

The problem

Sofia has a food allergy

Difficult to decide

Time consuming to read

No instant alternatives



The problem is worldwide



The average American spends
120 mins per week at a supermarket



Lactose-free market size
is expected for \$30 billion by 2030



220M suffer from some food allergy worldwide

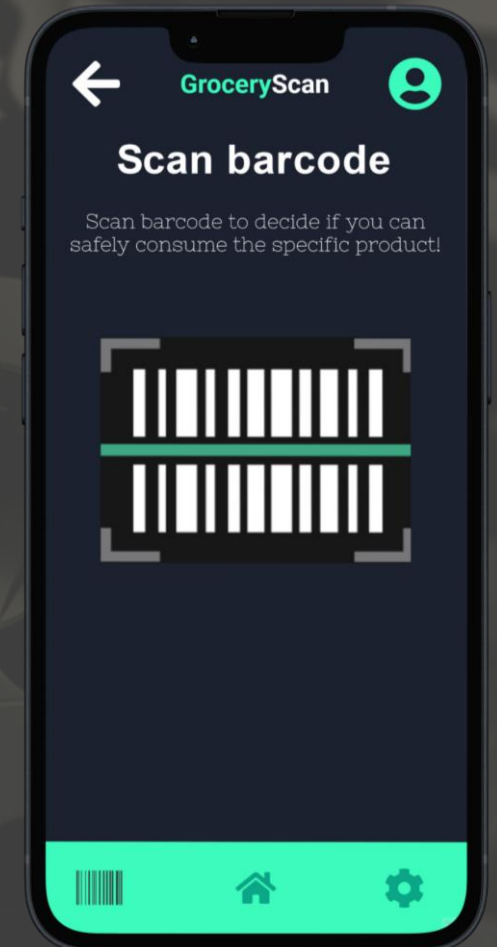
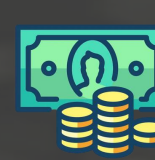
The solution

Barcode scanning in stores

Provide valid answer based on the ingredients

Instant answers: safe to eat OR not

Make life with allergies easier



Engines of Growth



Engines of Growth



Kickstarting growth by virality, then shifting to paid growth engine.



Word of mouth, sharing content, sending invites to your friends and a referral program.



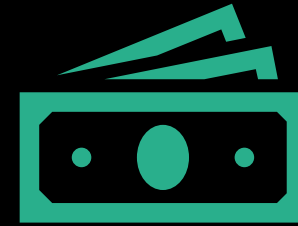
Monthly subscription plan for extra features added to the free version of the MVP.

Detailed metrics



Virality metrics

- Impressions (in news feed, etc.)
- Reach to download conversion rate
- Average usage frequency (how engaging)
- Retention rate (daily usage)
- Churn rate (losing customers)



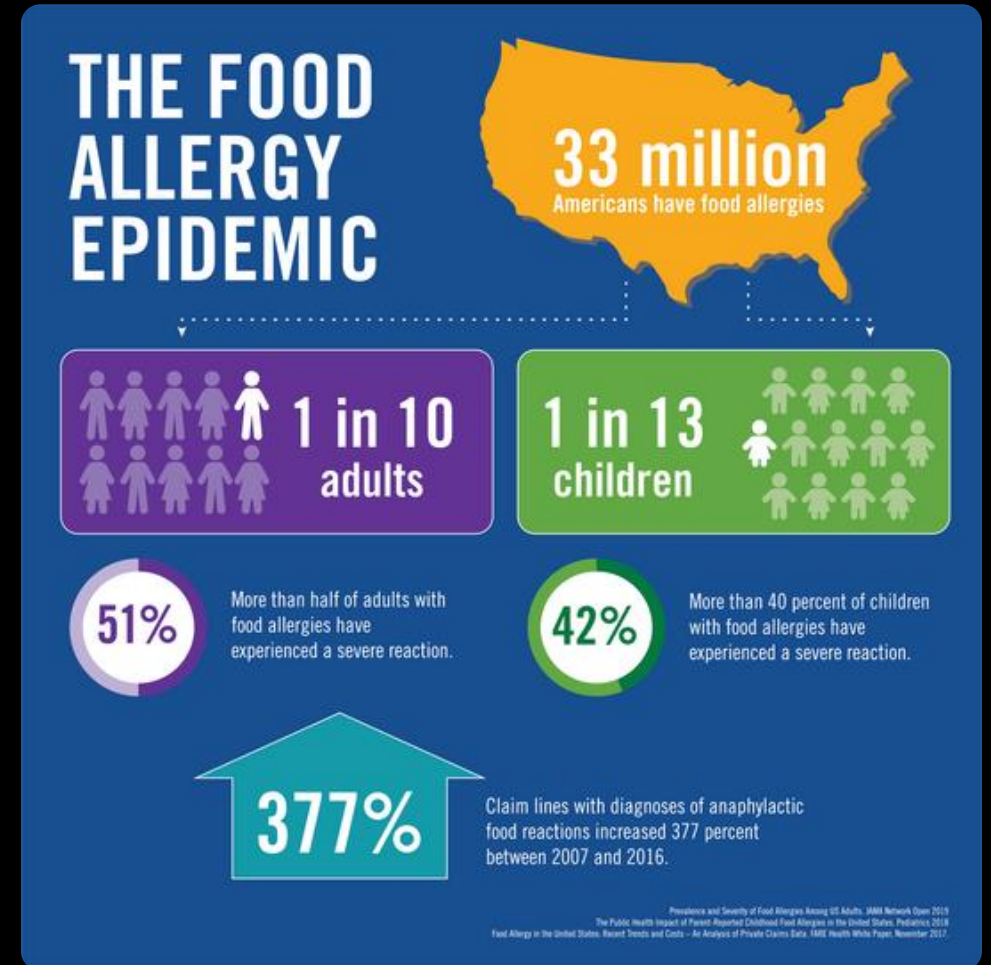
Paid metrics

- Average subscription period
- Trial to paid conversion rate
- Number of monthly/annual subscription

Metrics that Matter

Market analysis

- Age range: 18-32
 - Initial market: United States
 - Target amount: 20 million
 - With CR 0.5% = 100 000 ppl
-
- Pilot city: Los Angeles
 - Potential users: 15 000 ppl
 - Closed beta users: 700 ppl



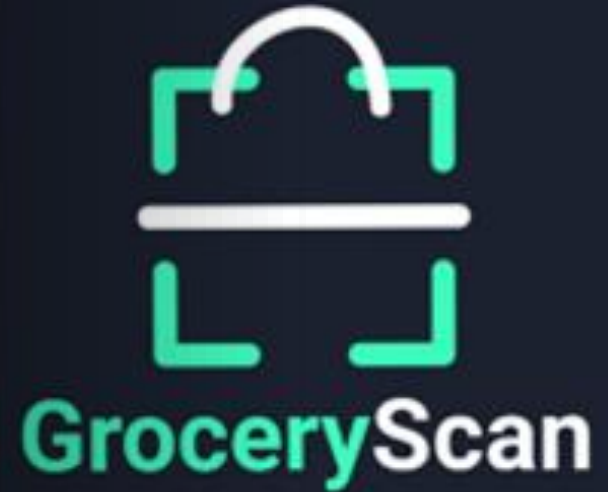
K-value

Viral for ~0.5 years \ $k=1.3$

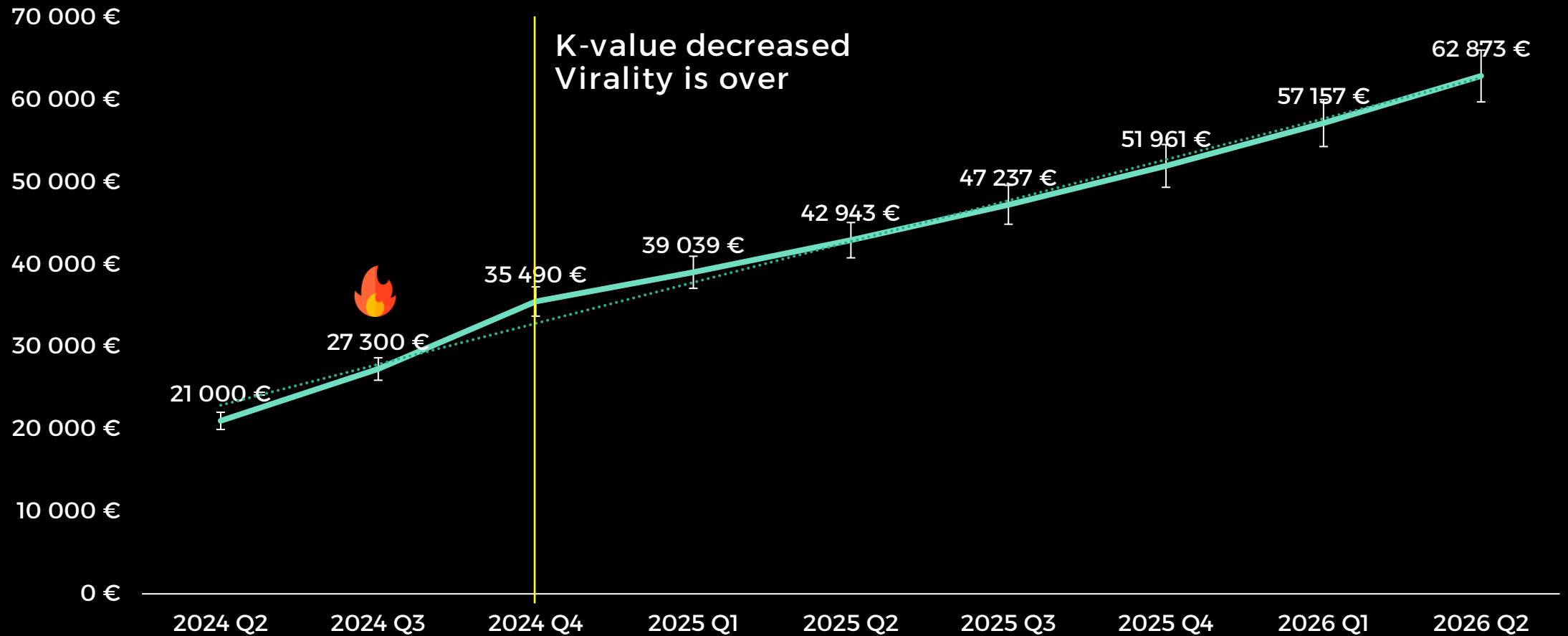
↓
Paid \ $k=1.1$

↓
Try to maintain forever

↓
Happy scanning!



Predicted growth value



Churn rate
monthly

Viral 10

Paid 1.3

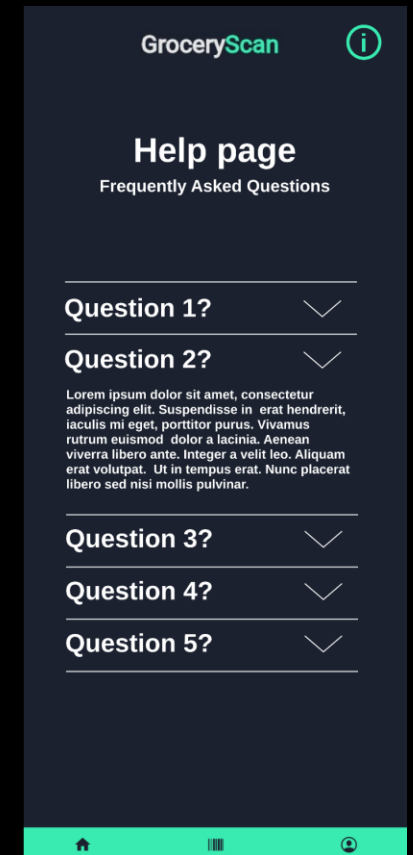
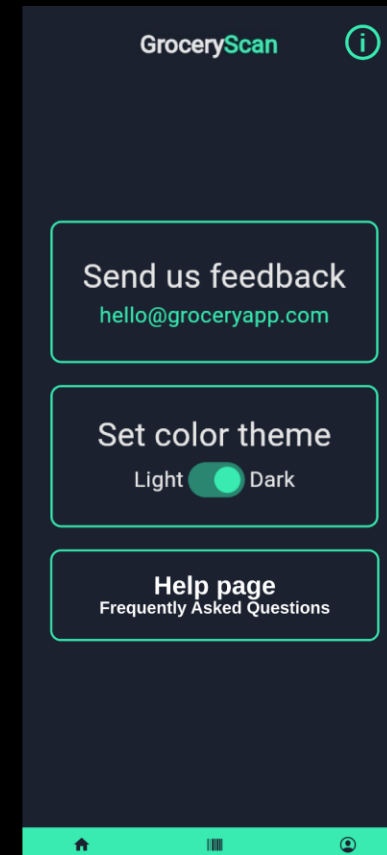
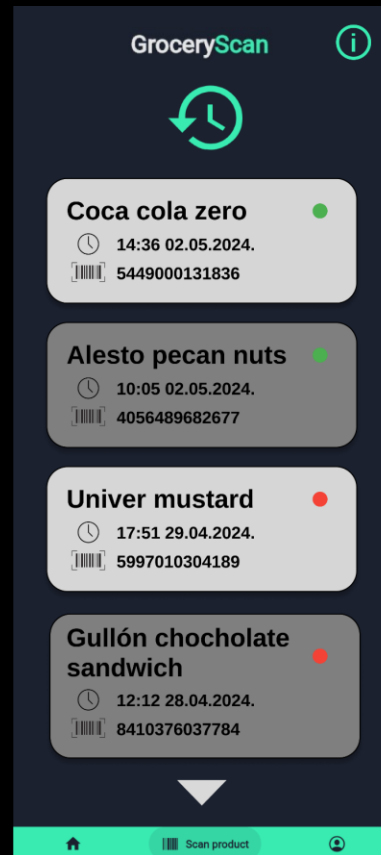
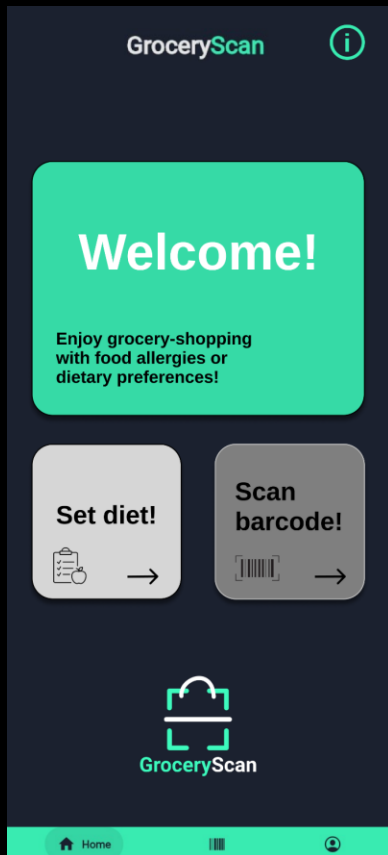


MVP Demonstration

Core features / Camera scanning / User preferences / Dark-Light mode on iOS

~8 mins

Further development opportunities



Planning the future

Exit Strategy: Management Buyout

Takeover by current employees, who know how things work and what are the long-term goals

Period I.	Period II.
30% of profit	20% of profit
until reaching 300,000 EUR	until reaching 200,000 EUR

Timing:

Base functionalities done, stable income from subscriptions

Exit over a period of time (~5 years)

Managerial and Ownership control: 49% → 0%



Benefits of Management Buyout

- **Alignment of Interests:** Align the interests of management and ownership, fostering a shared commitment to the company's success.
- **Stability:** Maintain stability and continuity in leadership and operations, minimizing disruption during the transition.
- **Flexibility:** Provide flexibility in the timing and structure of the acquisition, allowing for a gradual transition of ownership and control.



Team Members



Kata Sólyomvári
t9nqai

Mockup and layout design
Database seeding
UI/UX



Ádám Dienes
i93ajy

Database setup and deployment
API connection / DigitalOcean
Blackbox & Graybox App Testing



Bence Zsolt Beregi
dqk6te

Mobile application development
iOS and Android deployment
Testing & bugfixes



Happy scanning!

Are there any questions?

07 May 2024

