

# WelAware

## Venture Viability Analysis

REVA University, Bengaluru, Karnataka, India

# WelAware

We make an app that lets you scan the ingredients of cosmetic and food items and flags allergens.

**REVA University, Bengaluru, Karnataka, India**





## Context

Approximately 30-40% of people worldwide have at least one allergy or irritation from cosmetics/food

# Problem Statement

## Problem

people don't know what is in their cosmetic and food items, often they contain allergens and harmful chemicals.

## Impact

people lost interest in buy those cosmetic items and food items are they are harmful which affect the stores



# Problem Statement/Industry

## Problem Being Solved

People use Hundreds, even thousands of products daily- food, cosmetics, skincare- but most don't understand what's inside them. These Products may contain Allergens (nuts, gluten, dairy) Skin Irritants (parabens, sulfates) Harmful chemicals or additives. Reading the ingredients is confusing and inconsistent. Leading people to make uninformed choice

## Supporting Data

Approximately 30-40% of people worldwide have at least one allergy or irritation from cosmetics/food

**Source:** National Library of Medicine, Food Allergies Sharon F. Daley; Claudia M. Lopez; Magda D. Mendez.2025



**Area**  
Health



**Industry**  
Pharmaceuticals,  
Healthcare and Wellness



**Domain**  
Home HealthCare

# Problem Analysis



## Affected Stakeholders

people with skin allergies or sensitive skin who use cosmetics and people with food allergies.



## Impact on Stakeholders

they are harmed by harmful chemicals and irritants used in cosmetics. very dangerous for people with food allergies.



## Root Causes

loss of awareness and understanding. too much scientific talk and not normal people understandable talk



## Personal/Team Connect

from personal experiences, had issues with cosmetics and skin irritation from them. we want to work on this problem as there are lot of people with food allergies and skin irritation problems who face the same problem

# Target Customer Segments

## Primary

Health-conscious urban consumers with allergies or sensitive skin aged 18–45.



## Secondary

People with allergies or sensitive skin

# Customer Segment & Persona

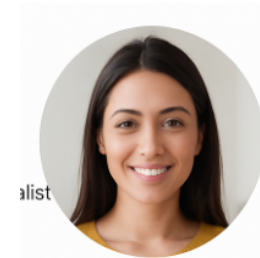
## Primary Segment

Health-conscious urban consumers  
with allergies or sensitive skin aged  
18–45.

## Secondary Segment

People with allergies or sensitive skin

Persona



**Sneha Kapoor**

**Age in years: 24**

**Location: Metropolitan**

**Organizational Role: {Persona's  
primary role}  
(if applicable)**



# Customer Profile

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**Education:** College pass out

**Gender:** Female

**Occupation:** Works for a private company

**Interests/Hobbies:** Sports and Fitness

**Primary Source of Information:** Social Media

**Shopping Preference:** Hybrid

**Comfort with Technology:** High

**Favourite Social Media:** instagram

**Favourite Offline Gathering Spots:** malls

# Jobs-to-be-Done

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## Functional JTBD



Identify allergens quickly while shopping, verify ingredient safety, compare products, avoid irritants, choose suitable alternatives, protect health, and make confident purchase decisions without needing expert knowledge.

## Emotional JTBD



Feel safe when buying products, reduce anxiety about hidden allergens, gain confidence in daily choices, feel in control of personal health, avoid fear of reactions, and experience peace of mind knowing every product is checked and trustworthy.

## Social JTBD



Be seen as responsible and health-aware, protect family from hidden allergens, recommend safer products to others, and feel socially validated for making informed, conscious, and transparent choices in daily consumer habits.

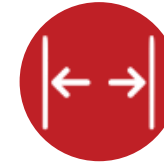
# Current Alternatives

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## Current Alternatives

They manually search ingredients online, rely on Google results, ask friends or store staff, read long labels, avoid unfamiliar products, or depend on trial-and-error. Some use generic review apps, but none offer allergen-specific guidance.



## Gaps in Current Alternatives

Online info is scattered, unreliable, and hard to understand. Labels are confusing, allergens are hidden under scientific names, and generic apps don't personalize risks. This leads to guesswork, wasted money, stress, and accidental reactions.

# Problem Validation (GOOTB)

## Partial List of Potential Customers/Users Interviewed

**Name:** shivraj

**Occupation:** student

**Name:** k surya rakesh varma

**Occupation:** student

**Name:** kiran

**Occupation:** student

## Problem Validation

**Total customers/users interviewed:**

- In-person: 6
- Virtually: 4

**Total customers/users for whom this problem is important to solve: 10**

**Total customers/users who are dissatisfied with the current alternatives: 9**

# Solution Design



## Our Solution

An App in which you can scan the ingredients label of cosmetics and enter the name of dish which will scan the database and point out common allergens and irritants and chemicals



## Key Features

The key feature is that you can scan the ingredients or enter the dish's name and it will search the database for common allergens and flag it to show as unsafe.



## Uniqueness

Our Application is the only one that combines both cosmetic and food ingredients and covers almost all common allergen and irritants and provides location specific results.

**Solution Format:**  
Mobile Application

**Core Technologies/ Methodologies:**  
Python, JavaScript, HTML, CSS Prototype made from HTML, CSS and JavaScript as it is a website. The App is in development.

# Solution Benefits



## Functional Benefits

Instant allergen detection, clearer ingredient understanding, safer product choices, personalized alerts, and quick alternatives for users.



## Emotional Benefits

Greater confidence, reduced anxiety, peace of mind while shopping, and feeling protected and in control of personal health choices.



## Social Benefits

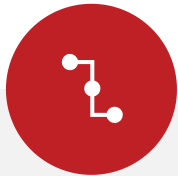
Users can make safer choices for family and friends, recommend trustworthy products, share verified scans, and feel part of a community that values health, transparency, and responsible consumption.



## Macro Benefits

It promotes safer consumer choices, pushes brands toward cleaner products, reduces health risks and medical costs, and encourages eco-friendly formulations that lower chemical pollution.

# Competitors



## **Direct** **Competitors**

Yuka



## **Indirect** **Competitors**

E-commerce filters & PDPs: Nykaa, Purpille, Amazon, BigBasket (manual reading + basic filters).



## **Direct** **Competitors** **Globally**

Yuka, Think Dirty, Fig



## **Indirect** **Competitors** **Globally**

Diet/fitness apps: MyFitnessPal/Fooducate for label awareness (nutrition-first, not allergen-first).

# Macro Analysis

## Favourable Trends

AREA	DESCRIPTION
<b>Social</b>	Rising health awareness drives demand for transparent, safe product choices.
<b>Technology</b>	AI and mobile tools enable instant allergen detection and ingredient analysis.

## Unfavourable Trends

AREA	DESCRIPTION
<b>Legal</b>	Complex and changing labeling laws may slow SafeMe's data updates and accuracy.
<b>Technology</b>	Limited access to reliable product data or poor label quality can reduce scan accuracy.

### Data Sources:

WHO allergy reports, FSSAI regulations, Statista and Mintel consumer trend data, Euromonitor beauty insights, and EWG/Think Dirty ingredient safety databases.



# Back-of-the-Envelope Financial Projections



**Currency:** Indian Rupee (INR)

**Chosen Business Model:** Subscriptions

AREA	YEAR 1	YEAR 2	YEAR 3
Revenues	60000	85800	113256
Total Expenses	8100	6000	6000
Profit	51900	79800	107256