**Full description:**An app that provide information as a dietitian, nutritionist, food educator, and health coach, with tangible results based on a completely customizable personal health (food allergies, conditions, etc.), diet (vegan, vegetarian, etc.), location, food availability and preferences (love fruits, don't like seafood, etc.), and target goals (lose weight, etc.) profile.   
  
After the user scan the bar code, take a picture, or enter the name of a product, the results provided by the app will be food facts, choices, and grades (A+, C-, etc.), what amount of them should be consumed, learn facts and compare them offering better choices, where to find and buy them based on location, what exercises to perform, etc., all based on personal health and goals.

**Purpose of Idea:** There is food in front of you but you don't know exactly how much of it to eat, if it is your best choice, or how healthy actually it is, to educate yourself and to achieve your health goals.

**Features List:** Complete health, diet, and personal food choices profile.   
Health target goals.   
Food scan and info.   
Food Consumption Recommendations.

**Target market:** Whoever wants to find the best quality food and learn how to consume it without hiring a professional dietitian, nutritionist, or coach.

**Barriers to entry:** The main barrier is the technical knowledge to acquire all the food and personal health and goals data and the algorithms to combine them into accurate results.

Your health profile + life style + location + food DB + health goals = How to eat responsibly.

**Problem:**There is a Food Product in front of you but there is not accessible information about   
how relevant, necessary, or healthy it is for your particular diet goals.

**User creates Profile**

**User Scans/Search Product**

**Location APIs**  
- Supermarkets  
- Local Markets  
- Restaurants

**User Profile DB**  
- *Health Profile*  
 - Age, BMI, Build, etc.  
 - Health Conditions  
 - Food Allergies, etc.  
 *- Life Style*  
 - Sedentary  
 - Active, etc.  
 - *Food Preferences*  
 - Avoid Seafood, etc.  
 - Prioritize Protein Intake  
 - Consider Exotic Food  
- *Diet Preferences*  
 - Vegan, Vegetarian  
- *Diet Goals*  
 - Lose Weight  
 - Maintain Weight  
 - Gain Weight

**Scanned Food Results**  
- Nutritional Facts  
- Healthy Facts (GMO, Organic, Processed, etc.)  
- Risks (Known Recalls,   
- Grade (Scale A+, B-, F, etc.)  
- Relevance to Diet Goals (Required, Avoid, etc.)  
 **Recommendations**  
 *- Consumptions Advice*  
 - Time Frame (daily, rarely, etc.)  
 - Serving Sizes  
 - Cooking Advice (raw, steamed, etc.)  
 *- Better Graded Food Options Advice*  
 - Supermarkets  
 - Restaurants  
 - Locations  
 - Prices  
 *- Workout Advice*  
 - Examples  
 - How To’s

**Foods APIs** (DBs)   
- Code Scan  
- Food Nutritional Facts  
- Food Historic Facts  
- Supermarkets Inventory  
- Food Prices  
- Food Availability

Algorithm

**APP**