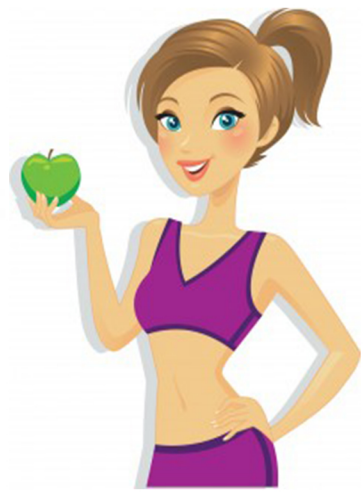
Minimum Product

Key Target Groups

Introducing: Anna, the active user

Characteristics:
- actively pursues a healthy lifestyle
- wants to change her diet



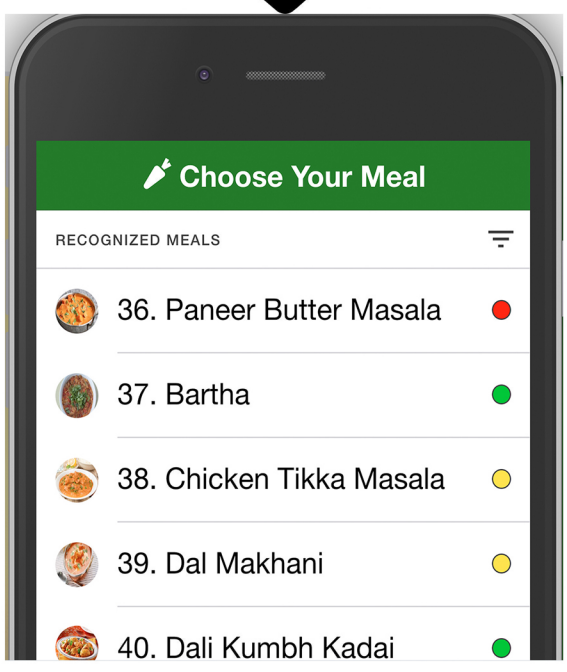
Needs guidance what to eat
Needs to pull information

Introducting Paul, the passive user

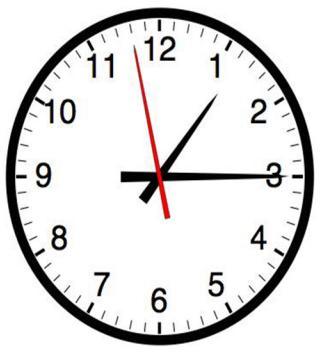
Characteristics:
- bad, impulsive eating habits
- realizes that he has to change his diet

Needs to become aware
Needs push input

Minimum Value Proposition



Lunch Time?



Nearby?