



FAKULTÄT FÜR
MASCHINENBAU



Case study: Foodpunk GmbH

Model Type: B2C Application – Diet/Nutrition Plan

Industry: Food Industry

Nithin Kanikyaswamy

244669

WS 22/23

Advanced Applications of Industry 4.0-Technologies

Introduction to Foodpunk GmbH (Market share, Technology Interface and Business growth)



Founder: Marina Lomme

Location: Neubiberg, Bavaria

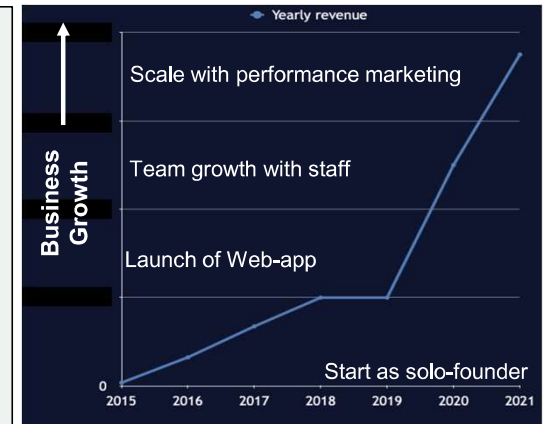
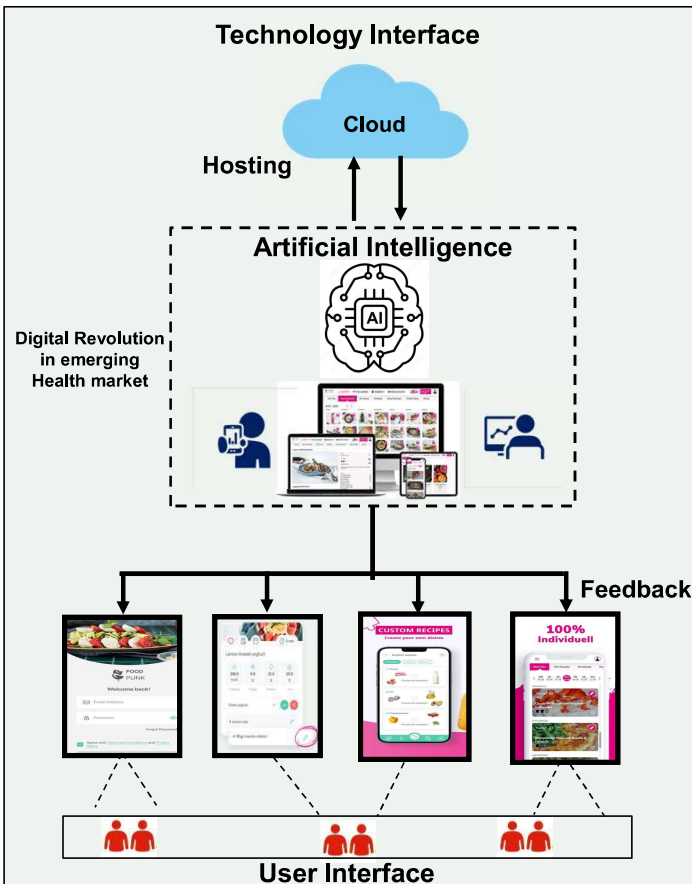
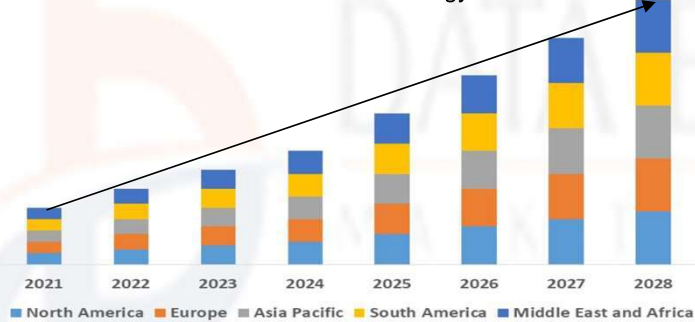
Founding Year: 2015

Area: Health and Life Science

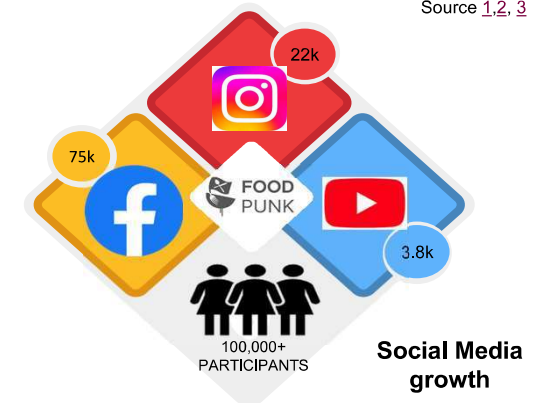
Foodpunk is a personal AI-based nutritionist application that always knows what you need by providing tailor-made individual diet plans, cooking recipes based on customer requirements.

Global Diet and Nutrition Apps Market is Expected to Account for USD 17,450.56 Million by 2028

Advancement of technology



Source [1,2,3](#)



Business Model Canvas

Key Activities

- Customized cooking recipes and meal plans
- Strong marketing campaigning activities
- R&D of AI tool with real time maintenance
- R&D of Diet plans

Key Partners

- Health experts and Nutritionist
- AI & Software Developers
- Cloud Service Providers

Resources

- Nutritionists
- Biomedical Scientists
- Domain experts (AI & cloud service, Marketing)
- Pharmacists

Value Proposition

- Services:
 - a) Providing Tailor-made nutritional plan.
 - b) Real time tracking- update meal plan
- Products:
 - a) Low carb, sugar-free, spices, snacks Supplements etc.
 - b) Magazines and books

Customer Relationships

- Dedicated customer portal
- Expertise based continuous consulting services

Channels

- Official Website & Mobile App
- Social Media Platform & Online delivery Websites
- Official Foodpunk Store

Customers Segments

- Groups with:
 - Different age range (10 to 70)
 - Deficiency
 - Over weight
 - Allergies
 - Athletes
 - Lipedema
 - Detox
 - Fitness
 - Vegan

What makes your business model special ?

- Strong Customer Acquisition, retention relationships and support
- Highly skilled and Experienced Professionals
- AI powered Digital Platforms
- Addressing all the Customer segments through various channels provide Value added Products and Services
- AI Nutritionist in your Pocket

How is it different to traditional business ?

1. Better Customer Support and Guidance.
2. Better Community reach.
3. Better data tracking & analysis, Monitoring of health to create Diet plan > More Results

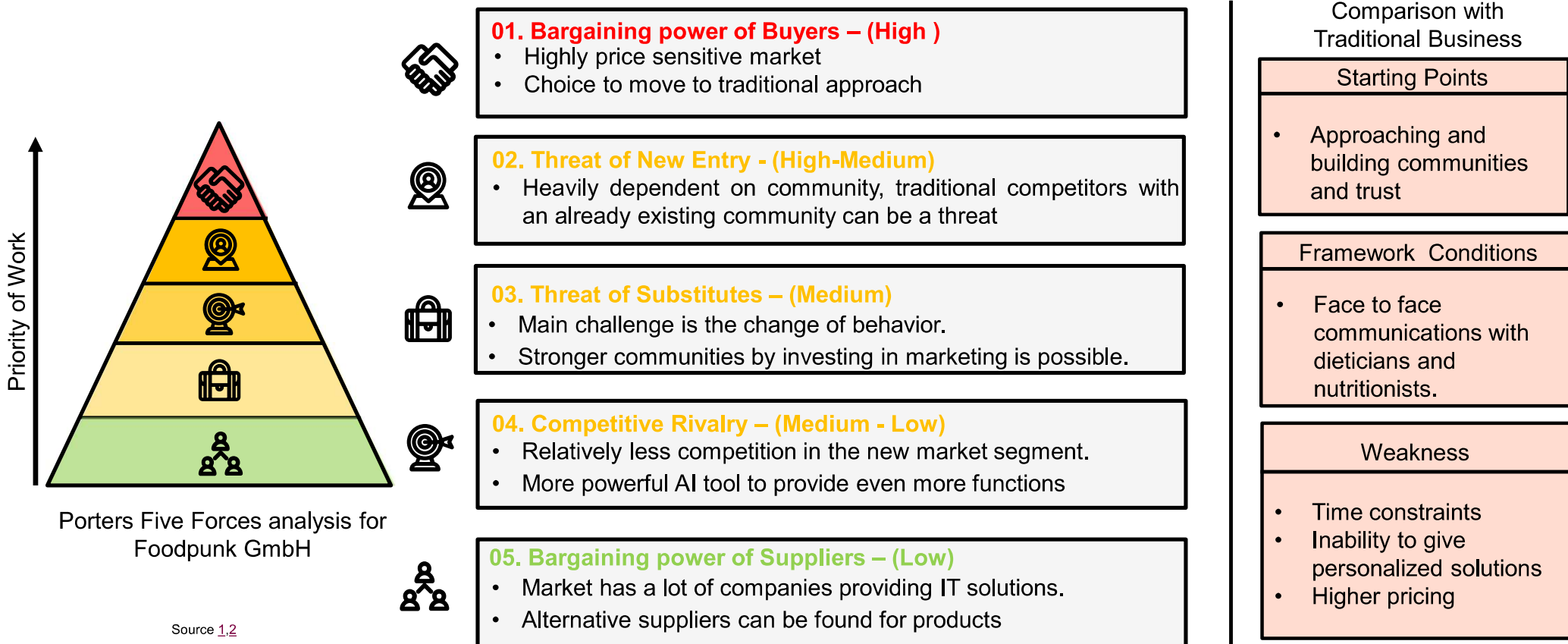
Cost Structure

- R&D , Personnel Cost, Sales & Marketing cost, IT infrastructure cost, Technical support charges, Product development cost

Revenue Streams


- Product Sales and Income from Subscription
- Crowd funding

Porters Five Forces



Typical Competitors

Similar Business Model



WEIGHT WATCHERS
 lose weight - without giving up what you love

- Comprehensive digital app, and expert coaches
- nearly six decades of experience in nutritional and behavioral change science
- WW's purpose is to democratize and deliver holistic wellness for all.

Dissimilar Business Models

Source 1, 2, 3, 4, 5

noom

NOOM
 Stop dieting

- They started with weight management
- Expanding their platform to help people with both chronic and non-chronic conditions
- Helped millions of people meet their personal health and wellness goals.

EatingWell

EATING WELL
 healthy recipes, healthy eating

- Their mission is to share flavor-packed recipes from around the world,
- Science-backed wellness advice, and smart stories about sustainability.
- Award-winning journalism on nutrition for 30 years.

TRIFECTA

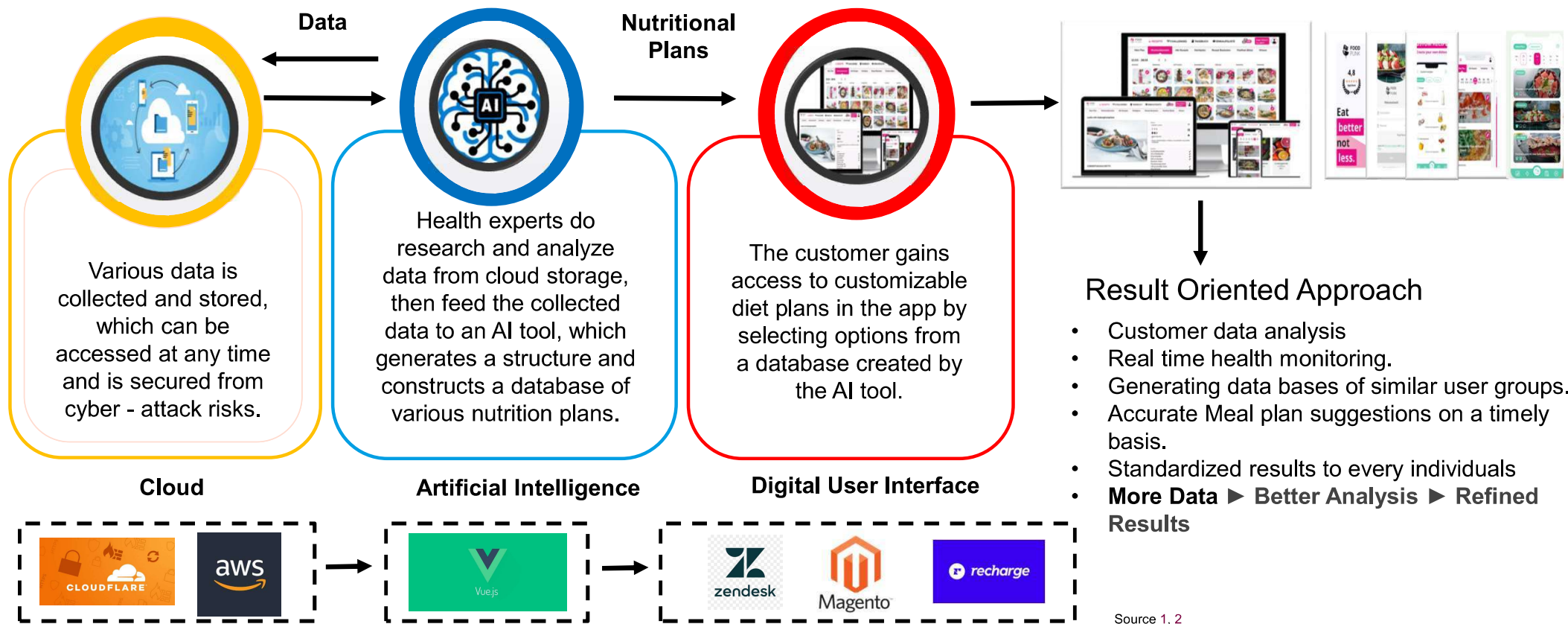
TRIFECTA
 most trusted meal

- Delivers weekly boxes of healthy, pre-cooked meals.
- All meals are developed by a team of dieticians
- Offers several meal plans for people trying to keep to a diet like clean eating, keto, and paleo.

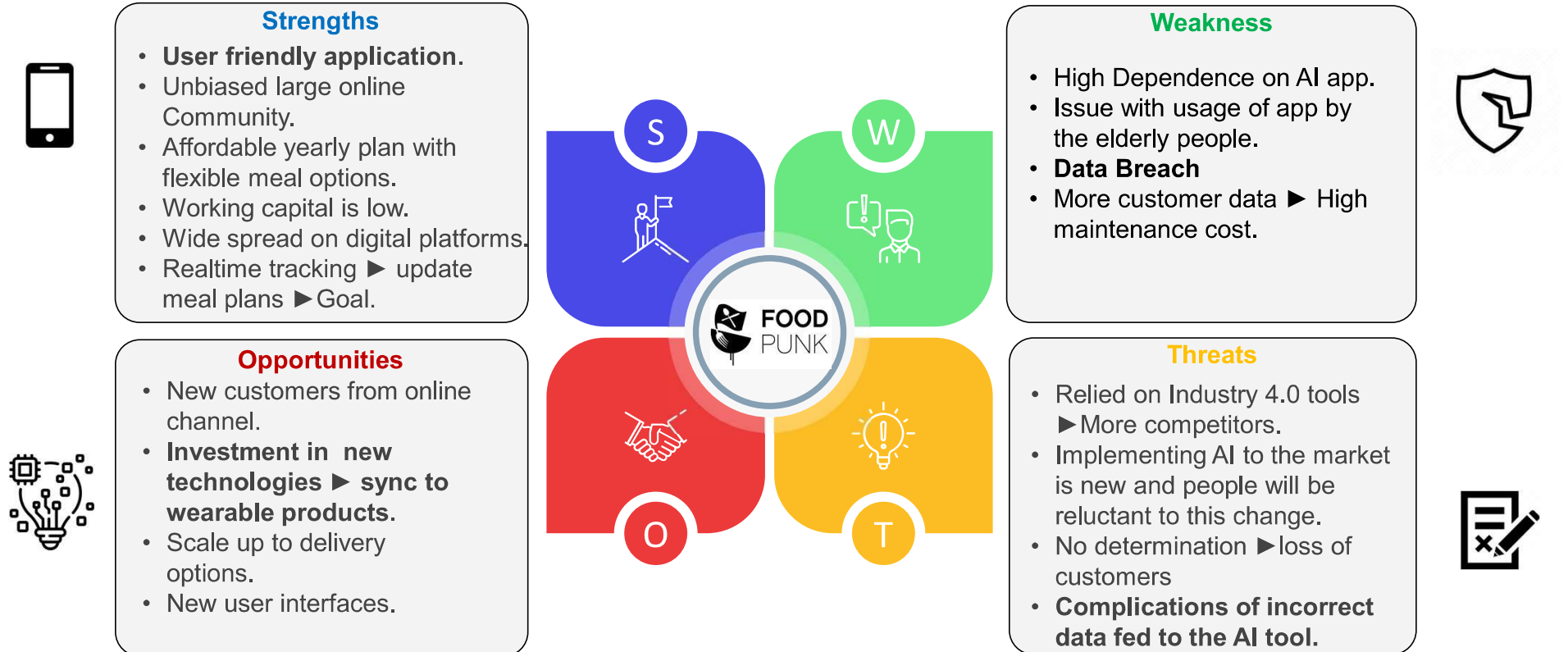
- Fit food fresh, an American meal delivery service that also worked in Health and Life Sciences filed for bankruptcy. The business failed because of the pandemic and the inability of customers to spend on healthy food during troubled times.
 - Munchery and Blue Apron are a couple more businesses with different business models on the verge of bankruptcy.

BANKRUPTCY

Role of digitalization for the success of business model



SWOT Analysis



Conclusion: With the advancement of digitalisation Foodpunk GmbH will emerge as a better company in the near future

Source ¹

References

1. <https://foodpunk.com/de/>
2. <https://happycarb.de/happy-carb-meets/schlank-mit-keto-marina-lommel-im-foodpunk-talk/>
3. <https://www.herzenskoechin.com/2018/01/31/muenchner-startup-foodpunk-gewinnt-1-preis/>
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6. <https://www.mucbook.de/foodpunk-popup-store-ab-heute-am-isartor/>
7. <https://www.munich-startup.de/41391/foodpunk-investment/>
8. <https://www.apollo.io/companies/Foodpunk-GmbH/56d77af7f3e5bb7689000b75?chart=count#technologies>

Thank you

Eat Better, Not less #Foodpunk