K. Sólyomvári, B. Beregi, Á. Dienes

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
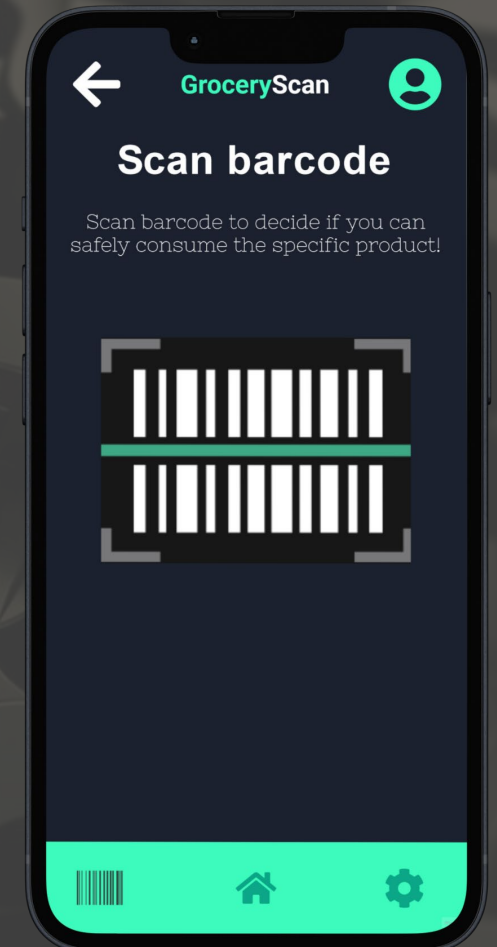
220M suffer from some food allergy worldwide

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 <u>extra features added</u> 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)
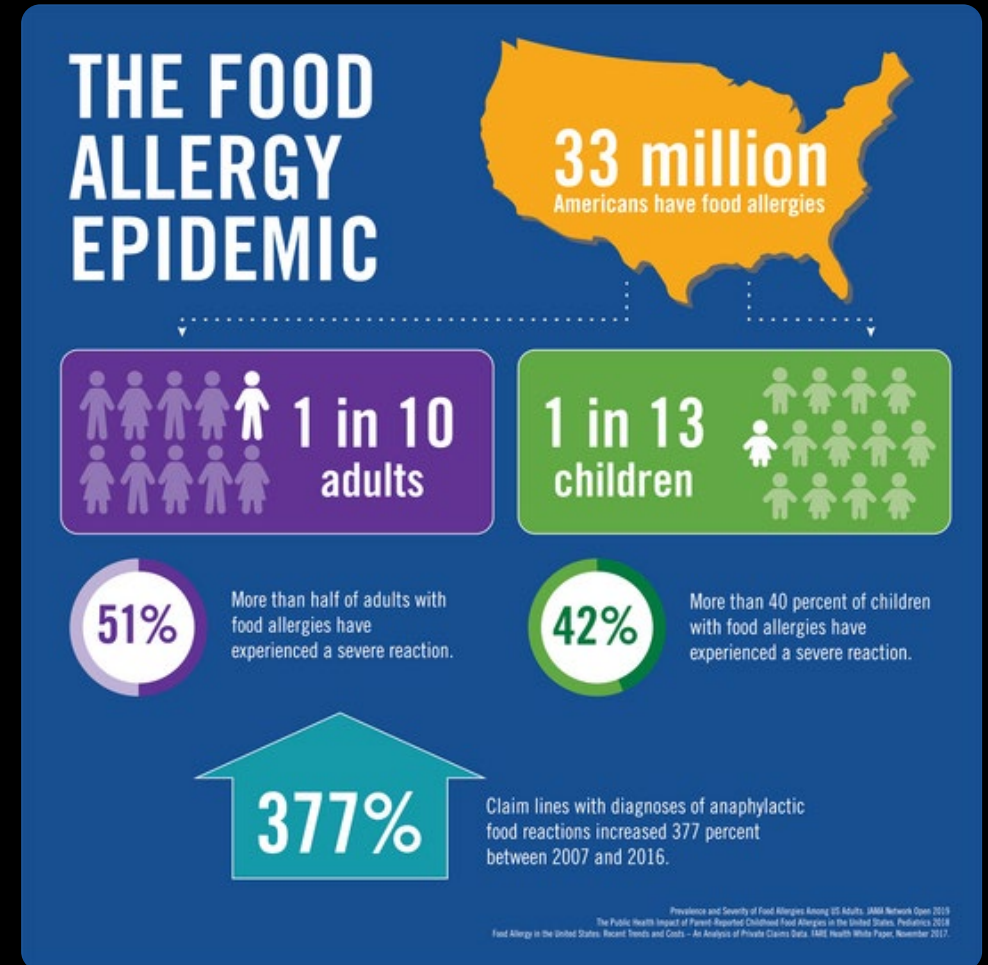
Churn rate (losing customers)
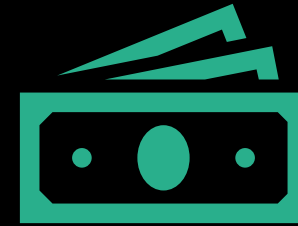
Paid metrics

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
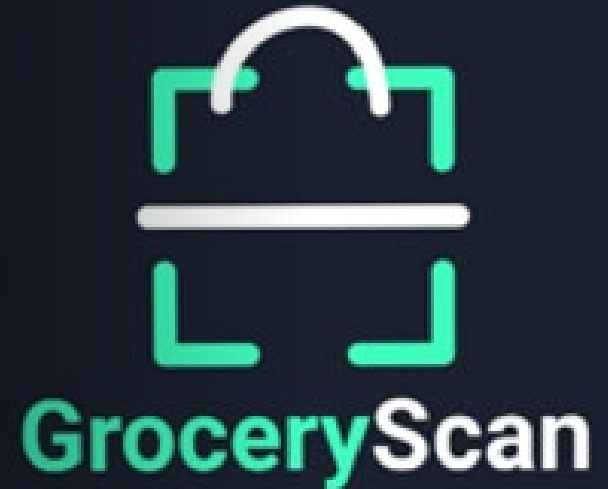- Potential users: 15 000 ppl
- Closed beta users: 700 ppl

THE FOOD ALLERGY EPIDEMIC

33 million Americans have food allergies

1 in 10 adults

1 in 13 children

51% More than half of adults with food allergies have experienced a severe reaction.

42% More than 40 percent of children with food allergies have experienced a severe reaction.

377% Claim lines with diagnoses of anaphylactic food reactions increased 377 percent between 2007 and 2016.

Prevalence and Severity of Food Allergies Among US Adults. JAMA Network Open 2019
The Public Health Impact of Parent-Reported Childhood Food Allergies in the United States, Pediatrics 2018
Food Allergy in the United States: Recent Trends and Costs – An Analysis of Private Claims Data, FARE Health White Paper, November 2017.

K-value

Viral for ~0.5 years \ k=1.3

Paid \ k=1.1

Try to maintain forever

Happy scanning!

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Predicted growth value

K-value decreased
Virality is over

70 000 €	
60 000 €	62 873 €
	57 157 €
50 000 €	51 961 €
	47 237 €
40 000 €	42 943 €
	39 039 €
30 000 €	35 490 €
	27 300 €
20 000 €	21 000 €
10 000 €	
0 €	

2024 Q2   2024 Q3   2024 Q4   2025 Q1   2025 Q2   2025 Q3   2025 Q4   2026 Q1   2026 Q2
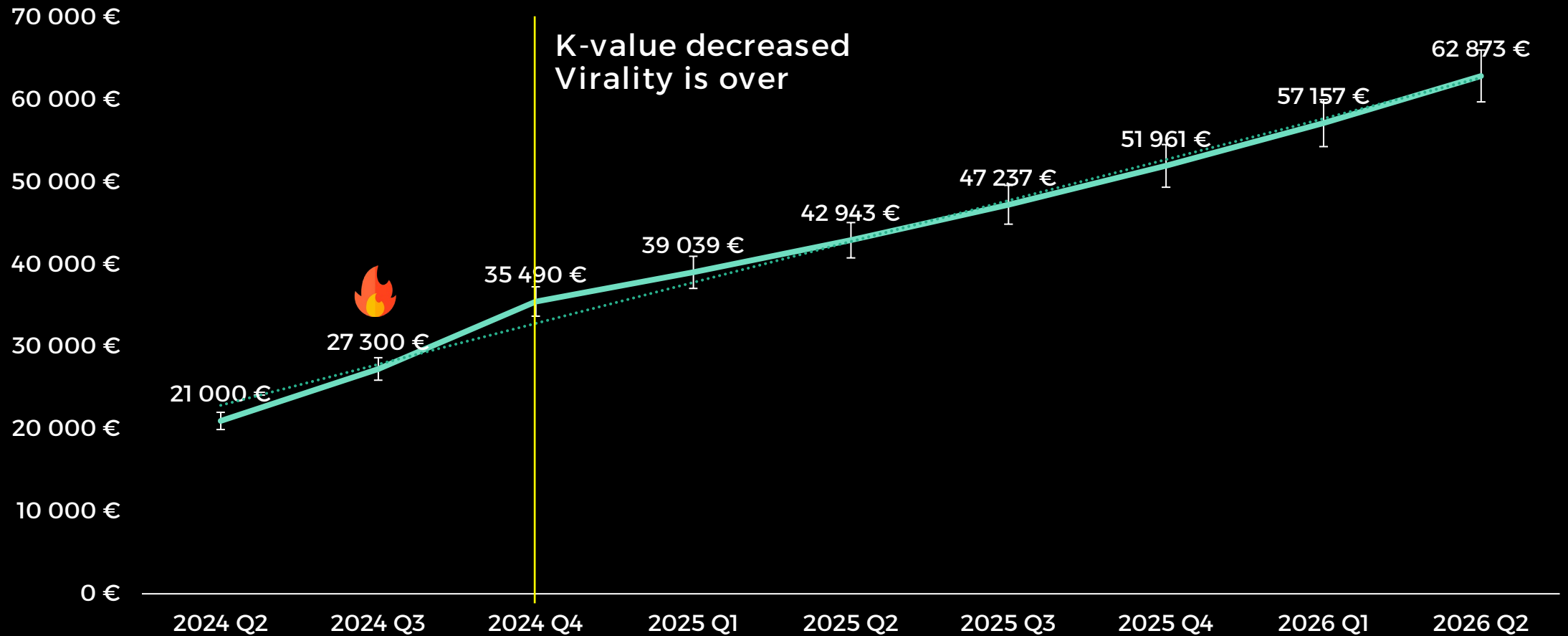
Churn rate
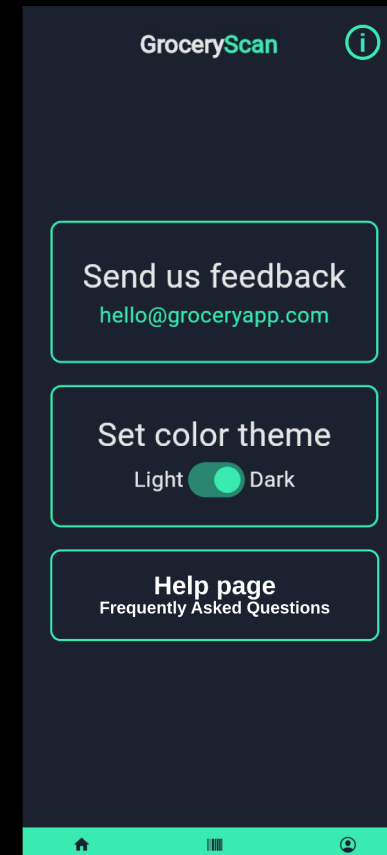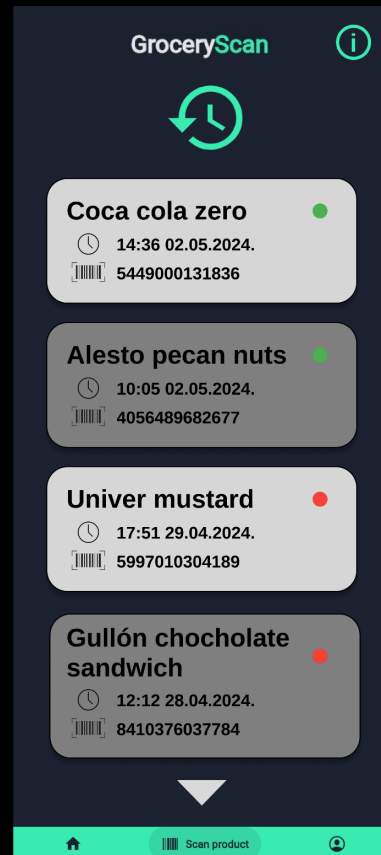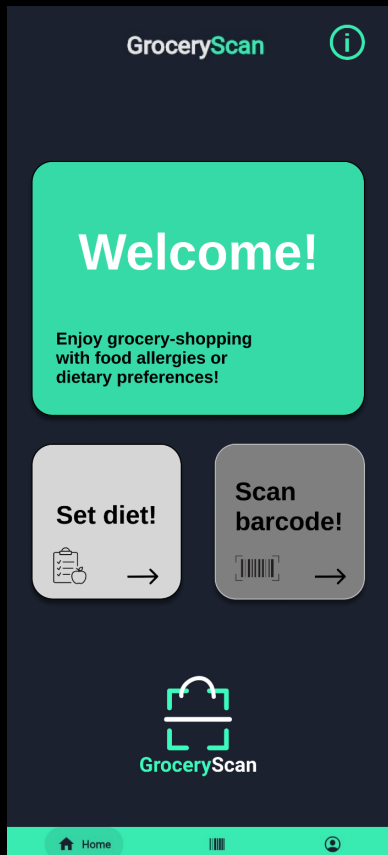monthly

Viral 10

Paid 1.3

MVP Demonstration

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

~8 mins

Further development opportunities
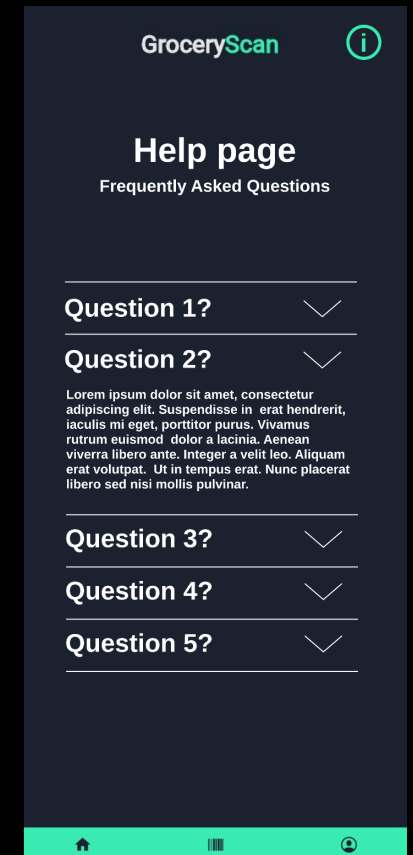
Planning the future

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.

EXIT ▶

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?

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