



Making good nutrition
quick, easy, and attainable





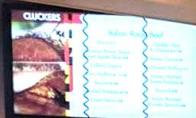


EXIT

DING DONG THE WORM



Chick-fil-A



Arby's

Terps Leave S





THE DINER



NOTICE

Building closed
until further notice
will be closed
no more than
10 minutes apart

Dinezen changes everything.



Dinezen

Input health info



Enter meal preferences



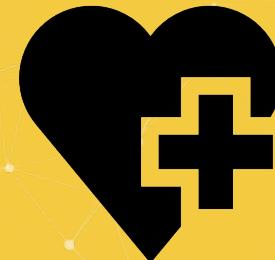
View meal options



Social Value Proposition



Reduce
obesity



Raise awareness for
healthful living

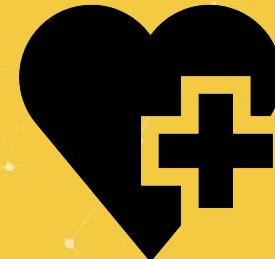


Reduce food
waste

Social Value Proposition



Reduce
obesity



Raise awareness for
healthful living



Reduce food
waste

\$71,000,000 per year

Business Model



Contact universities
sales and marketing



Rebrand & Deploy
customized mobile app

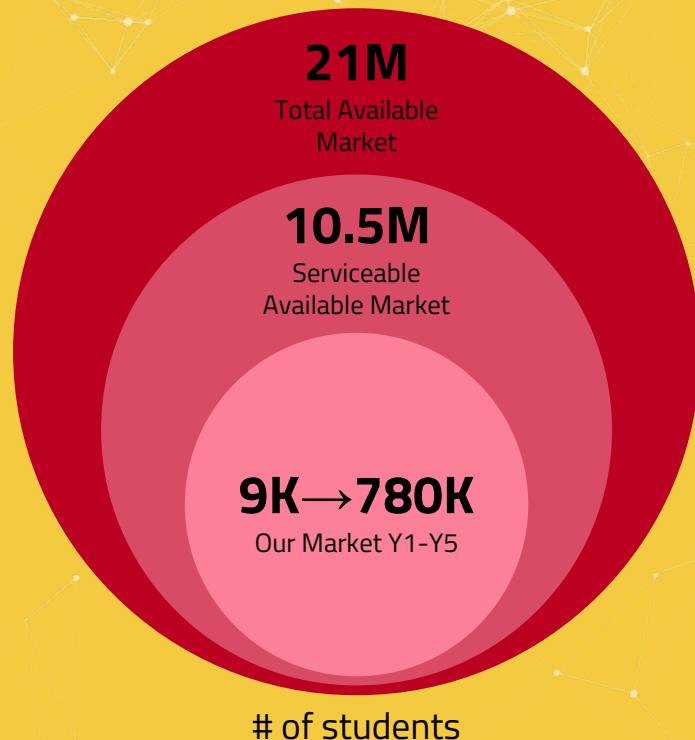


Charge License Fee
\$2.50 per student



Renew License
once per semester

Market



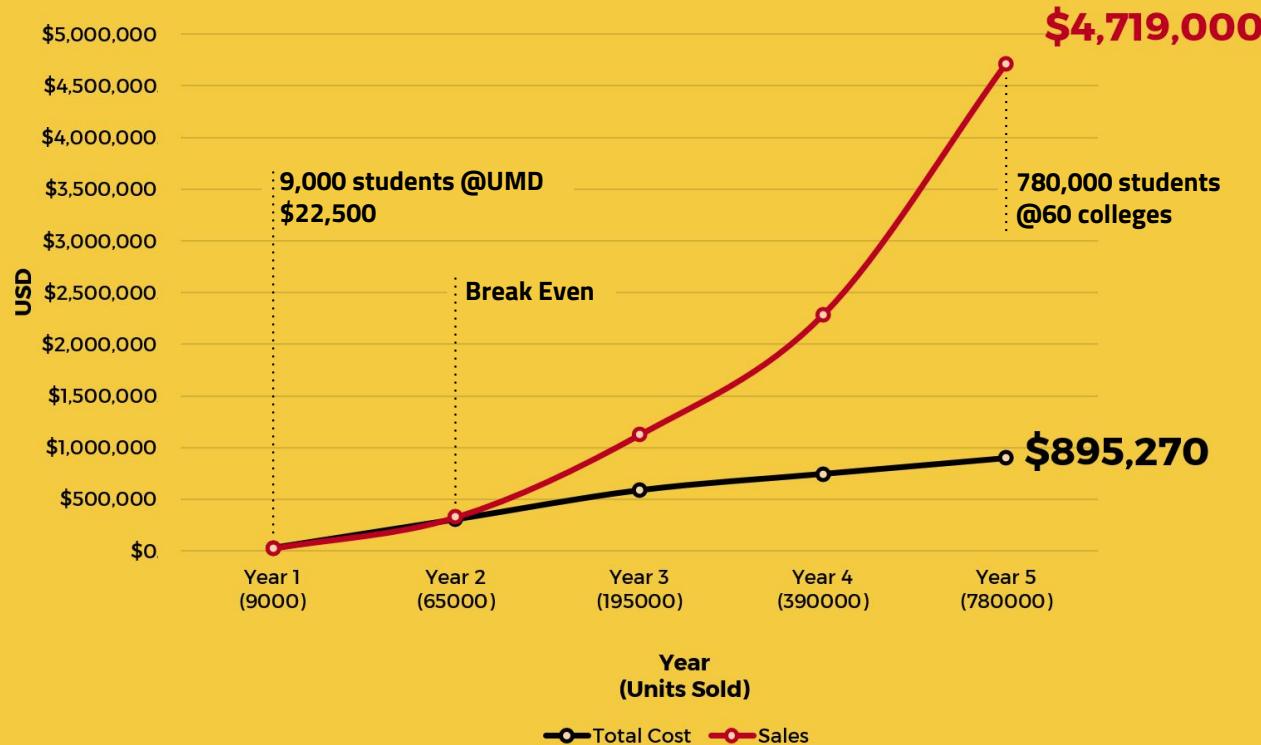
780,000 students
BIG schools and other large schools offering dining plans

9,000 students
university of maryland students on dining plan

Competition

	nutrition.umd.edu	 Weight Watchers®	 myfitness pal	 dinezen
Appearance				
Intuitive Use				
Affordable				
Ad-free				
Menu Curation				
Nutritional Targets				

Financial Projections



Team & Advisors



Ryan Schueler
Co-Founder at Javazen



Bart Hippel
Asst. Director of Dining @UMD

Timothy Chen | Software Dev @Appian, Marketing @Fidelity Direct Mortgage

Prateek Sayyaparaju | Business Dev @UPenn, Finance @Source One

Jennifer Thai | Applications Support @The White House

Jeffrey Zhao | Financial Planning & Analysis @American Institute of Physics

Traction



13,359

Facebook Impressions

Posts/Interactive Video



219

Pre-Registration Signups

630 Website Views



3

Universities Ready to Go

UMD, UMich, Penn State

The Ask

\$5,000 in Funding

Expenses



Travel and Pitch
\$500



App Deployment
\$3,000



Marketing
\$1,500

Next Steps

Pitch and demo to UMD, UMICH, Penn State

Complete development of mobile application

Deploy **UMD branded** Dinezen to app stores

Launch **Fall 2017 trial run** at UMD

Sales and marketing for Big 10 **Expansion**



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Appendices



Appendix A1: Social Impact Calculations

calculations for University of Maryland



Reduce
obesity

\$178.5B in obesity healthcare costs
(average of \$553/person conservatively (323M US pop))

Assume 5% change in lifestyle (at UMD)
(based off of 15% adoption rate + 75% student exposure)

\$248,850 saved (at UMD)

\$21,567,000 saved by Y5

Appendix A2: Social Impact Calculations

calculations for University of Maryland



Raise awareness for
healthful living

75% students heavily exposed
to healthy eating habits through
marketing efforts

6,750 students have increased
nutritional awareness and literacy

Appendix A3: Social Impact Calculations

calculations for University of Maryland



Reduce food
waste

1.5B pounds of food wasted annually
on college campuses for 10.5M students

Assume 15% reduction (at UMD)
(based off of 15% adoption rate + 75% student exposure)

191,700 pounds reduced (at UMD)

\$3/pound of food → **\$575,100 saved** (at UMD)

\$50,142,857 saved by Y5

Appendix B: Breakdown of Funding Ask

Travel/Pitches

\$500

App Deployment

\$3,000

Finish app

\$1,500

App deployment

\$125

AWS backend hosting

\$1,375

Marketing

\$1,500

Materials for trial run

\$1,500

Appendix C: Road Map



MEET & PITCH
at UMich, Penn State



2017



PUBLIC RELEASE
at 5 Universities



Q3



2018



MAINTAIN USER BASE
after 1st Cohort Graduates,
follow students into real world
and start gaining MFP & WW
market share



2019



TRIAL LAUNCH
at UMD



COVERED
all Big 10 Universities

Appendix D: Scaling

- 1. Aurora nutrition system**
easy customization per university
- 2. Nutritionist network effect across universities**
national nutritionist/dining conferences
- 3. University network effect**
more universities onboard = validation the app

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Appendix E: Expansion

Continued calorie tracking

Additional food sources (e.g. Route 1 restaurants)

Partner with meal kit prep services to gain commission