

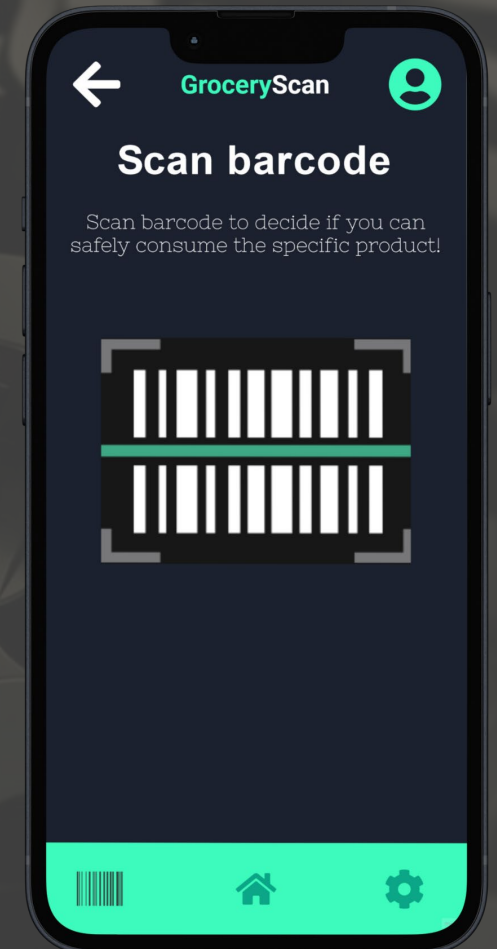
The solution

Barcode scanning in stores

Provide valid answer based on the ingredients

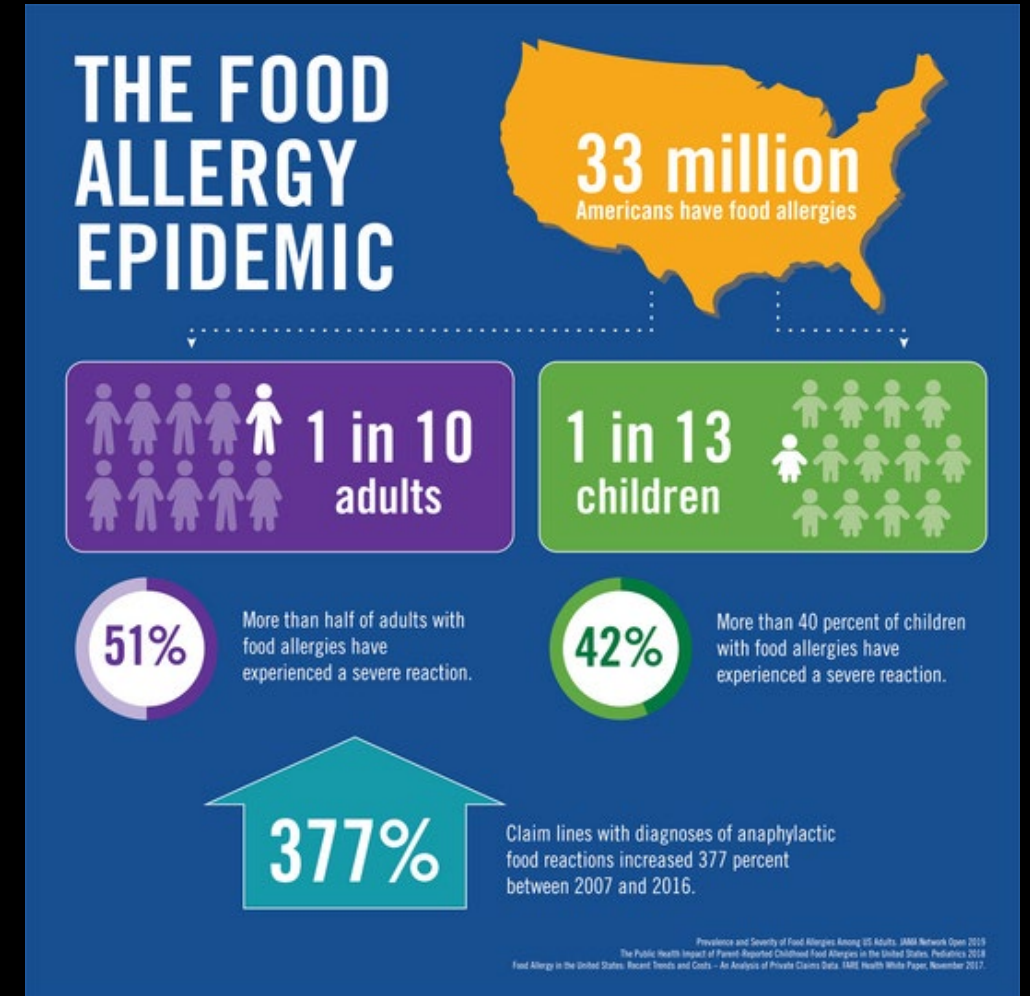
Instant alternatives

Make life with allergies easier



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



Financial metrics

Revenue run rate

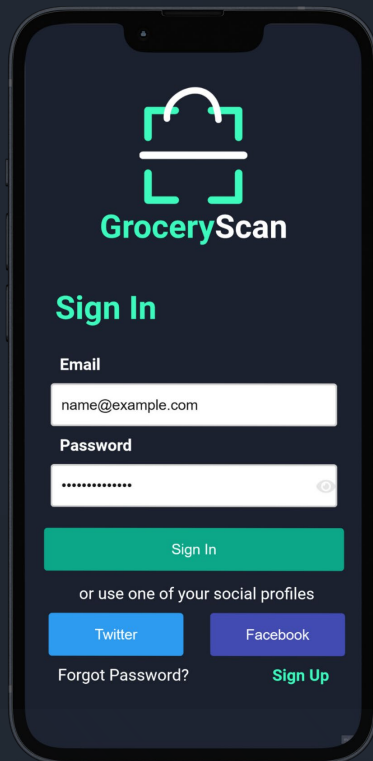


€10 monthly
with 700 users
= €7,000/month

Projected run
rate in 12
months =
€84,000/year

Financial metrics

Burn rate and runway



Development	€200,000
Marketing	€100,000
Office and servers	€50,000

Burn rate

$$= (\text{€}300,000 + \text{€}100,000 + \text{€}50,000) / 12$$
$$= \text{€}37,500 / \text{month}$$

Runway

$$= \text{€}1,000,000 / 37,500\text{€} = 26 \text{ months}^*$$

**Due to the initial angels investor and incubator programmes*

User metrics

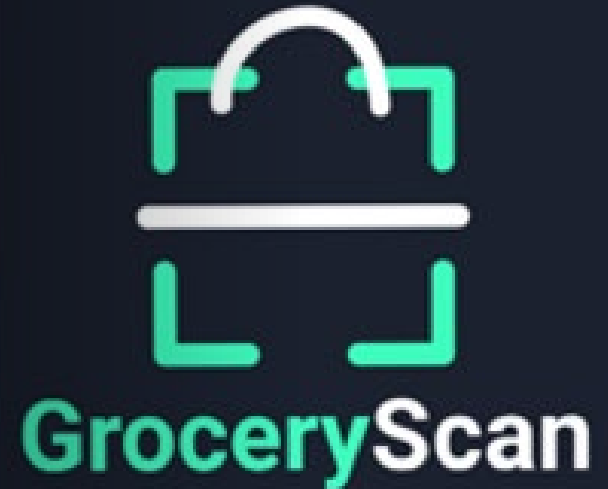
K-value

Viral for ~0.5 years \ $k=1.3$

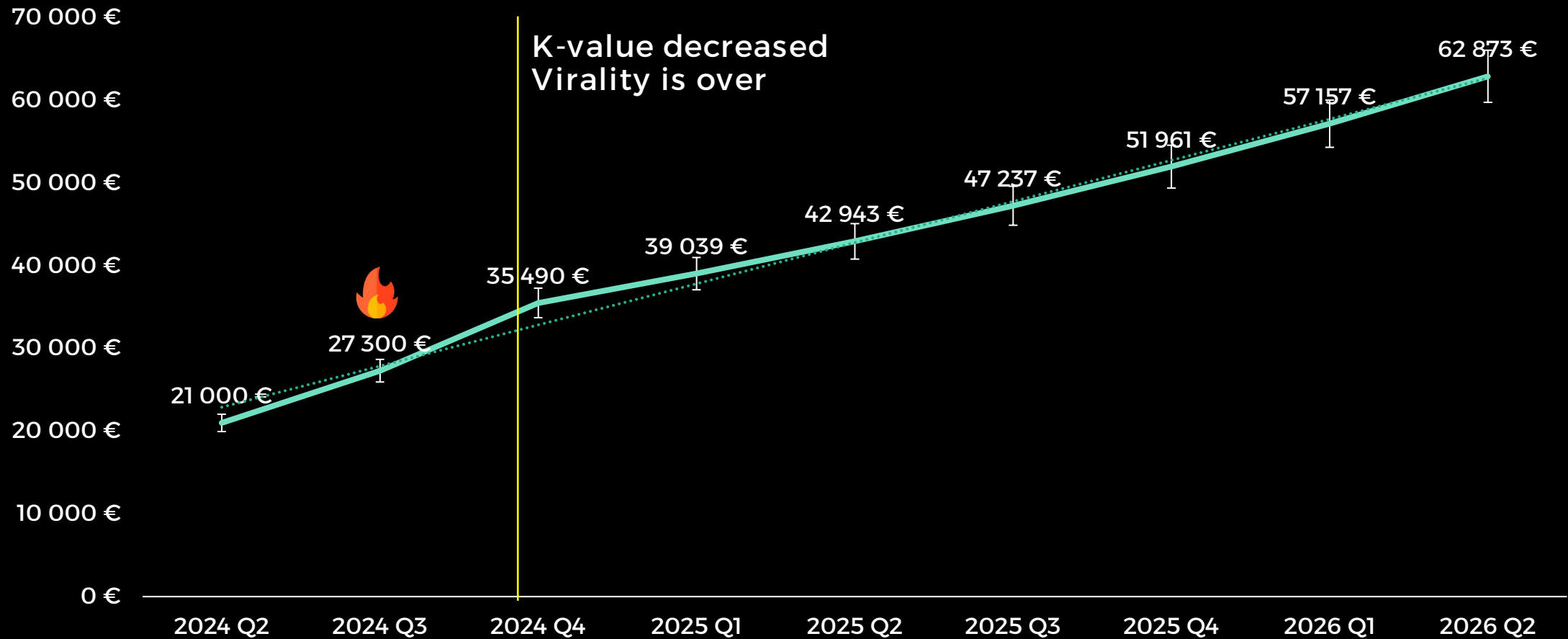
Paid \ $k=1.1$

Try to maintain forever

Be happy!



Predicted growth value



User metrics

Churn rate (monthly)

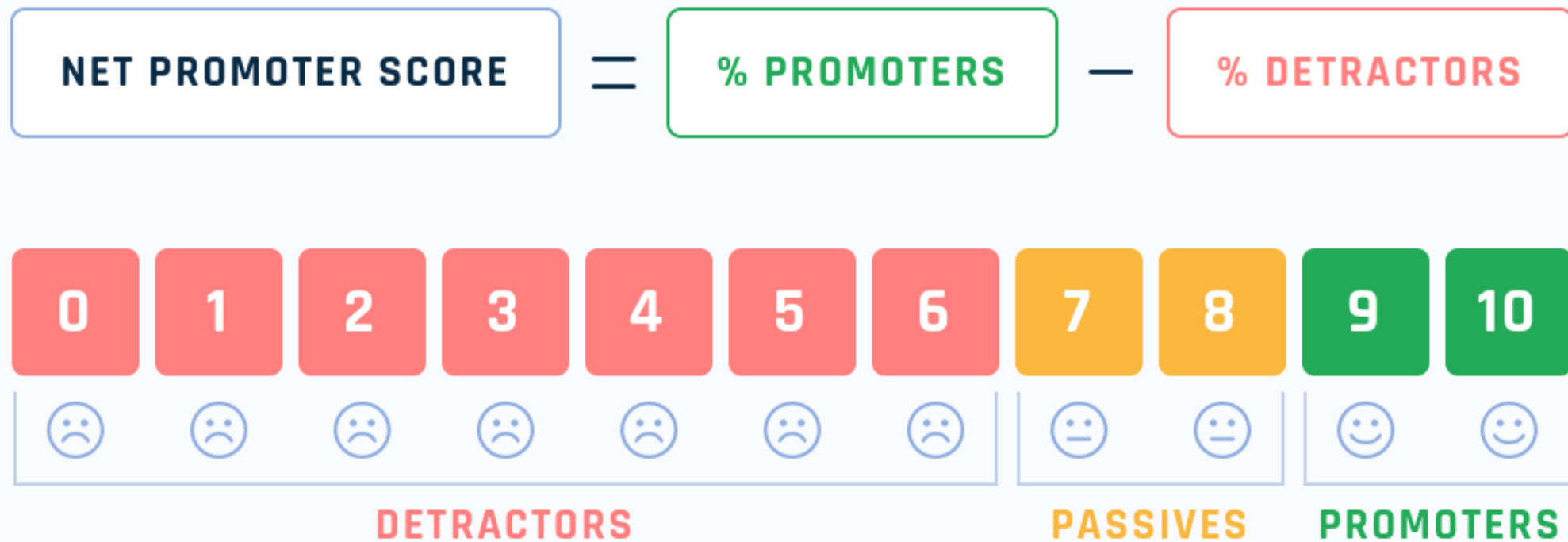
Viral 10

Paid 1.3

UA metrics

Net Promoter Score

65% promoters – 10% detractors
= **NPS 55**

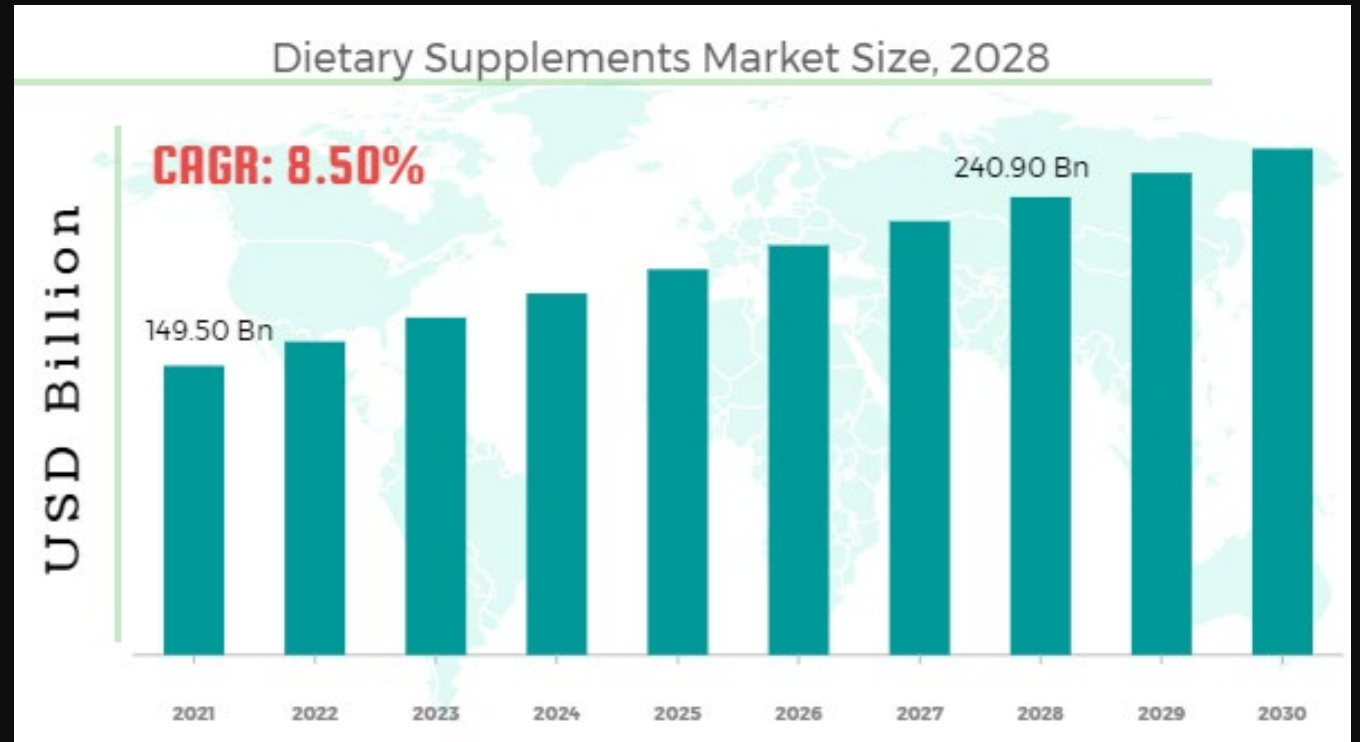


Market metrics

Total addressable market

“According to Facts and Factors, the Global Dietary Supplements Market Size was worth **USD 149 billion in 2021** and will grow **8.50%** to USD 240 billion by 2028.”

(according to [source](#))




Sales metrics

Magic number



$$|(Q2 - Q1)| * 4 / \text{expenses} = 6,300 * 4 / (3 * 37,500)$$

= 0.224



Thank you for your attention!

Are there any questions?

