

SMART FOOD ADVISOR



Pitch Deck

REVOLUTIONIZING FITNESS, ONE HOME AT A TIME

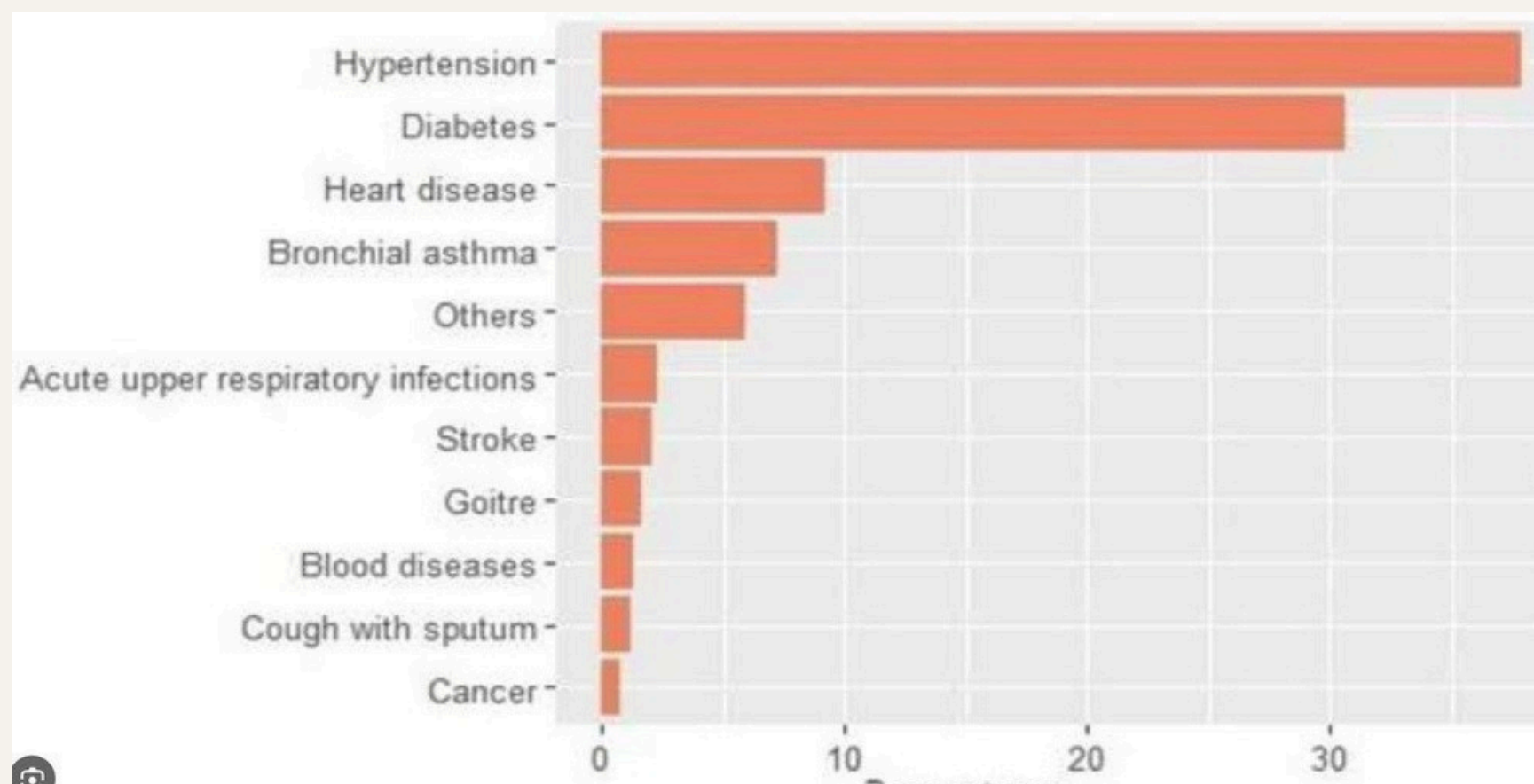
AI FOOD ADVISOR

Real-time, personalised and detailed feedback about the meal you are having.

OFFLINE MODEL

Ask your doubts even without internet.

Problem Statement



1

Approx. 42% of Indian adults and the elderly suffer from atleast one chronic disease, with hypertension and diabetes being the most common.*

2

Our diet is one of the strongest modifiable factors that directly influences the risk, progression, and the management of major diseases like diabetes.

3

Personalised and detailed diet plan is difficult to afford for common people where almost 65% of Indian population resides in rural areas.**

Can I have rice?

Lean meat would be good for my health?

Uhh... I am totally confused



Insights

Good Nutrition: A Key to Prevent and Manage Chronic Diseases

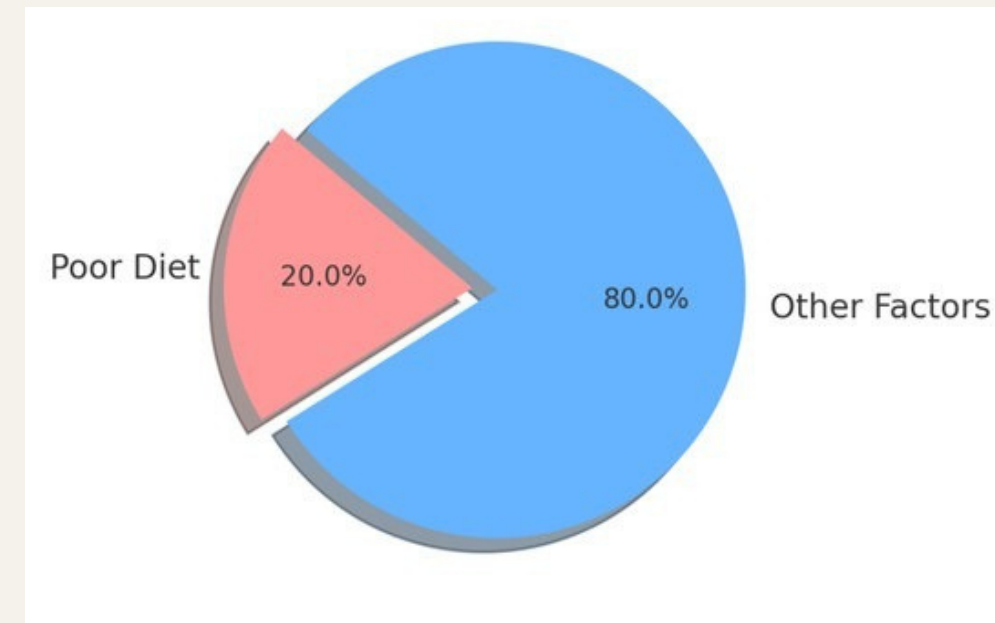
- Balances Blood Sugar Levels – prevents and controls diabetes with high fiber, low sugar diet.
- Regulates Blood Pressure – low salt, high potassium diet reduces hypertension. Fights
- Inflammation – antioxidants from fruits and veggies lower cancer and heart disease risk
- Supports Mental Health – omega-3s, vitamins and minerals reduce depression and anxiety.
- Improves Quality of Life – energy, weight management, better treatment outcomes.



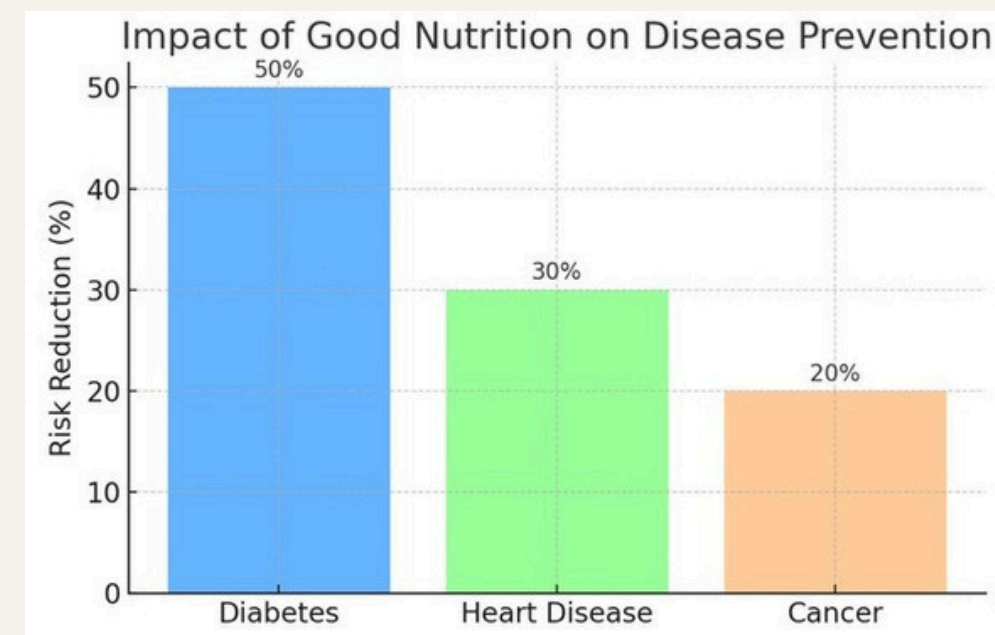
Unhealthy Diet



Healthy diet



Poor diet accounts for about 20% of global deaths from NCDs.



Our Solution

Smart Food Advisor

A fully-integrated,
AI- powered Food
Recommendation App

Value Proposition

Offline, accessible, and
tailored fitness solutions
from the comfort of
home.

Key Features

AI Food Advisor: Real-time, personalised and detailed feedback about the meal you are having.

Offline model: No internet? Not a problem now
Ask your doubts even without internet
connectivity.

Multiple conditions assessment : Suffering from
multiple diseases at a time? Just select the conditions
and ask your doubts about a certain food item.



Next Steps

Phase 1

Early adopters and beta testing with specialists and doctors.

Phase 2

Including more features like 'Upload Health Reports' and integrating with Apple's Healthkit for more personalised assessment.

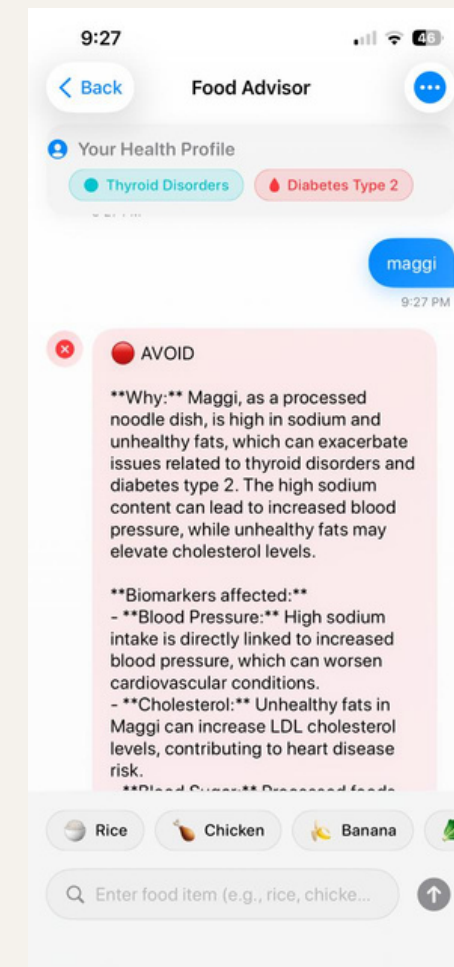
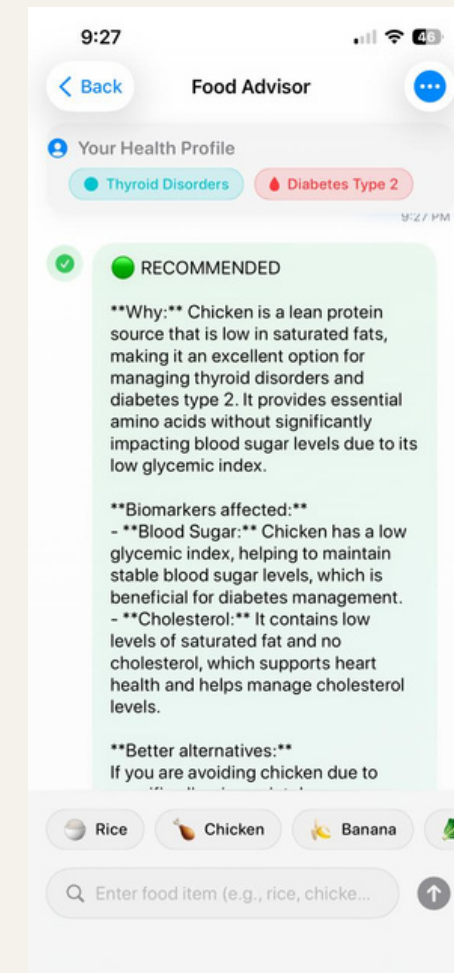
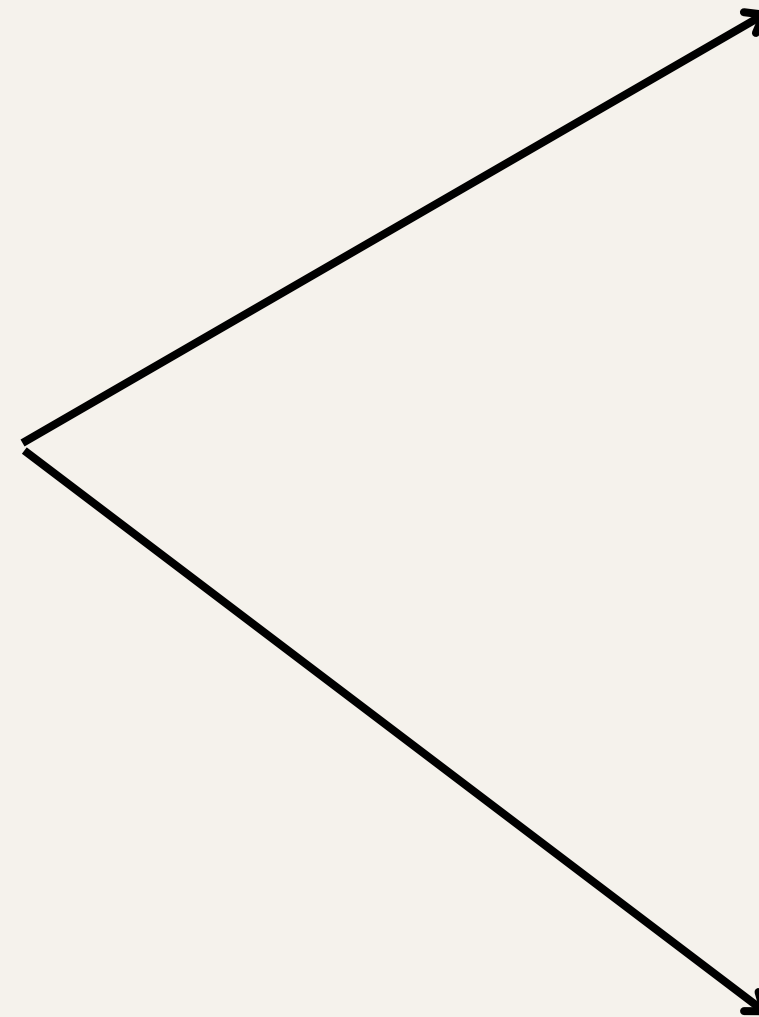
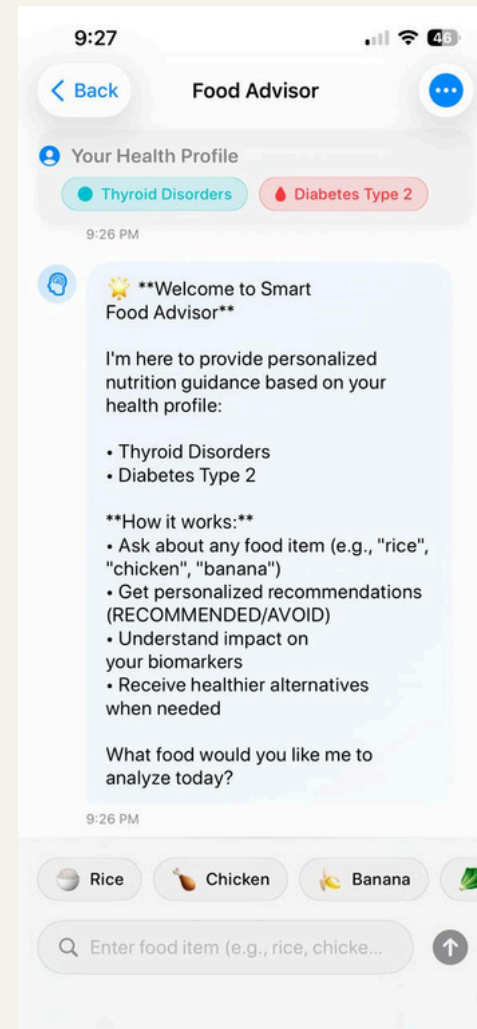
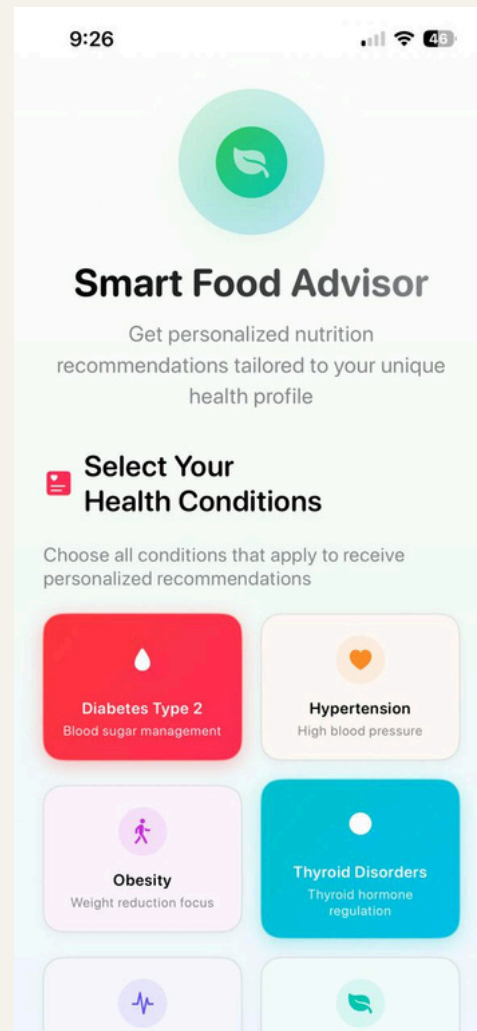
Phase 3

Full market launch with aggressive online marketing and PR campaigns.

Tactics

- Social media campaigns, content marketing, and partnerships with doctors, fitness influencers and health related organisations.
- Online demos, webinars, and uploading testimonies to build community engagement.

Demo



SMART FOOD ADVISOR



The
End

THANK YOU FOR LISTENING