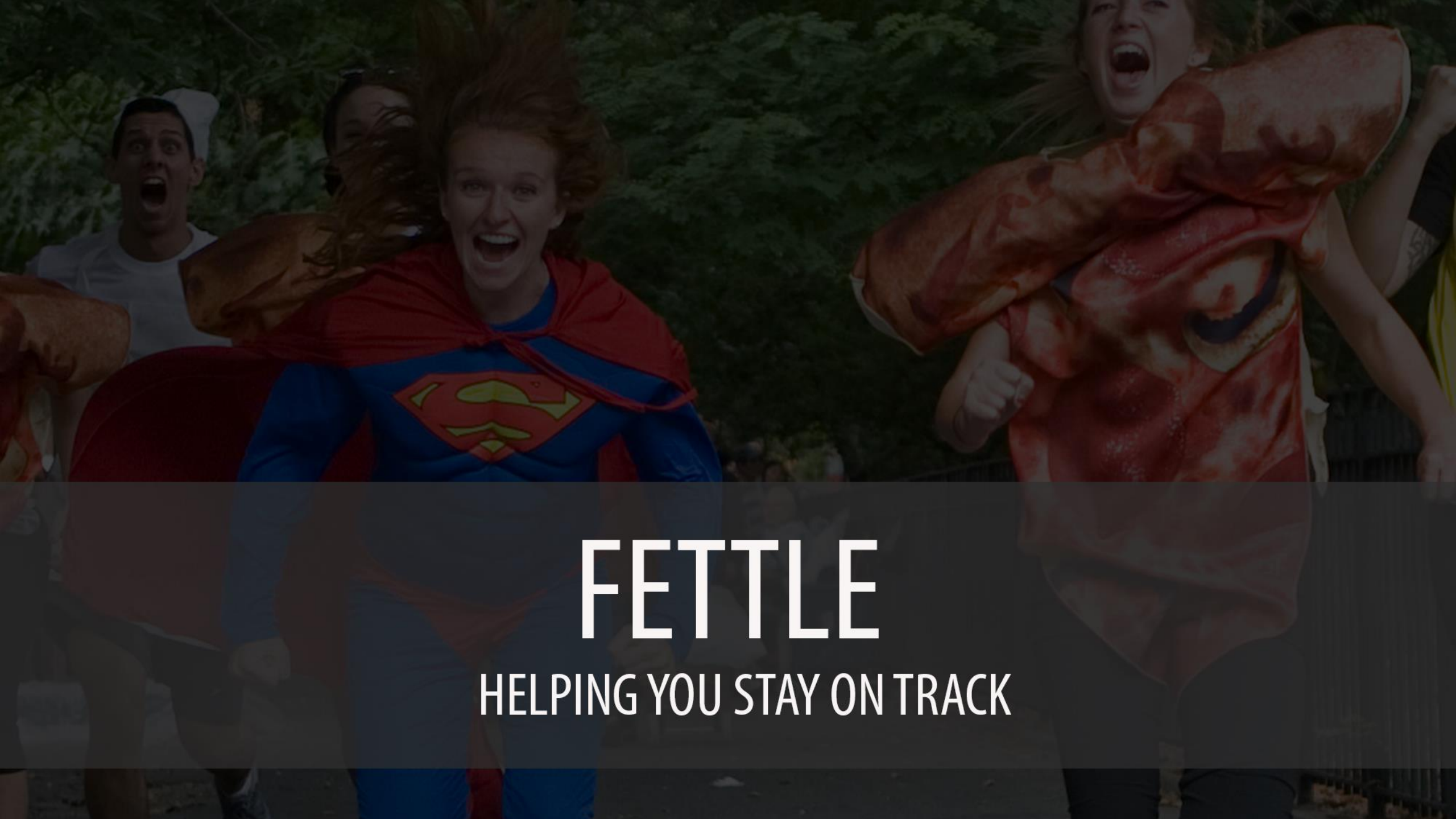


FETTLE

HELPING YOU STAY ON TRACK

MOTIVATION

“ORDERING FOOD JUST GOT HEALTHIER”

FOODPANDA
Is turning us into a panda

Nutrition Facts
Serving Size 172 g

Amount Per Serving	
Calories 200	Calories from Fat 8
	% Daily Value*
Total Fat 1g	1%
Saturated Fat 0g	1%
Trans Fat	
Cholesterol 0mg	0%
Sodium 7mg	0%
Total Carbohydrate 36g	12%
Dietary Fiber 11g	45%
Sugars 6g	
Protein 13g	

Vitamin A	1%	• Vitamin C	1%
Calcium	4%	• Iron	24%

*Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs.

NutritionData.com

NUTRITIONAL VALUE
We don’t know what this means!

SQUARE 1
is our favourite hangout place

SOME FACTS

1/3rd of the world is obese.*

61% people realize this.*

73% people give up on fitness goals

42% find it difficult to follow a strict diet.

38% people find it hard to get back once they fall off.

36% people say they don't find time.

Sources: caloriecontrol.org, http://www.bodybuilding.com/fun/2013-100k-transformation-contest-press-release.html*

VISION – FOLD I (CORE)

"TO EAT OR NOT TO EAT?"

Don't let the binging stop.
Take care of personal tastes.

Educate People about what they eat.
Free from unnecessary jargon.

Help them achieve their fitness goals.
Plan your diet in real time.

THE IDEA

FETTLE

Build the most intuitive food

recommendation cum ordering engine

create user-friendly informative suggestions using scraped data

Walk 12Km

Go for a salad!

Enhance the food ordering experience with more information to both the user and outlet.

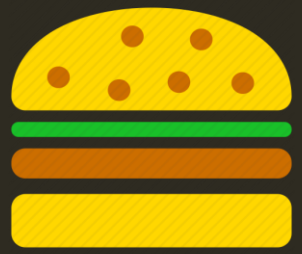
+

Integrate fitness tracking with food ordering application to plan/re-plan weekly health goals.

THE PRODUCT

A Tablet/Phone Application that

- **orders your food**
- **tells you about what you eat**
- **tracks your delivery**
- **let's you review places**



GO AND HAVE THAT OCCASSIONAL CHEESE BURGER AND WE WILL RESCHEDULE YOUR FITTNESS AND DIET PROGRAM FOR YOU. DON'T GIVE UP!

- **suggests you what to eat**
- **suggests you how much to exercise**
- **tracks your fitness**
- **re-plans schedule in real time**

FEEDBACK?

1. …

VISION – FOLD II

"WRAP OUR IDEA INTO AN END-TO-END APPLICATION"

Where is my food?
Delivery Gamified

Instant Review of Dishes and Restaurants

More detailed and updated Menus with better configuration options

THE TARGET GROUP

THE HUNGRY!

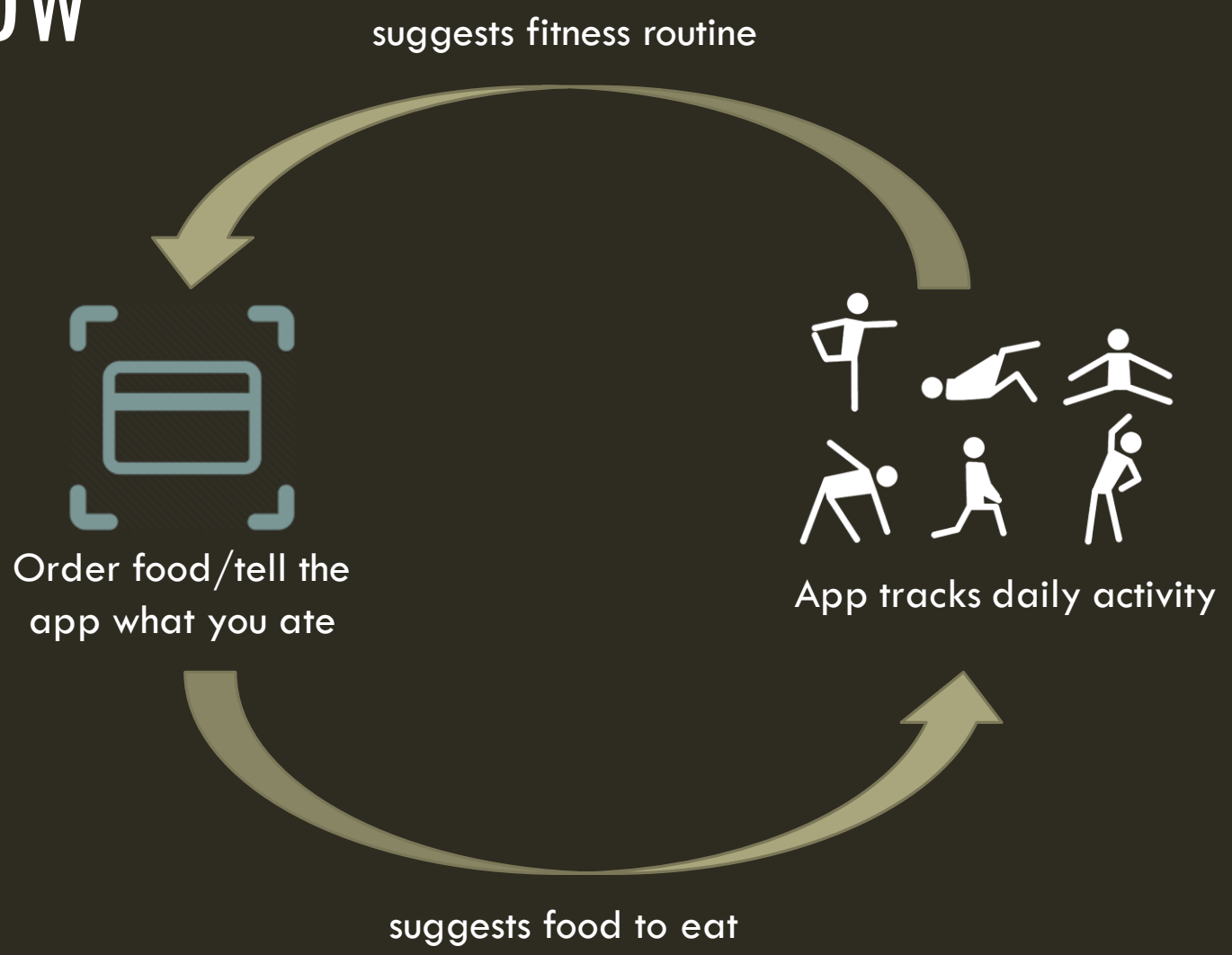
people tackling obesity

the ones who give up easily

the health conscious

regardless of gender and age.

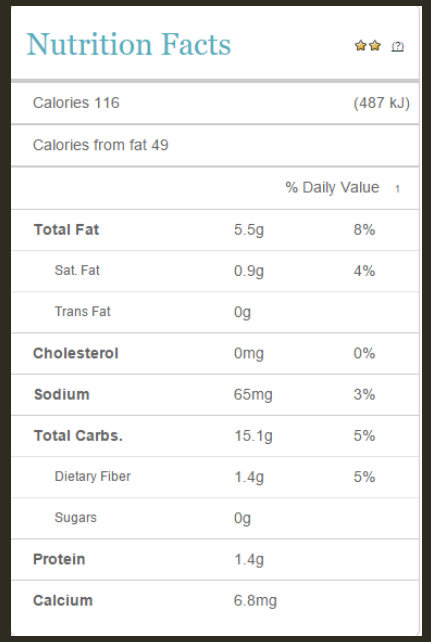
THE FLOW


suggests fitness routine
Order food/tell the app what you ate
App tracks daily activity
suggests food to eat

THE DATA

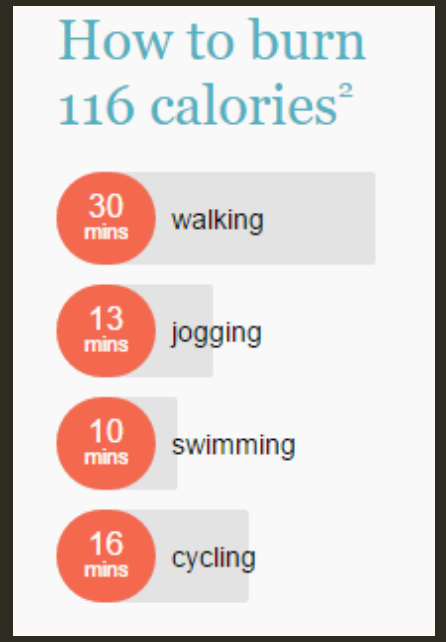
Many resources for both counting and burning calories

Example: http://www.calorieking.com/foods/



Nutrition Facts

Calories 116		(487 kJ)
Calories from fat 49		
		% Daily Value
Total Fat	5.5g	8%
Sat. Fat	0.9g	4%
Trans Fat	0g	
Cholesterol	0mg	0%
Sodium	65mg	3%
Total Carbs.	15.1g	5%
Dietary Fiber	1.4g	5%
Sugars	0g	
Protein	1.4g	
Calcium	6.8mg	



How to burn 116 calories[2]

30 mins	walking
13 mins	jogging
10 mins	swimming
16 mins	cycling

THE CHALLENGES

- We require user input on what people eat when they don't order using our app.
  - This would require evaluation on how comfortable people are to this.

- We have limited data on restaurant dish contents
  - Some estimation and interpolation might be needed to be done to achieve the required breadth.
  - Another question we will seek answers about.

INSPIRATIONS

"WE STAND ON SHOULDER'S OF GIANTS"

UBER
GAMIFICATION OF THE DELIVERY EXPERIENCE, INSTANT REVIEW

CALORIECOUNTER
SCANNING AND SAVING NUTRITIONAL INFORMATION, INTEGRATION WITH OTHER APPS

FOURSQUARE/ZOMATO
FOOD RECOMMENDATION AND SUGGESTIONS