

1. Overview of the Business Idea & Brief description of the product

We are building a calorie tracker that will enable people to track and monitor their diet easily and be able to understand the implications of their diet. We are also going to provide the user with the amount of calories or protein they need to reach their specific goals, provide feedback on their dietary intake, and explain how they can alter their diet to meet their nutritional needs. We are planning on building a calorie tracker that takes a holistic approach to diet and focuses on overall nutrition and health rather than just focusing blindly on calorie intake as an end all. The holistic approach includes tracking all the nutrients that are essential for the human body, and provide feedback on the quality of the food that the user is consuming, like two foods may have the same amount of protein, but the quality of protein may vary across them. We are planning on providing our users with insights into their diet, which will help them improve their diet substantially. We are also going to implement several features, like letting the users track their weight, monitor their progress towards certain goals, being able to save meals/recipes, able to scan their diet through a QR scanner etc, which will make it easier for the user to strive forward in their fitness journey.

We are taking a simple yet holistic approach to our calorie tracker. Our calorie tracker is going to have a simple and user-friendly UI but also contain all the features essential for a person to reach their health goals. Our QR scanner enables users to easily scan the items and select the serving size, and our calorie tracker will automatically calculate the total calories consumed, macros and micros, and give a clear overview of your

nutritional intake throughout the day and how it aligns with their goals. We are also including a way to calculate how many calories you burn throughout the day by syncing your fitness data.

In conclusion, our calorie tracker offers a holistic approach to diet and nutrition, empowering users to make decisions about their health. Users can easily track and monitor their dietary intake, receive personalized recommendations, and gain insights into their overall nutrition. Additionally, our QR scanner simplifies the process of logging meals, while syncing fitness data provides a complete picture of calorie balance. By focusing on both quality and quantity of nutrients, our calorie tracker supports users in achieving their specific health goals and improving their diet substantially.

2. Introduction of Goals for the Business & Introduction to target market

Our primary goal is to change the way people look at tracking calories and being on a diet. We aim to take a holistic approach to nutrition and diet, letting our users learn about meeting their nutritional needs and help them lead healthy lives. We are going to help users reach their goals in a sustainable way while also improving their health. We plan to provide our users with an easy-to-use interface that will make the process of tracking calories easier. We will also be introducing features that will enable users to track their calories more accurately, like recipes, and our QR scanner, which takes the nutritional information straight from the product. Our calorie tracker includes a calorie burn tracker, which lets you calculate how many calories you burn throughout the day and tally it with the amount of calories you consumed, making it easier for the user to set or change their goals.

The market for calorie trackers is huge and has been growing rapidly with increasing awareness among people about their diet and how it impacts their bodies. People are being more attentive to what they eat and are conscious of their dietary intake. Our target market is composed of a broad variety of people. Our users include people who track their calorie intake for fitness, for weight loss, for weight gain, or because of health concerns, and there are users from every demographic who use calorie trackers. So our calorie tracker is going to be built in a way that will be useful for everyone who wants to track calories and is on a fitness or health journey. To conclude this, we are going to

build a calorie tracker that caters to the needs of all demographics, ensuring it's accessible and beneficial to anyone on a health or fitness journey.