacy laws increase compliance burden for health app startups.
Technology	Rapid tech change may outpace ability to update features and stay competitive.

Data Sources:

Sources: MarketsandMarkets Personalized Nutrition Report 2022, PMC Articles on Nutrition 2023-2025, Business Research Insights Meal Planning Market 2025, LinkedIn Meal Planning Market Analysis 2025.

Prototype

Prototype Format

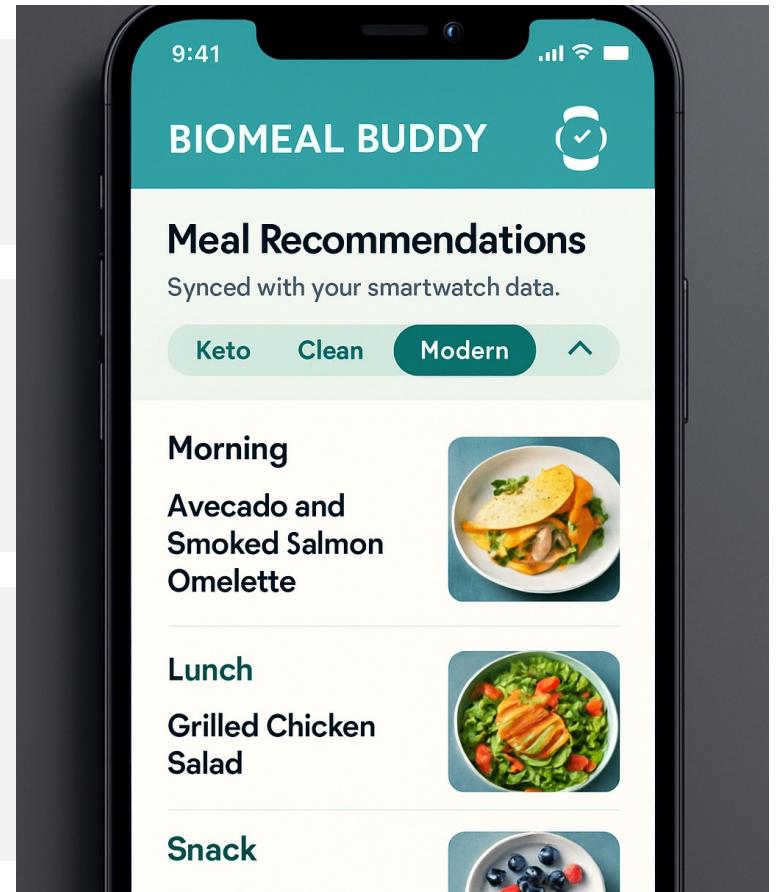
Digital prototype made in Figma showing app UI and user flows for a personalized meal planning app.

Functionality included in the Prototype

Prototype will include login, personalized meal plans, recipe search, grocery list, calorie tracking, and meal calendar features.

Functionality NOT included in the Prototype

Prototype will exclude payment integration, advanced AI analytics, fitness tracker sync, and social sharing features.



Revenue Models / Pricing

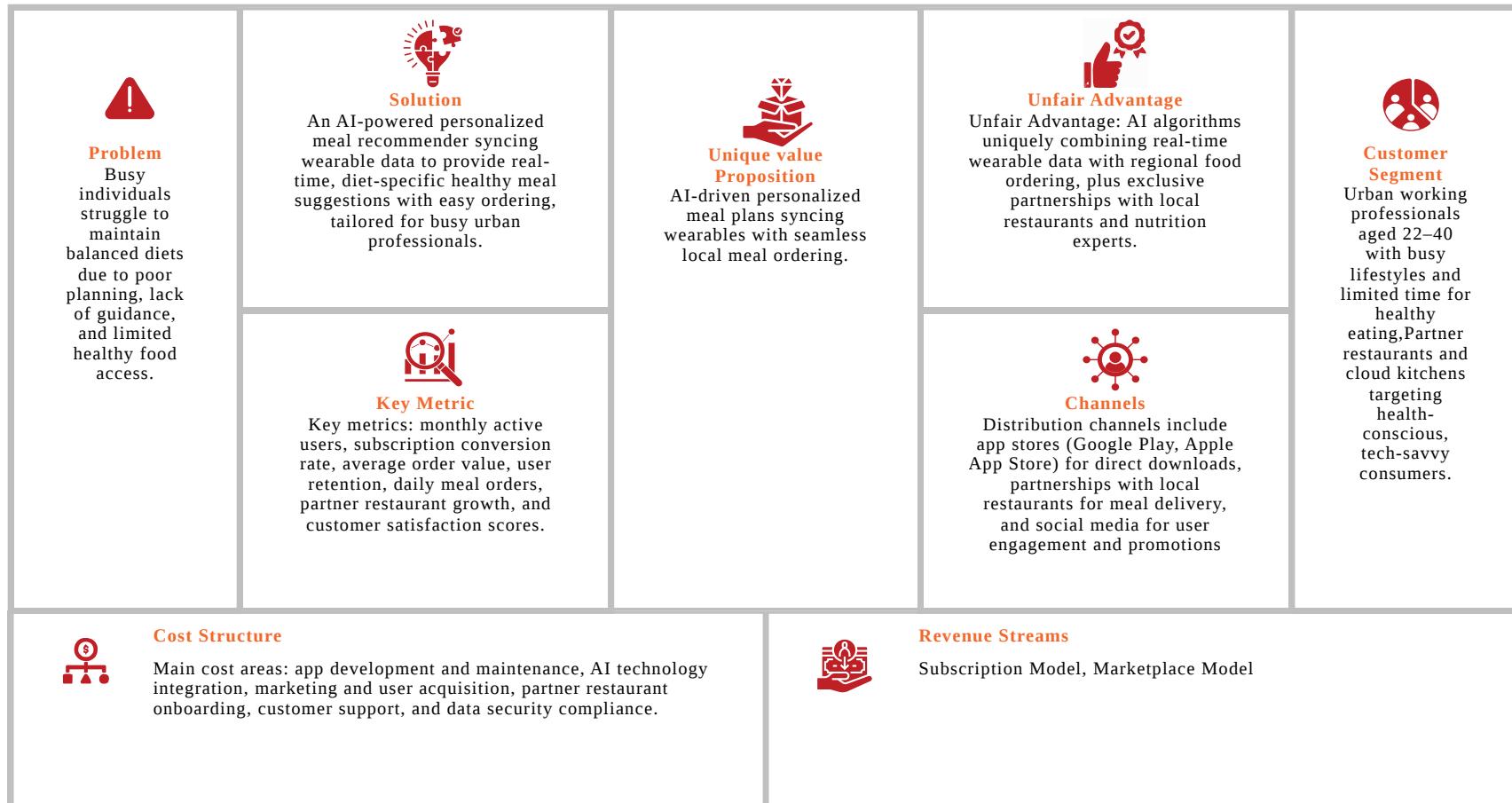
Revenue Model (Primary)

Subscription Model

Revenue Model (Secondary)

Marketplace Model

Lean Canvas



Financials

Revenue Models/Streams

- Subscription Model
- Marketplace Model

Pricing

- **Unit of Sale:** Subscription per user per month
- **Selling price per unit:** ₹299/user a month subscription

First Year Projections

Revenues: Total Revenue:
₹25.8L

Operating Profits:
₹-30,00,000(a loss%)

Revenue Models / Pricing

Revenue Model (Primary)

Subscription Model

Unit of Sale

Subscription per user per month

Sale Price per Unit

₹299/user a month subscription

Expected units to be sold in Year 1

EST: 1000 monthly subscription

Expected growth in monthly sales

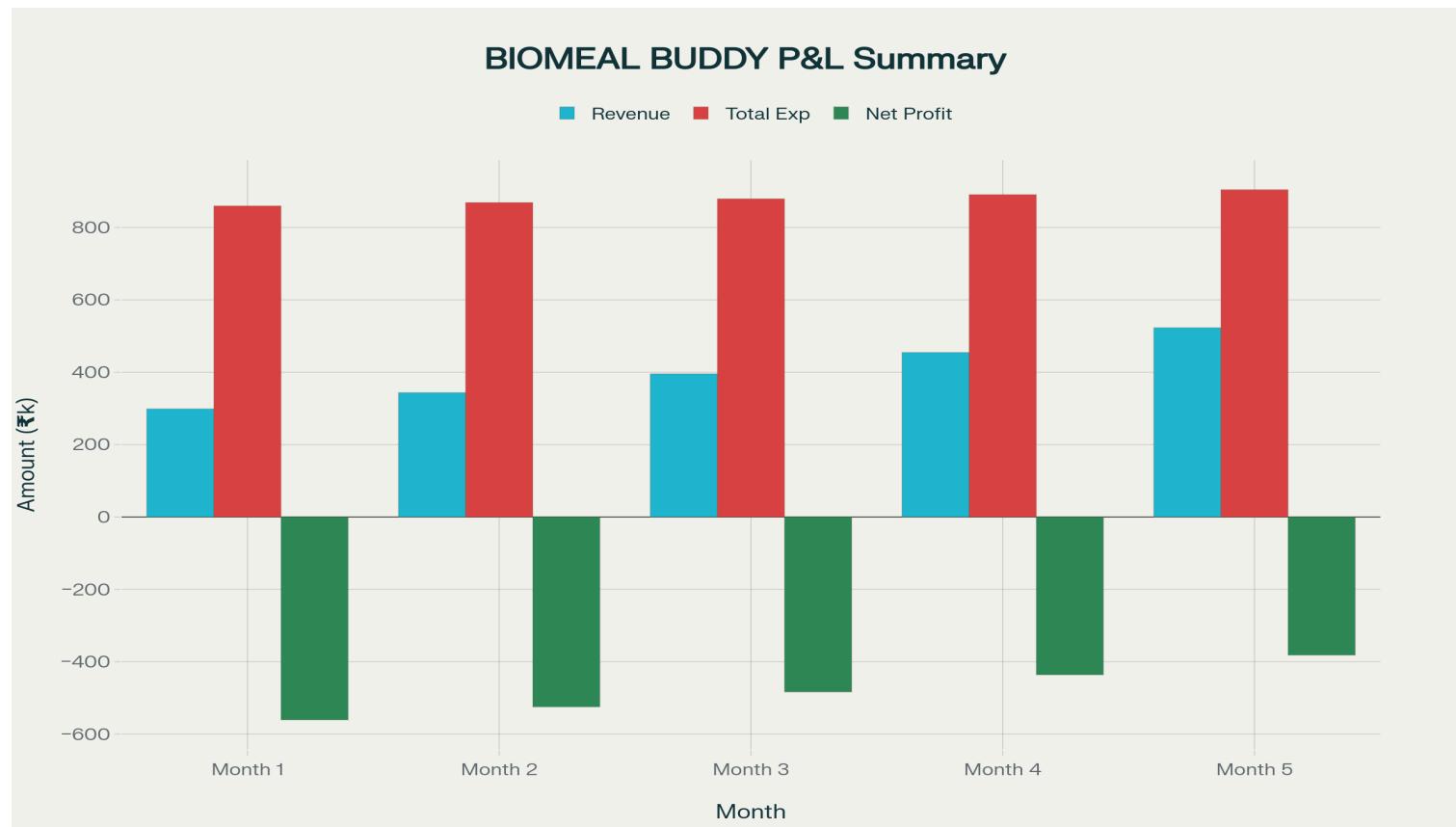
Projected growth: 15% per month

Costs & Revenues: Key Assumptions

Financial Planning Assumptions BIOMEAL BUDDY

Category	Value
Price per unit	₹ 299/month
First-month sales	1,000 units
Monthly growth	15%
COGS	₹ 5,00,000/month
Salaries	₹ 2,00,000/month
Marketing	₹0
Other expenses	₹ 1,00,000/month

Profit & Loss Projections: Summary



Performance & Break-Even Analysis

Year 1 Revenues

Total Revenue: ₹25.8L

Gross Profits for Year 1

Gross Profit: ₹20.6L

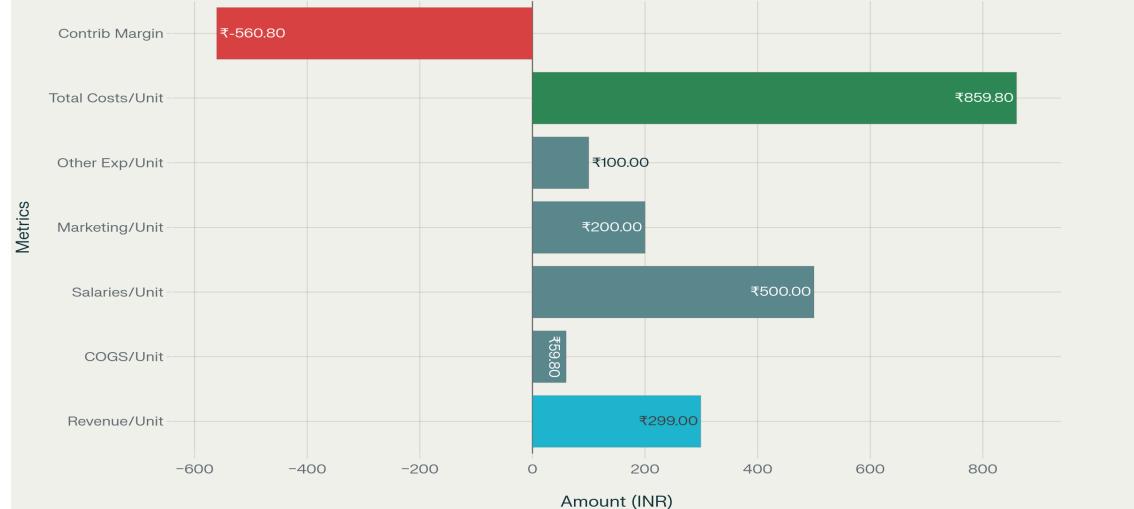
Net Profits for Year 1

₹-30,00,000(a loss%)

Break-even Month

Month 12

BIOMEAL BUDDY Unit Economics





Thank You!

