



The TRUE way to manage diabesity



Overview

- Diabesity = Diabetes + Obesity**

- Diabesity is a modern epidemic
- DM alone is the eighth leading cause of death¹
- India – 49% of the world's diabetes burden²

- 72M cases in 2017 (4 in 50 people) 134 million by 2025²**

- 7th largest cause for deaths in India³
- Associated with lifestyle and dietary habits

Problem Statement

- HOW MIGHT WE PROVIDE diabesity-friendly food for newly-diagnosed diabetic and obese patients that is tasty and readily available and in the absence of which patients are struggling with home options which are not meeting their daily needs.**

Opportunity

- Help the diabetic **and obese** population get access to specially designed food – Office, Travel, Home
- Diagnosed patients to maintain their blood glucose levels - Doorstep delivery of Diet + Education

Market Size

- Online food delivery segment is estimated to amounts to **US\$7.12b in 2018 in India**
- **Freshmenu** case study - **20000 orders a day (Bangalore alone)**
 - @ \$2.5 per order – \$12M per year

1. Hales CN, Barker DJP. Type 2 (non-insulin-dependent) diabetes mellitus: the thrifty phenotype hypothesis. *International journal of epidemiology*. 2013;42(5):1215-22.

2. <https://www.firstpost.com/india/diabetes-is-indias-fastest-growing-disease-72-million-cases-recorded-in-2017-figure-expected-to-nearly-double-by-2025-4435203.html>.

3. <https://www.dnaindia.com/india/report-top-10-killers-in-india-2554388>

WHY NOT FRESHMENU?

The image is a collage of various elements. On the left, there's a black and white portrait of a woman, a close-up of a meal (bread, salad, tomato) on a red and white checkered cloth, and several promotional banners. One banner for DXC.technology features the text 'SO POWERFUL YOU WON'T NOTICE IT'. Another for ETtech features the headline 'DISRUPT WITHOUT DISRUPTIONS.' and the subtext 'Freshmenu revenues jump 72% to Rs 122.3 Cr, even as losses remain flat in FY18'. A third DXC.technology banner shows a woman on a phone. There are also smaller snippets of text and social media sharing options.

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DXC.technology

Technology News / Latest Technology News / Startups

Startups > freshmenu food cloud kitchen online food delivery earnings

Freshmenu revenues jump 72% to Rs 122.3 Cr, even as losses remain flat in FY18

Freshmenu has seen operating revenues increase 72% to come in at Rs 122.3 crore in FY18 compared with Rs 71 crore last year. Net losses rose only marginally to Rs 43.8 crore from Rs 42.2 crore last year.

Supraja Srinivasan | ETtech | Updated: November 29, 2018, 22:27 IST

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Cloud kitchen firm Freshmenu has seen a strong financial performance in FY18 with revenues surging even as the firm has managed to keep losses from heading north.

The Bengaluru-based food brand has seen operating revenues increase 72% to come in at Rs 122.3 crore in FY18 compared with Rs 71 crore last year, according to financial documents filed with the registrar of companies and accessed by data research platform Tofler.

DISRUPT WITHOUT DISRUPTIONS.

DXC.technology

DISRUPT WITHOUT DISRUPTIONS.

DXC.technology

NO SWIGGY EITHER

The image is a collage of various food delivery services and healthy meal delivery options. It includes logos for foodpanda, JUST EAT, SWIGGY, UBER eats, zomato, and foodzoo. Below these are numerous smaller images of food items, meal boxes, and promotional banners for services like Weight Watch Veg, Pita Pit India, Jyo Natural Rai, TOMOEA, Healthie, and cure.fit. The collage is set against a background of fresh vegetables and a red and white checkered cloth.

Top row:

- foodpanda
- JUST EAT
- SWIGGY
- UBER eats
- zomato
- foodzoo™

Middle row:

- Weight Watch Veg
- Midnight Food Delivery & Tiffin Service ...
auntieskitchenfood.blogspot.com
- Weight Watch Veg
- online meal & tiffins service in pune ...
uptownfoodies.co.in
- fresh food delivery from #Spoon...
pinterest.com

Bottom row:

- Diabetic Meal Delivery Ser...
freshlean.com
- 12 Diabetic Friendly Meal Delivery ...
foodform.com
- Food Delivery Startups In India
polkacafe.com
- Food Delivery Startups In India
polkacafe.com
- Food Delivery Startups In India
polkacafe.com
- Fruit for Diabetes – Is it Actually ...
masteringdiabetes.org
- NOW SERVING: HOTTEST MEALS FROM THE SPICIEST AIRLINE.
SPICEJET'S NEW IN-FLIGHT MENU IS HERE.
book.spicejet.com
- TECH STARTUPS
- cure.fit
- EAT FIT EVERY DAY
851 x 315
- Healthie

Bottom left sidebar:

- Eating well with Diabetes: North India ...
unlockfood.co
- Food Delivery Startups In India
polkacafe.com
- Online Diabetic-Friendly Foods...
m.naturebasket.co.in
- Food Delivery Startups In India
polkacafe.com
- weight loss meals
- weight loss diet plans

Bottom right sidebar:

- Order online: Get fresh food delivery from Spoon...
spoons11.com
- fresh food delivery from #Spoon...
pinterest.com
- Healthie Online Healthy Food Delivery ...
fmtmagazine.in
- Online Food Delivery Business...
karamatsews.com

COMPETITIVE ANALYSIS

Subscription Diets

Pay per dish

growfit

DIABETES/THE LOW-GLYCAEMIC-INDEX COLLECTION

Filter Products

- Ultra Low Carb Flour: The lowest carb content of any flour in the market. 800g - ₹ [+] [Remove]
- Almond Keto Dark Chocolate Bar: Give in to that chocolate craving, the healthy way. Price - ₹ [+] [Remove]
- Flax Almond Cracker: Mid-meal snacking was never this healthy. From Rs. [+] [Remove]
- Ketogenic Coconut Flake Cereal: A delicious start to your day. Choco [+] [Remove]
- High Protein Flour: Lean, mean, and packed with protein! Bangalore [+] [Remove]
- The Lean Machine Keto Program: 7 Day Subscription [+] [Remove]

\$ 4.5 M Raised in funding

CALORIE CARE™ DELICIOUS MEALS | FITNESS DELIVERED

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Healthy Meal Plans
You choose a meal plan and we will deliver different meals everyday

Customize Your Plan Weight Loss Weight Training Diabetic

TIME MENU PORTION

Breakfast Lunch Dinner Veg Egg Based Non-Veg Small Medium Large

LOW SUGAR [+] Low LET'S CHAT! [+] Chat now

We serve popular recipes such as Sabudana Khichdi, Parathas, aloo sandwiches etc. with no added sugar. This ~450 calorie (small portion) low sugar meal comprises of one main item along with accompaniments. Chat now

Revenue: \$ 2 M

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Breakfast Lunch Snacks Dinner

Subscribe to breakfast Meal boxes, zero delivery charges Why subscribe >

Power Breakfast Veg

Power Breakfast Egg

Revenue: \$ 20 M (Group)

a salad COMPANY

We deliver Fresh and Healthy Lunch/Dinner Right to your home/office

MON-FRI 09:00 - 18:00 +91 80 30636310

Home Chef OOTABOX [+] 0 ORDER FROM A HOME CHEF NEAR YOU SUBSCRIPTIONS

Healthy Lunch/Dinner Delivery

'A Salad Company' delivers to your office (or) home a healthy

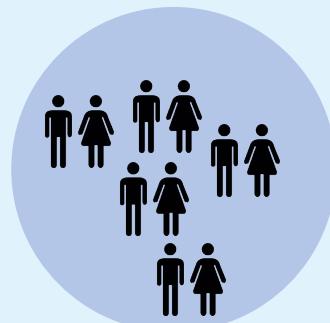


Oota Box is a Home Cooked Food Delivery service, food pooling among a network of 1k+ homes, office food delivery, well documented kitchens community of talented chefs & bingers.



DIETADDA's USP

- DIRECT PARTNERSHIP with clinics like Health Total, Truweight, LifeSpan, HealthifyMe to serve the diet needs of their customers



Life Style Modification

Shell out serious money for:

- Permanent weight loss
- Live healthy
- Little changes

Provide tailored plan to achieving goal

Lifestyle management clinics:

HealthTotal

by Anjali Mukerjee



HealthifyMe



Physician clinics / Dieticians

Dr. Mohan's
DIABETES SPECIALITIES CENTRE

Slimming centers



HERBALIFE NUTRITION

V3 SlimCare

Subscribe to food delivery services



CUSTOMER PRESENCE

Google weight loss clinic near me

La Belle Slimming and Skin Clinic
4.6 ★★★★★ (301) · Weight lo...
1.7 km · Bengaluru, Karnataka
080 4172 1444
Closed · Opens 10AM

WEBSITE DIRECTIONS

Truweight
5.0 ★★★★★ (13) · Weight loss...
750.0 m · Bengaluru, Karnataka
1800 102 1255
Closed · Opens 10AM

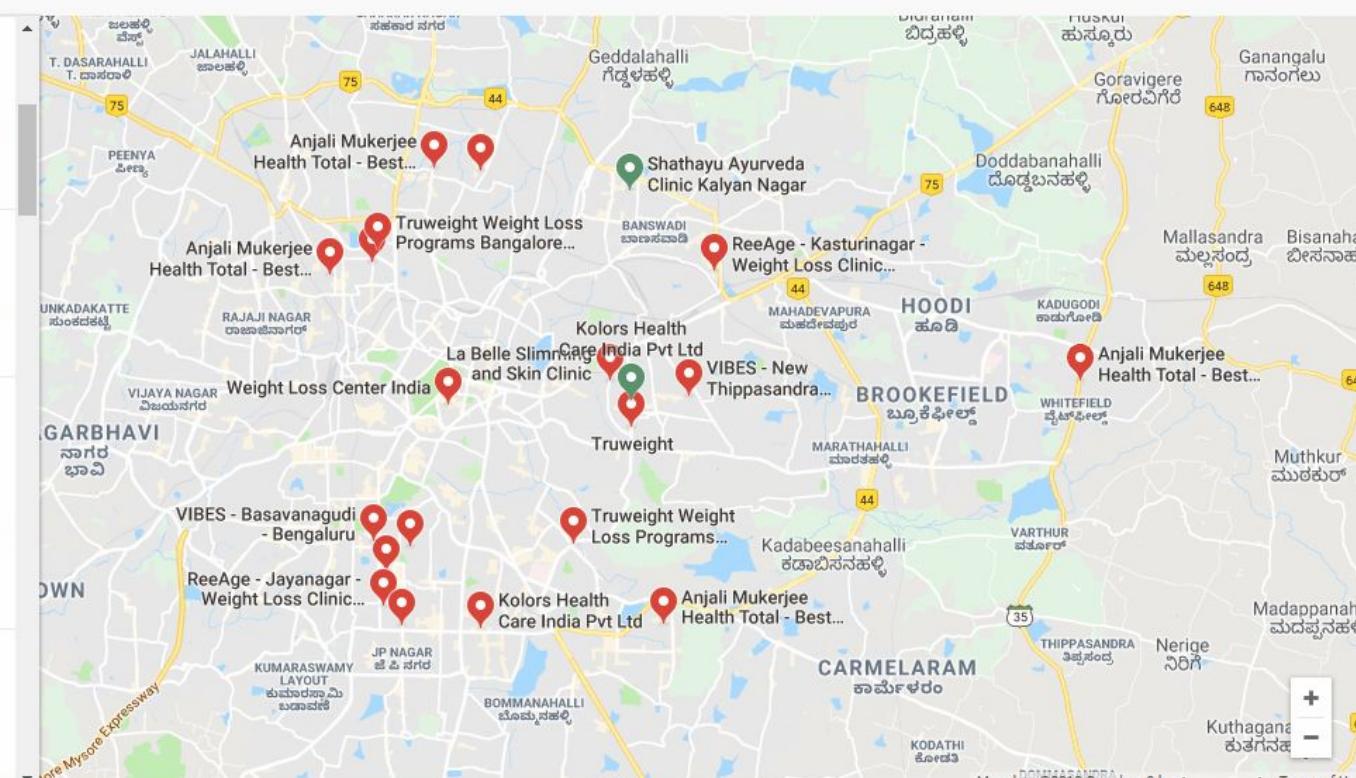
WEBSITE DIRECTIONS

Kolors Health Care India Pvt Ltd
4.8 ★★★★★ (1,216) · Weight l...
1.0 km · Bengaluru, Karnataka
090144 06666
Open · Closes 8:30PM
Their website mentions weight loss clinic

WEBSITE DIRECTIONS

VIBES - New Thippasandra - B...
3.5 ★★★★★ (8...) · Weight l...
1.1 km · Bengaluru...
080 2525 6606
Open · Closes

SCHEDULE WEBSITE DIRECTIONS



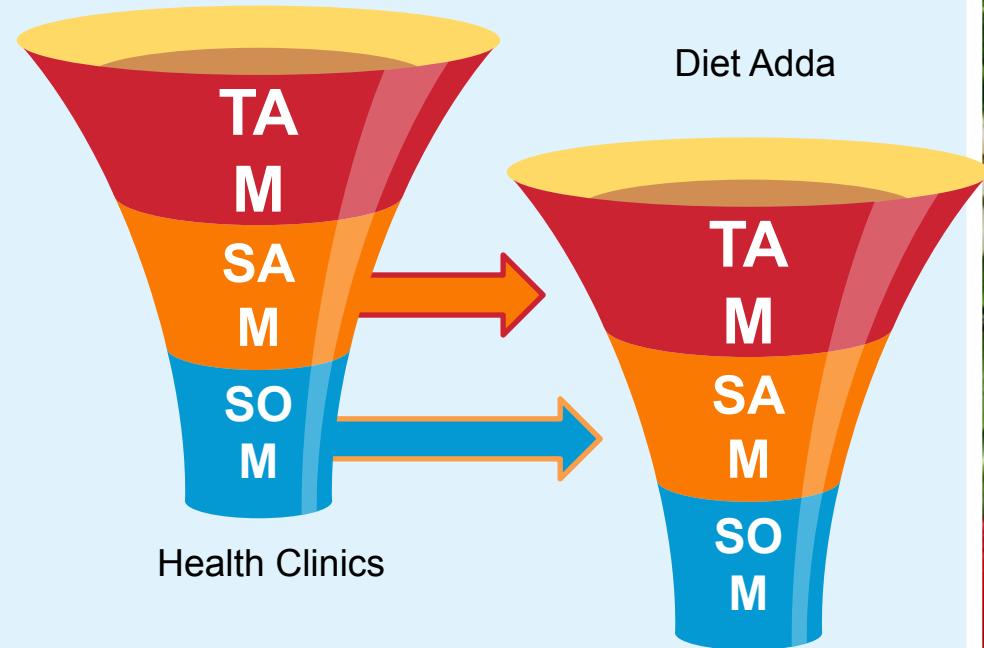
The map displays several weight loss clinics in Bengaluru, including Anjali Mukerjee Health Total - Best..., Truweight Weight Loss Programs Bangalore, Shathayu Ayurveda Clinic Kalyan Nagar, ReeAge - Kasturinagar - Weight Loss Clinic, La Belle Slimming Care India Pvt Ltd, VIBES - New Thippasandra, Truweight, VIBES - Basavanagudi - Bengaluru, ReeAge - Jayanagar - Weight Loss Clinic, Kolors Health Care India Pvt Ltd, and Anjali Mukerjee Health Total - Best... The map also shows major roads like the Mysore Expressway, National Highway 75, and National Highway 44.

BMC5.0 FOR DIETADDA

<h3>Key Partners</h3>  <ul style="list-style-type: none">• Health Clinics• Delivery partners: Swiggy/Food panda• Dieticians• Leased Kitchens	<h3>Key Activities</h3>  <ul style="list-style-type: none">• Follow the diet plan generally Rxed for people with diabetes• Marketing campaigns	<h3>Value Proposition</h3>  <ul style="list-style-type: none">• Doctor Prescribed meal plan delivered at their doorstep at office or home which helps them stay compliant to the prescribed diet.	<h3>Customer Relationships</h3>  <ul style="list-style-type: none">• Periodic data about customer's diets and cheat days• Trial period offers	<h3>Customer Segments</h3>  <p>Customers of Health Clinics / Nutrionists / Dieticians who may be:</p> <ul style="list-style-type: none">• Bachelors away from home• Nuclear working couples• Empty Nests• High-Flying frequently travelling executives
<h3>Cost Structure</h3>  <ul style="list-style-type: none">• Royalty to Health Clinics / Nutrionists• Marketing and content• Psychologist• Commission for delivery partner and home kitchens• 10% discount for customers who plan their diets for planned timeperiods and upfront payment for the entire duration	<h3>Key Resources</h3>  <ul style="list-style-type: none">• Cloud infrastructure• Skilled resource• Infrastructure (Leased kitchens)	<h3>Revenue Streams</h3>  <p>Revenue from sale of Rxed diet plans Subscription from paying customers for dietary/lifestyle consultations (OTR)</p>		

The Collaboration Advantage

- **DietAdda** : Direct access to customers
- **Customer**: Stays compliant
- **Health Clinics**: Get data, increase goal achievers and increase revenue



Validation

Anecdotal research – personal interview with doctors about customers

- Dr Bhavita Doshi - M.D. (A. M) | Trainer Nutritionist | National diabetic educator – Health Total
- Ms. Anudita Chakarborty - M.Sc Food Science and Nutrition | Dietitian/Nutritionist – Health Total



Validation

Anecdotal research – personal interview with doctors about the solution

- Dr Bhavita Doshi - M.D. (A. M) | Trainer Nutritionist | National diabetic educator – Health Total
- Dr Shradha Kamat - M.D. (A. M) | Circle Incharge | Health Total
- Dr Bhaskar Rajkumar – MD | CEO – MediKnit (Doctor Education)
- Dr Rajesh Hariharan – MD (Med) | Private clinic | Rajajinagar
- Mr Chirag Mahajan – City controller – Bangalore | Health Total ((Scheduled in))

Revenue may be
lean

Customer
convincing

Customers need
this service

Mutual benefit

Food Pharmacy



Validation with the customers

People who like HealthyMe
You liked this page

Mutual Friends City Education Work

HealthyMe

HealthyMe is India's largest and most loved health & fitness app with over million users serviced by a network of top nutritionists and trainers. Download HealthyMe, an Android and iOS.

App Page 1,026,602 people follow this 960,119 people like this

Bonita Patel Banjay Sharma

Bonita Patel 0 mutual friends 0 things in common including HealthyMe Lives in Bangalore, India

Banjay Sharma 0 mutual friends 0 things in common including HealthyMe Lives in Bangalore, India

Abhay Taneja Kausik Jayashankar Bharati Jain Bimal Das

Abhay Taneja 0 mutual friends including HealthyMe 0 things in common including HealthyMe Lives in Birmingham, United Kingdom

Kausik Jayashankar 0 mutual friends 0 things in common including HealthyMe Lives in Bangalore, India

Bharati Jain 0 mutual friends 0 things in common including HealthyMe Lives in Bangalore, India

Bimal Das 0 things in common including HealthyMe Trained graduate teacher at Top high school

Niyetha Mohan Kanchi Outwadi Anju Gupta Dipenkar Nag

Niyetha Mohan 0 things in common including The Logical Indian Lives in Bangalore, India

Kanchi Outwadi 0 mutual friends 0 things in common including HealthyMe Lives in Bangalore, India

Anju Gupta 0 mutual friends including Gopal Gupta and Leela M... 0 things in common including HealthyMe Lives in Bangalore, India

Dipenkar Nag 0 mutual friends including Kavita Sarker and R... 0 things in common including HealthyMe Lives in Bangalore, India

Pankaj Nager Prema Kumari Ratna Misra Joyita Ray

Pankaj Nager 0 things in common including HealthyMe Lives in Jaipur City, Rajasthan, India

Prema Kumari 0 mutual friends 0 things in common including HealthyMe Lives in New Delhi, India

Ratna Misra 0 things in common including HealthyMe Lives in New Delhi, India

Joyita Ray 0 things in common including HealthyMe Lives in Bangalore, India

Radhastree Bora Khushboo Purhoti Vijay Laxmi Jain Bunittha Bo

Radhastree Bora 0 things in common including HealthyMe Lives in Silvassa, Gujarat, India

Khushboo Purhoti 0 mutual friends including Shreyansh Patel and ... 0 things in common including HealthyMe Lives in Bangalore, India

Vijay Laxmi Jain 0 things in common including HealthyMe Lives in Udaipur, Rajasthan

Bunittha Bo 0 mutual friends including Seetha Venugopal and ... 0 things in common including HealthyMe Lives in Bangalore, India

Diganta Bhattacharya Manjunath Kalingarao Tanmay Dubey Sanjeev Sharma

Diganta Bhattacharya 0 things in common including Dr. Ap... Das and Amit Dhar Lives in Bangalore, India

Manjunath Kalingarao 0 mutual friends including Ravinder Singh and Suse... 0 things in common including HealthyMe Lives in Bangalore, India

Tanmay Dubey 0 mutual friend Aparnaika Kawatra 0 things in common including HealthyMe Lives in Bangalore, India

Sanjeev Sharma 0 mutual friend Aparnaika Kawatra 0 things in common including The Logical Indian Lives in Bangalore, India

People who like Truweight
You liked this page

Mutual Friends City Education Work

Truweight

Honest Weight Loss through Super Foods. No pills, No gadgets. No false promises.

Health & Wellness Website 122,328 people follow this 122,168 people like this

Bri Nithya Maitreyananda Sri Venkatesh Green

Bri Nithya Maitreyananda 0 mutual friends including Sri Venkatesh Green and ... 0 things in common including Truweight Lives in Bangalore, India

Sri Venkatesh Green 0 things in common including The Logical Indian Lives in Bangalore, India

Arun Kumar O Meia Vandana Kapoor Sandhu Lekhmi

Arun Kumar 0 mutual friends 0 things in common including HealthyMe Lives in Bangalore, India

O Meia 0 mutual friend Arun Sam 0 things in common including Truweight Lives in Bangalore, India

Vandana Kapoor 0 mutual friends Pandyan Subramanian and ... 0 things in common including HealthyMe Lives in Bangalore, India

Sandhu Lekhmi 0 mutual friends including Nityanand Anand and ... 0 things in common including Truweight Lives in Bangalore, India

Bangita Gupta Santosh Palrecha Veena Sharma Ropali Temple

Bangita Gupta 0 mutual friends 0 things in common including HealthyTotal + Angel... Lives in Bangalore, India

Santosh Palrecha 0 things in common including Bangalore, India Lives in Bangalore, India

Veena Sharma 0 things in common including HealthyTotal + Angel... Lives in Bangalore, India

Ropali Temple 0 things in common including Healthy Total + Angel... Insurance advisor at Kotak Mahindra Lives in Bangalore, India

Vandana Saxena Varsha Jain Usha Thorat Sheetal Purohit

Vandana Saxena 0 mutual friend Anurag Saxena 0 things in common including HealthyTotal + Angel... Lives in Kozhikode, India

Varsha Jain 0 things in common including HealthyTotal + Angel... Lives in Kozhikode, India

Usha Thorat 0 things in common including HealthyTotal + Angel... Lives in Pune, Maharashtra

Sheetal Purohit 0 things in common including Bangalore, India Lives in Bangalore, India

Priya Bhingali Sudha Bir Kusumdevi Dhermalchawla Kalpana Parie

Priya Bhingali 0 things in common including HealthyTotal + Angel... Lives in Delhi, India

Sudha Bir 0 things in common including Bangalore, India Lives in Bangalore, India

Kusumdevi Dhermalchawla 0 mutual friend Ganesh Mehta 0 things in common including HealthyTotal + Angel... Lives in Bangalore, India

Kalpana Parie 0 things in common including HealthyTotal + Angel... Lives in Pune, Maharashtra

Pooja Chhani Ben Ashmiti Savitri Mehta Manisha Jaiwal

Pooja Chhani 0 things in common including HealthyTotal + Angel... Lives in Mumbai, Maharashtra

Ben Ashmiti 0 things in common including HealthyTotal + Angel... Lives in Mumbai, Maharashtra

Savitri Mehta 0 things in common including HealthyTotal + Angel... Lives in Mumbai, Maharashtra

Manisha Jaiwal 0 things in common including HealthyTotal + Angel... Lives in Mumbai, Maharashtra

People who like Health Total - Anjali Mukherjee
You liked this page

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Health Total - Anjali Mukherjee

This is the fan page of Anjali Mukherjee Health Total <http://bit.ly/2OpRN> <https://twitter.com/MukherjeeHT>

Health Beauty 2,786 people follow this 2,623 people like this

Vanitha Jain Jeetu Agarwal

Vanitha Jain 0 mutual friend Jagadeesh Munisamy 0 things in common including Health Total + Angel... Lives in Bangalore, India

Jeetu Agarwal 0 things in common including Bangalore, India Lives in Bangalore, India

Bangita Gupta Santosh Palrecha Veena Sharma Ropali Temple

Bangita Gupta 0 things in common including Bangalore, India Lives in Bangalore, India

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Kalpana Parie 0 things in common including HealthyTotal + Angel... Lives in Pune, Maharashtra

Pooja Chhani Ben Ashmiti Savitri Mehta Manisha Jaiwal

Pooja Chhani 0 things in common including HealthyTotal + Angel... Lives in Mumbai, Maharashtra

Ben Ashmiti 0 things in common including HealthyTotal + Angel... Lives in Mumbai, Maharashtra

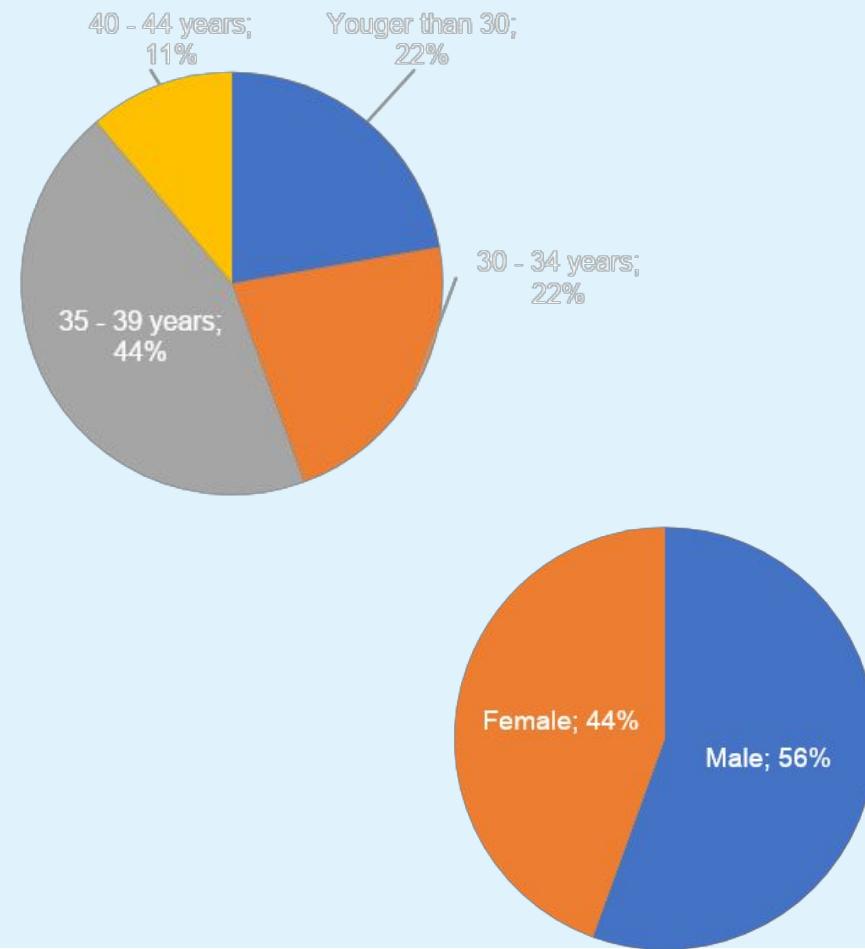
Savitri Mehta 0 things in common including HealthyTotal + Angel... Lives in Mumbai, Maharashtra

Manisha Jaiwal 0 things in common including HealthyTotal + Angel... Lives in Mumbai, Maharashtra

Validation

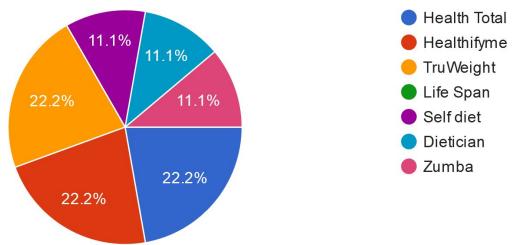
Personal interviews with customers* at Health Total, TruWeight, HealthifyMe

1. Mr. Ashish Patil
2. Mr. Pawan Kumar
3. Ms. Deepti Bhagwat
4. Mr. Manjunath Iyer
5. Ms. Shruti Nayak
6. Mr. Ram Chandra
7. Ms. Anu Patel
8. Mr. Vinod Kumar
9. Ms. Suma Kole
10. Mr. Narendra Samal
11. Mr. Prajananda
12. Ms. Pali



Your lifestyle management clinic

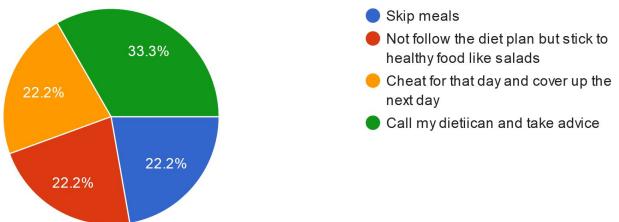
9 responses



- Health Total
- Healthifyme
- TruWeight
- Life Span
- Self diet
- Dietician
- Zumba

Given that you have a desire to stay committed to the diet plan Rxed by your dietician, when faced with the challenge...he day, what alternatives do you look at

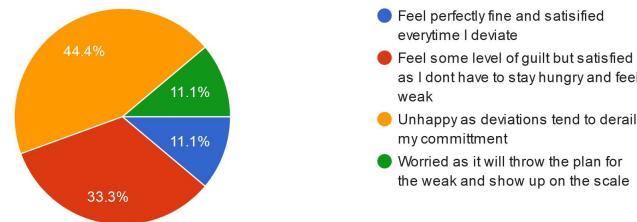
9 responses



- Skip meals
- Not follow the diet plan but stick to healthy food like salads
- Cheat for that day and cover up the next day
- Call my dietician and take advice

When deviating from your diet plan and given that you are careful of what you eat, what is the level of your satisfaction at the end of the day

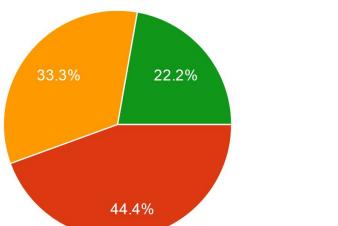
9 responses



- Feel perfectly fine and satisfied everytime I deviate
- Feel some level of guilt but satisfied as I don't have to stay hungry and feel weak
- Unhappy as deviations tend to derail my commitment
- Worried as it will throw the plan for the week and show up on the scale

If you were given an option from a restaurant/ cafe/home chef who offered exactly as per your diet plan that will... can't make a meal, what would you do?

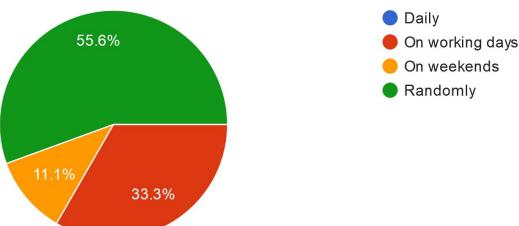
9 responses



- Nothing can match my cooking at home, so don't feel that I would order
- Will order depending on the price
- Give it a try based on the option available
- Will not bother cause it will not be tasty, so eat normal food
- Will order eyes closed

Given your daily schedule and routine, how often would you order from the meal supplier?

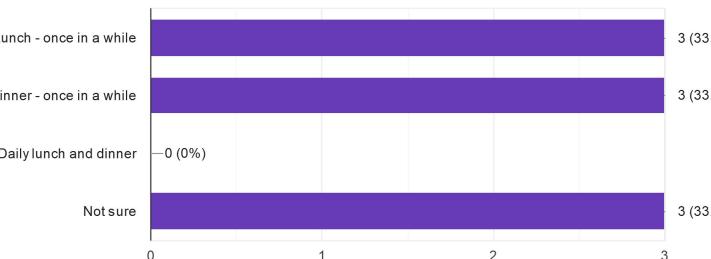
9 responses



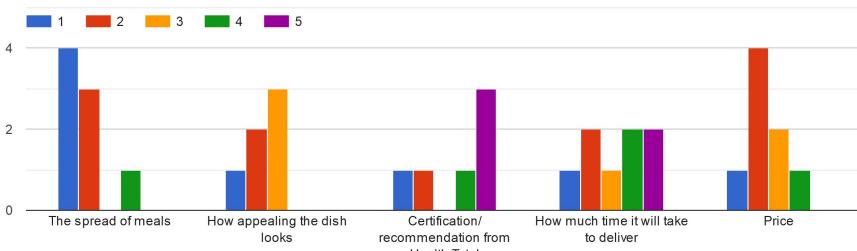
- Daily
- On working days
- On weekends
- Randomly

From the following choice of options, which of the following would you mostly likely go for

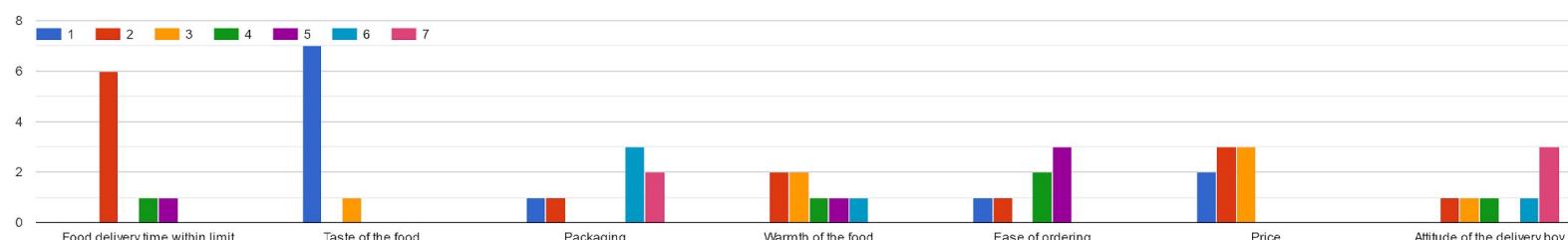
9 responses



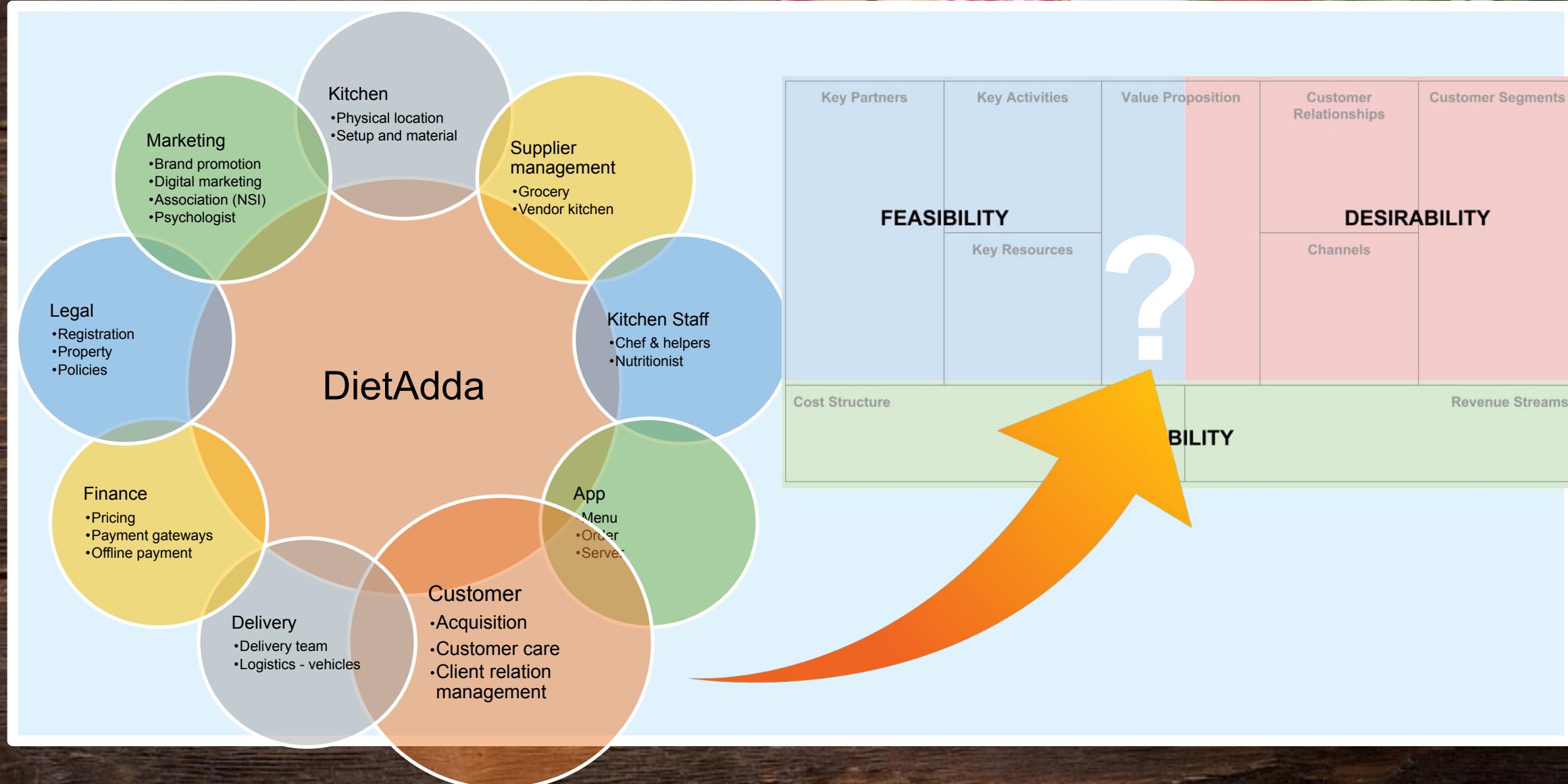
Before you order the meal, what would you look for in the meal supplier



In order of priority which are the most important aspects that you will consider when reordering from the meal supplier (1 is most important)



Key Components of DietAdda



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Press F11 to exit full screen

Lifestyle modification is a long-term commitment and a path for the brave. The end of this journey is a rewarding health and your body will thank you for staying committed. Maintaining your healthy eating habits is the first and foremost task on this journey.

At DietAdda we recognize that your challenges, along the way, arise when you cannot adhere to your prescribed meal plan. When you don't have anyone to prepare or you are simply bored of having the same meal.

Here is the deal....

Upload your prescribed meal plan or order online from our à la carte menu and enjoy the guilt-free experience of having a balanced meal on time.

Our team of expert chefs work along with a certified nutritionist to bring to you the meal that you need to help achieve your health goals.

Subscribe and we'll keep you updated on what's cooking in our kitchen!

This site was designed with the **Wix**.com website builder. Create your website today. [Start Now](#)

Upload your prescribed meal plan or order online from our à la carte menu and enjoy the guilt-free experience of having a balanced meal on time.

Our team of expert chefs work along with a certified nutritionist to bring to you the meal that you need to help achieve your health goals.

Subscribe and we'll keep you updated on what's cooking in our kitchen!

Join Us And We'll Help you Stick!

Connect to keep yourself updated!

Email

[Keep Me Connected](#)

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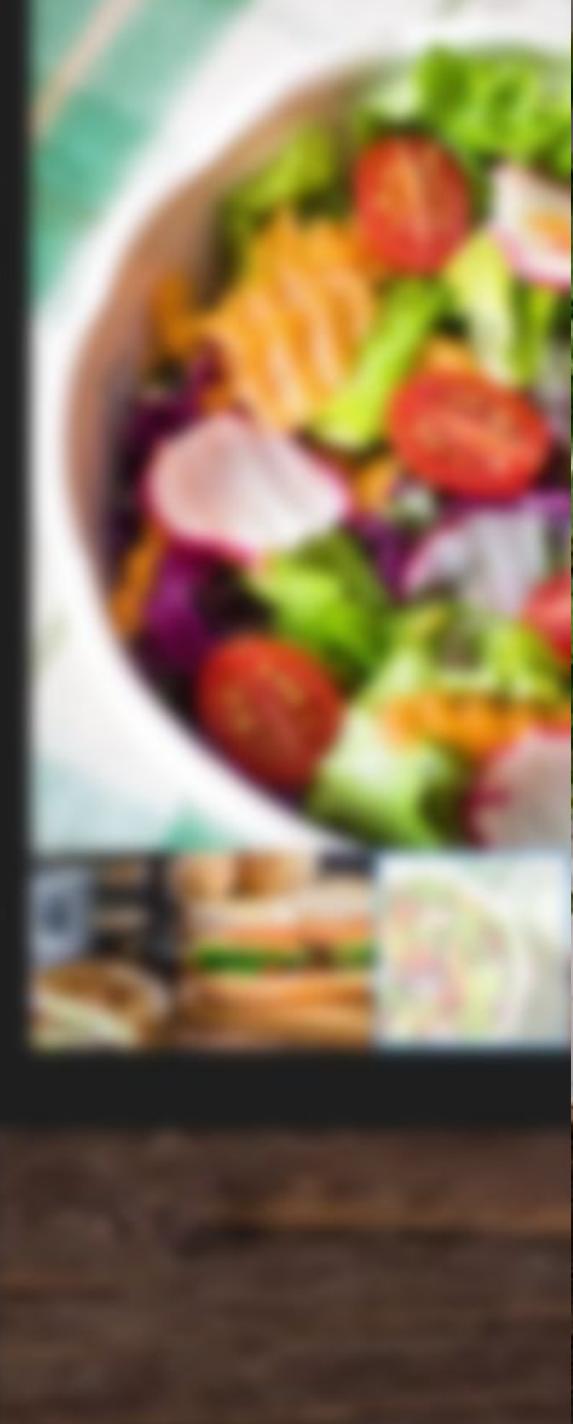
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Join Us And We'll Help you Stick!

Connect to keep yourself updated!

Email

[Keep Me Connected](#)



A medium shot of a man from the waist up. He is wearing a dark suit jacket over a light-colored shirt and a patterned tie. He is looking down at something in his hands, which appear to be small electronic devices like smartphones. The background is a window with a grid pattern, showing a bright, possibly overexposed outdoor scene. The overall lighting is cool and bluish.

VIDEEZY.COM

The Three Year Plan

- Kitchen and delivery services setup
- Cater to 4 Health clinics in H1
- Add 7 Health clinics in H2
- Bangalore – 11 clinics

Year 1 - Setup

Year 2 - Explore

- Increase number of clinics covered
- Reach out to private physicians and dieticians
- Setup own menu

Year 3 - Expand

- Replicate the model in other cities like Delhi
- Delhi – 19 centers
- Go direct to customers

Customer base	385 (35 per center)	1050 (35 per center)	3000
Total days annually	240	240	240
Order per day (Rs)	250	250	150
Revenue per year	\$ 330K	\$ 900k	\$ 1.54M

Appendix



BMC4.0 FOR DIETADDA

<h2>Key Partners</h2>  <ul style="list-style-type: none">Nutrition Society of IndiaDelivery partners: Swiggy/Food pandaDieticiansLeased KitchensDoctorsDiagnostic Labs	<h2>Key Activities</h2>  <ul style="list-style-type: none">Create diet (plan) for people with diabetesMarketing campaignsEnrolling dieticians	<h2>Value Proposition</h2>  <ul style="list-style-type: none">DIET on their doorstep at office or home which helps them maintain their blood-glucose levels.	<h2>Customer Relationships</h2>  <ul style="list-style-type: none">Trial period offersRefund customer if unsatisfied	<h2>Customer Segments</h2>  <ul style="list-style-type: none">Bachelors away from home with newly diagnosed diabetes or longstanding obesity, stressful jobs and no regular dietary patternsNuclear working couples (OTR)Empty Nests (OTR)High-Flying frequently travelling executives (OTR)
<h2>Cost Structure</h2>  <ul style="list-style-type: none">NutritionistsMarketing and contentPsychologistCommission for delivery partner and home kitchens10% discount for customers who plan their diets for planned timeperiods and upfront payment for the entire duration	<h2>Revenue Streams</h2>  <p>Revenue from sale of diet meals Subscription from paying customers for dietary/lifestyle consultations (OTR)</p>			

BMC1.0 FOR DiabeCityChef.in

<h3>Key Partners</h3>  <p>Nutrition Society of India Delivery partners: Swiggy/Food panda Franchisee Future expansion: health insurance companies (customer reward programs)</p>	<h3>Key Activities</h3>  <p>Educate on living healthy with diabetes Deliver diet (plan) for people with diabetes</p>	<h3>Value Proposition</h3>  <p>Give some form of predictability to their life Trust that what is consumed is measured and will not be detrimental to their blood glucose levels</p>	<h3>Customer Relationships</h3>  <p>Trial period offers Subsidy based on subscription plan Loyalty bonus points</p>	<h3>Customer Segments</h3>  <p>People with diabetes who have little control on their diet and who require strict blood glucose control. Primary customers: Office goers, On-the-road business executives, Bachelors and Travellers. Secondary customers: Non-diabetic</p>
<h3>Cost Structure</h3> <p>Kitchen infrastructure and daily material Salary for kitchen staff Chef and Nutritionist Marketing and content Psychologist Commission for delivery partner</p>	<h3>Key Resources</h3>  <p>Digital technology Skilled resource Infrastructure</p>	<p>Help manage health in a better way through a special design food delivered at the customer doorstep in a convenient way Ensure customers get correct advice, information that keeps them updated and debunk myths.</p>	<h3>Channels</h3>  <p>Primary study from first set of loyal customers Corporate campaign SOV Endorsements & testimonials</p>	<h3>Revenue Streams</h3>  <p>Subscription from paying customers Revenue from sale of diabetic diet meals Paid services</p>

BMC2.0 FOR DIETADDA

<h3>Key Partners</h3>  <p>Nutrition Society of India Delivery partners: Swiggy/Food panda Franchisee Future expansion: health insurance companies (customer reward programs)</p>	<h3>Key Activities</h3>  <p>Educate on living healthy with diabetes Deliver diet (plan) for people with diabetes</p>	<h3>Value Proposition</h3>  <p>Give some form of predictability to their life Trust that what is consumed is measured and will not be detrimental to their blood glucose levels</p>	<h3>Customer Relationships</h3>  <p>Trial period offers Subsidy based on subscription plan Loyalty bonus points</p>	<h3>Customer Segments</h3>  <ul style="list-style-type: none">• People with diabetes who have little control on their diet• Couples with children under 15yrs• Bachelor away from home
<h3>Cost Structure</h3>  <p>Kitchen infrastructure and daily material Salary for kitchen staff Chef and Nutritionist Marketing and content Psychologist Commission for delivery partner</p>	<h3>Key Resources</h3>  <p>Digital technology Skilled resource Infrastructure</p>	<p>Help manage health in a better way through a special design food delivered at the customer doorstep in a convenient way</p> <p>Ensure customers get correct advice, information that keeps them updated and debunk myths.</p>	<h3>Channels</h3>  <p>Primary study from first set of loyal customers Corporate campaign SOV Endorsements & testimonials</p>	<h3>Revenue Streams</h3>  <p>Subscription from paying customers Revenue from sale of diabetic diet meals Paid services</p>

BMC3.0 FOR DIETADDA

<h3>Key Partners</h3>  <p>Nutrition Society of India Delivery partners: Swiggy/Food panda Dieticians Leased Kitchens Franchisee-(OTR) (OTR) Health insurance companies (customer reward programs)</p>	<h3>Key Activities</h3>  <ul style="list-style-type: none">Deliver diet (plan) for people with diabetesMarketing campaignsEnrolling dieticians <h3>Key Resources</h3>  <p>Digital technology Cloud infrastructure Skilled resource Infrastructure (Leased kitchens)</p>	<h3>Value Proposition</h3>  <ul style="list-style-type: none">DIET on their doorstep at office or home which helps them maintain their blood-glucose levels.Online and confidential channel to maintain their diet charts for a planned time period, upload test reports and get dietary plus lifestyle consultations. (OTR)	<h3>Customer Relationships</h3>  <p>Trial period offers Subsidy based on subscription plan (on the roadmap) Loyalty bonus points (OTR)</p> <h3>Channels</h3>  <p>Primary study from first set of loyal customers Corporate campaigns Online Newspaper leaflets</p>	<h3>Customer Segments</h3>  <ul style="list-style-type: none">Bachelors away from home with newly diagnosed diabetes or longstanding obesity, stressful jobs and no regular dietary patterns <p>OR</p> <ul style="list-style-type: none">Newly-diagnosed diabetic nuclear couples working couples struggling to maintain a regular dietary pattern
<h3>Cost Structure</h3> <p>(cost was way too high to start)</p> <p>Nutritionists Marketing and content Psychologist Commission for delivery partner and leased kitchens</p>		<h3>Revenue Streams</h3>  <p>Revenue from sale of diet meals Subscription from paying customers for dietary/lifestyle consultations (OTR)</p>		

Personas

Bachelor (M/F) away from home (married or unmarried):

- Recently diagnosed diabetic or longstanding Obese
- Struggling to maintain blood-sugar levels.
- Active personal space (Gym)
- Sedentary workplace – banks, IT, BPO, stock brokers, working-in-shifts
- Have office or home food or irregular food timings/habits prepared by self/cook



Nuclear working couples with children less than 15 years:

- Husband or wife is recently diagnosed diabetic OR longstanding obese
- Struggling to maintain blood-sugar levels.
- Have a sedentary personal and work space – banks, IT, BPO, stock brokers, working-in-shifts
- Have office or home food or irregular food timings/habits prepared by self/cook



Definitions

Obesity is clinically defined as a BMI of $\geq 30 \text{ kg/m}^2$

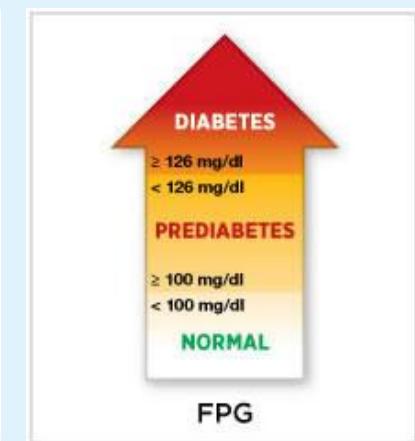
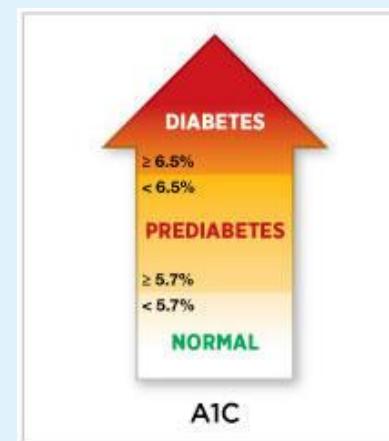


Diabetes is clinically defined when:

Fasting Plasma Glucose is 126 mg/dl or higher

OR

HbA1c level is 6.5% or higher



1. RSSDI clinical practice recommendations for the management of type 2 diabetes mellitus 2017, Obesity and diabetes section
2. American Diabetes Association, <http://www.diabetes.org/diabetes-basics/diagnosis/>

Obesity And Diabetes

HOW OVERWEIGHT AND OBESITY CAUSE DIABETES

>70%
> 70% PERSONS WITH DIABETES ARE **OBSE**!

WHAT LINKS OBESITY AND DIABETES?

Metabolic Syndrome
Hyperlipidaemia
High Blood Pressure

WHY IS OBESITY ASSOCIATED WITH DIABETES ?

Muscle and fat cells may **NOT** use the insulin efficiently → Insulin resistance → Pancreas has to secrete **MORE** insulin (to maintain normal blood glucose)

Type 2 diabetes mellitus ← Blood glucose may be **ABNORMAL** ← Finally **FAIL** to secrete enough insulin ← Pancreas will be **OVERWORKED**

WHAT SHOULD YOU DO?

LOSE WEIGHT! → Reduce insulin resistance
Reduce risk for diabetes

INCREASE PHYSICAL ACTIVITY
QUIT SMOKING
EAT HEALTHY FOOD

Reduce blood pressure
Improve cholesterol & blood sugar levels

MyHEALTH for life

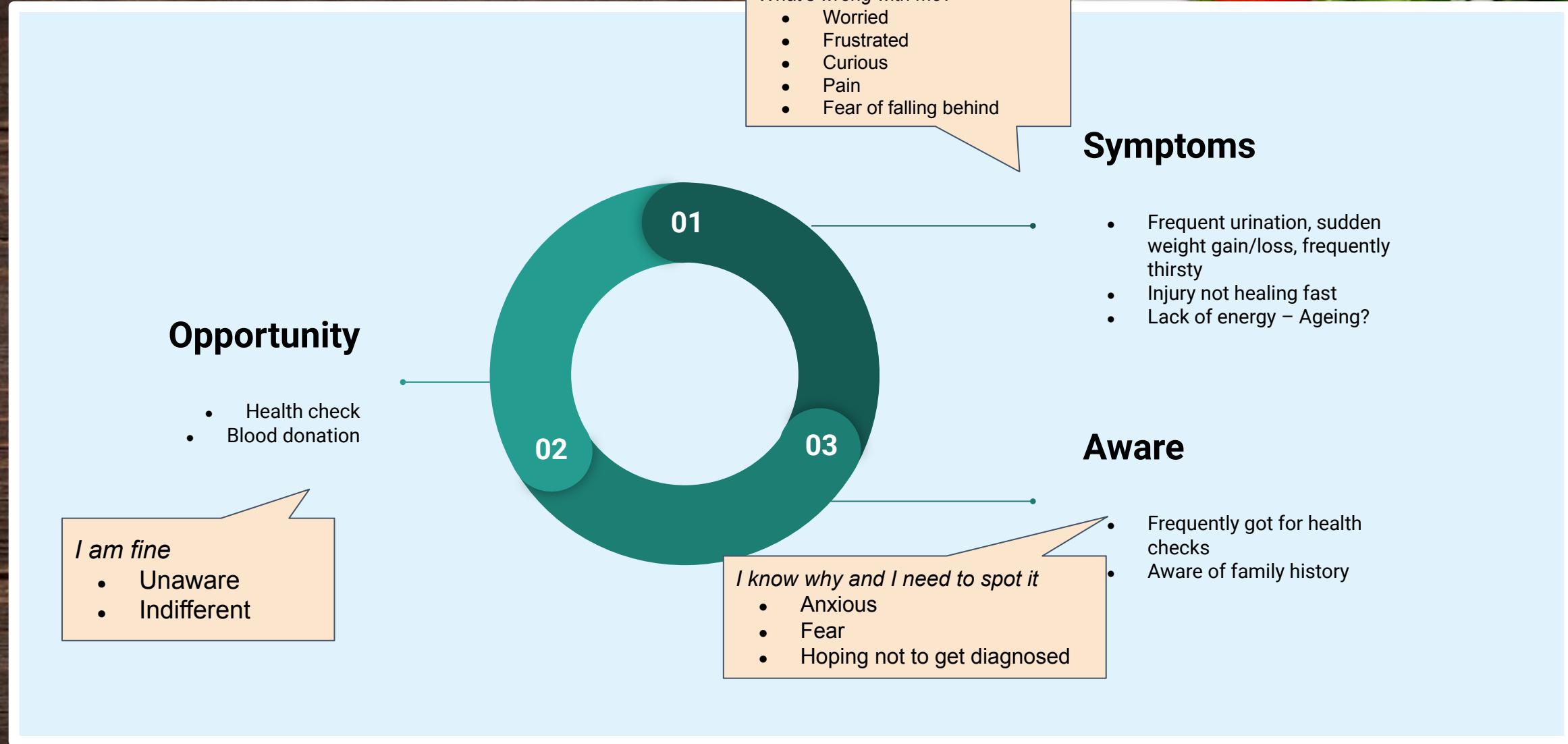
www.pendidikanpesakit.myhealth.gov.my
www.facebook.com/myhealthkkm www.myhealth.gov.my

Journey Map

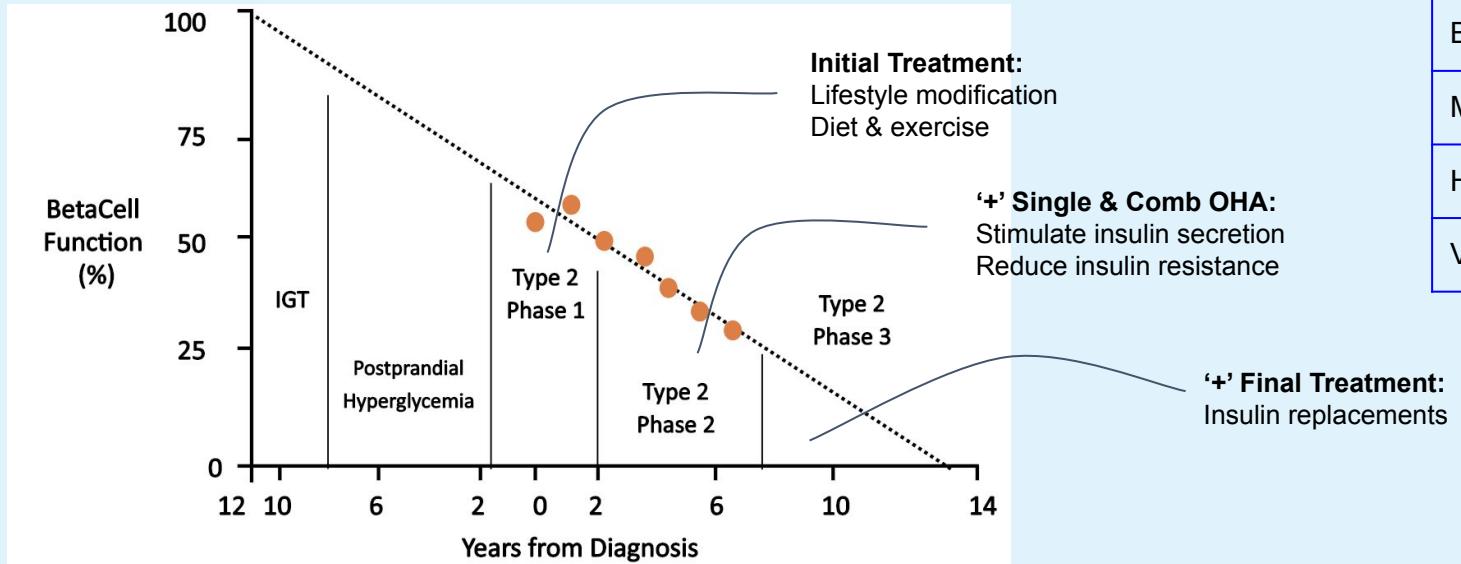
Persona

- 35 Yr
- Male
- Born and brought up in Cochin
- IT profession
- Sedentary lifestyle
- More work than life balance – Out to prove the world that he is the best
- Maternal family having one generation of diabetics
- Slightly overweight
- Never went intentionally to check FBG

Journey Map – Three types



What happens in diabetes



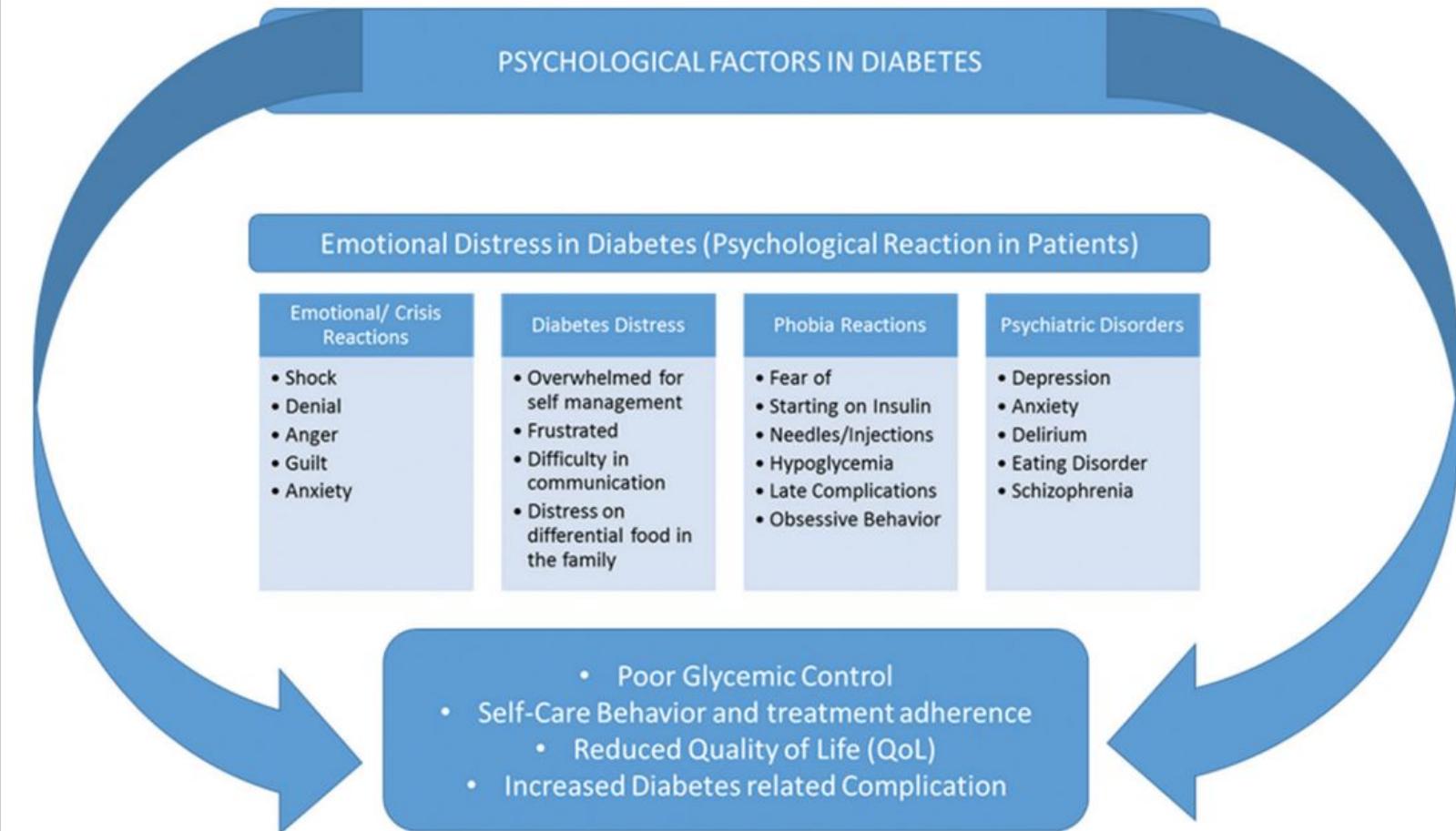
Adapted from Lebovitz HE. *Diabetes Review* 1999; 7(3)

State	D&E	Drug	Insulin
Boarderline	100%		
Moderate	60%	40%	
High	30%	50%	20%
Very high	20%	30%	50%

Conclusion: Diet management tends to be the mainstay

Emotional Turmoil

Kalra, et al.: Emotional needs of people with diabetes



EMOTIONAL STAGES OF DIABETES



SHOCK/DENIAL

Overwhelmed, confused, denial and perhaps even numb by your diagnosis.



FEAR/ANXIETY

Fear of not knowing much about diabetes management, fear of the complications of diabetes.



ANGER

Feeling frustrated and deem life as unfair, resent healthy lifestyle changes that you must comply.



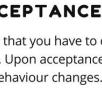
GRIEF

Grieving and wondering if you will be able to manage diabetes effectively. Sad about the loss of the lifestyle you had before your diagnosis.



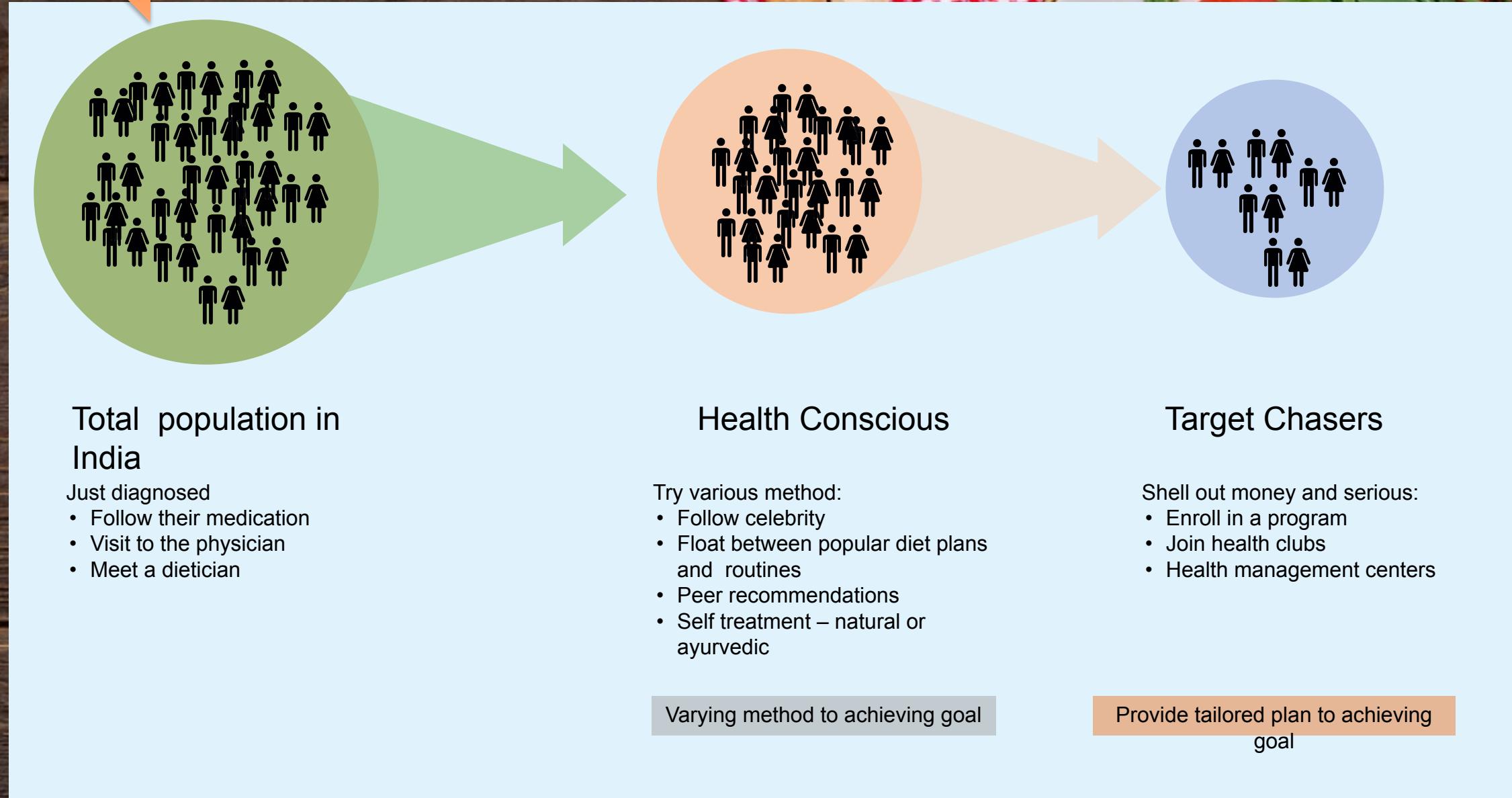
DEPRESSION

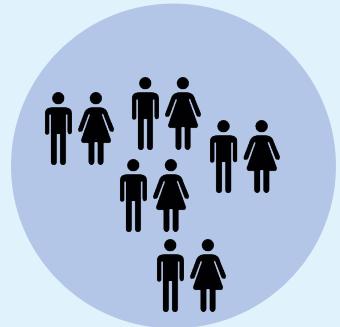
Prolonged sadness may be a sign of depression if you continue to feel 'down' for more than a couple of months after your diagnosis.



ACCEPTANCE

Accepting that you have to do something about this condition. Upon acceptance, it will be easier to make healthy behaviour changes.



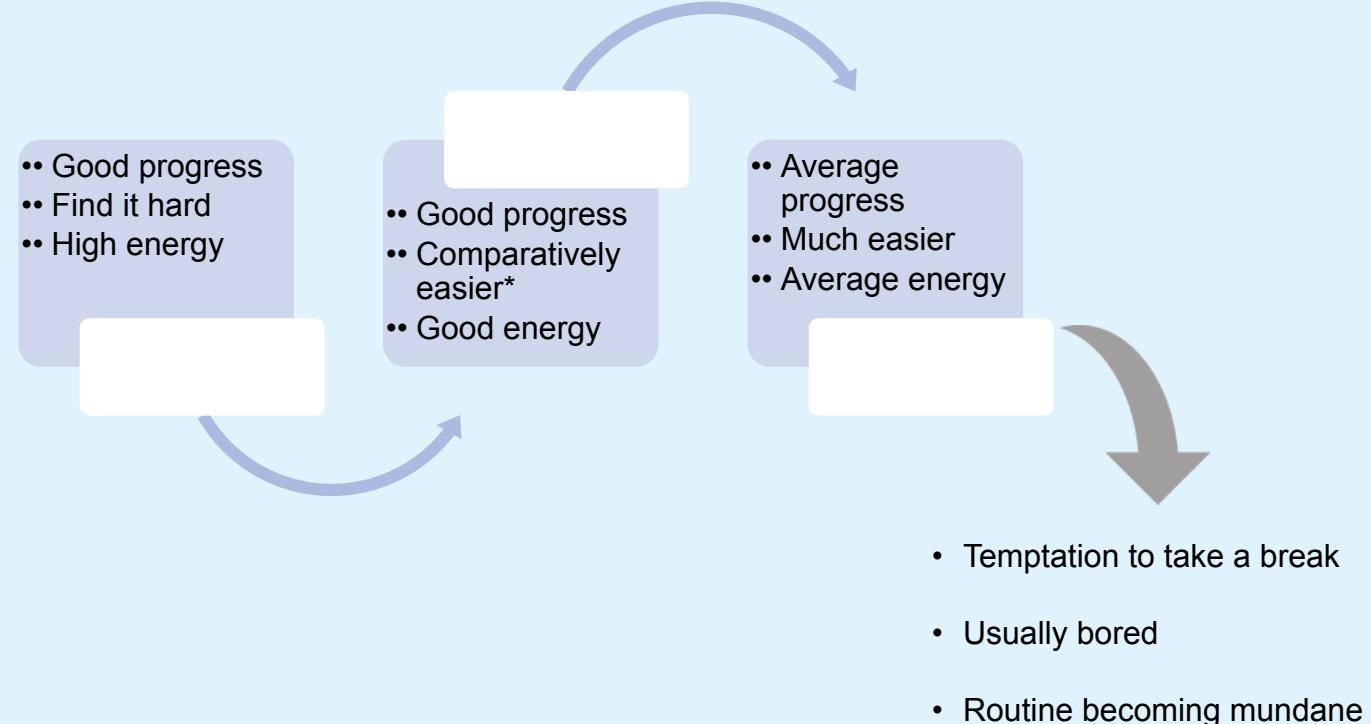


Life Style Modification

Shell out money and serious:

- Permanent weight loss
- Live healthy
- Little changes

Provide tailored plan to achieving goal



* Concept that it takes 21 days to build/break a habit

Struggle with their Weight - Weight loss program

- Keto Diet
- GM Diet
- Paleo Diet plan
- Low Carb Diet
- Intermittent Fasting
- Ayurvedic
- Homeopathy



- Set pattern
- Cannot follow due to busy schedule
- Short term plan for weight loss max follow for 2-3 months



- Variation in response
- Time to response

<https://www.google.com/maps/search/weight+loss+clinic+near+me/@12.9640983,77.6391302,1z>

Rating at least
4.5 ★★★★★

Sort by

Kolors Health Care India Pvt Ltd
Ad 4.8 ★★★★★ (1,216)
Weight loss service · #383, Opp Sony Centre HAL 2nd Stage, 12th Main, 100 Feet Rd
Open until 8:30 pm



Truweight
5.0 ★★★★★ (13)
Weight loss service · #2005, 2nd Floor, Indiranagar, 100 Feet Rd, HAL 2nd Stage, Above Celio Store, Kodihalli
Opens at 10:00 am

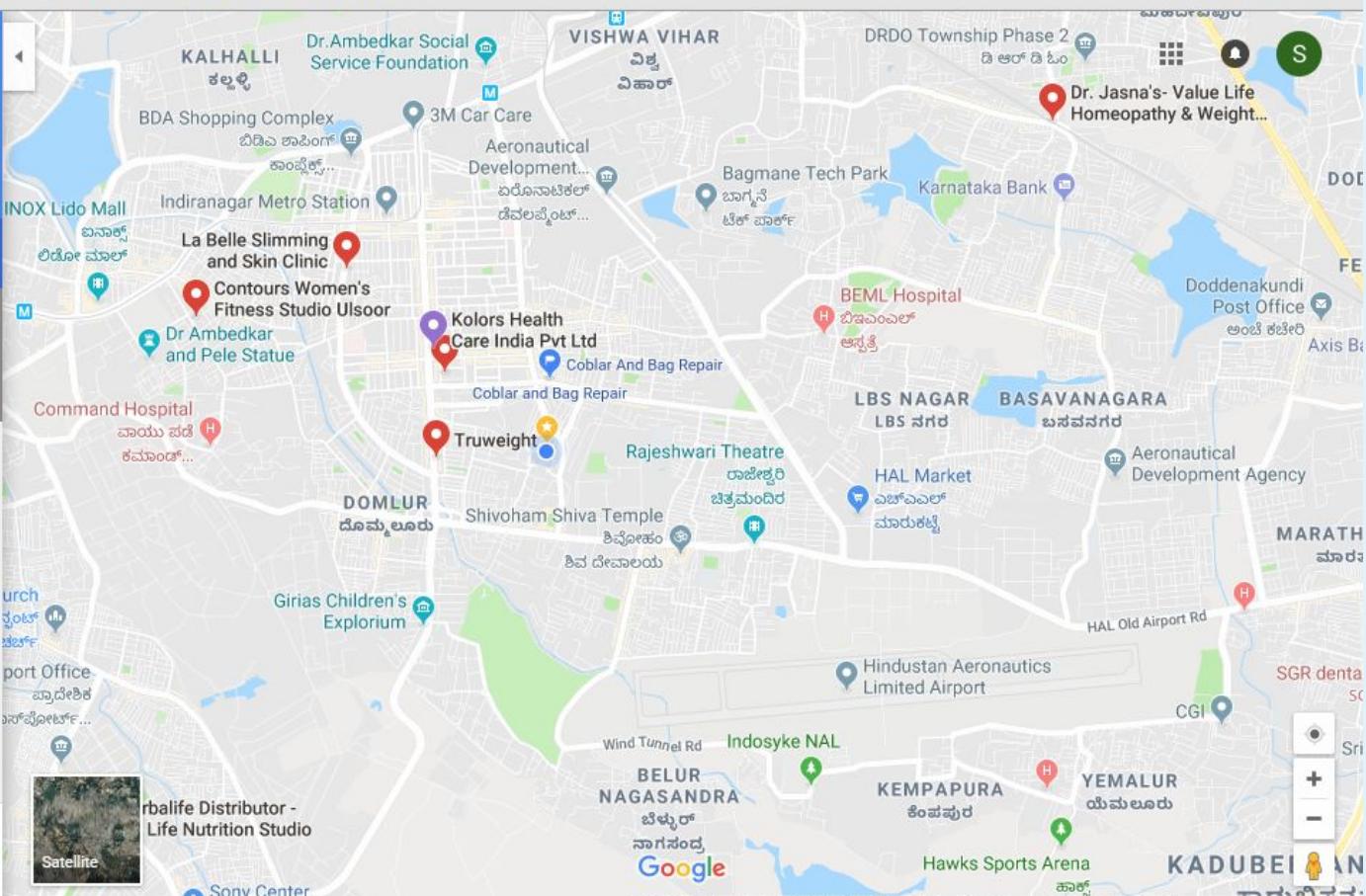


Kolors Health Care India Pvt Ltd
4.8 ★★★★★ (1,216)
Weight loss service · #383, Opp Sony Centre HAL 2nd Stage, 12th Main, 100 Feet Rd



Showing results 1 - 9

Update results when map moves



Other bookmarks

About Health Total by Anjali Mukherjee

Started in 1997
Diet management
Ayurveda
Homeopathy
Exercise counselling



Years of Experience

Weight loss
Diabetes
Hypercholesterolemia
Blood Pressure
Immunity
PCOS



5 Lakh+

Happy Clients

Bangalore active members in
Dec 2018 approx. 1000

Health Total

by Anjali Mukerjee



60+
Centers Pan India

Mumbai, Bengaluru, Delhi & NCR,
Indore, Nasik and Pune

Revenue of approx. \$ 40M

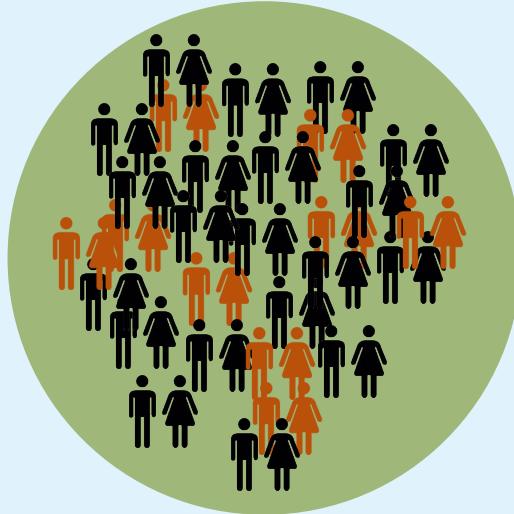


200+
Doctors & Nutritionists

79 products available on
e-commerce website from
17 companies

Why Health Total

Diabesity Population in Bangalore



Diabesity Population in Health Total

VS



Finding the Target Chasers in TAM

Time consuming
Unpredictable
Expensive

Finding the Target Chasers in SAM

Time efficient
Predictable
Comparatively inexpensive

All customers come by referrals
– see it & believe it

Ready and prepared
to start immediately

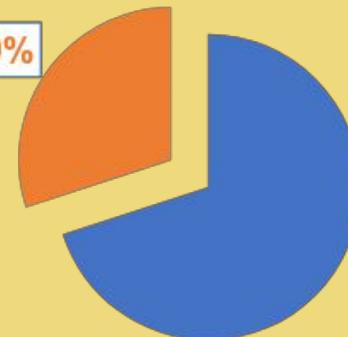


Just enquire and
may/may not join

Require one
counselling session to
be convinced to start

Obese, 30%

Diabetes,
thyroid,
PCOS, 70%



The Collaboration Advantage

- **DietAdda** : Direct access to customers
- **Customer**: Stay compliant
- **Health Total**: Get data, increase goal achievers and reduce revenue

