



- Convenient & revolutionary way of diet tracking Using a Single Photo and AI.
- Make Better Choices For Your Health At Every Meal
- Free for 4 times each day
- Connect with a community and access educational resources.

User engagement to attract a broad audience

Generate traction

Gather feedback for product refinement



## DietDiaryAI

- Enjoy more user-friendly app interface with intuitive features and easy navigation, suitable for all skill levels.
- Comprehensive nutritional information and personalized tips in a visually engaging format
- Limited offering access to chat with nutritionist during working hours
- Can analyze most popular Finnish dishes

Build trust and familiarity

Gather user feedback

Convert standard users





## DietDiaryAI

- More advanced AI algorithms that produce precise nutritional breakdowns of meals
- Personalized meal recommendations based on individual fitness goals
- Monitor progress and adjust your diet dynamically for optimal results
- Automatic sync with smart watch, other fitness tracking application and email notification
- Schedule one-on-one consultations with nutritionists

Revenue collection  
Tangible value and benefits  
Building a loyal customer base

# Desk research outcomes

## **Viability of diet apps**

- Fitness app users see better results than non-users
- Long term commitments provide better results
- Self reporting is a limiting factor
- Gamification has mixed results

## **User segmentation**

- Demographic differences matter
- Already fit people are more invested
- Weight loss is the most common target
- Trends matter
- Exercise identity is very correlated
- Generally tech savvy individuals are most likely to use applications and be early adopters

## **What is most important for an app**

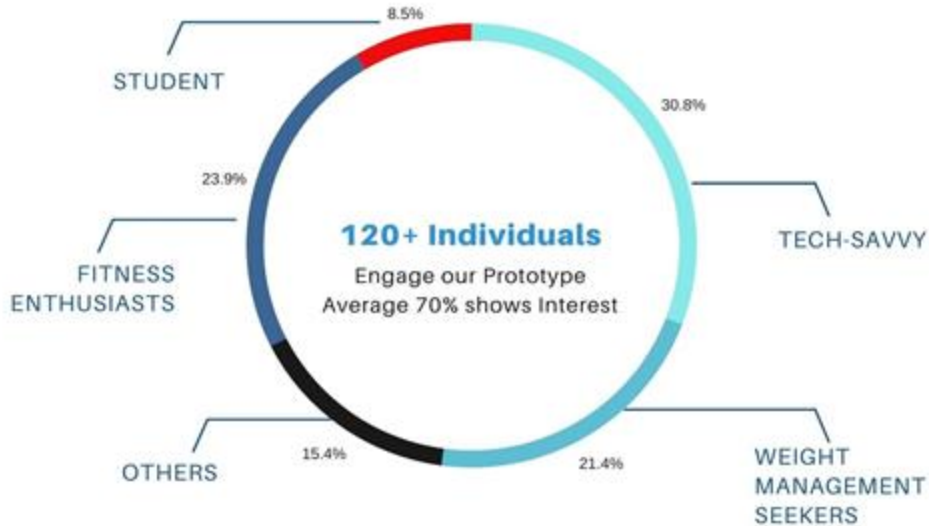
- Ease of use and low labor
- Free or low cost
- Perceived accuracy is more important than actual accuracy
- Real life changes are more important than app accuracy
- Social factors
- Entertainment value is not seen as important
- Privacy matters

## **Target segmentation suggestions**

- People invested and identifying with a fitness lifestyle
- Tech-savvy individuals
- People attempting weight management

# Customer Segmentation

## Most relevant identity of interested people - Survey



### Chosen Customer Segment

Fitness Enthusiasts  
Tech-Savvy Individuals  
Weight Management Seekers

### Likely Customer profiles

Age- 16 to 64  
Location- Nordic Urban People  
Technological Adoption- High  
Usage Patterns-Mobile app usage  
Purchase Behavior- Frequent

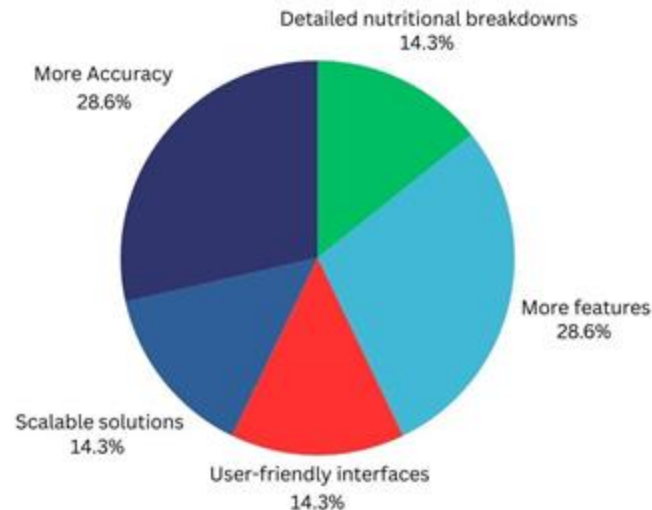
### Market Size

Fitness Enthusiasts ~1.2 million  
Tech-Savvy~1.44 million

# Comprehensive Insight On User Feedback

## User Feedback

- ✓ Updated UI/UX for better user experience and ease of use.
- ✓ Provide comprehensive details about fat and nutritional components.
- ✓ Transparency and communication regarding the accuracy
- ✓ Expand the scope of insights
- ✓ Personalized recommendations, trends analysis, and actionable tips



**2**  
Iteration

**30+**  
Total Download

**20+**  
Reviews

# Usability Testing Results

85%

## Feature Satisfaction

Fitness Enthusiasts express enthusiasm for personalized nutrition recommendations based on fitness goals.

75%

## Task Completion Rates

75% of users successfully capture and analyze meal images within the app interface.

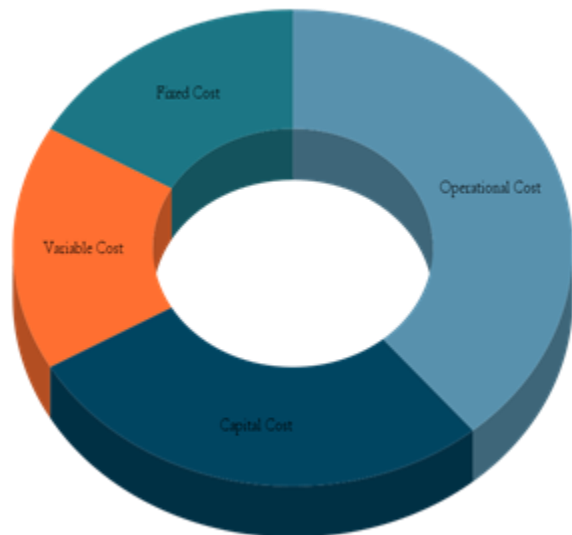
45%

## Navigation Issues

Encounter difficulty locating specific nutritional information



# Spending



- Operational Cost
- Capital Cost
- Variable Cost
- Fixed Cost

## Operational Cost

- Product development
- UI UX design (Continuous Development)
- Marketing and User Acquisition
- Technology Infrastructure

## Capital Cost

- Research and Development
- Creating and optimization of Algorithm
- Image repository

## Variable Cost

- Nutritionists
- Campaign specific expenses

## Fixed Cost

- 3rd Party API
- iOS and Android platform
- Legal and Regulatory Compliance
- Office space, utilities

# Spending and Revenue

Type of Work	Back-End Development	iOS Development	Android Development
Features	270 hours	438 hours	438 hours
Framework & Libraries integration	240 hours	36 hours	140 hours
UX/UI design	280 hours	120 hours	120 hours
Quality assurance	217 hours	343 hours	343 hours
DevOps	45 hours	62 hours	62 hours
Project management	124 hours	218 hours	218 hours
Total time	1176 hours	1217 hours	1321 hours

## Break Even Point

Only 0.661% of 3.13 billion market

Total Hours: 3115

Average €50  
Total €200,000

CAC: €29

Standard Customer  
Monthly Plan: 20710  
8 Months

Standard Customer  
Yearly Plan: 2532  
5 Months

Premium Customer  
Monthly Plan: 16667  
7~8 Months

Premium Customer  
Monthly Plan: 2000  
4~5 Months

# Flexible Pricing Plans For Everyone

## Basic

Free  
Forever

For Everyday Users

- ✓ Basic meal tracking
- ✓ Meal planning tools
- ✓ Standard Customer Support

## Standard

10€  
/ month

For Fitness Enthusiasts

- ✓ Everything in Basic -plan
- ✓ Nutrition Recommendations
- ✓ Detailed Nutrient Analysis
- ✓ Integration With Fitness Trackers
- ✓ Advanced Tracking and Analysis

**Only €79.99 / Year**

## Premium

12€  
/ month

For Tech-Savvy Individuals

- ✓ Everything in Standard -plan
- ✓ Access to Nutritionists feedback
- ✓ Integration with wearable devices
- ✓ Exclusive Customer Support
- ✓ Real time monitoring of progress

**Only €99.99 / Year**

# Refined Business Model

## Customer Segments

Fitness Enthusiasts  
Tech-Savvy Individuals  
Generalized Customers

## Value Proposition

Revolutionary approach to managing nutrition  
Personalized Nutrition Insights and Recommendations  
Community Engagement and Education  
Access to professional nutritionists for tailored advice

## Channels

Mobile App (iOS, Android)  
Social Media Platforms  
Influencer Partnerships  
Community Engagement

## Revenue Streams

Freemium Model  
Subscription Plans  
In-App Purchases  
Advertising

## Key Resources

AI Technology (API)  
Development Team  
Our Own Food Database  
Nutrition Experts

## Partnerships

Nutritionists  
Fitness Brands  
Wearable Tech  
Food Brands

## Customer Relationships

Personalized Interactions  
Community Engagement  
Premium Support  
Content and Resources

# Thank You!

Do you have any questions or feedback  
for us?

