



NutriScan



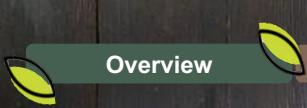
Dan Noronha, Lily Wang, Lisa Yu, Craig Deng





“

Know what you eat;
Know what you are.



Analysis

Marketing

Finance and Pricing

Performance

Risks



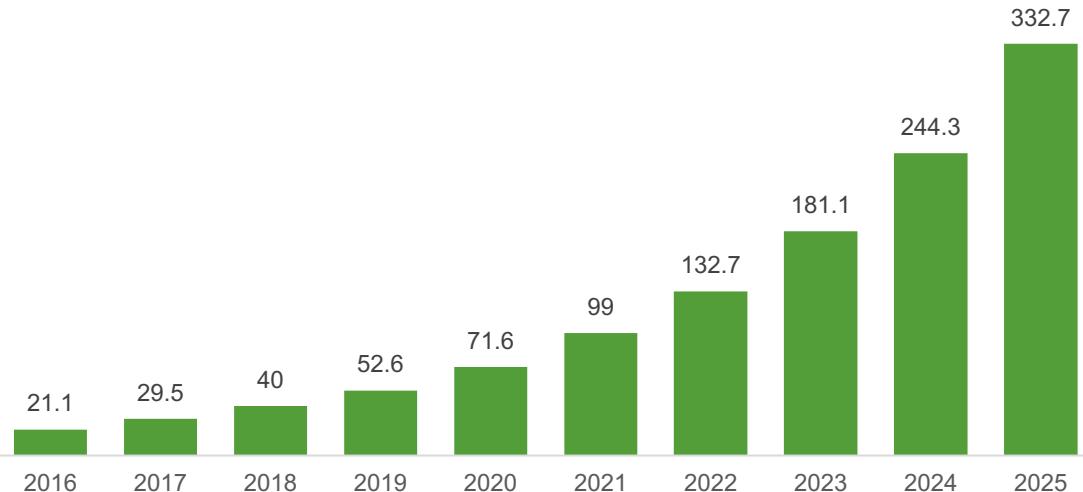
VISION & MISSION

To create a healthy world through positive habits and conscious consumptions

To become the leading company in providing healthy products and focused on addressing consumer needs with a continuous commitment to innovation

INDUSTRY TRENDS

Global mHealth market forecast from 2016 to 2025 (billion USD)



Time for data input

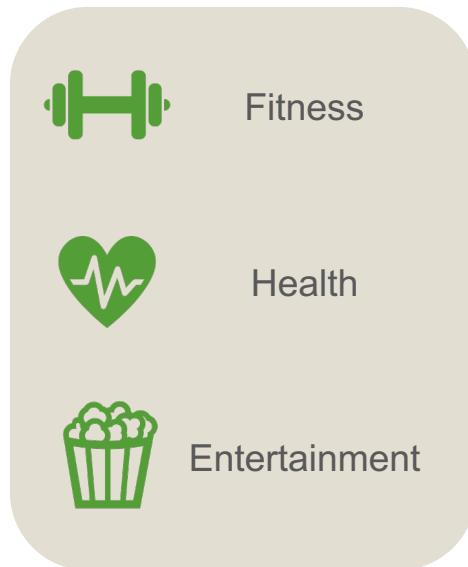


Loss of interest



Hidden costs

NUTRISCAN PROFILE





Marketing



Overview

Analysis

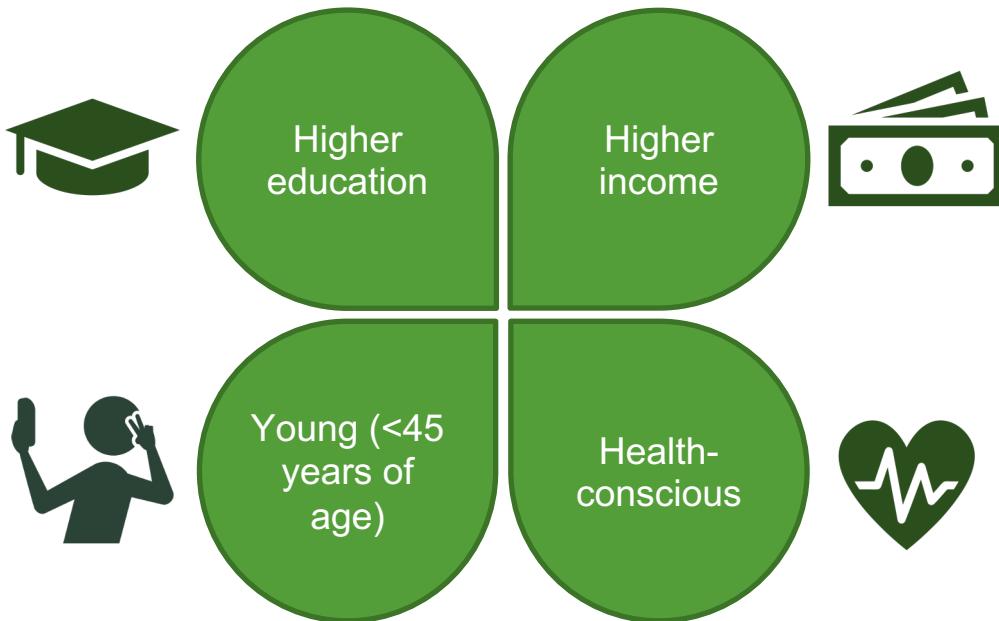
Marketing

Finance and Pricing

Performance

Risks

TARGET MARKET



Health-conscious

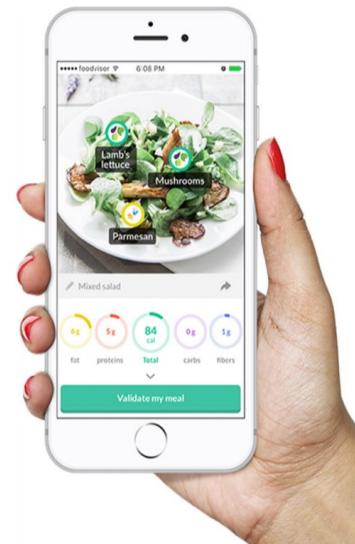


Tech-forward



5-YEAR MARKETING PLAN

| | Year 1 34k | Year 2 26k | Year 3 42k | Year 4 26k | Year 5 42k |
|-----------------------------|---------------|---------------|---------------|---------------|---------------|
| Celebrity endorsement (25k) | leaf icon | | leaf icon | | leaf icon |
| Ad agency (9k) | leaf icon | leaf icon | | leaf icon | |
| Health magazine (7k) | | leaf icon | leaf icon | leaf icon | leaf icon |
| Social media (10k) | | leaf icon | leaf icon | leaf icon | leaf icon |

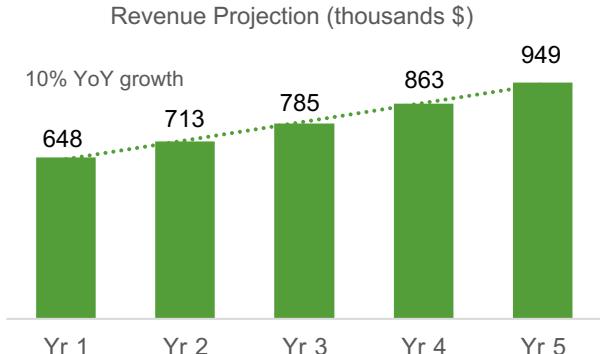




Finances & Pricing



BREAK-EVEN ANALYSIS



| Founder salary (thousand \$) | Sales growth | | | | |
|------------------------------|--------------|-------|-------|-------|-------|
| | 8% | 9% | 10% | 11% | 12% |
| 80 | 77.43 | 76.37 | 75.32 | 74.30 | 73.30 |
| 75 | 75.73 | 74.69 | 73.68 | 72.69 | 71.72 |
| 70 | 74.02 | 73.02 | 72.04 | 71.09 | 70.15 |
| 65 | 72.32 | 71.35 | 70.41 | 69.48 | 68.58 |
| 60 | 70.61 | 69.68 | 68.77 | 67.88 | 67.00 |

PRICING STRATEGY



9.93%

Net Profit Margin



\$79.99

One-time Purchase of
Scanner



FREE

Standard Plan



Premium

Subscription Plan for
\$4.99/month





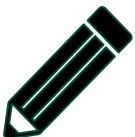
Performance Management & Goals



PERFORMANCE METRICS

1

Number of Sign-ups and Subscriptions



2

Click-through rate for social media ads



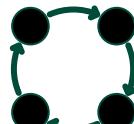
3

Reviews (% positive)



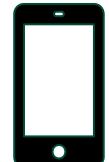
4

Retention Rate

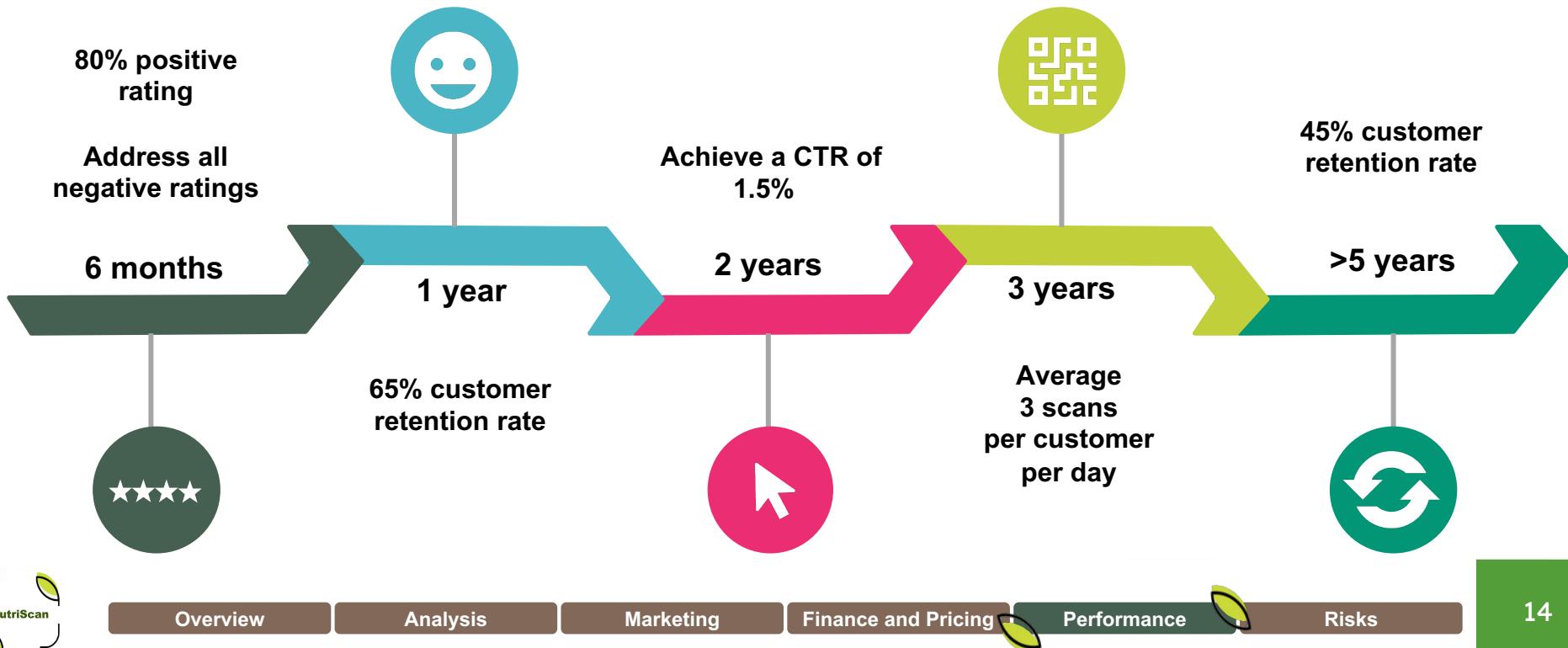


5

Number of Scans per Customer per Day



S.M.A.R.T. GOALS



RISKS

Privacy Concerns

1

- Feature should have modes
 - 1. visible to all
 - 2. only visible to friends
 - 3. completely closed

2

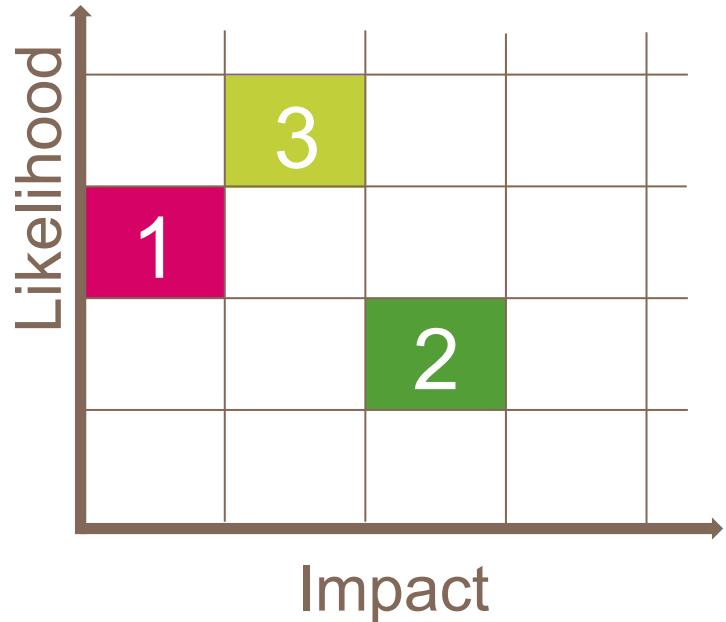
Underwhelming response to product

- Strong initial marketing campaign will prevent NutriScan from going unnoticed

3

Increase in similar technologies

- Constant innovation fueled by customer feedback



Thanks!

Any questions? Ask the ET team!



Appendix A: Break Even Analysis

| Real \$ amounts assuming real selling price doesn't change | | | | | | | |
|--|-----------------|-----------------|----------------|---------------|---------------|---------------|----------|
| | Yr 0 | Yr 1 | Yr 2 | Yr 3 | Yr 4 | Yr 5 | |
| Total Revenue | \$ - | \$ 648,404.32 | \$ 713,244.75 | \$ 784,569.23 | \$ 863,026.15 | \$ 949,328.76 | |
| Unit Produced | 0 | 9000 | 9900 | 10890 | 11979 | 13176.9 | |
| Selling Price | \$ 72.04 | \$ 72.04 | \$ 72.04 | \$ 72.04 | \$ 72.04 | \$ 72.04 | \$ 72.04 |
| COGS | \$ - | \$ 424,600.00 | \$ 456,460.00 | \$ 365,758.00 | \$ 389,933.80 | \$ 416,527.18 | |
| Employee Wages | \$ - | \$ 237,600.00 | \$ 261,360.00 | \$ 143,748.00 | \$ 158,122.80 | \$ 173,935.08 | |
| Employee Hrs Worked | 0.00 | 13500.00 | 14850.00 | 8167.50 | 8984.25 | 9882.68 | |
| Material Cost | \$ 0 | \$ 81,000 | \$ 89,100 | \$ 98,010 | \$ 107,811 | \$ 118,592 | |
| Utility Cost | \$ - | \$ 6,000.00 | \$ 6,000.00 | \$ 6,000.00 | \$ 6,000.00 | \$ 6,000.00 | |
| Rental | \$ - | \$ 100,000.00 | \$ 100,000.00 | \$ 118,000.00 | \$ 118,000.00 | \$ 118,000.00 | |
| Gross Profit | \$ - | \$ 223,804.32 | \$ 256,784.75 | \$ 418,811.23 | \$ 473,092.35 | \$ 532,801.58 | |
| SG&A | \$ 310,000.00 | \$ 347,000.00 | \$ 314,000.00 | \$ 330,000.00 | \$ 284,000.00 | \$ 300,294.23 | |
| Founder Salary | \$ 210,000.00 | \$ 210,000.00 | \$ 210,000.00 | \$ 210,000.00 | \$ 210,000.00 | \$ 210,000.00 | |
| Marketing Expense | \$ - | \$ 34,000.00 | \$ 26,000.00 | \$ 42,000.00 | \$ 26,000.00 | \$ 42,000.00 | |
| R&D | \$ 100,000.00 | \$ 100,000.00 | \$ 75,000.00 | \$ 75,000.00 | \$ 45,000.00 | \$ 45,000.00 | |
| App Fees Fixed | \$ - | \$ 3,000.00 | \$ 3,000.00 | \$ 3,000.00 | \$ 3,000.00 | \$ 3,294.23 | |
| Maintenance Variable Users | \$ - | \$ 3,000.00 | \$ 3,000.00 | \$ 3,000.00 | \$ 3,000.00 | \$ 3,000.00 | |
| Fees | \$ - | \$ 2,250.00 | \$ 2,475.00 | \$ 2,722.50 | \$ 2,994.75 | \$ 3,294.23 | |
| Operating Income | \$ (310,000.00) | \$ (123,195.68) | \$ (57,215.25) | \$ 88,811.23 | \$ 189,092.35 | \$ 232,507.36 | |
| Non Operating Income | \$ (20,000.00) | \$ - | \$ - | \$ - | \$ - | \$ - | |
| Loss from a Storm | \$ (20,000.00) | \$ - | \$ - | \$ - | \$ - | \$ - | |
| Net Income | \$ (330,000.00) | \$ (123,195.68) | \$ (57,215.25) | \$ 88,811.23 | \$ 189,092.35 | \$ 232,507.36 | |
| Sum of Net Income | \$ 0.00 | | | | | | |

Appendix B: Price Analysis

Real \$ amounts assuming real selling price doesn't change

| | Yr 0 | Yr 1 | Yr 2 | Yr 3 | Yr 4 | Yr 5 |
|-----------------------------|-----------------|----------------|---------------|---------------|---------------|-----------------|
| Total Revenue | \$ - | \$ 719,910.00 | \$ 791,901.00 | \$ 871,091.10 | \$ 958,200.21 | \$ 1,054,020.23 |
| Unit Produced | 0 | 9000 | 9900 | 10890 | 11979 | 13176.9 |
| Selling Price | \$ 79.99 | \$ 79.99 | \$ 79.99 | \$ 79.99 | \$ 79.99 | \$ 79.99 |
| COGS | \$ - | \$ 424,600.00 | \$ 456,460.00 | \$ 365,758.00 | \$ 389,933.80 | \$ 416,527.18 |
| Employee Wages | \$ - | \$ 237,600.00 | \$ 261,360.00 | \$ 143,748.00 | \$ 158,122.80 | \$ 173,935.08 |
| Employee Hrs Worked | 0.00 | 13500.00 | 14850.00 | 8167.50 | 8984.25 | 9882.68 |
| Material Cost | \$ 0 | \$ 81,000 | \$ 89,100 | \$ 98,010 | \$ 107,811 | \$ 118,592 |
| Utility Cost | \$ - | \$ 6,000.00 | \$ 6,000.00 | \$ 6,000.00 | \$ 6,000.00 | \$ 6,000.00 |
| Rental | \$ - | \$ 100,000.00 | \$ 100,000.00 | \$ 118,000.00 | \$ 118,000.00 | \$ 118,000.00 |
| Gross Profit | \$ - | \$ 295,310.00 | \$ 335,441.00 | \$ 505,333.10 | \$ 568,266.41 | \$ 637,493.05 |
| Gross Profit Margin | - | 41.0% | 42.4% | 58.0% | 59.3% | 60.5% |
| SG&A | \$ 310,000.00 | \$ 347,000.00 | \$ 314,000.00 | \$ 330,000.00 | \$ 284,000.00 | \$ 300,294.23 |
| Founder Salary | \$ 210,000.00 | \$ 210,000.00 | \$ 210,000.00 | \$ 210,000.00 | \$ 210,000.00 | \$ 210,000.00 |
| Marketing Expense | \$ - | \$ 34,000.00 | \$ 26,000.00 | \$ 42,000.00 | \$ 26,000.00 | \$ 42,000.00 |
| R&D | \$ 100,000.00 | \$ 100,000.00 | \$ 75,000.00 | \$ 75,000.00 | \$ 45,000.00 | \$ 45,000.00 |
| App Fees | \$ - | \$ 3,000.00 | \$ 3,000.00 | \$ 3,000.00 | \$ 3,000.00 | \$ 3,294.23 |
| Fixed Maintenance | \$ - | \$ 3,000.00 | \$ 3,000.00 | \$ 3,000.00 | \$ 3,000.00 | \$ 3,000.00 |
| Variable Users Fees | \$ - | \$ 2,250.00 | \$ 2,475.00 | \$ 2,722.50 | \$ 2,994.75 | \$ 3,294.23 |
| Operating Income | \$ (310,000.00) | \$ (51,690.00) | \$ 21,441.00 | \$ 175,333.10 | \$ 284,266.41 | \$ 337,198.83 |
| Non Operating Income | \$ (20,000.00) | \$ - | \$ - | \$ - | \$ - | \$ - |
| Loss from a Storm | \$ (20,000.00) | \$ - | \$ - | \$ - | \$ - | \$ - |
| Net Income | \$ (330,000.00) | \$ (51,690.00) | \$ 21,441.00 | \$ 175,333.10 | \$ 284,266.41 | \$ 337,198.83 |
| Net Profit Margin | | -7.2% | 2.7% | 20.1% | 29.7% | 32.0% |
| Sum of Net Income | \$ 436,549.34 | | | | | |
| Net Profit Margin Over 5 Yr | 10% | | | | | |

Appendix C: Price Analysis

| Gross Margin | 2018 | 2019 | 2020 |
|--------------|--------|--------|--------|
| GoPro | 31.60% | 34.60% | 35.90% |
| FitBit | 39.90% | 29.80% | 30.80% |
| Garmin | 59.10% | 59.50% | 59.20% |
| Sonos | 43.00% | 41.80% | 43.10% |
| Average | 42.36% | | |

Consumption Follows the Timing of Payments

Our analysis of one health club's records showed that consumption closely follows the timing of payments. Whether members made annual, semianual, or quarterly payments, club use was the highest in the months immediately following payment and declined steadily until the next payment. Members who paid on a monthly basis used the gym most consistently, making this pricing scheme the most likely to generate membership renewals.

