

NutriMate: AI-Powered Nutrition for Students

Addressing the problem of poor eating habits among college students with an AI-driven solution.



Made with **GAMMA**

AI-Powered Solution: NutriMate

Healthy Mess Menu Choices

Suggests nutritious options from the daily mess menu.

AI Nudges

Sends personalised reminders, e.g., "You skipped breakfast yesterday".

Gamified Habit Building

Uses gamification and feedback loops to encourage healthy habits.

Core logic: GPT-based nudging + preference matching, learning from behaviour.



Target Audience & Market Opportunity

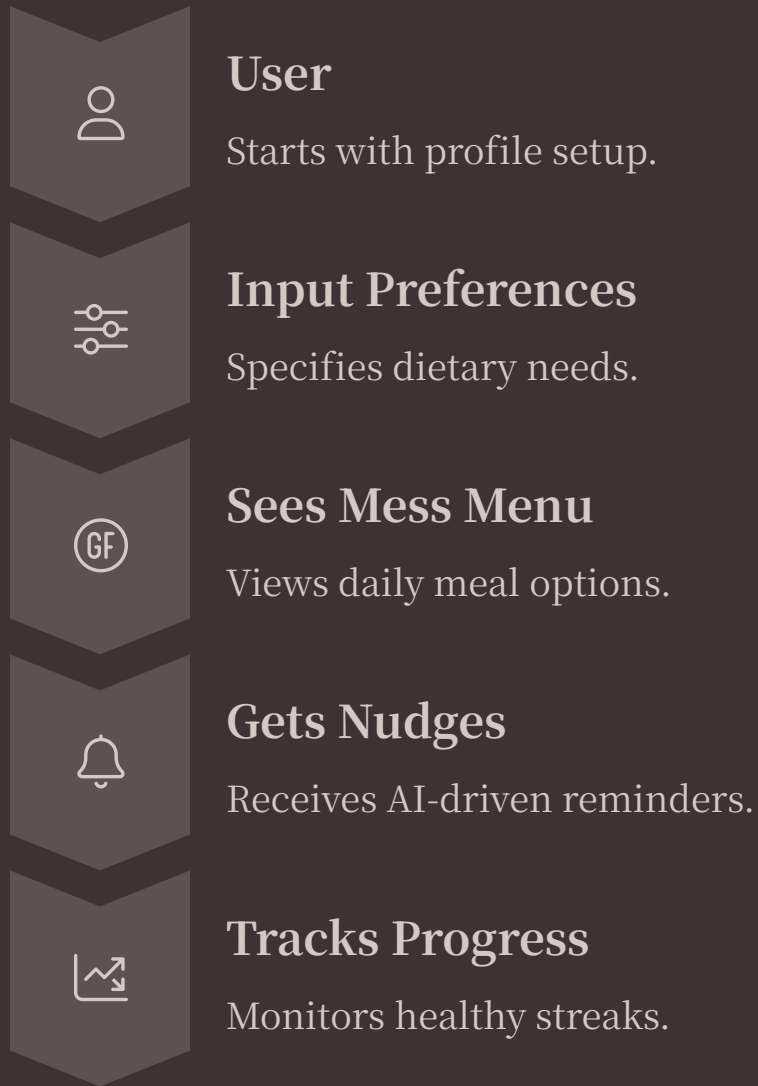
Target Audience

- College students (18–24)
- Hostel/PG residents
- Tech + professional campuses

Market Size

- 9M+ hostel students in India
- ₹300 Cr+ opportunity by 2026
- Rising focus on wellness

MVP Prototype



Visual MVP built in Figma. Core flow: User → Input prefs → Sees mess → Gets nudges → Tracks progress.

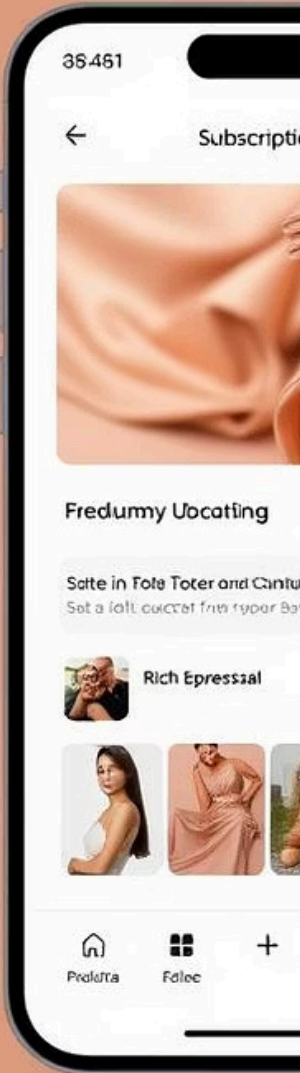
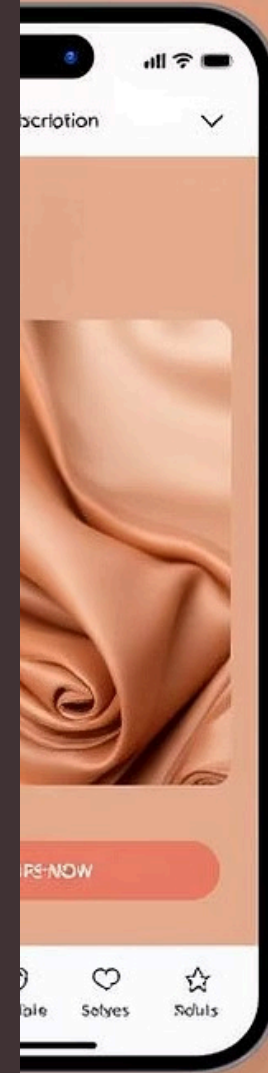
Business Model & GTM Strategy

Revenue Model

- Freemium App: Free core + ₹49/month for premium features
- Campus Licensing: Colleges subscribe for wellness tracking

GTM Plan

- Pilot with 2 IIT/NIT hostels
- Onboard mess staff via web dashboards
- Promote via orientation fests



Competitive Landscape

Competitor	Gaps	NutriMate Differentiator
MyFitnessPal	Too calorie-focused, not Indian mess friendly	Designed for students, integrates with mess menus, and learns from academic routines
HealthifyMe	Expensive, not student-first	
Zomato Health Filter	No routine-based suggestions, lacks behavioral AI	

Use of AI Tools in Development



ChatGPT

Ideation, nudges, user flow, problem validation.



Perplexity AI

Market trends, competitor analysis, user pain points.



Figma AI

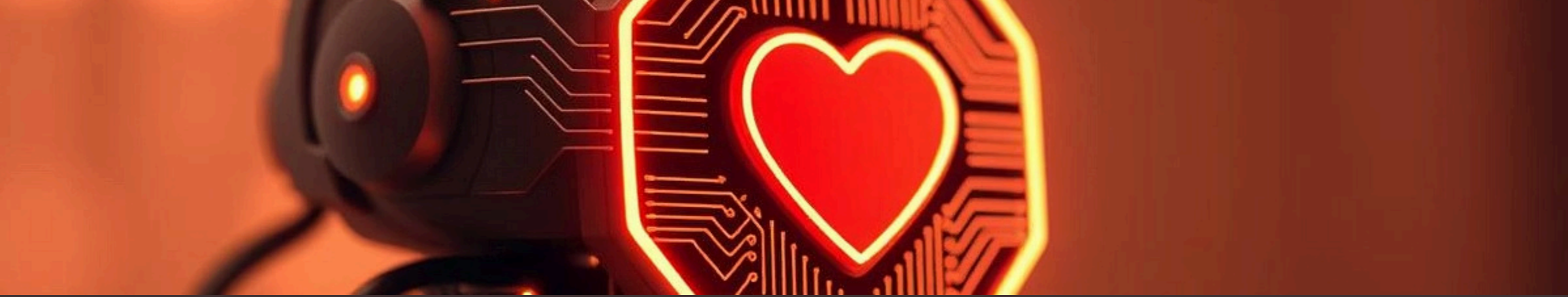
UI prototyping.



Google Trends

Nutrition + student behavior search insights.

Used AI for prompt-based market research, GPT-style nudges & logic, and no-code visual prototyping.



Ethical Considerations in NutriMate

- Bias in meal recommendations: Solution → diverse preference options
- Data Privacy: No personal data sharing; anonymized mess feedback
- Transparency: Users can disable nudges or data learning
- Non-judgmental suggestions: No calorie shaming

NutriMate is habit-focused, not appearance- or weight-driven.