

Alibaba Cloud with GoTo

Go-SmartBite

Personalized Healthy Meals, Budget in Check, Powered by AI & GoFood

Techtonic

May, 2025

Agenda

1 Problem

2 Solution

3 Improvements

4 Product

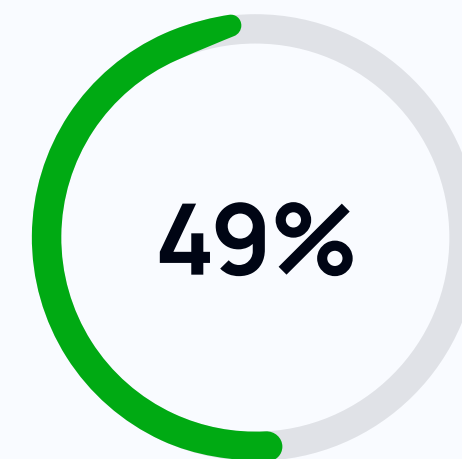
5 Solution Analysis

Problem Statement

User Pain Points



No have time to healthy llife



skip lunch per week



Skipping healthy food choices

< 30mnt

Average mealtime

Not just skipping meals — but risking diet-related diseases too.

Exist Solution Gap

Rp307k
Daily meal plan price

>5 days
Minimum commitment

Fixed Menu
Nofreedom to choose

Boredom
Main Complain

High prices and limited menu options kill subscription motivation — especially for busy workers with little flexibility.

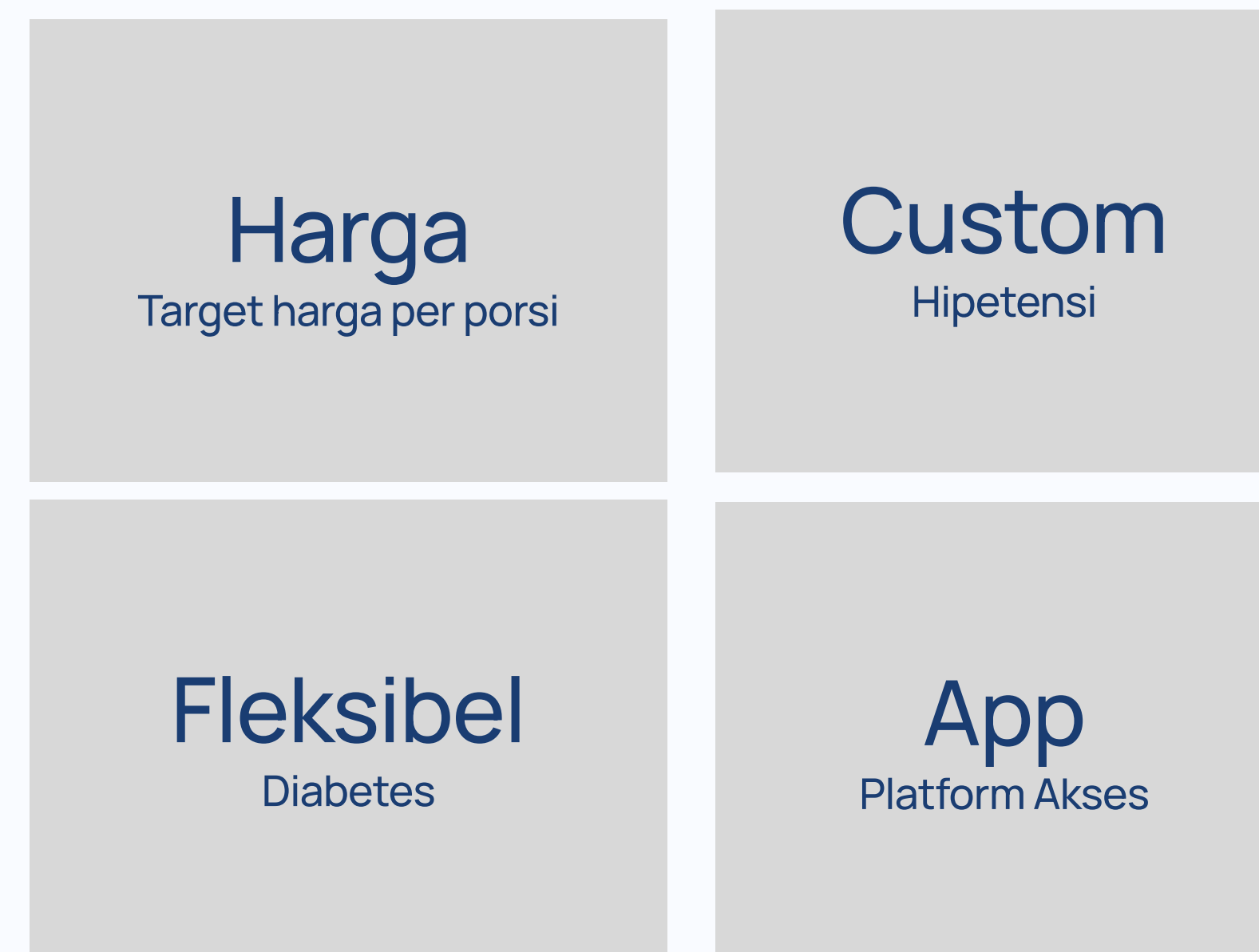
Solution Statement

Impact Statement



Failing to offer practical healthy meals means lost productivity – and a heavier burden on healthcare.

Solution Gap



Employees stay healthy, stress-free, and loyal – all thanks to relevant, practical meal solutions.

Revolutionizing Office Nutrition: AI vs. Conventional Meal Planning

Aspect	AI Solution	Conventional Solution
Setup Cost	50k-100k/month	2-4M (nutritionist +meal)
Personalizati...	Unlimited Customization	Limited to practitioner expertise
Response Time	< 30 seconds	24-48 hours (appointment-based)
Availability	24/7	Bussiness hours only
Scability	Unlimited users	1:100
Consistency	99%+ accuracy	Varies by individual

Our Design Process

Ideation

Develop

Research

Testing

Deploy

Using Elastic Compute Service and QwenAI

1. Generate recommend based on healthiness in chat room with AI
2. Generate Nutrient of food that restrict to eat
3. Deploy backend system using ECS as Cloud

Constraints

Revenue

Primary Revenue

Rp15K-20K

Commission per Order
(30-40%)

Markup dari harga supplier untuk setiap meal yang dijual. Margin fleksibel berdasarkan volume dan kategori.

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Rp3K-7K

Service Fee per Order

Fee untuk personalization service, menu consultation, dan teknologi AI matching.

