



# Curated Health at your Fingertips

29 April 2025

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# Problem

Almost **40 percent** of the US food supply goes to landfills.

**70 percent** of our food supply is "ultra-processed".



# Meet the Team



## Milana Serkin - CEO

Leadership & Computer Science

*B.S. Computer Science &*

*M.S. Bioinformatics*

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## Beth Vaught - CTO

Data Science & Agricultural Economics

*B.S. Crop and Soil Science &*

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## Ansh Tina - CFO

Computer Science & Logistics

*B.S. Biology &*

*M.S. Bioinformatics*

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# Solution

Grocery store products are connected to nutritional categories through a database

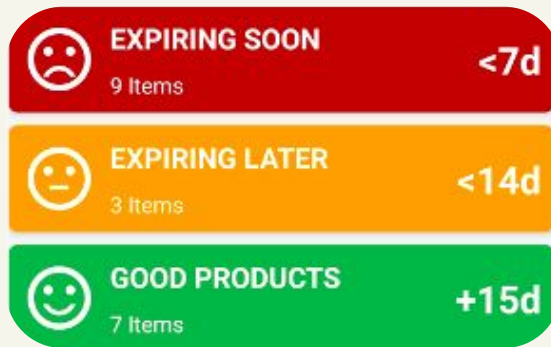
- Scan products and receive recommendations
- Build a virtual kitchen
- Utilize recipes and expiration trackers

Any of these food allergies?

The image shows a mobile application interface for managing food allergies. It features a list of food items, each with a checkbox, a collapse/expand icon, and an information icon. The 'Eggs' item is expanded, showing its sub-components: 'Select all', 'Egg yolk', 'Egg whites', and 'Eggs'. All items and sub-items are checked.

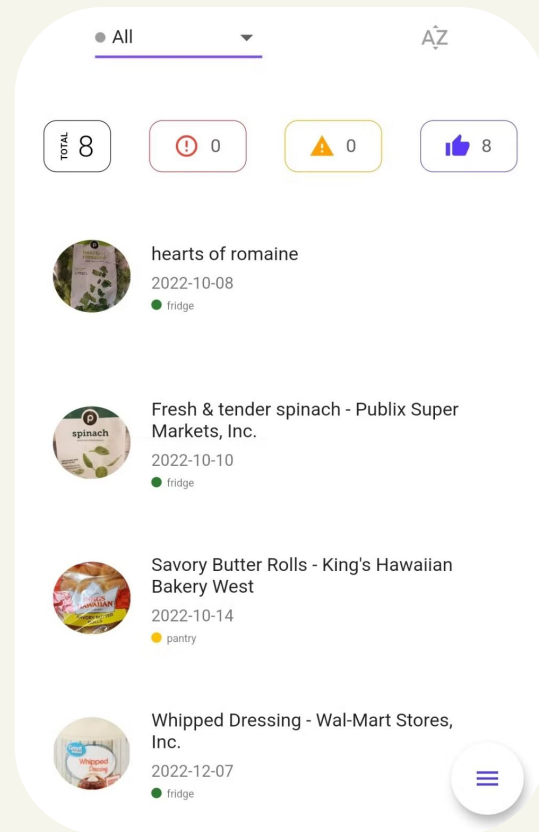
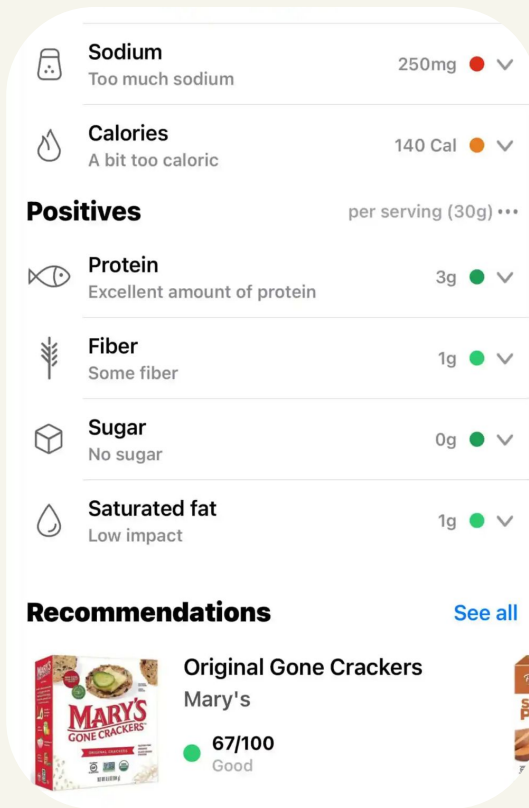
Item	Checked	Expanded	Info
Celery	<input type="checkbox"/>	▼	ⓘ
Eggs	<input checked="" type="checkbox"/>	▲	ⓘ
Select all	<input checked="" type="checkbox"/>		
Egg yolk	<input checked="" type="checkbox"/>		ⓘ
Egg whites	<input checked="" type="checkbox"/>		ⓘ
Eggs	<input checked="" type="checkbox"/>		ⓘ

# Graphical User Interface



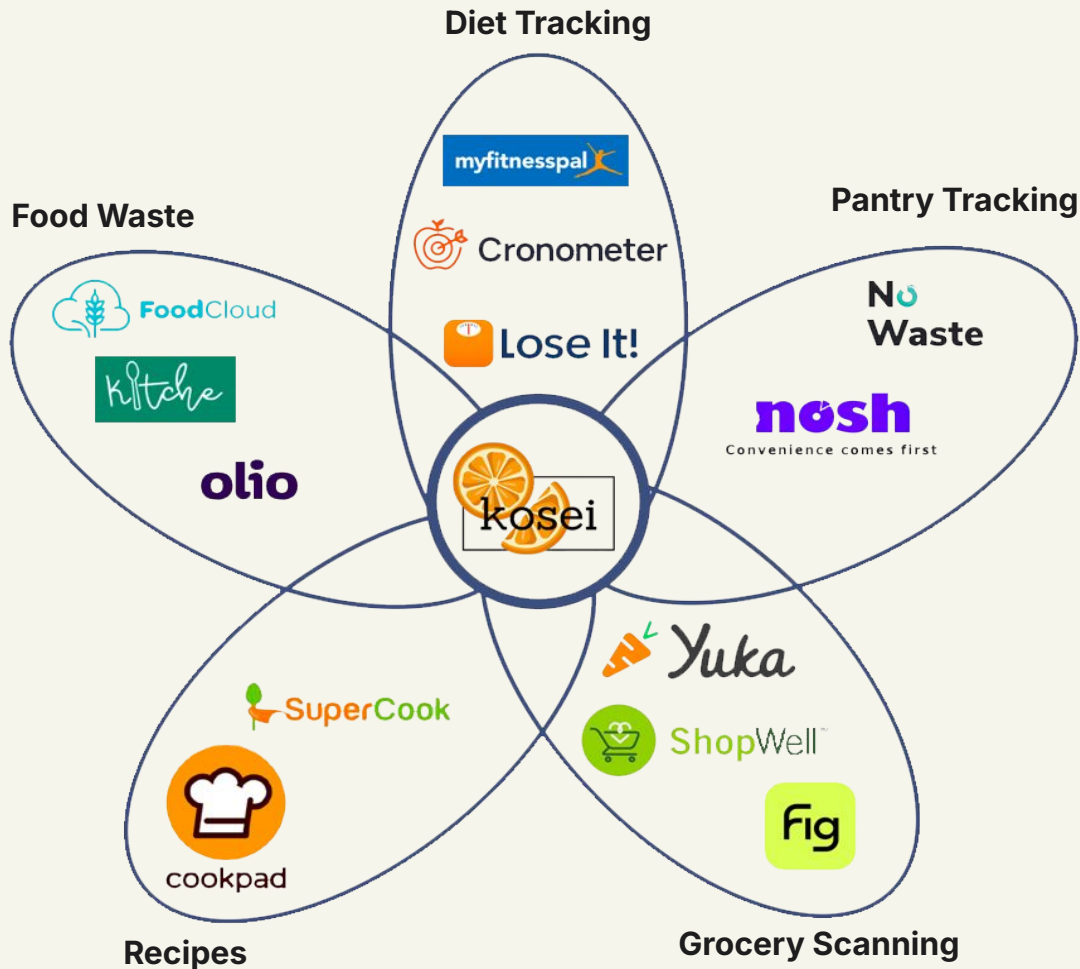
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# Digital App Competitive Market Overview

Petal Chart Analysis



# Competitor Spotlight

## Strengths

- Efficient nutritional analysis
- No advertisements
- Non-biased funding

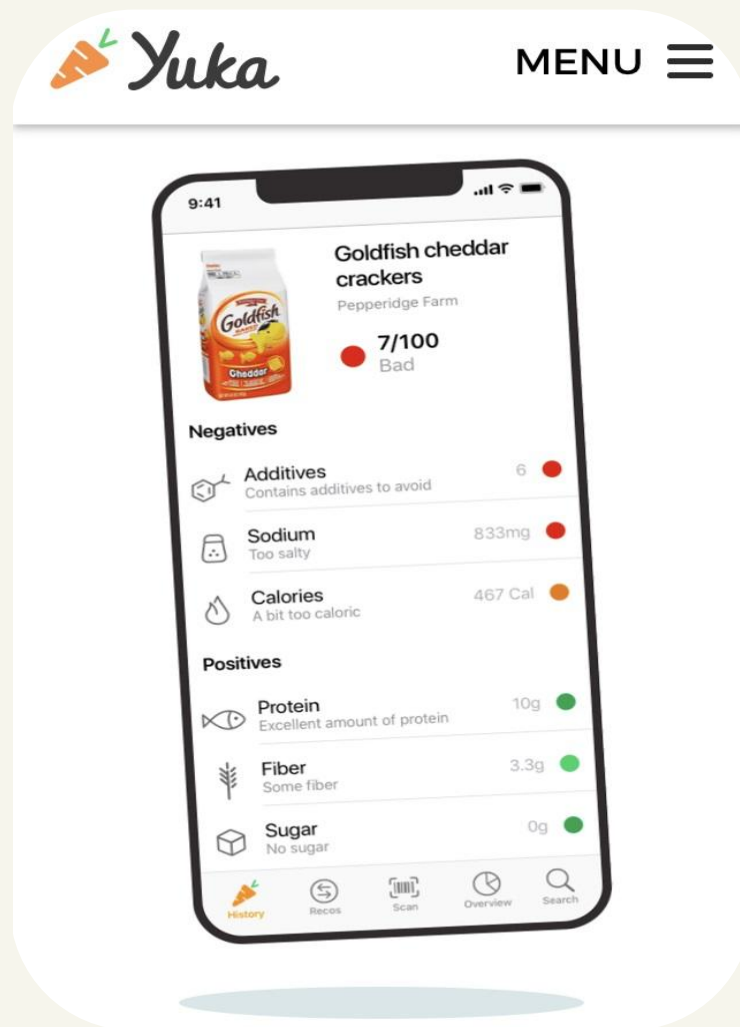
## Weaknesses

- Only contains popular products
- No pantry feature

**Shared Market:** Grocery Scanning

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# How our app is different



## Unique Value Proposition

Empower clients to do three things:

- Make healthier choices
- Reduce food waste
- Simplify your grocery shopping

## Competitive Advantage

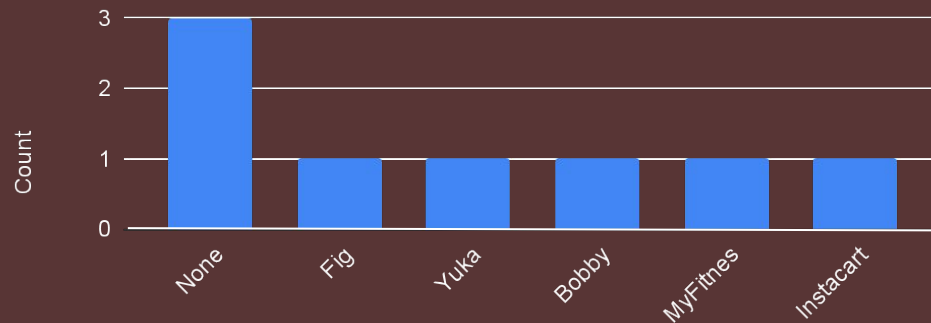
- Educated shopping experience
- Our *complete* database
- Cataloging your kitchen pantry



# Customer Discovery

Through virtual polling and data analysis, the solution can be tailored to our target customers.

Do Consumer Know Our Competitors?



Have You Thrown Out Expired Food This Month?



# Financial Ecosystem



## Target Customers

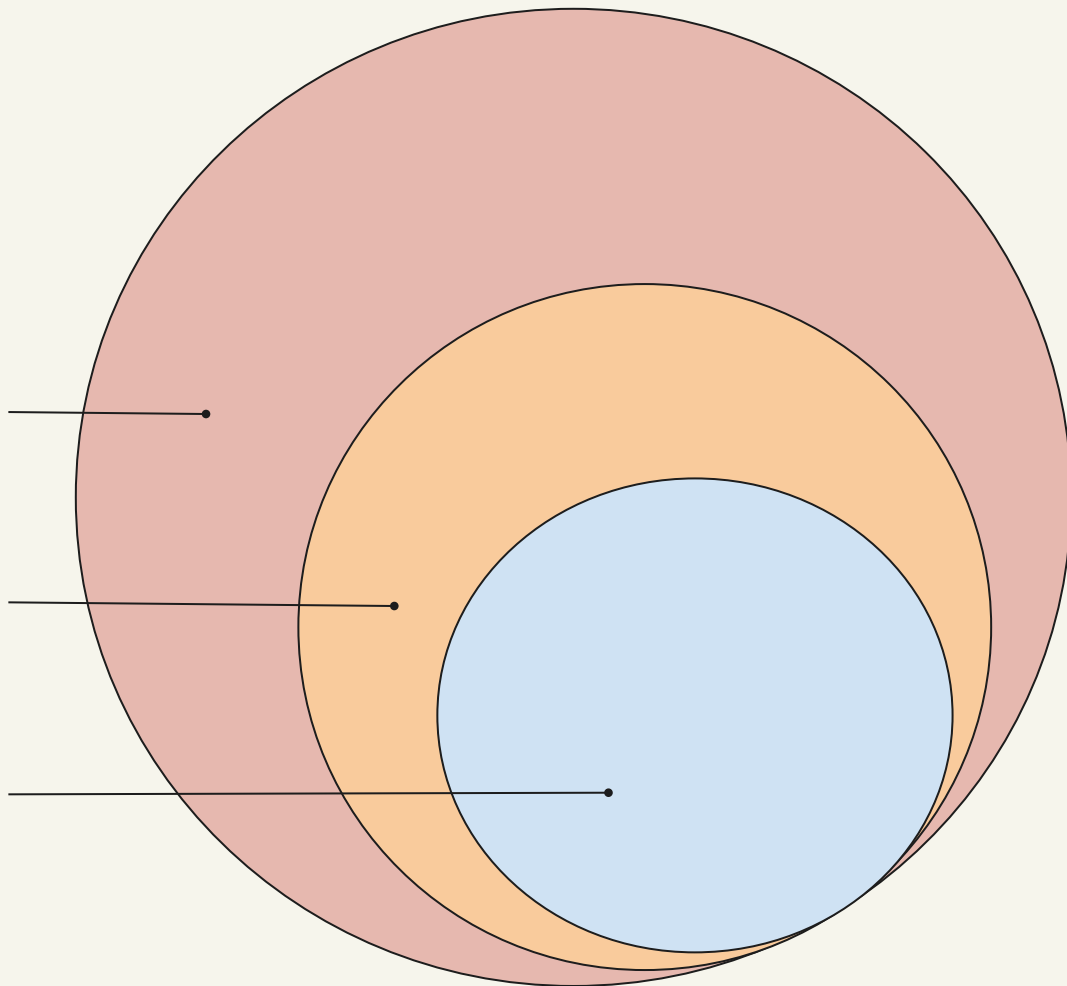
- Health interested
- Environmentally compassionate
- Family focused

# Market Analysis

**Total Addressable Market:**  
\$816.3 Billion "Nutrition Market"

**Serviceable Addressable Market:**  
\$396.2 Billion "Nutritional Education Market"

**Serviceable Obtainable Market:**  
\$149.7 Billion "Digital Food App Market"

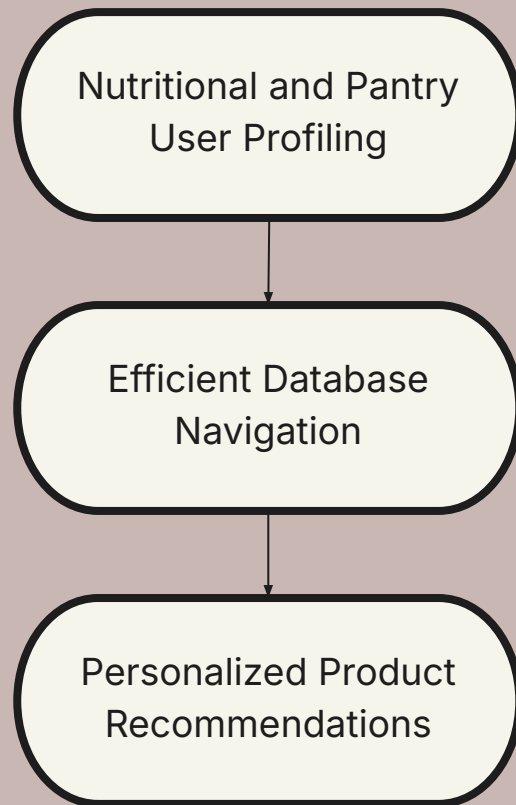


# Our Intellectual Property and Business Structure

**C Corporation** - Available for purchase

**Trade Secret** - Private algorithm

## Secret Algorithm Functionality



# Personalized Health Meets Convenience: Why Instacart Wants Our App

**Alert  
customers  
to buy  
groceries**

**Reduce  
purchase  
friction**

**Improved  
competitive  
advantage**

**Increased  
future  
earnings**

# Project Timeline

Business Plan

Technical Development

Marketing

Q1 JAN—MAR

Q2 APR—JUN

Q3 JUL—SEPT

Finalize business model

Establish  
Target  
CustomerConsult target  
customersDevelop  
marketing idealsConnect  
with  
databases

Build algorithm

Build user friendly app experience

Build advertising partnerships

Run  
advertising  
campaigns

# Financial Timeline

## Q1 JAN—MAR

**\$1,075,000**

Polling and Brand  
Development  
- \$25,000

Six Employees  
- \$800,000

Database Partnership  
- \$250,000

## Q2 APR—JUN

**\$55,000**

AWS Hosting Costs  
- \$30,000

Quality Assurance  
- \$15,000

App Store Costs  
- \$10,000

## Q3 JUL—SEPT

**\$170,000**

Social Media  
Advertisements  
- \$130,000

Endorsements  
- \$40,000

# Budget

**\$1,300,000**

Investment in exchange  
for 15% of our company  
and a seat on our board



## PLAN

Establish company  
guidelines, goal,  
and model.



## CONNECT

Attain resources  
and employees.



## BUILD

Create product and  
market to target  
audience.



