



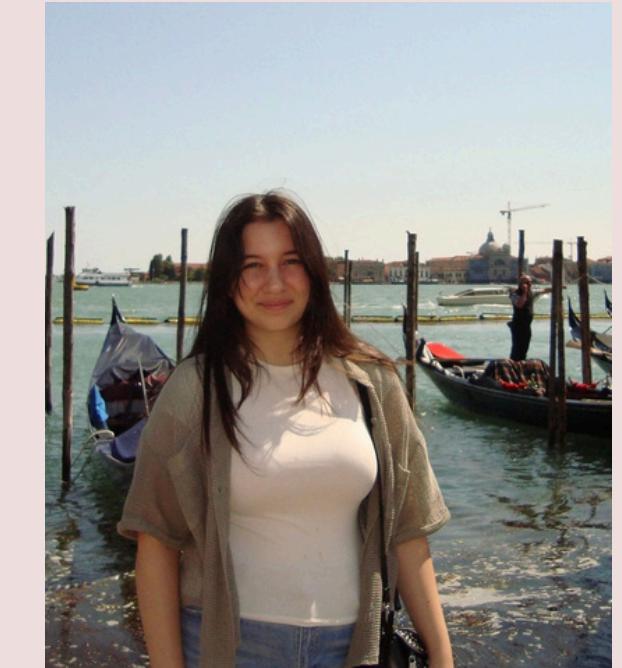
MOODY MEAL

Sector: AI-Powered Wellness Tech



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STARTUP CONCEPT & VISION

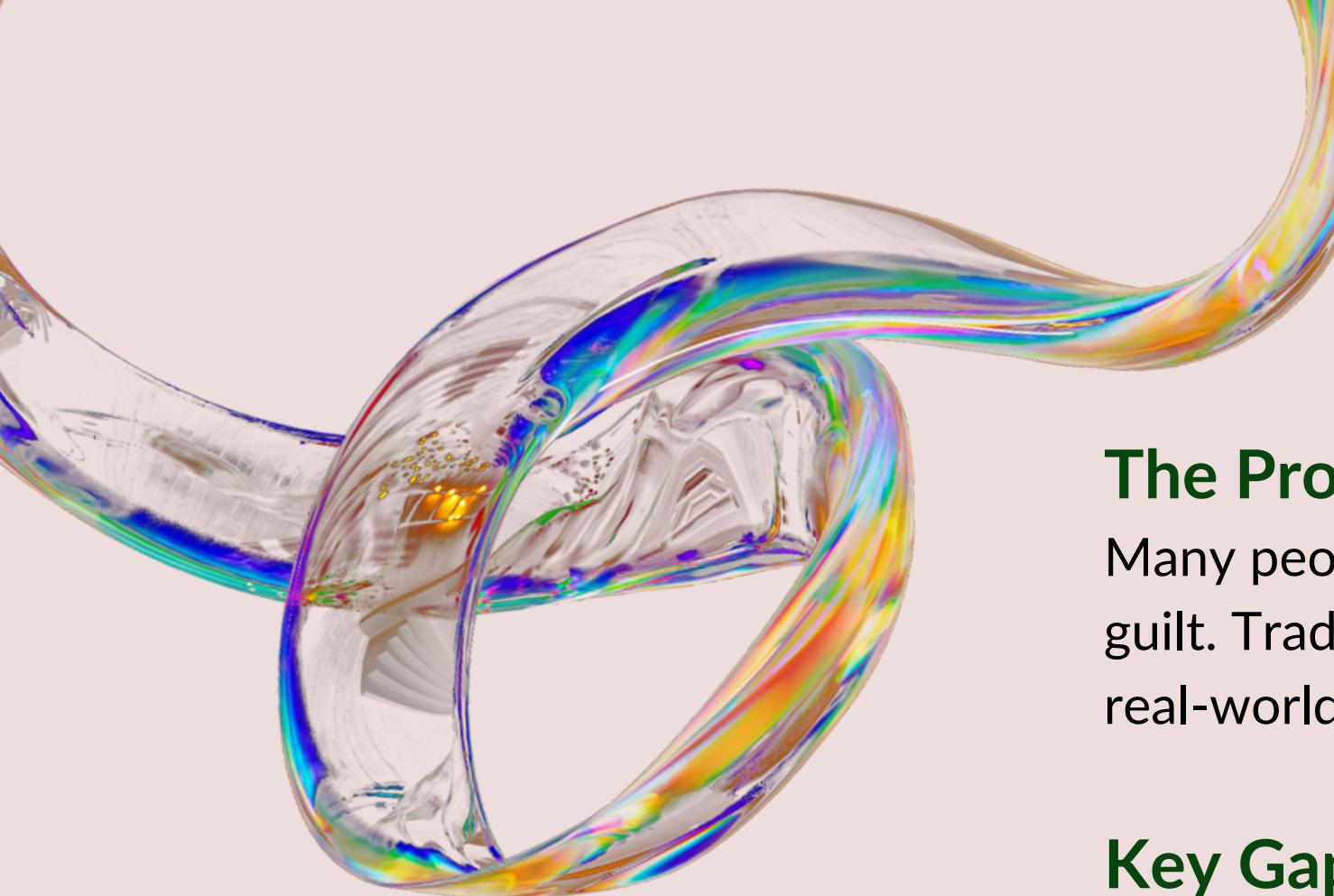


Topic: MoodyMeal is an innovative nutrition app that understands the connection between our feelings and food choices. It uses AI to help users make healthier eating decisions based on their moods, guiding them towards better habits with empathy and insight.

Relevance: In today's fast-paced world, many of us struggle with emotional eating and unhealthy diets. MoodyMeal addresses this issue by blending mental wellness with nutrition. By offering personalized suggestions and tracking habits, the app empowers users to take charge of their eating habits in a thoughtful, sustainable way.

Purpose: We aim to showcase how MoodyMeal effectively tackles a significant health and wellness challenge. Our presentation will include market research, a robust business model, and a clear plan for scalable implementation to show how MoodyMeal can make a real difference in people's lives!

PROBLEM STATEMENT



The Problem

Many people eat based on emotions, not nutrition – leading to unhealthy habits, weight gain, and guilt. Traditional diet apps focus on calories and macros but ignore emotional triggers that drive real-world eating behavior.

Key Gaps:

- Lack of personalized recommendations that consider mood, habits, and availability
- No existing solution that combines AI, emotional analysis, and fridge inventory
- Over 60% of young adults report stress-eating or boredom-eating at least twice a week
- High dropout rates from diet plans due to lack of emotional support and relevance

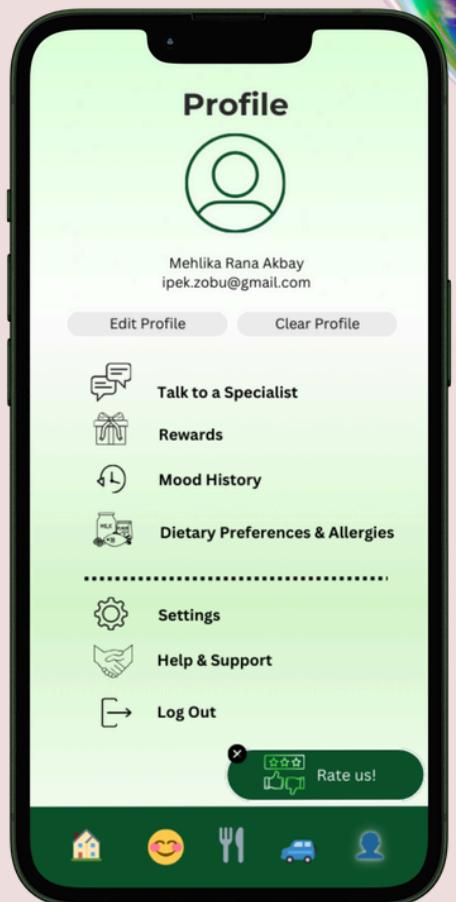
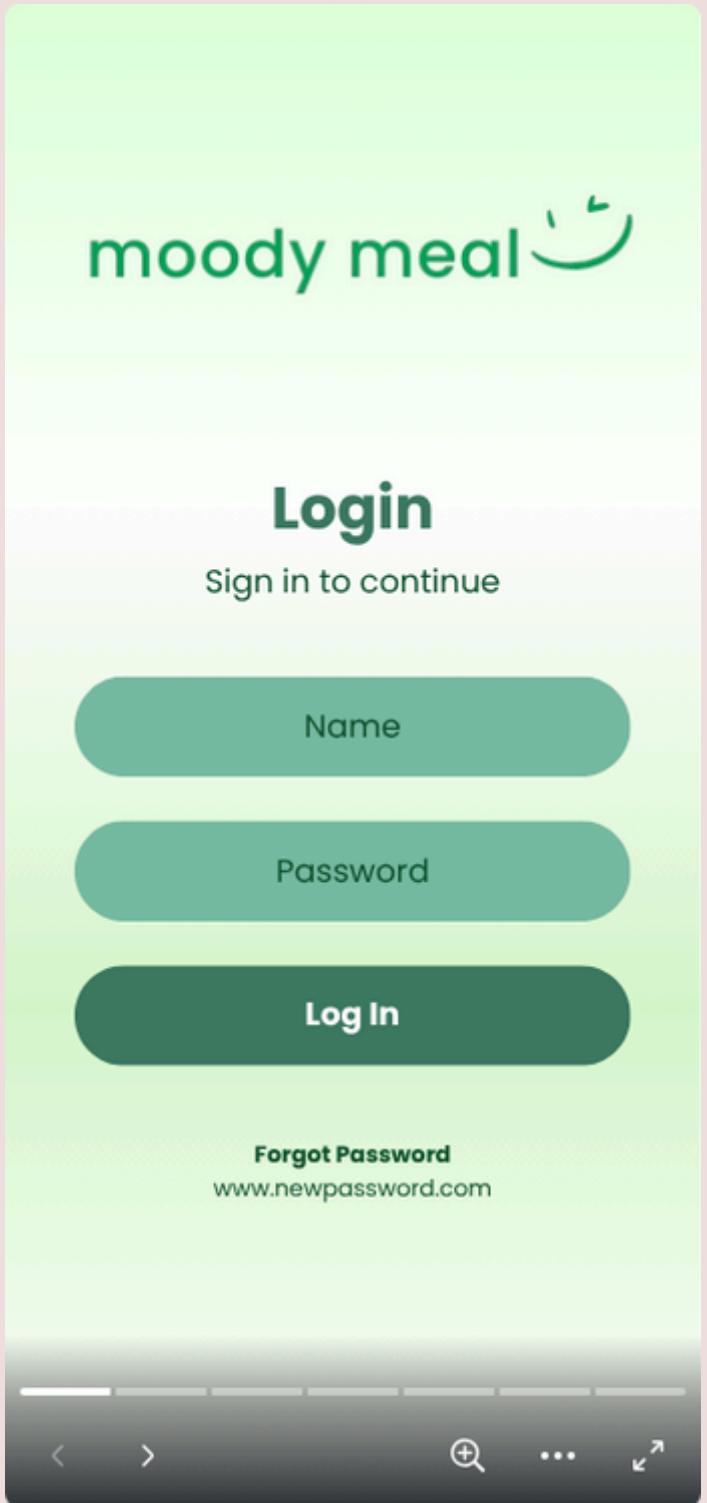
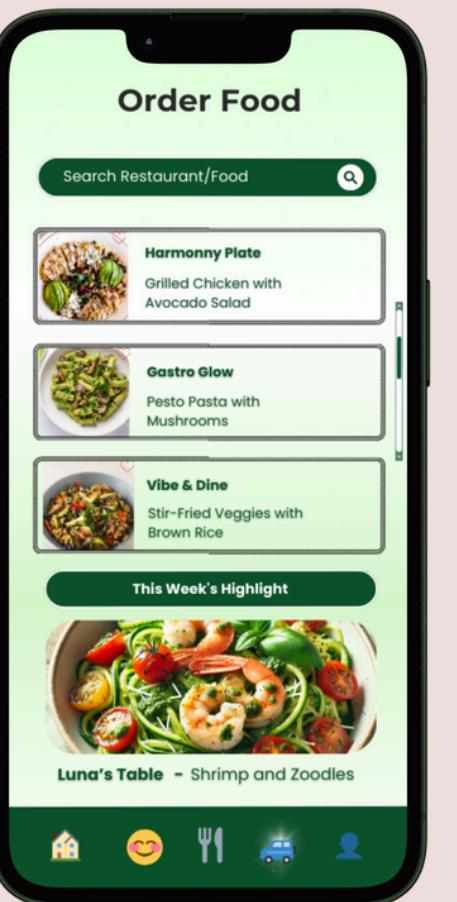
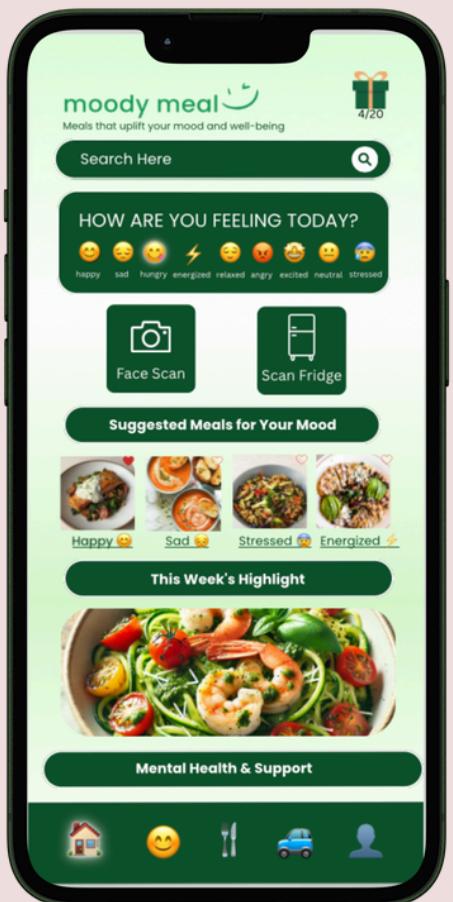
Our Opportunity:

There's a growing demand for emotionally intelligent, adaptive nutrition tools that help users build sustainable habits, not just count calories.



PROTOTYPE DEMONSTRATION

MoodyMeal Website Prototype



MARKET RESEARCH



Target Demographics	<ul style="list-style-type: none">Age group: 18-35 (Gen Z & Millennials)Students and young professionals in urban areasHealth-conscious individuals who struggle with emotional eatingUsers already using wellness apps but seeking personalization + emotional intelligence		
Industry Trends	<ul style="list-style-type: none">Global digital health market expected to reach \$660B by 2025Rise of mental health-focused apps & AI-powered wellness toolsGrowing interest in personalized nutrition and mood-based recommendationsIncreasing use of smart kitchen devices and health wearables		
Competitor Analysis	APP	STRENGTH	WEAKNESS
	MyFitnessPal	large food database	no emotional insight
	Yazio	simple UI, meal planning	Lacks mood/habit tracking
	ChatGPT Diet Boot	smart text interaction	no long-term personalization
Consumer Needs	<ul style="list-style-type: none">Want meal suggestions that fit both their emotions and schedulesTired of “one-size-fits-all” dietsNeed an app that feels supportive, adaptive, and real-life applicable		

BUSINESS MODEL CANVAS

<p>Key Partnerships</p> <ul style="list-style-type: none"> • Berlin Mental Health Center • Alnatura, Bio Company, Veganz (healthy food brands) • Merantix Labs (AI provider) • Urban Sports Club, Freeletics (wellness partners) • Local grocery chains or online markets 	<p>Key Activities</p> <ul style="list-style-type: none"> • Developing AI-driven mood and habit tracking • Maintaining and upgrading a smart, user-friendly app • Running beta tests and community challenges • Building health, tech, and food partnerships 	<p>Value Propositions</p> <ul style="list-style-type: none"> • Personalized food suggestions based on mood, budget, prep time, and fridge items • Emotion-aware habit tracker and visual analytics • Community challenges, rewards, and motivational coaching • Eco-friendly and cost-effective food alternatives • Full privacy with on-device AI (AutoPrivate Mode) • Saves money & time—no dietician needed 	<p>Customer Relationships</p> <ul style="list-style-type: none"> • In-app virtual assistant (diet coach style) • Weekly reminders and motivational notifications • Adaptive suggestions based on feedback • Community features for social engagement (Future) 	<p>Customer Segments</p> <ul style="list-style-type: none"> • Individuals experiencing mental health challenges • Health-conscious individuals • Students and young professionals on a budget • Fitness and gym enthusiasts • Home cooks and zero-waste advocates
<p>Cost Structure</p> <ul style="list-style-type: none"> • AI development and maintenance • Cloud infrastructure and data privacy compliance • User acquisition (ads, influencers, partnerships) • Support, operations, and continuous UX improvements • Marketing and social media campaigns • Expert consulting (nutritionists, fitness coaches) 	<p>Key Resources</p> <ul style="list-style-type: none"> • AI technology for meal personalization • Integrated nutrition, mood & fridge data systems • App and web infrastructure • Expert team • Brand identity for user trust 		<p>Channels</p> <ul style="list-style-type: none"> • Mobile app (Appstore/google play) • Social media marketing • Email newsletters and notifications • Health fitness influencers and youtubers 	<p>Revenue Streams</p> <ul style="list-style-type: none"> • Freemium App Model: Free features: mood journaling, basic meal suggestions • Premium (€4.99/month): personalized AI coaching, smart fridge sync, advanced analytics • Strategic Partnerships: Collaborations with health brands, smart fridge companies, and wellness influencers • Commission from restaurants or healthy food brands

MARKETING AND SALES STRATEGY

BRANDING:

- Tone: Empowering, supportive, and relatable
- Visual Identity: Calming colors, mood icons, minimal UI
- Tagline: “Eat better. Feel better.”

PROMOTIONAL TACTICS:

- Social Media Campaigns: TikTok & Instagram
- Campus Launch Events
 - Free trials + challenges in student communities
- Referral Programs

SALES CHANNELS:

- App Store & Google Play
- Future: Smart kitchen bundle partnerships (e.g., Samsung Smart Fridge)
- Local restaurants

CUSTOMER ENGAGEMENT STRATEGY:

- Gamification: Weekly challenges
- Push Notifications: Mood check-ins, meal nudges, and habit reminders
- Feedback Loop: In-app feedback and quick surveys for feature prioritization

FINALCIAL PLAN

Startup Cost Estimates (1st Year):

- App & AI Development: €20,000
- Marketing & Launch Campaigns: €5,000
- Cloud Services & Data Security: €3,000
- Legal, Admin, & Operations: €2,000
 - Total Initial Costs: €30,000

Revenue Forecast (Year 1):

- Free Users: 10,000
- Conversion to Premium (15%): 1,500 users
- Monthly Premium (€4.99):
- → $€4.99 \times 1,500 \times 12 = €89,820$

Break-Even Analysis:

- Break-even expected in Month 10 based on user growth & retention
- Cost recovery through subscription revenue + early partnerships

Funding Requirements:

We seek an initial investment of €30,000 to:

- Finalize MVP
- Execute user acquisition strategy
- Ensure scalable infrastructure for AI and data handling

IMPLEMENTATION TIMELINE



Quarter	Milestone
Q2 2025	- Finalize prototype design, conduct internal testing, gather early feedback
Q3 2025	- Launch Beta version, run user testing with pilot group, iterate on UX/UI
Q4 2025	- Release MVP on App Store & Google Play, initiate marketing campaigns
Q1 2026	- Launch Premium Features, start partnership integration (e.g., fridges)
Q2 2026	- Scale to broader market, expand community features, and analyze retention data



To Summarize:

- MoodyMeal provides an innovative, AI-powered solution for emotional eating.
- We integrate mood analysis, nutrition guidance, and practical tools (like fridge inventory) into one app.
- Our scalable business model meets growing market needs and real user demands.



Significance:

- People need more than a food tracker; they need a coach who understands their emotions and habits. MoodyMeal is that coach.





Moody Meal

THANK YOU

for your time and attention

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