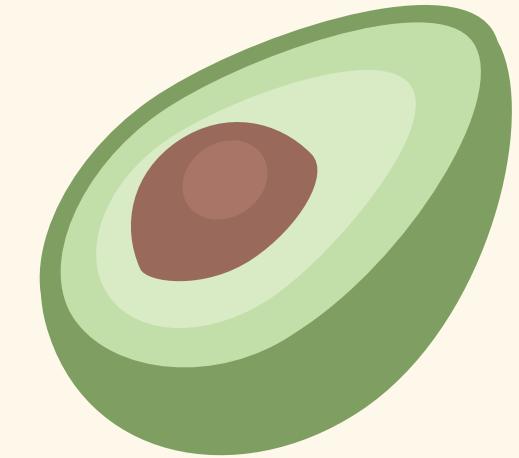


NUTRISCAN

"NUTRISCAN : YOUR PERSONALIZED WELLNESS, DELIVERED."



Clara, Camille, Natalie, Paula, Valentina, Océane



WHO ARE WE?

- Detailed nutritional data but also advice on the healthiest choices.
- Synchronizes with your unique lifestyle, considering weight, height, physical activity, and profession.
- Personalized Recommendations
- Direct Delivery of Recommendations
- Access to Workouts and Recipes
- Support for Wellness Goals



WHY IT IS IMPORTANT

- Navigate misleading greenwashing
- To avoid additives that may lead to health concerns
- Inform users about what is really in the **groceries** they buy and how dangerous it can be
- Combat the overwhelming marketing of the **supplement** industry
- Food is an everyday necessity that requires re-guidance and information support/transparency



NABC NEED

People often struggle to make healthy food choices due to a lack of information and guidance.

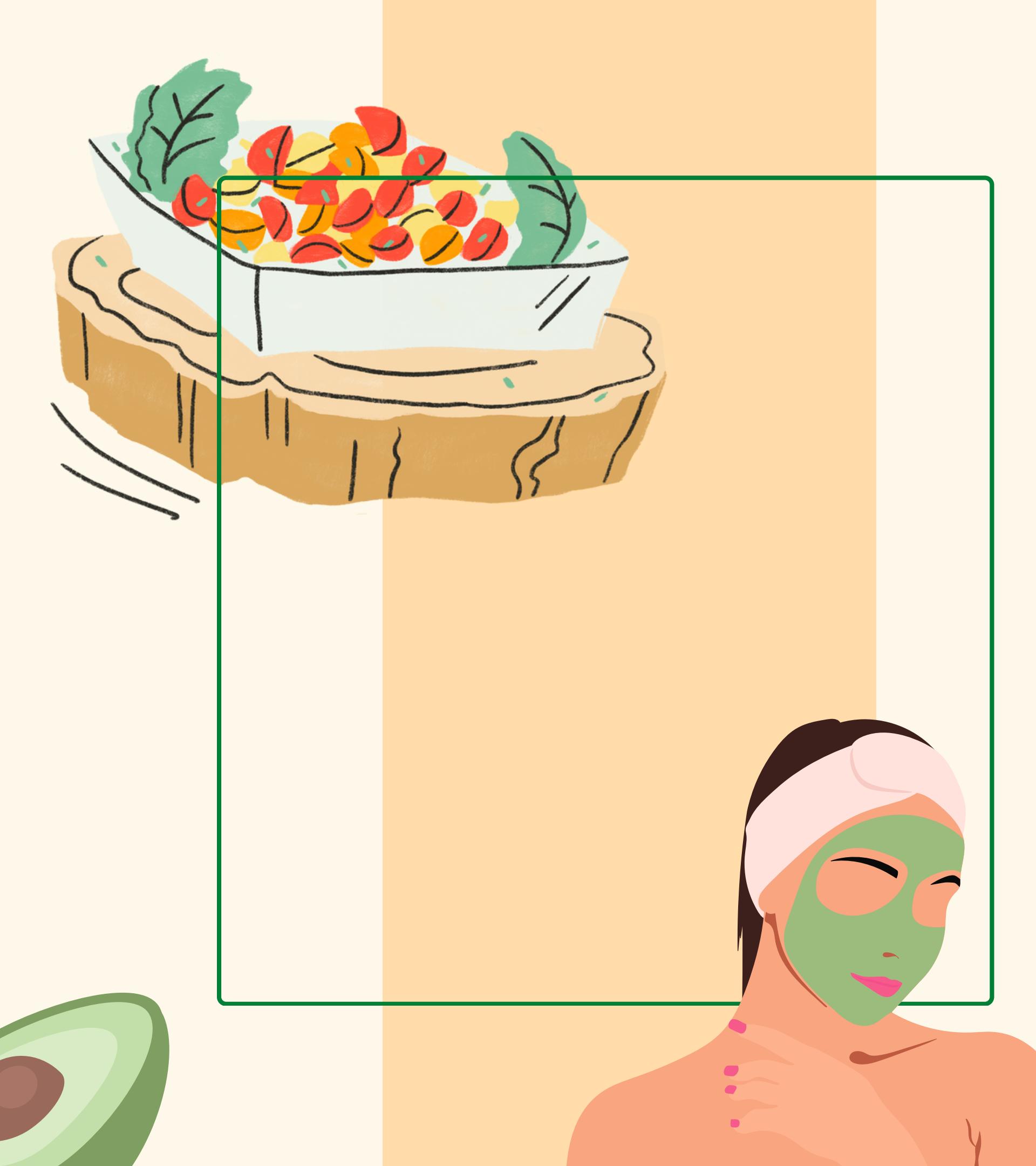
- We are a convenient and reliable solution
- We find our client's needs and match them



NABC APPROACH



- All-in one mobile app
- Partner up brands like Glovo & Nike
- Generate recipes based on the ingredients they have at home.
- Premium version that generates recipes
- Access information on quality of a food



NABC BENEFITS

- Empowering users to make healthier choices
- Save their time and effort
- Premium version that enhances convenience

NABC COMPETITION

Our app stands out by blending food delivery and personalized workouts into a unique platform, setting itself apart from competitors.

We will offer a unique combination of features:

meal planning
meal delivery



HOW WILL WE GET STARTED QUICKLY?

- Market Research and Planning
- Build a Prototype or MVP (Minimum Viable Product)
- Quality Assessment Algorithms
- Testing and Feedback
- Launch and Marketing
- Iterate and Expand



DESCRIPTION OF THE PRODUCT



With a simple **barcode scan**, the app provides a comprehensive health rating for food. Additionally, the app includes home delivery of groceries, personalised recipes and workout plans.

Key Features:

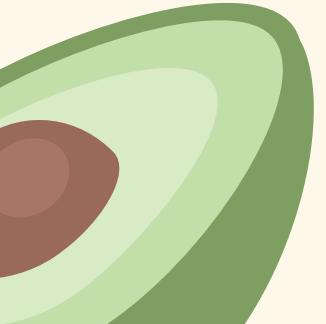
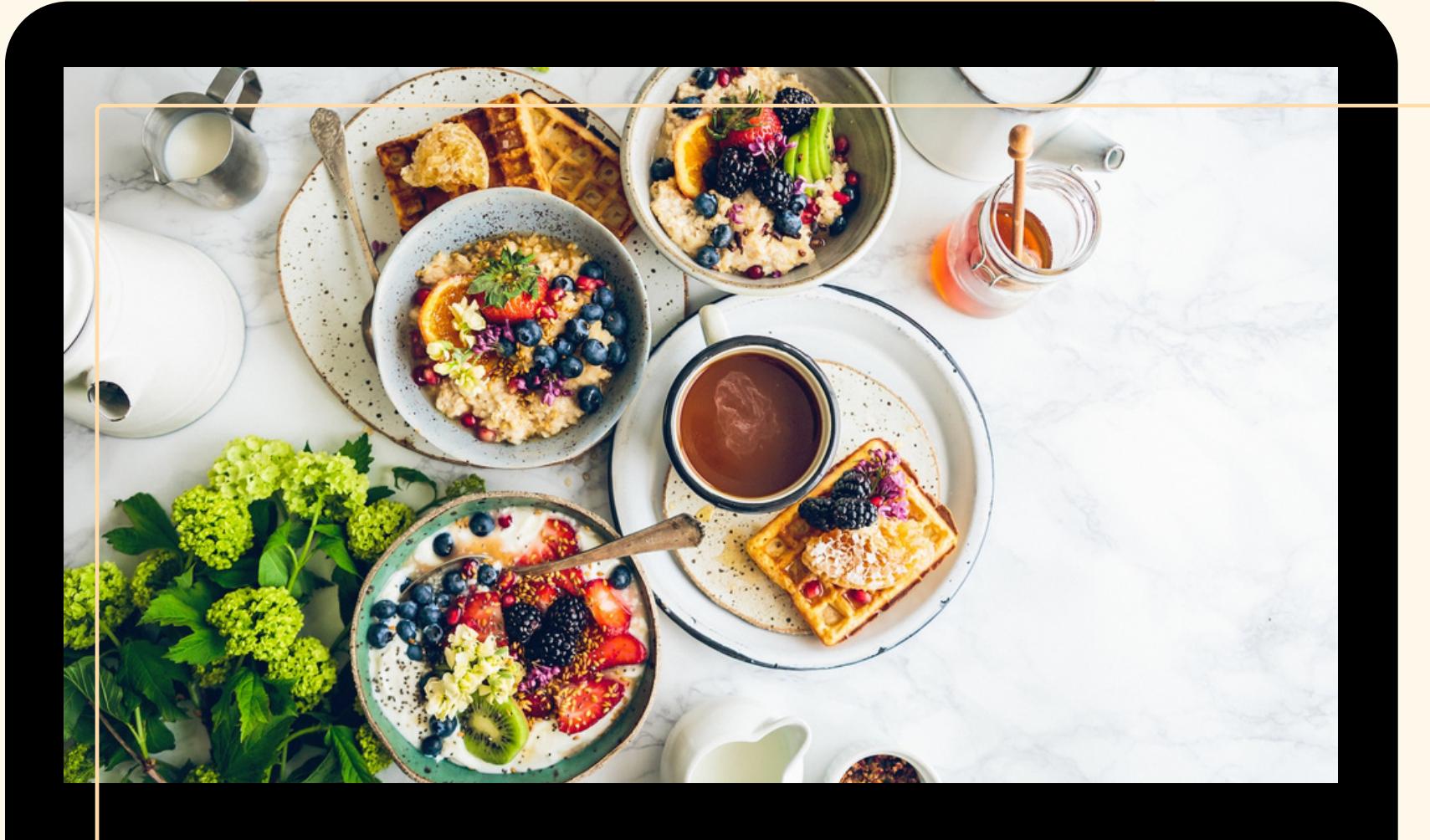
- **Health Rating:** The app rates products out of 100 based on their healthiness and ingredient composition.
- **Ingredient Analysis:** It identifies all ingredients, giving you full transparency about what you consume.
- **Additive Effects:** The app informs you about the effects of any additives present in the product, helping you understand their potential impact on your health
- **Premium version for exclusive benefits**



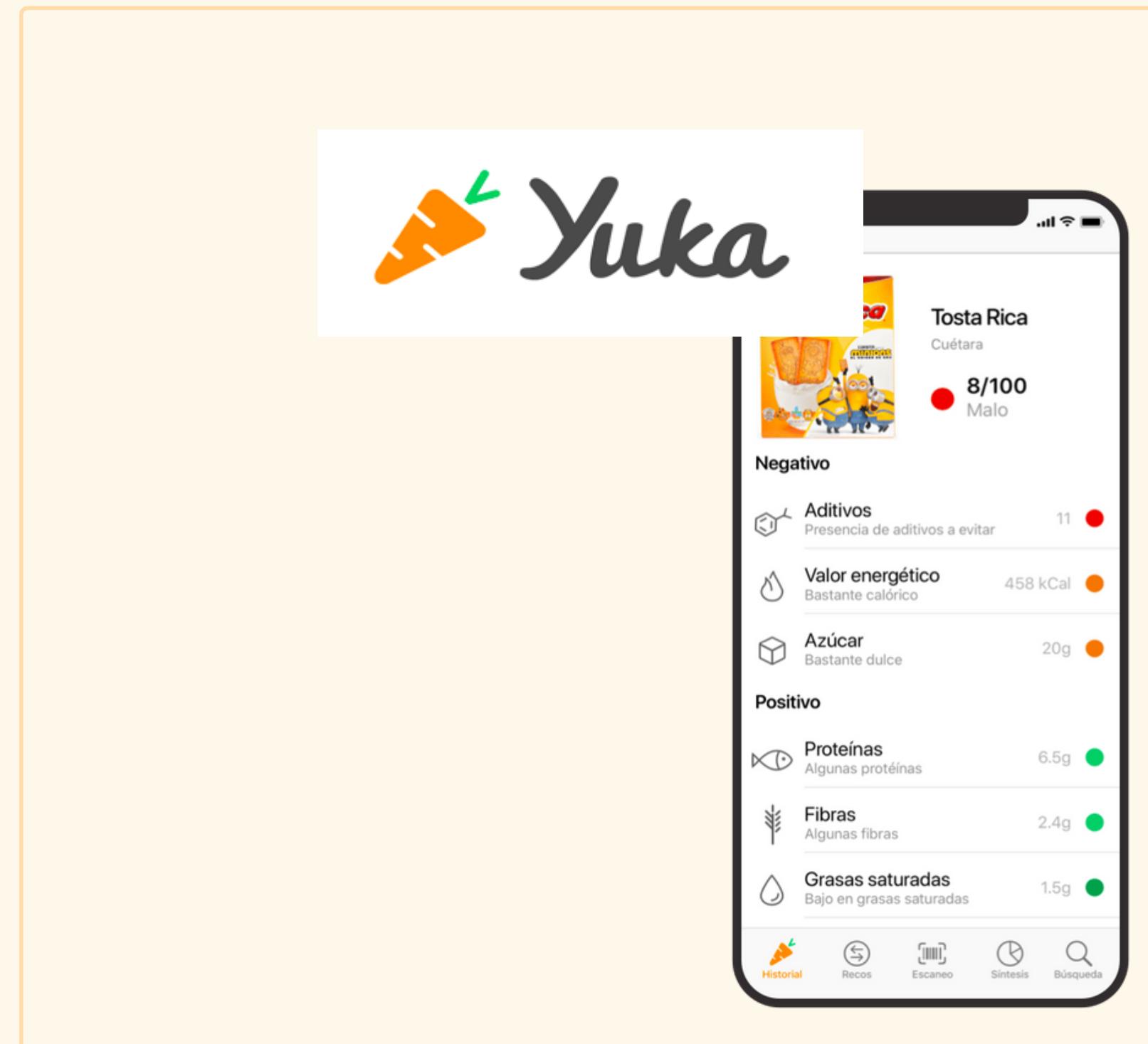
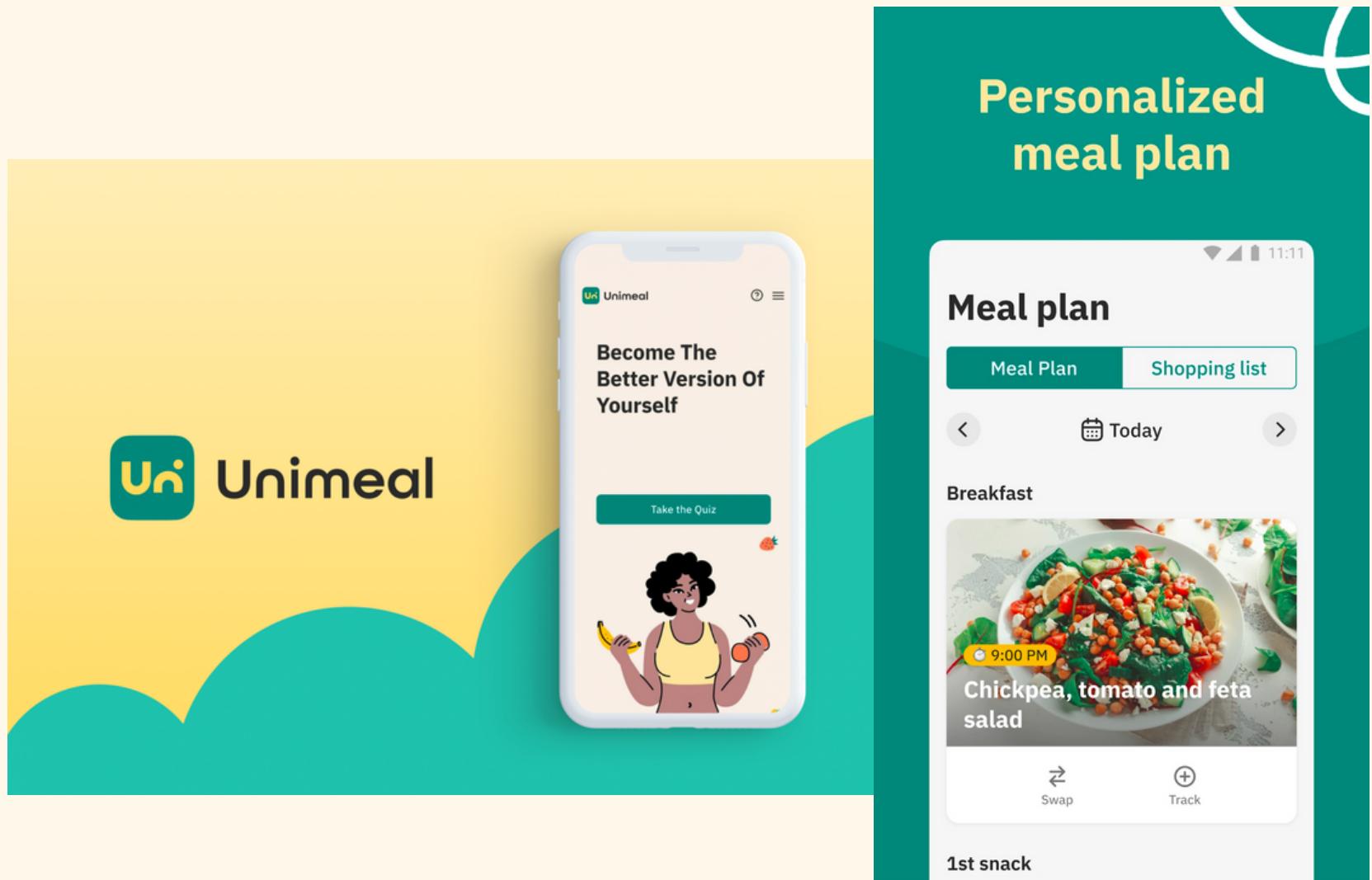
IN WHAT DO WE STAND FOR?

With NutriScan+, your journey toward a **healthier** and more **balanced** life is specifically designed for you.

Discover the personalized revolution in nutrition today!



MAIN COMPETITORS



✗ DELIVERY
✗ SCAN

✗ PERSONALIZED
✗ DIETS
✗ WORKOUTS
✗ DELIVERY
✗ SCAN SUPPLEMENTS

BUYER PERSONA



Marta

Health-Conscious Professional

- She values efficiency and convenience in her daily routines.
- Regularly engages in moderate physical activities to maintain a healthy lifestyle.

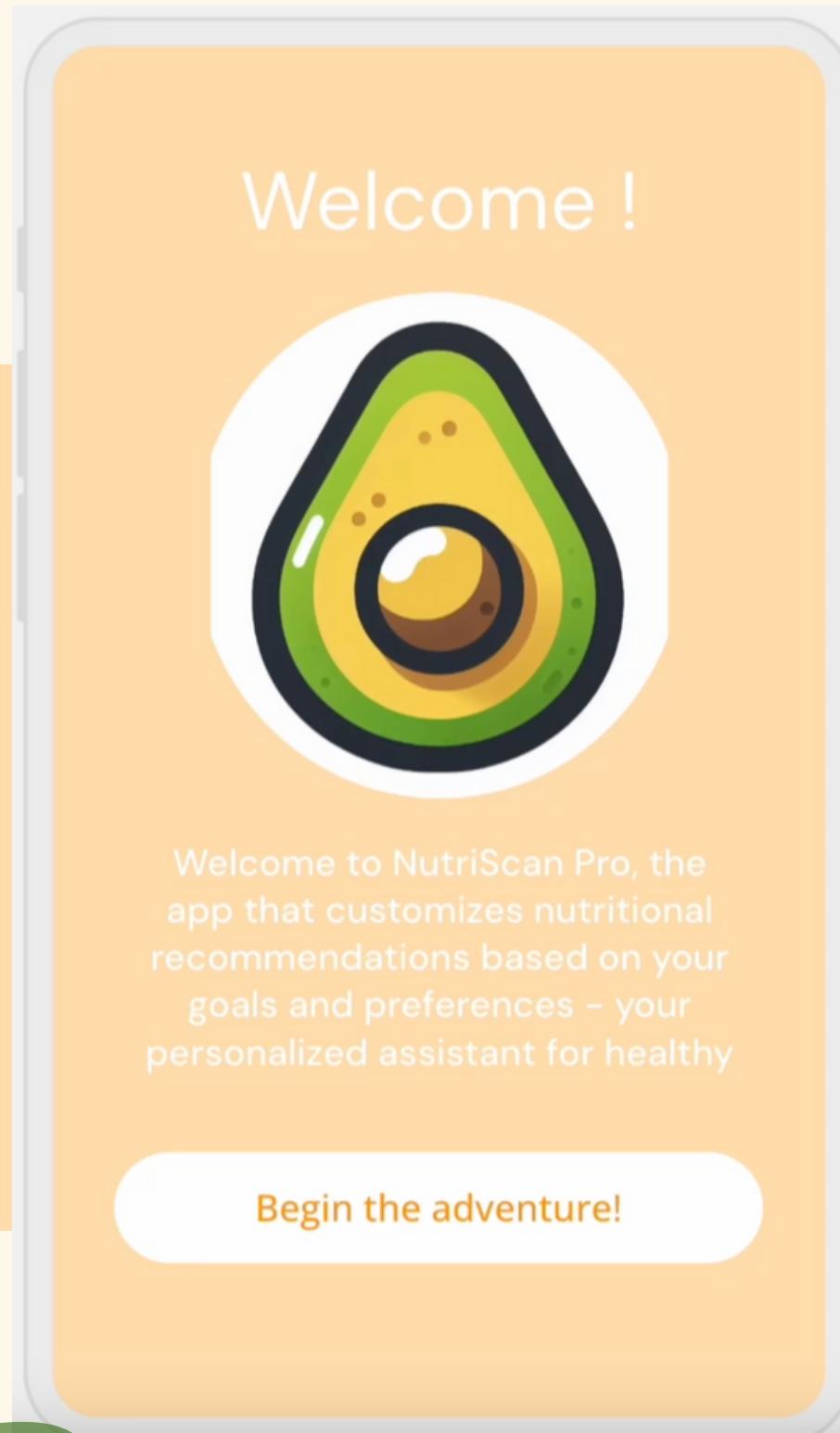


Alex

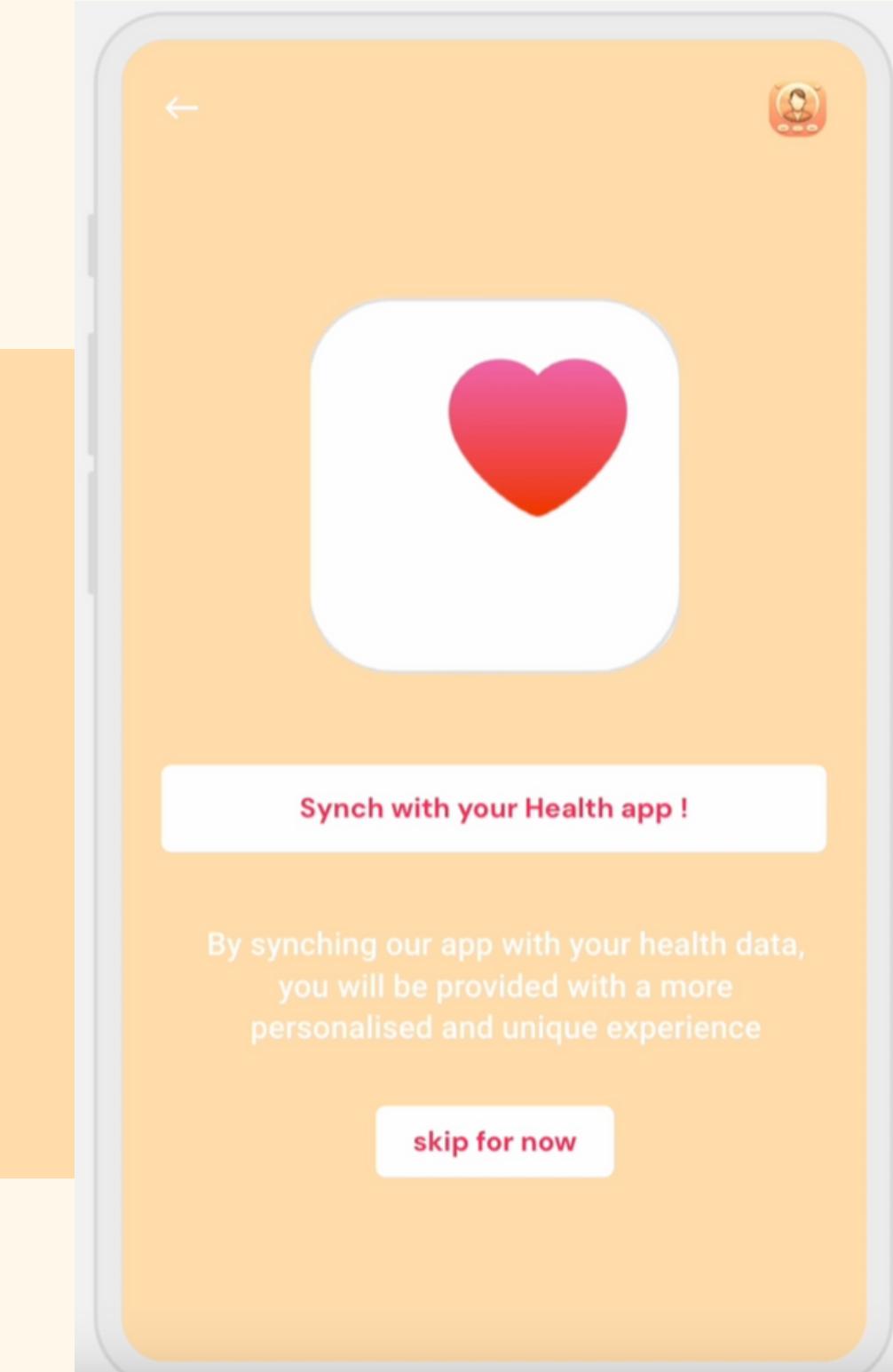
Fitness Enthusiast and Home Chef

- Passionate about maintaining a high level of fitness.
- Enjoys experimenting with new recipes at home.

APP DEMO



The registration screen has a light orange background. At the top left is a back arrow icon. In the center is a placeholder for a user profile picture, showing a cartoon face. Below the placeholder, the word "Register:" is displayed in a white, sans-serif font. There are four input fields: "First Name" (with a placeholder icon), "Last Name" (with a placeholder icon), "Email" (with a placeholder icon), and "Password" (with a placeholder icon and a small eye icon to the right). At the bottom of the screen are two buttons: "Create account" in orange and "Terms and Conditions" in a smaller, gray font.



APP DEMO

The image displays four sequential screens from a mobile application, illustrating its functionality for tracking and analyzing food intake.

- Screen 1: MENU**

A yellow-themed menu screen with a back arrow and user profile icon at the top. The menu items are: Scan (highlighted with a grey dot), History, Overview, Search, and My recommendations.
- Screen 2: Scan Result**

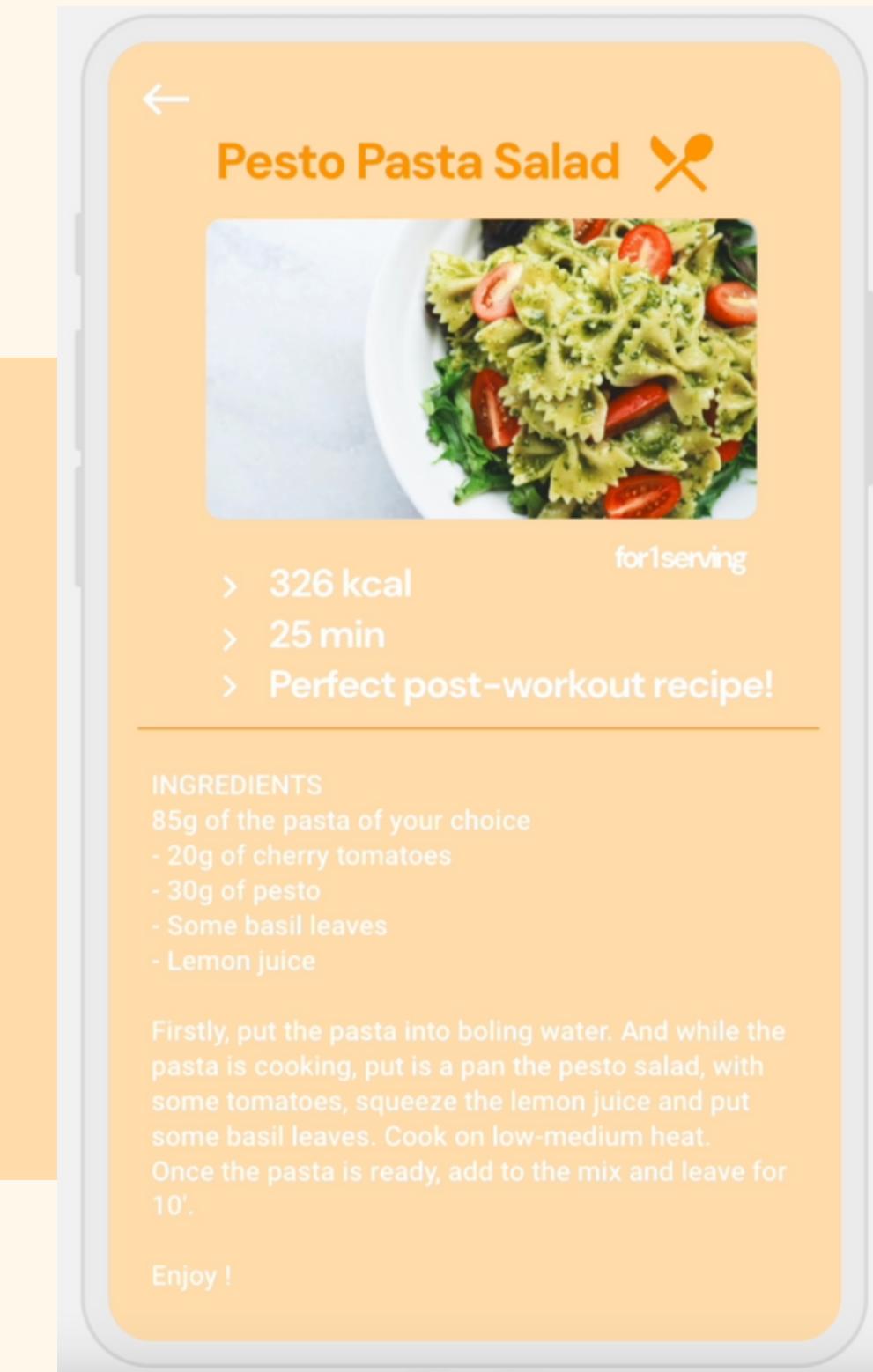
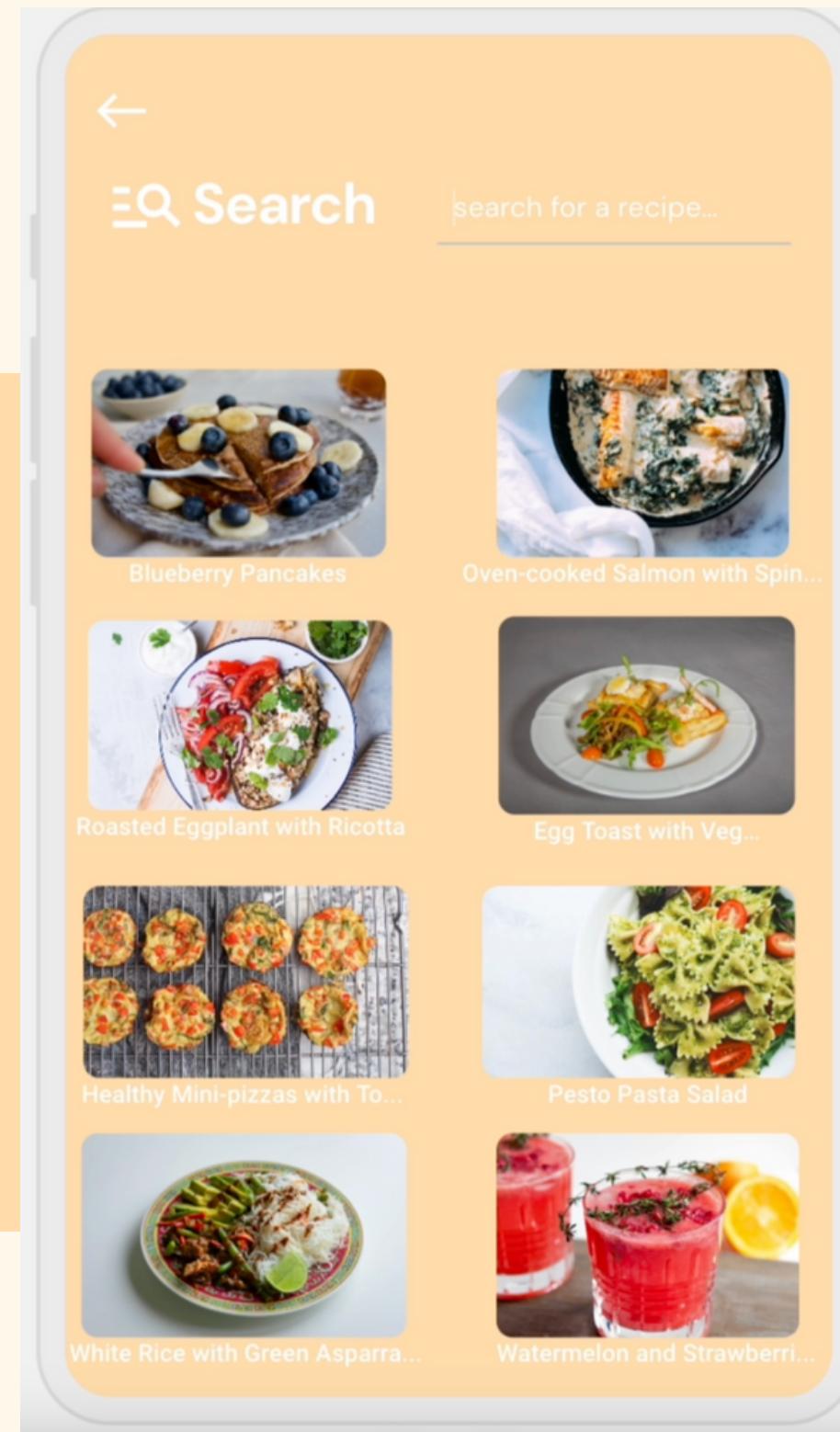
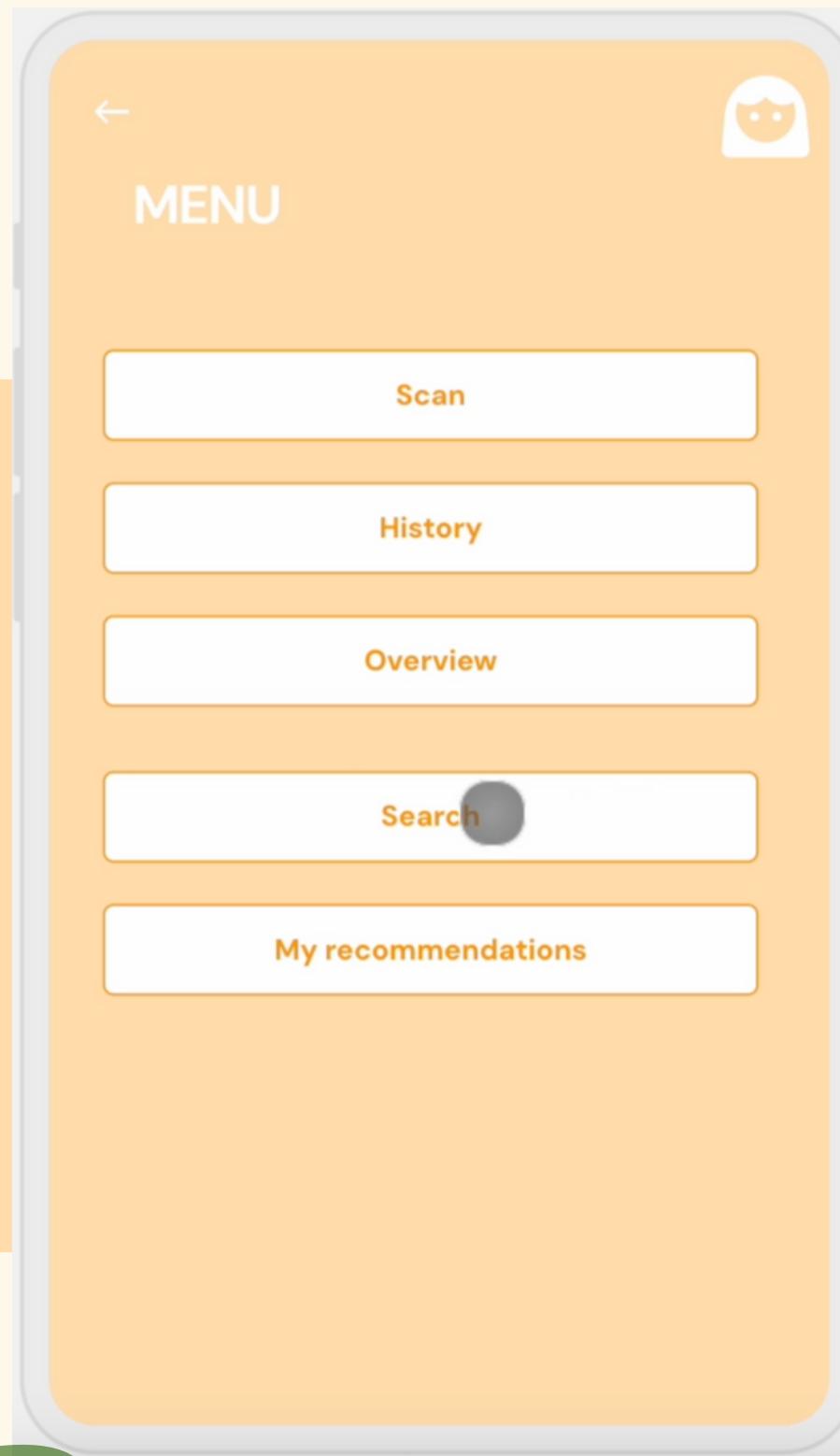
This screen shows a blue plastic bottle of "Ice Pop - Hydration Drink" with the word "Prime" on it. A barcode is being scanned by the app. The results show:
 - Ice Pop - Hydration Drink**
 - Prime**
 - 30/100** PoorA "Scan" button is located at the bottom.
- Screen 3: MENU**

A yellow-themed menu screen with a back arrow and user profile icon at the top. The menu items are: Scan, History, Overview (highlighted with a grey dot), Search, and My recommendations.
- Screen 4: Overview**

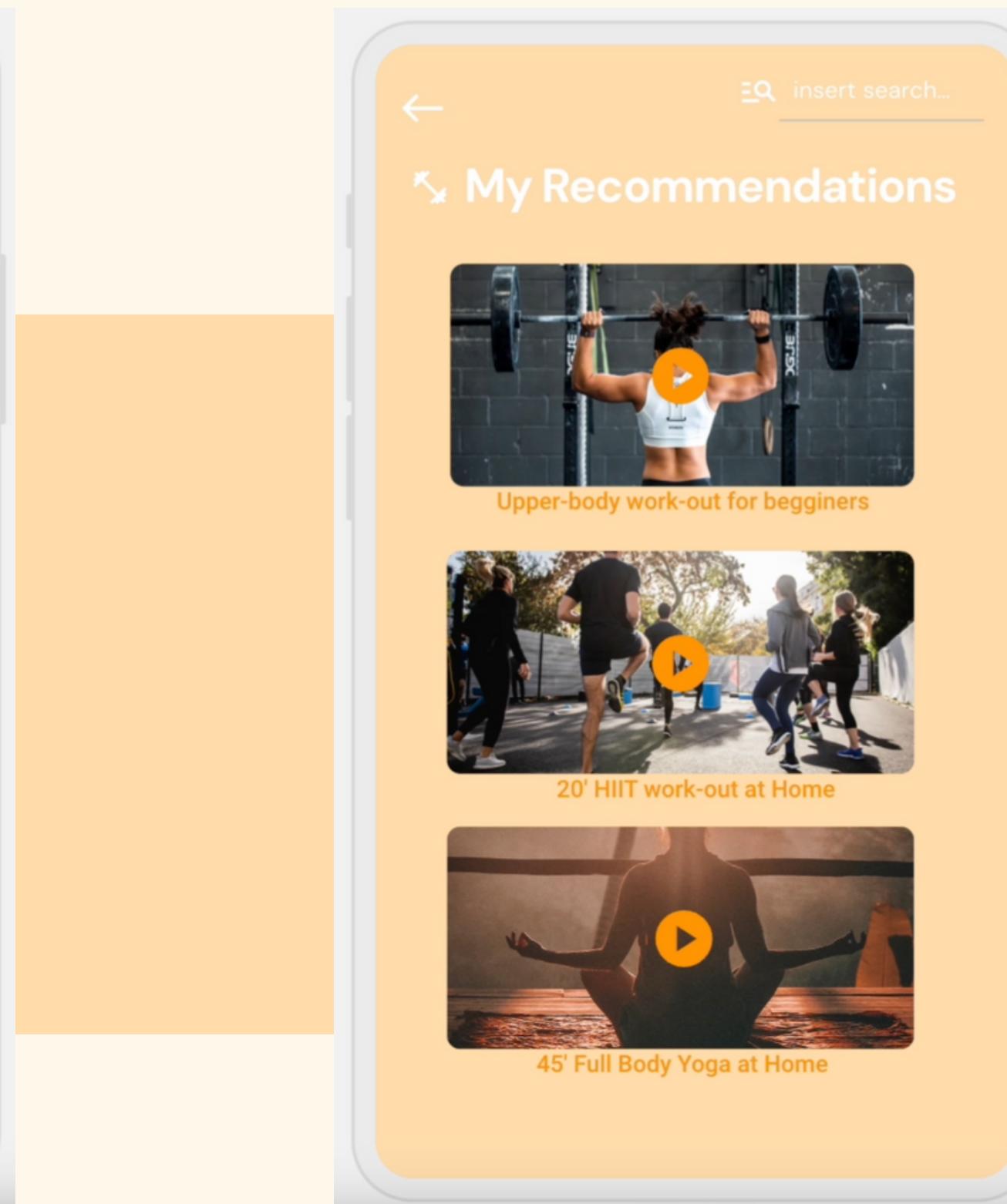
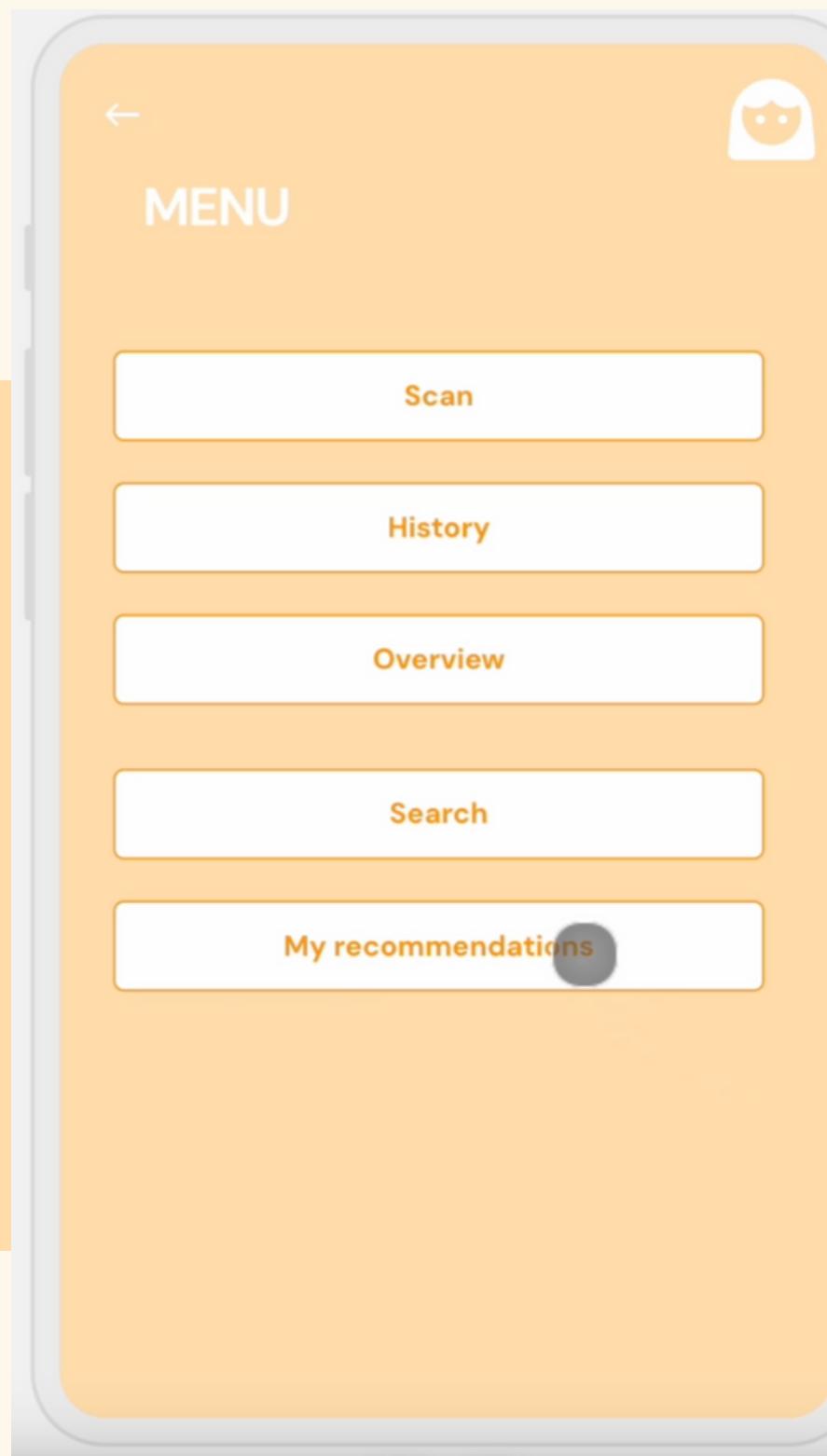
This screen provides a summary of the user's nutritional status. It features a pie chart divided into three segments: a large orange segment (Good), a smaller green segment (Fair), and a small red segment (Poor). Below the chart, the counts for each category are listed:

Category	Count
Good	4
Fair	4
Poor	3

APP DEMO



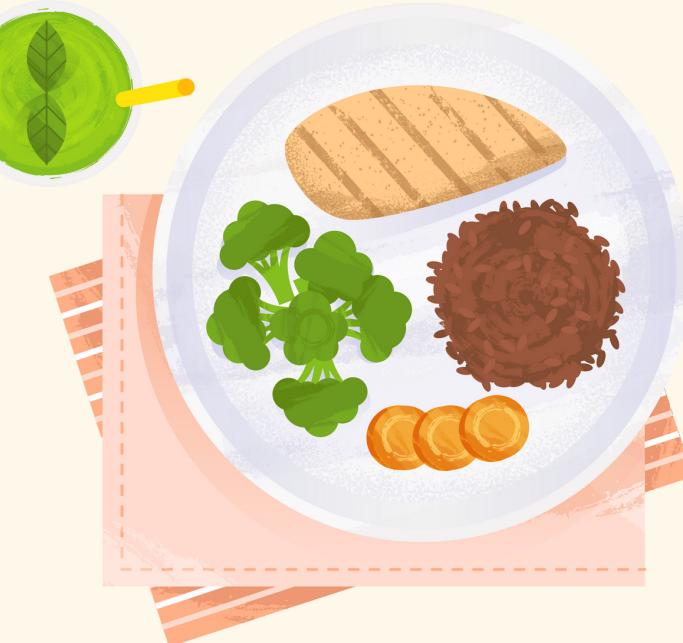
APP DEMO





PREMIUM VERSION

- The app will be mainly financed by the premium version (subscription-based)
- Pricing: 6,99€/month or 59,99€/year
- Features of the paid, premium version:
 - Advanced search bar to find products by typing in the brand, name, or category
 - Use the app in offline mode
 - Order products to be delivered to your preferred destination through the planned partnerships with providers
 - Get meal plans and recipes based on the bought products and your personal goals/lifestyle.
 - Get more personalised workouts – also available to watch offline



HIGH PROBLEM DESCRIPTION

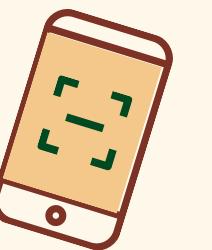
1. User Engagement

→ gamification elements, and personalized notifications



2. Barcode Scanning Accuracy

→ advanced algorithms and image recognition technology



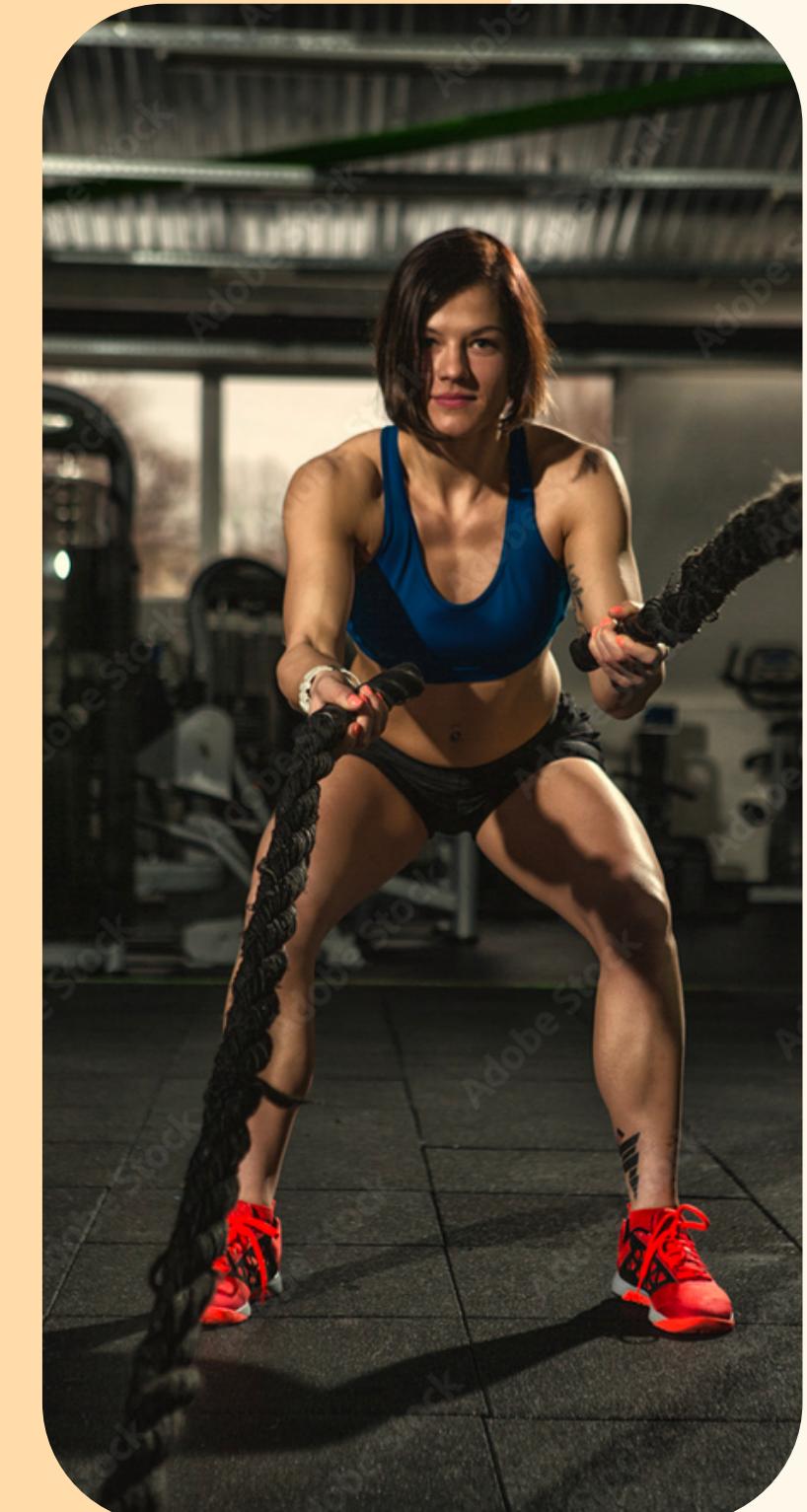
3. Privacy Concerns

→ privacy regulations and transparent communication



4. Balancing Information Depth

→ customizable settings and tiered information system



Conclusion





THANK YOU

NUTRISCAN +

