**43 North Competition Summary**

The 43 North Competition involved several innovative startups that compete for investment and recognition in the entrepreneurial world. Of all the competing teams, Food Nerd was my favorite. Food Nerd addresses food delivery from a different perspective: personalized nutrition and meal planning. The technology behind this startup will enable users to tailor-make their meals according to their needs for diets, thus greatly understanding consumer behavior.  
  
With the global health and wellness market set to surpass US$6 trillion by 2025, Food Nerd holds huge market potential. Personalized meal planning is one of the fastest-growing markets with enormous growth potential. The business model of Food Nerd is highly scalable, hence easy to adapt into other markets and demographics. Its commitment to sustainability and local sourcing boosts its appeal to modern consumers.  
  
Contrarily, Fluix did not impress me because it was not innovative enough and had poor market potential. While it tries to facilitate document management, the idea is not quite different from those in existence. The document management industry is very competitive, and at this point, Fluix does not offer anything unusually different that one user would want to switch from an already reliable competitor. Without some kind of highly innovative development, Fluix will struggle hard to find its place in a cluttered environment and have very limited opportunities for further growth.  
  
In essence, while Food Nerd at once makes possible the innovative qualities and market potential to amply be on top, Fluix's conventional approach might poorly position it. The 43 North Competition brings to light what is of most importance for any entrepreneur: novelty ideas and marketing strategies.