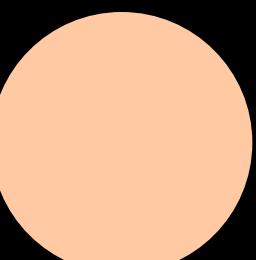


We are  *nutrify*.
We put the *u* in *nutrition*.



**Low-income
families struggle
to meet *diverse*
dietary needs with
tight budgets.**

10.4%
food-insecure
SG families

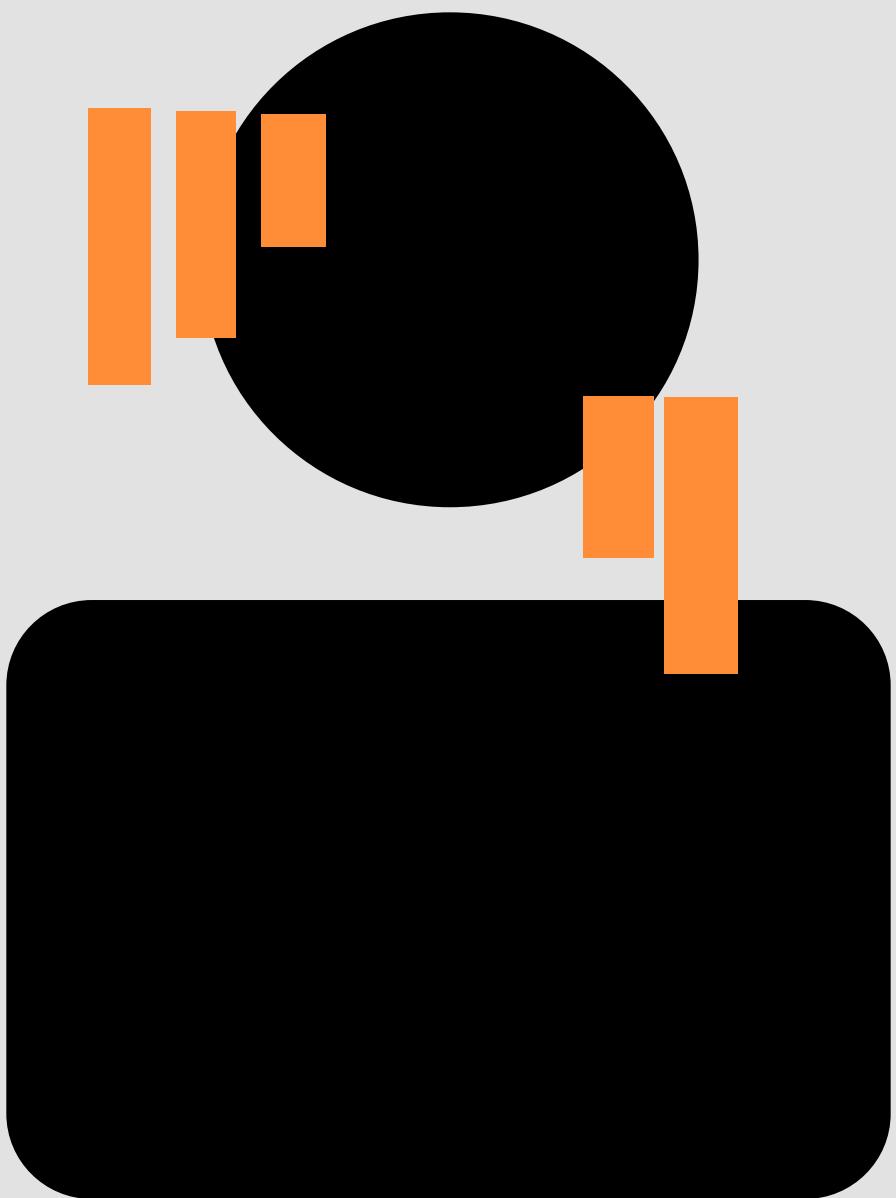


40%
of those, families who
experience food insecurity
at least once per month

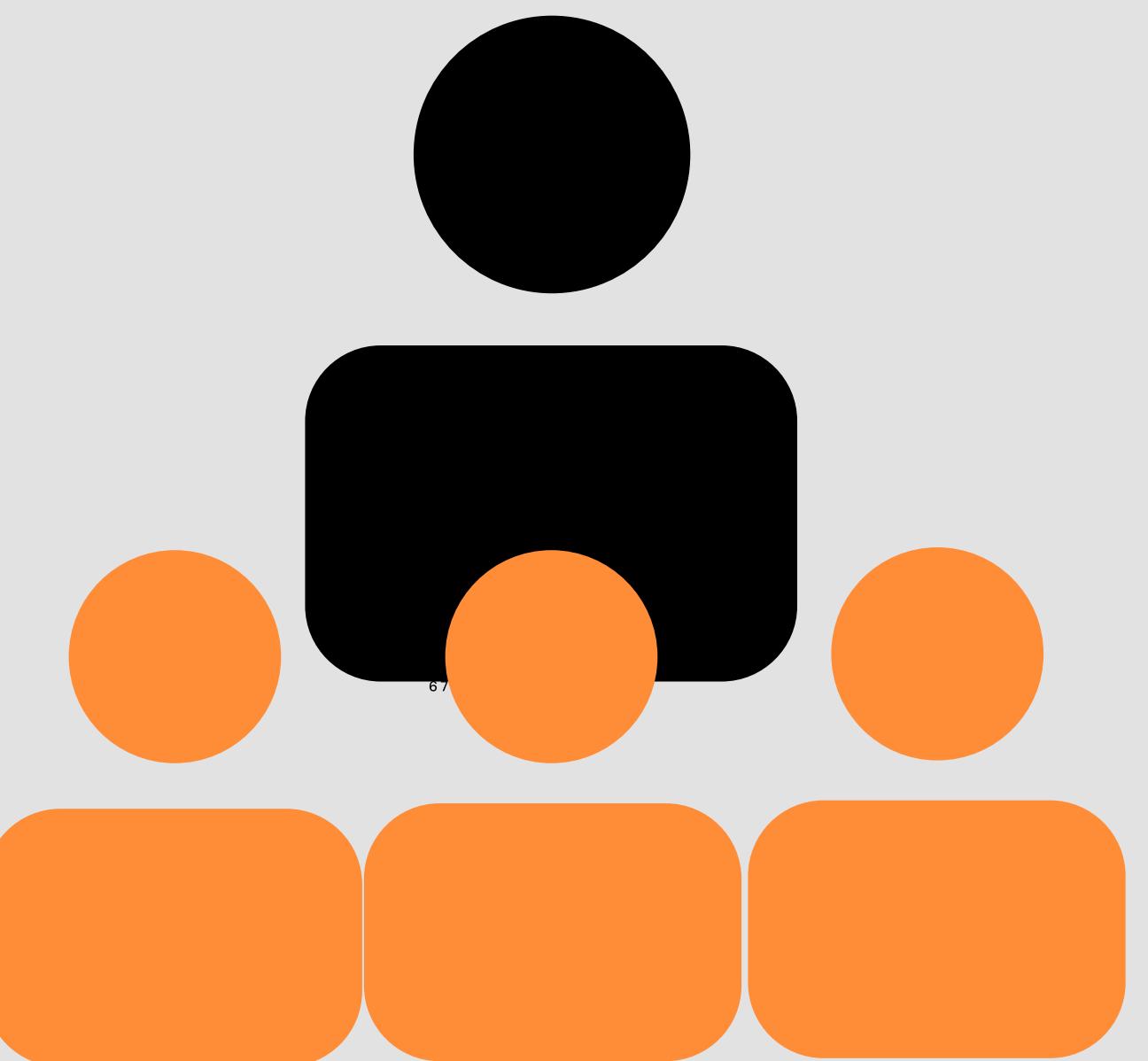
22%
of food-insecure
households receiving
food support



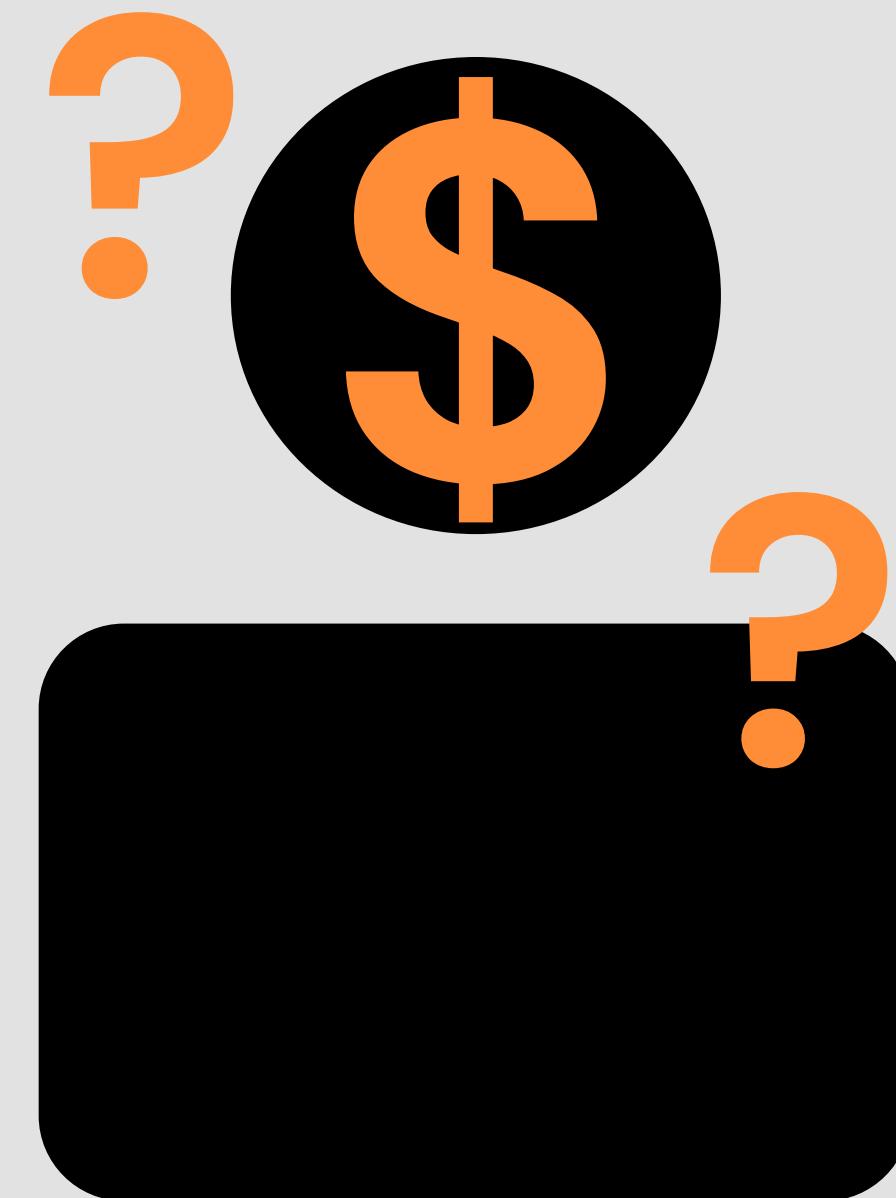
Stress over budgeting



Familial tensions/guilt



Affordability over health



What they are currently doing just isn't cutting it.



Planning nutritious meals

- Time shortages & fatigue
- Resulting reliance on quick/processed meals
- Reduced time spent with family



Attempting to budget

- Limiting budgeting resources (tech)
- Diverse dietary needs/ restrictions



Getting food resources

- Low income, inflation
- Debt due to the above
- Overcrowded families require even more food

*“Food is too **expensive**. ”*

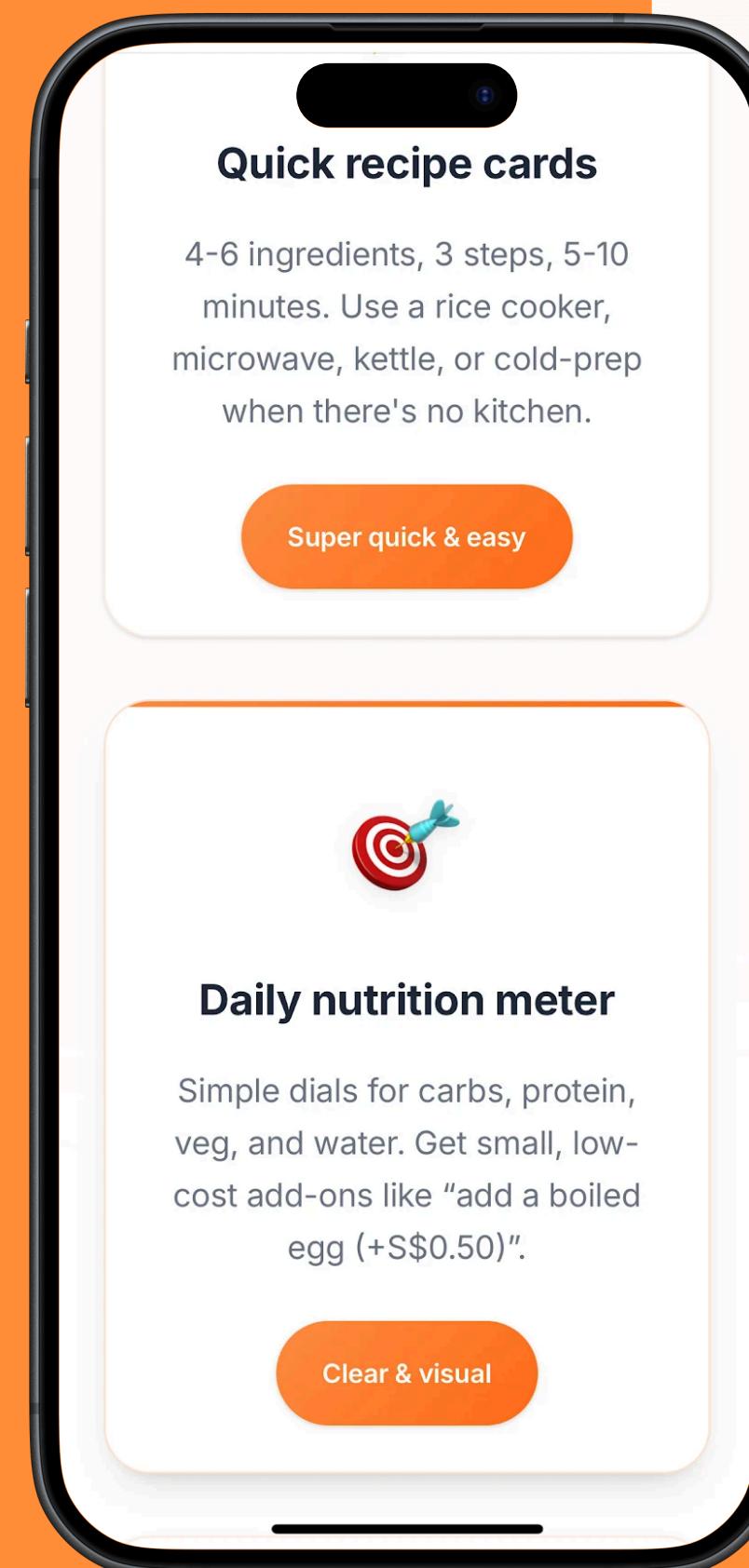
*“I don’t have enough **time**
to plan meals.”*

*“We can’t always **eat healthy**
on our budget.”*

*“**Debt** keeps piling up.”*

*“I wish I had more
support.”*

An end-to-end →
solution improving
nutritional intake for
migrant workers and
their families.



Nutrify

Who it's for How it works [Get the app](#)

Eat well on budget. For your language and custom dietary rules.

Simple meal ideas that fit your pay, your shifts, and your culture. Made for migrant and shift workers in Singapore—Halal, vegetarian, and more.

[Get the app](#) [See how it works](#)

\$2-4
TYPICAL MEAL COST

5-10min
QUICK RECIPES

6
LANGUAGES

Today \$18 left

- Egg rice \$2.50
- Mixed veg \$3.20
- Chi rice



What's the present and future of this solution?



STRENGTHS

- Intuitive functionality for ease of use in less tech-savvy families
- Ad campaign + community engagement – boosts volunteer participation
- Currently little competition

WEAKNESSES

- Currently lacking expert input on meal plan formations
- Reliant on partnerships to procure food resources
- Need to maintain the services while keeping them affordable for families

OPPORTUNITIES

- Partnerships w/ NGOs e.g. Food Bank SG
- Emergent technology (AI) assistance in filtering/forming personalized meal plans

THREATS

- Implicit bias against users? (especially migrant workers)
- Target demographics may be too broad
- Inflation threat to procuring food en masse?

Starter (Free / Pilot)

**Multilingual,
offline-first app**

20 BUDGET RECIPES & 10 HAWKER
“BEST CHOICE” CARDS

NUTRITION METER WITH SIMPLE
DAILY CHECK-INS

PERSONAL WEEKLY MEAL PLANNER
(UP TO \$30/WEEK BUDGET)

Plus (Community)

**Expanded
recipe library**

CUSTOM DIETARY FILTERS (HALAL,
VEGETARIAN, LACTOSE-FREE, ETC.)

INCENTIVES: STAMP CARD +
VOUCHERS

ACCESS TO COMMUNITY RECIPE
WALL & PEER SHARING

Business (Employer / NGO)

**Employer-sponsored
rewards**

CUSTOMIZABLE CANTEEN “HEALTHY
BUNDLES” INTEGRATION

REPORTING DASHBOARD
(AGGREGATE, ANONYMIZED ONLY)

NGO/EMPLOYER CO-BRAND
CAMPAIGNS & WORKSHOPS

Thank you!

We will now answer any
questions.

