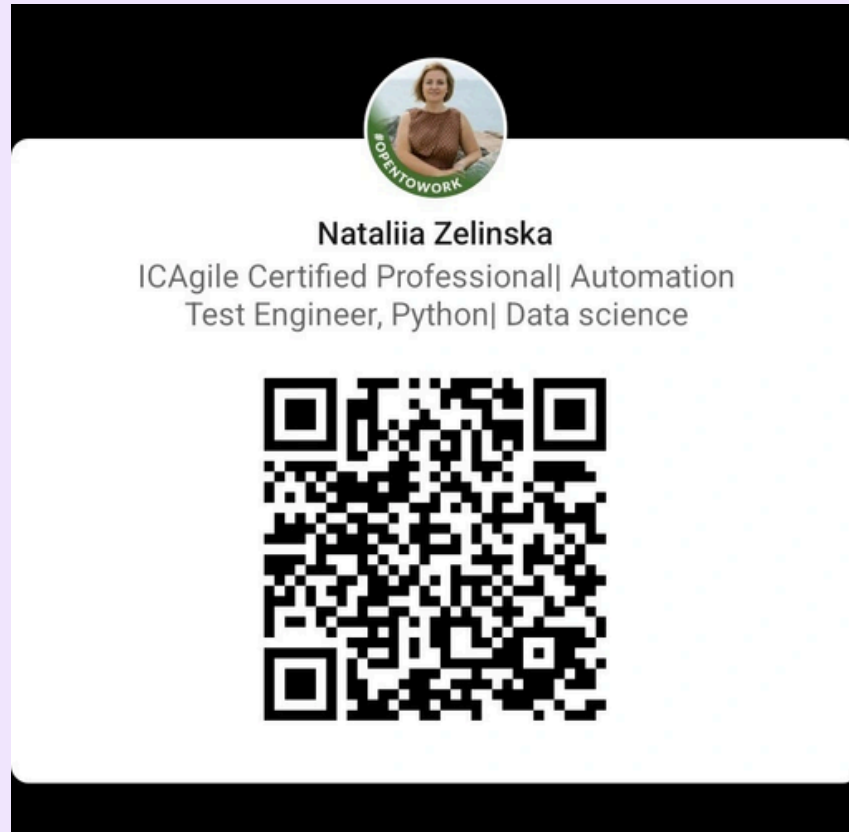




Understand your body. Nourish your cycle.

Who we Are



Nataliia Zelinska -
Co-Founder,
Developer & Data
Scientist



Gabriela Reyes -
Co-Founder &
Product Lead

The Problem: Real Women. Real Challenges. One Missing Link: Personalized Nutrition That Understands Our Cycle.

I have Hashimotos
and none of these
apps understand how
different my body
feels

Every diet app tells
me to eat the same
every day.

Why am I craving
everything before my
period?

I've tried so many
apps, but none
actually fit my body

Why do I feel so tired
this week even
though I'm eating the
same?

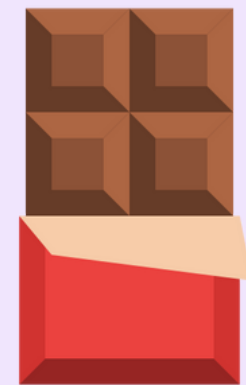
My workouts feel
harder some days —
is it just me?



Why is this problem important?



Metabolic rate
fluctuates 5–15%
during the menstrual
cycle



Hormonal changes
affect hunger,
cravings, energy, and
nutrient absorption



Traditional **calorie-counting** ignores
hormonal context,
leading to frustration
& yo-yo dieting

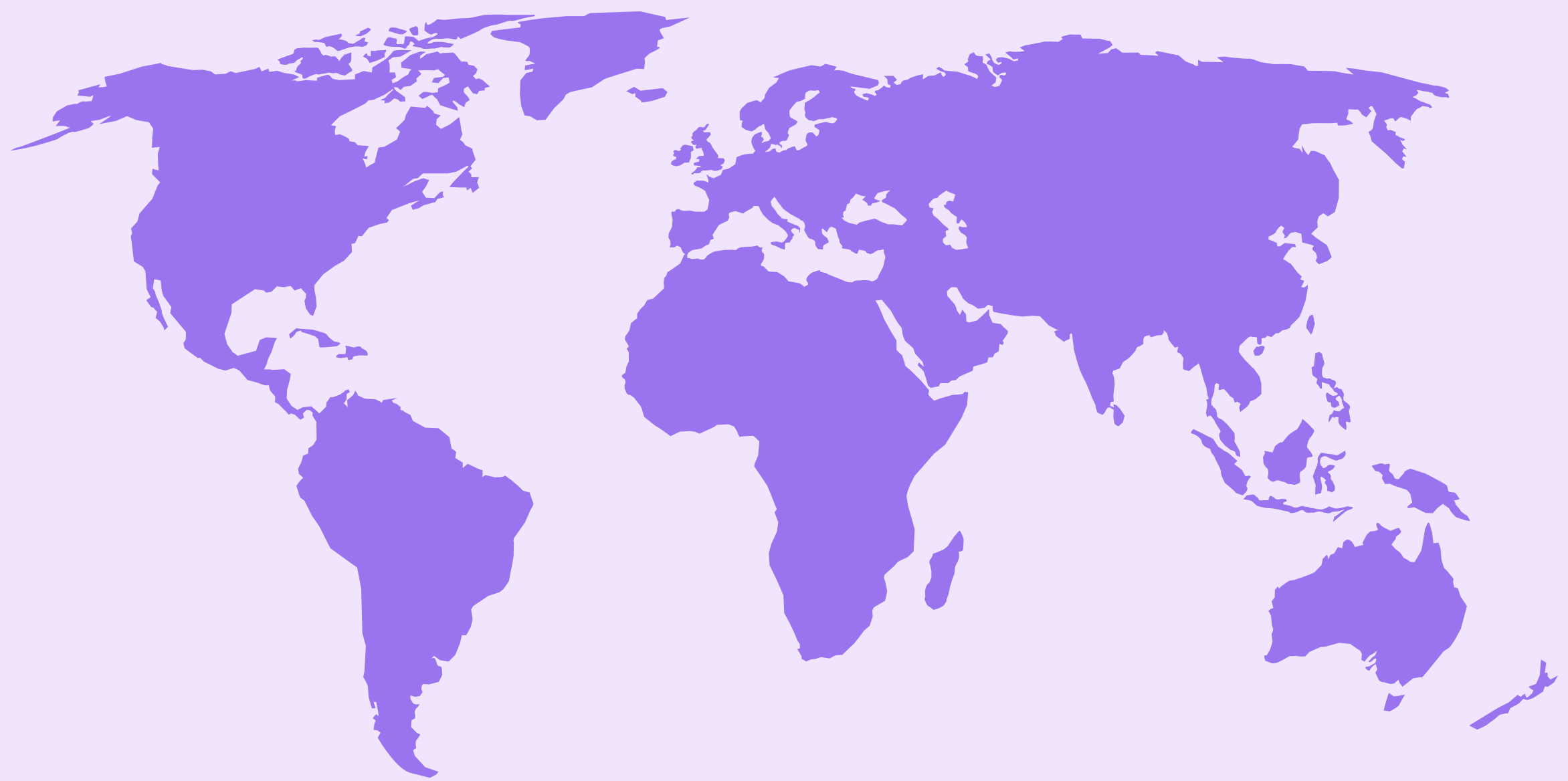


€2.8B **spent yearly** on
diet apps in Europe,
yet 80% quit within 3
months



**1 in 10 women have
PCOS**, and
perimenopause or
hormonal imbalances
are poorly supported

Who is affected by it?



- 650+ million menstruating women
- Women with hormonal conditions
- Women on medications
- Athletes & active women
- Women in perimenopause / menopause

Our Solution



Impact & Empowerment

- Addresses femtech gap: Only 5% of digital health investment goes to women's health despite representing 50% of population, yet global femtech market expected to grow by \$97B by 2030
- Built by women, for women
- Normalizes discussing menstruation, hormones in tech/business contexts
- Empowering women through body literacy and data-driven nutrition

NutriFlow Today and What Could Come Next



Cycle Calendar



Personalised Meal Plans



Personalised Goals



Medication and Supplement Tracking



AI-Powered Health Insights 



AI Chat Assistant



Lab Results Upload



Smart Shopping Assistant 

**Our goal isn't just to build another nutrition app, it's to
build a tool that helps women understand, nourish,
and trust their bodies."**