

The background features three vertical stripes on the left: a wide pink stripe, a medium blue stripe, and a narrow light beige stripe. On the right, there is a light beige rectangular area containing a grid of small pink dots that fades out towards the right edge.

# PROJECT BITEBYBYTE

## TEAM BOOMERANG

- SALONI GUPTA
- RIYA AGARWAL
- SHRADHA JAIN

# THE PROBLEM

- **Anorexia Nervosa Overview:**

- Severe mental health condition
- Fear of gaining weight, leading to extreme dietary restrictions
- Distorted body image and significant physical/emotional consequences

- **Challenges in India:**

- Despite tech and mental health awareness, anorexia persists among teens
- Social media amplifies unrealistic body standards and pro-anorexia content
- Heightened body dissatisfaction and disordered eating behaviors result



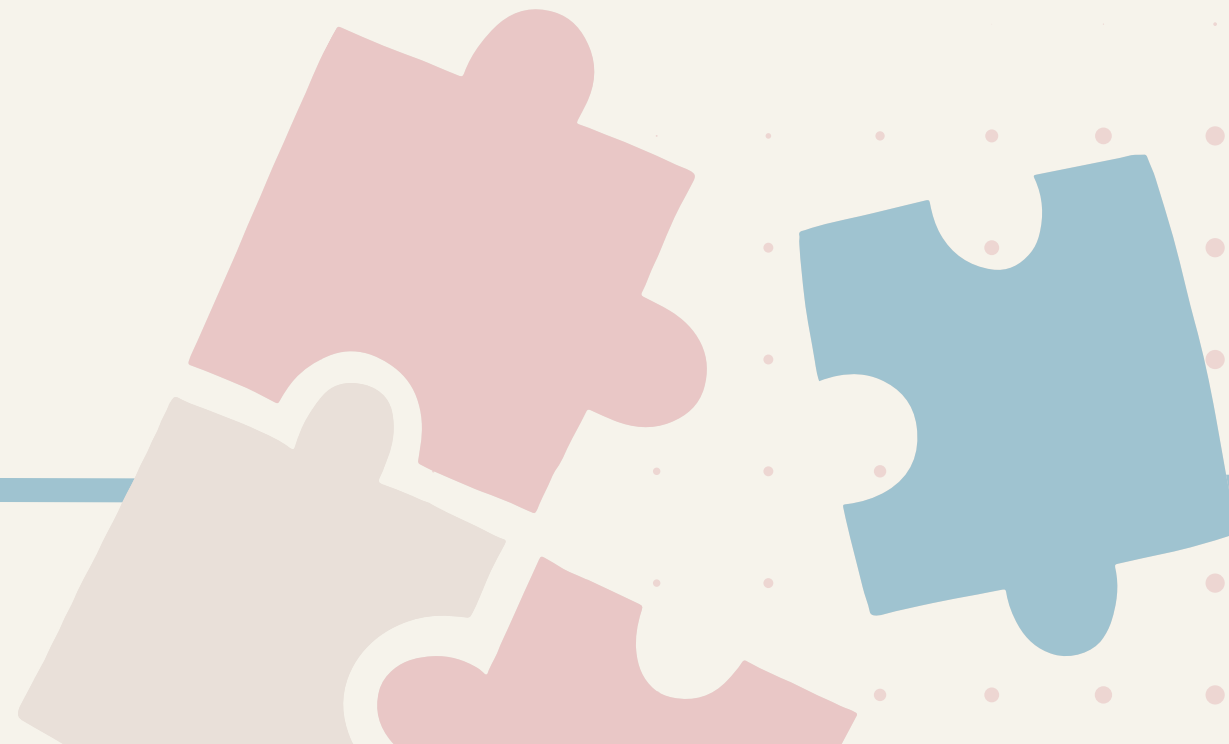
# THE PROBLEM

- **Existing Platform Limitations:**
  - Lack of tailored solutions for teen anorexia
  - Fails to address unique needs, lacks support systems
- **Critical Need for Wellness App:**
  - Innovative, comprehensive app for teen anorexia
  - Empowers through education, support, and effective recovery tools
  - Focuses on monitoring and managing the recovery journey



# OUR SOLUTION – BITEBYBYTE

- **BiteByByte, is a comprehensive platform tailored to address the challenges of anorexia among teenagers.**
- **We empower teens to navigate their recovery journey effectively through education, support, and innovative tools.**



# OUR SOLUTION – BITEBYBYTE

- Our key features include awareness and recovery blogs for valuable insights, health monitoring tools with personalized goals and streaks, and a robust community support system with an SOS button for immediate assistance.
  - By fostering a supportive environment, we aim to provide teens with the resources and encouragement they need to achieve lasting wellness.
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# WHAT WE OFFER

## Awareness and Recovery Blogs

- Virtual guide for anorexia awareness and recovery
- Rich database of engaging blogs
- Covers anorexia information, personal recovery stories, and practical advice
- Focus on creating a positive mindset
- Acts as a beacon of education and support
- Platform for young people seeking understanding and inspiration

## Healthcare Monitoring

- Offers powerful medical tools
- Tracking, personal goal setting, and calorie tracking
- Beyond traditional functionality with stripes and highlights
- Encourages users to stay connected with daily achievements
- Special rewards and NFT mining for milestones
- Gamified system transforms health approach into engaging and effective experience

# WHAT WE OFFER

## Community Support and SOS Button

- Building a supportive community is the foundation of BiteByByte.
- The platform encourages participation through story-sharing and forum support.
- The integrated SOS button prioritizes user safety by providing instant assistance when needed.
- Emergency contacts are added during profile creation to enhance community safety.

Intergration of Hume.ai so that our users can have a friendly and emphatetic AI voice to talk to



## Create Account

Full name

Suhani Singh

Contact Number

918327323910

Email

suhani567@gmail.com

Password

\*\*\*\*\*

Proceed



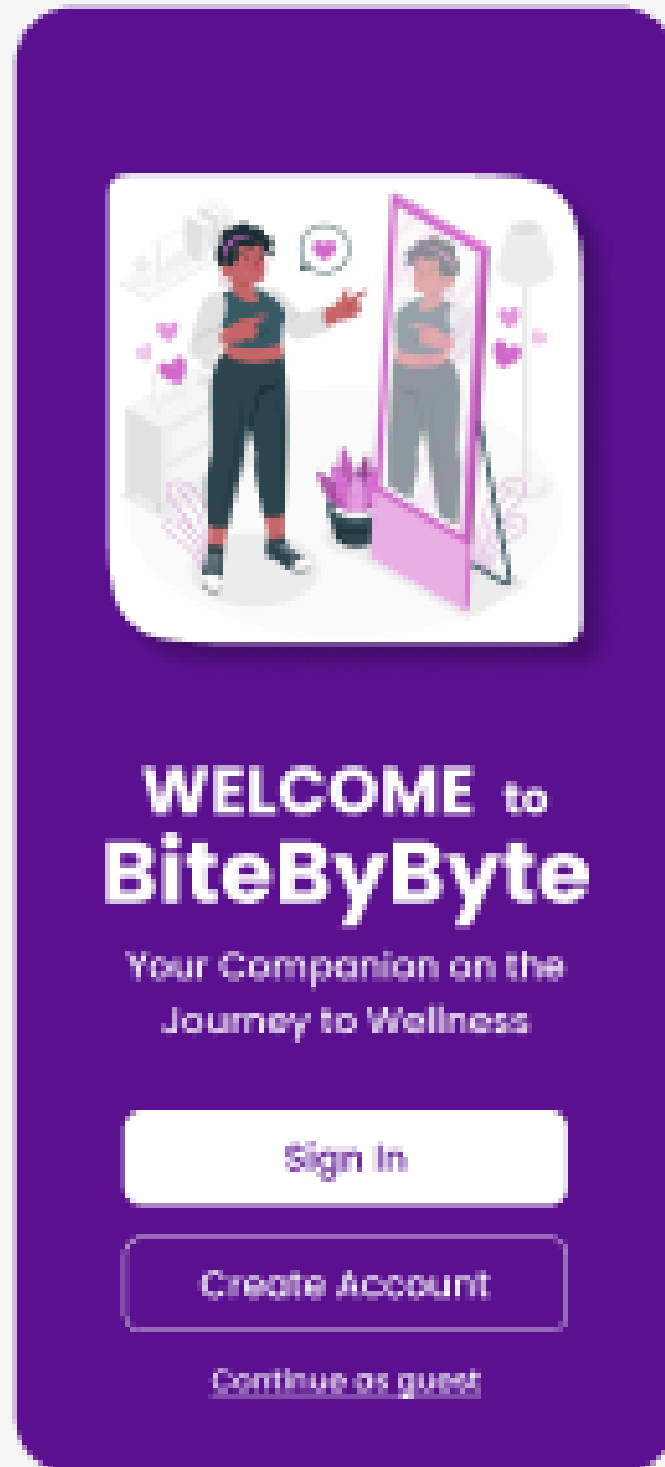


# WIREFRAMES

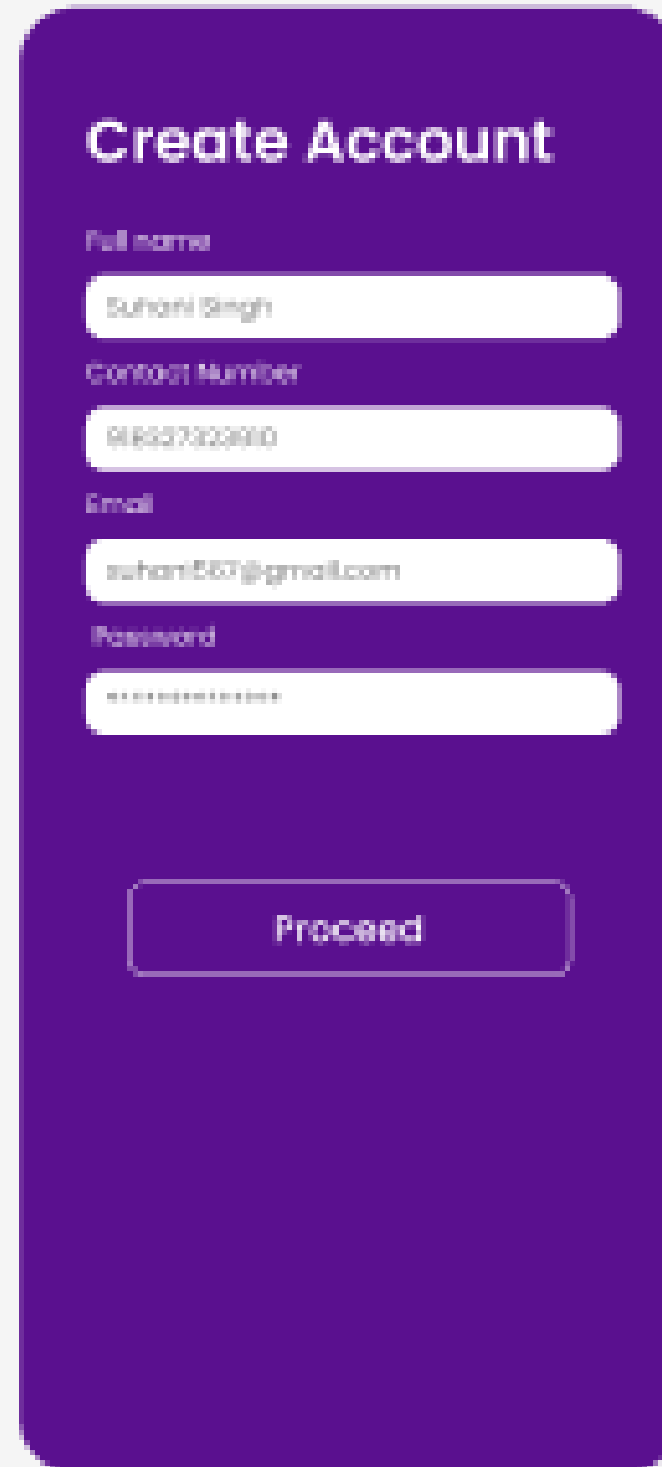
splash screen



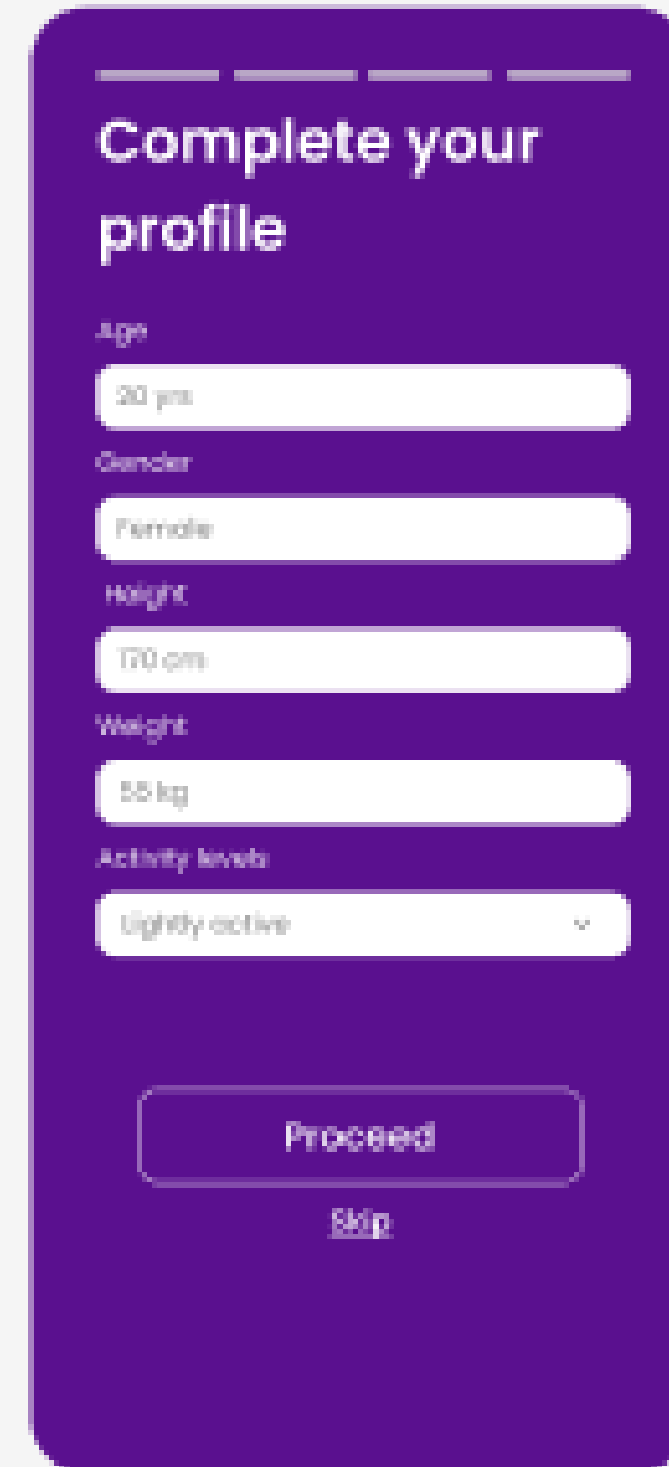
welcome



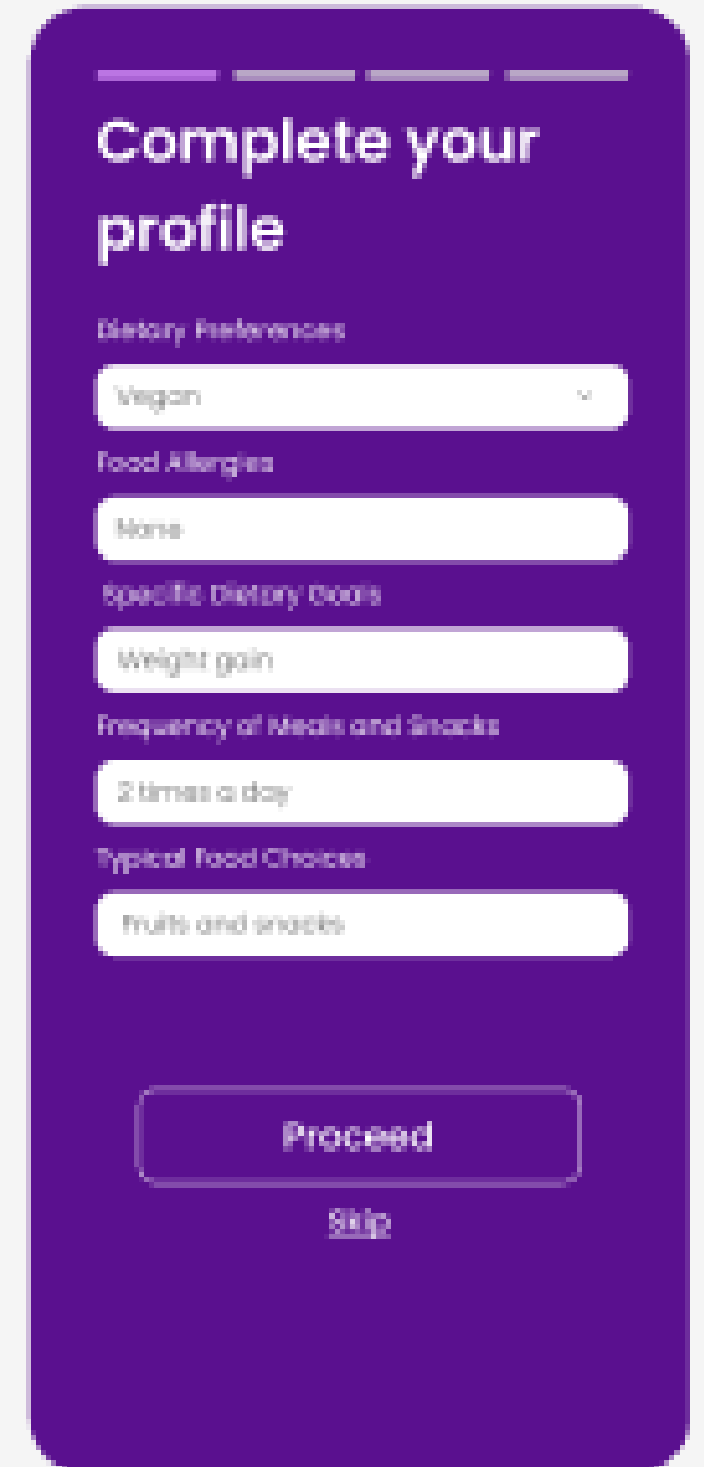
create



profile info

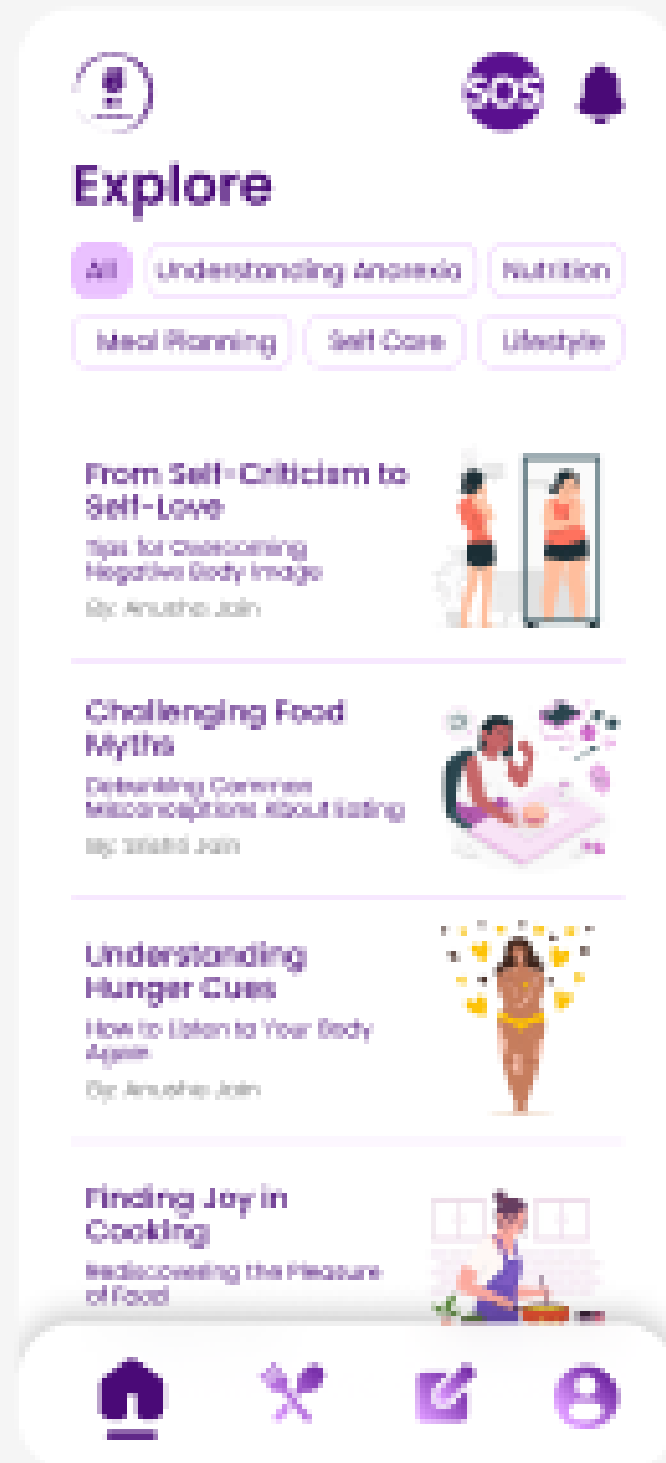


profile info2

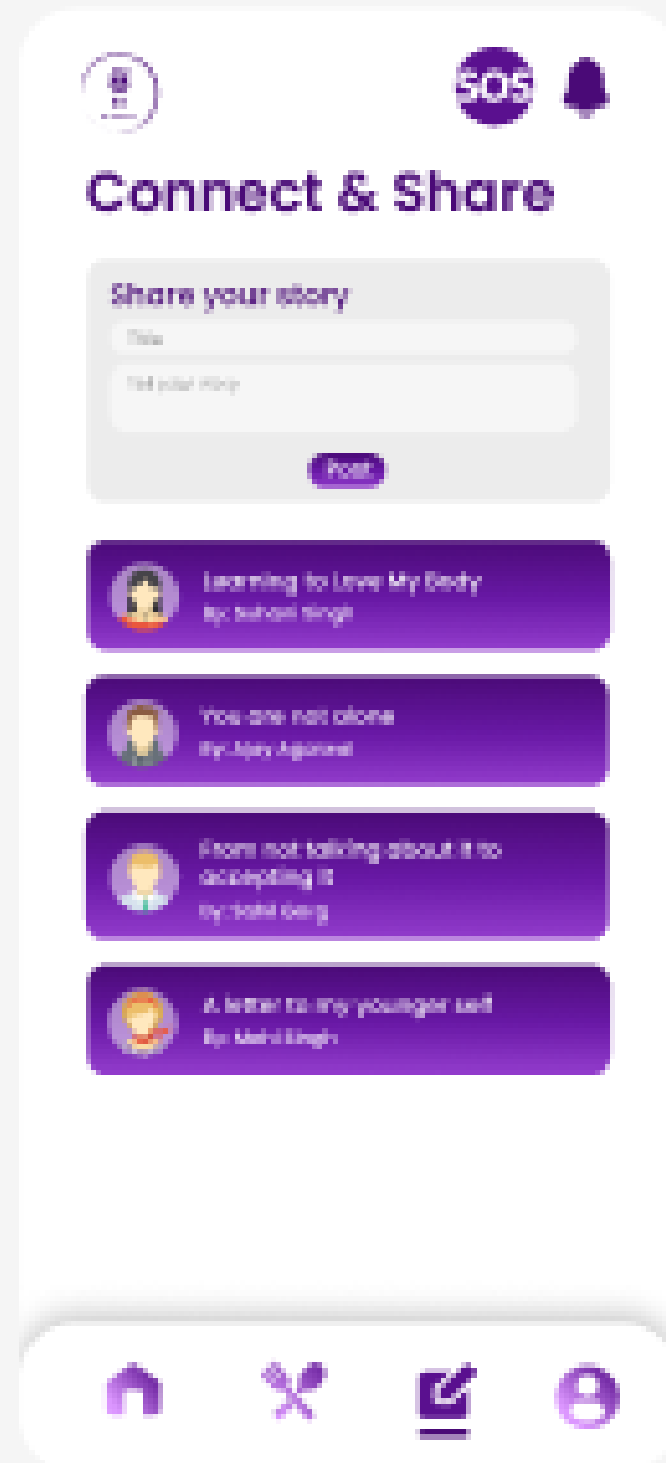


# WIREFRAMES

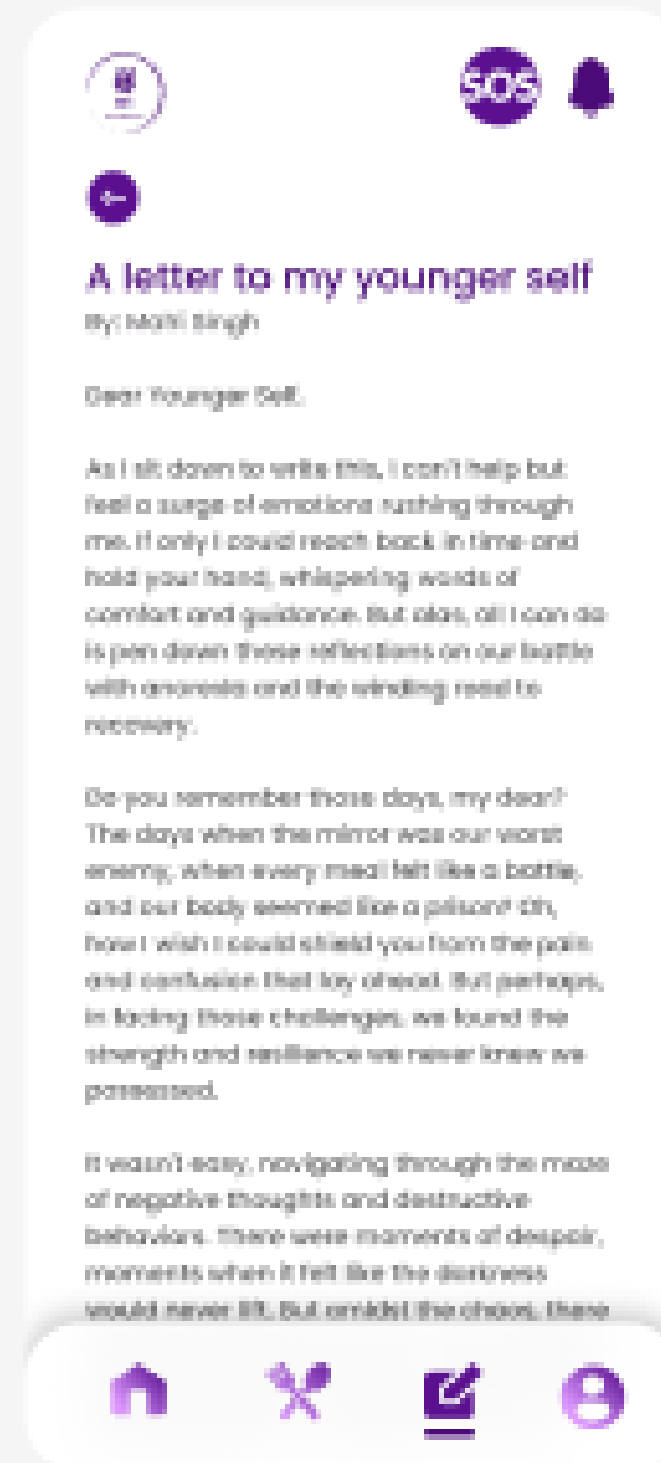
## Home



## Community



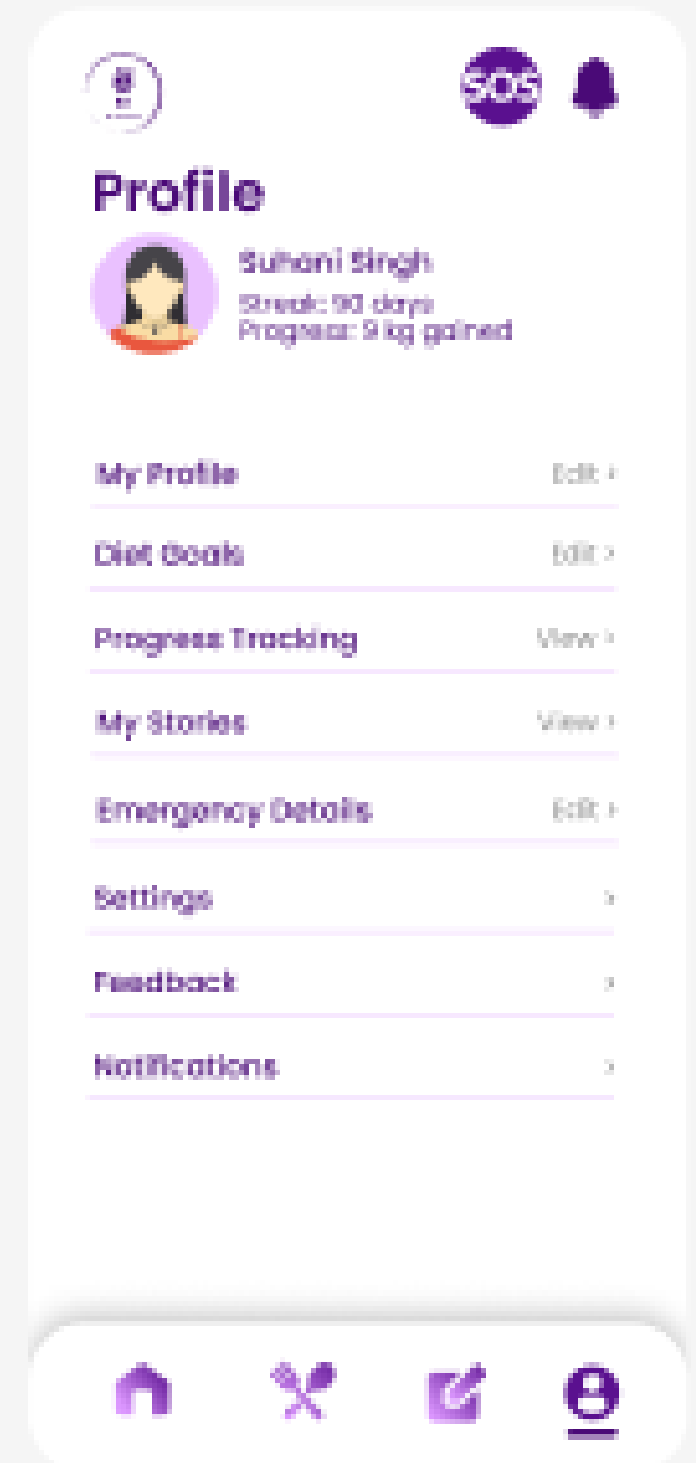
## story



## Calorie



## Profile



# BUSINESS MODEL

## Subscription-based Revenue Model

Offer a tiered subscription plan for users, providing basic access to content and limited tools for free, while premium features such as advanced health monitoring and exclusive blog content are available through a subscription.

## In-App Purchases

Integrate optional in-app purchases for virtual rewards, personalized coaching sessions, or merchandise, offering additional revenue streams while enhancing user engagement.

## Partnerships and Sponsorships

Collaborate with mental health organizations, nutritionists, and influencers for content partnerships or sponsorships, enhancing credibility and revenue through mutually beneficial relationships.

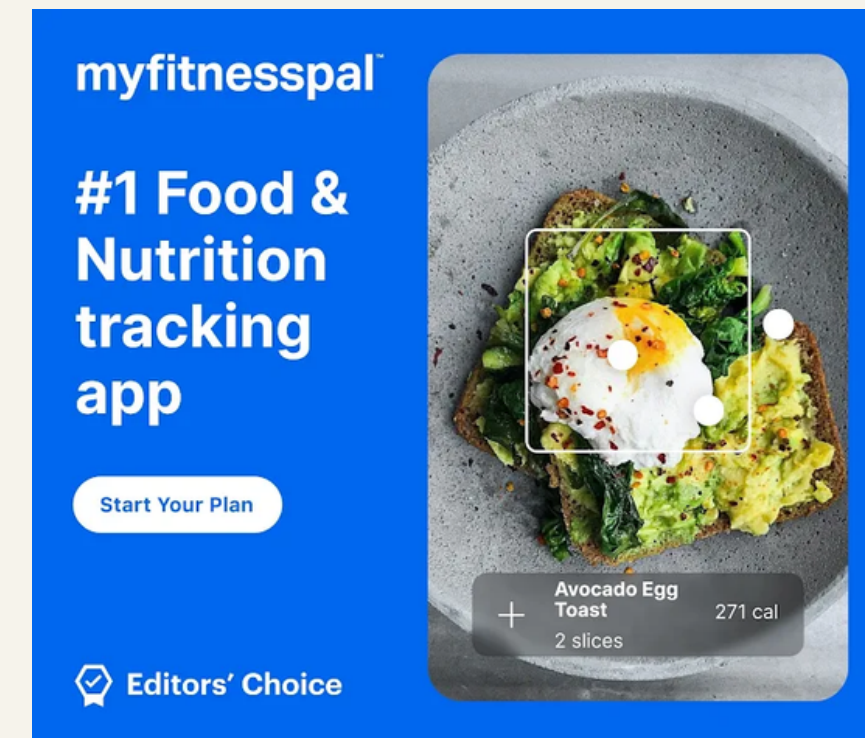


# MARKET RESEARCH

- In Japan, 128,408 diagnosed prevalent cases of Anorexia Nervosa were recorded in the year 2021.
- As per DelveInsight's assessment for Anorexia Nervosa, the gender-specific distribution of the disease suggests females at a higher count with 763,335 cases in the 7MM in 2021.
- Among 7MM, the United States has the highest prevalent cases of Anorexia Nervosa, with 703,497 cases in 2021.

# MARKET RESEARCH

Existing apps in the market:



Despite there being so many apps related to health monitoring, not one of them focus on helping raise awareness about such serious mental health disorders.

# KEY FINDINGS

**The Anorexia market size is estimated to increase with a significant CAGR during the forecast period (2023–2032).**

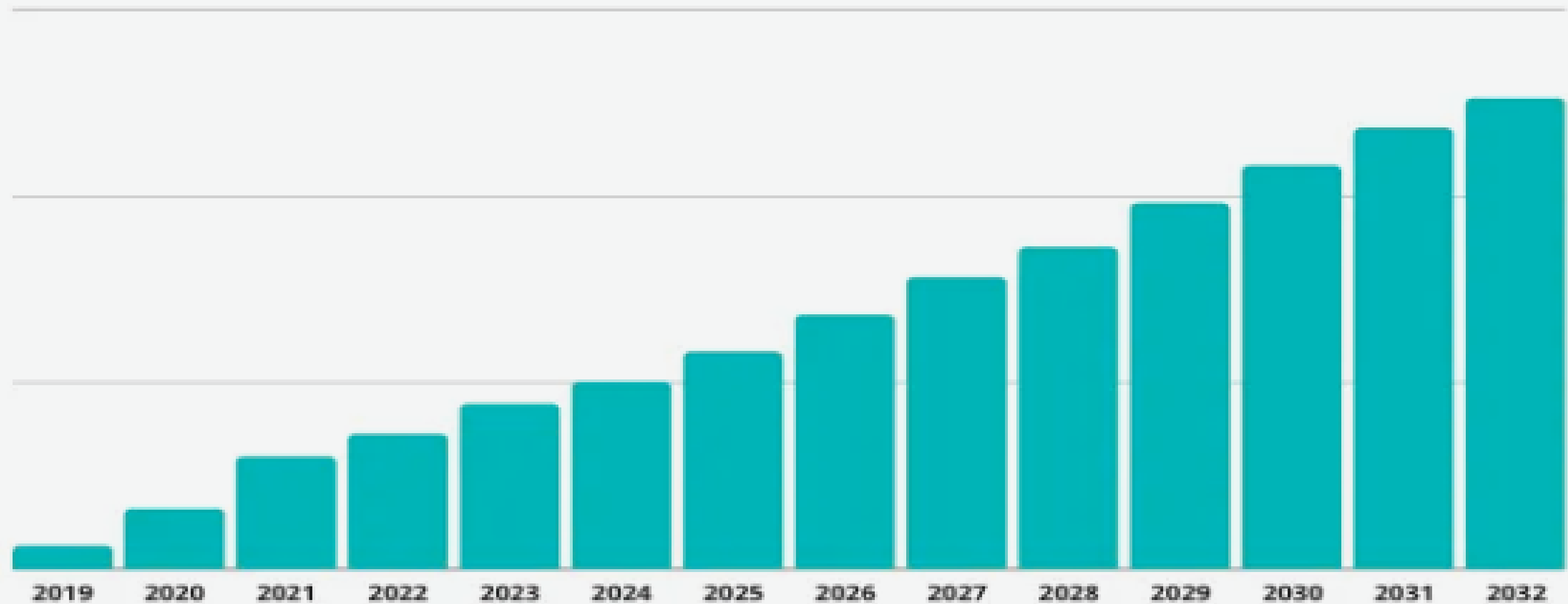
**Some of the key Anorexia companies developing therapies for Anorexia treatment are COMPASS Pathways, Homeostasis Therapeutics, LLC, National Eating Disorders Association (NEDA), Academy for Eating Disorders (AED), Beat Eating Disorders, Renfrew Center, Eating Recovery Center, Monte Nido & Affiliates, Center for Discovery, Alsana, Veritas Collaborative, Laureate Eating Disorders Program, Castlewood Treatment Centers, and others.**

**Total prevalent cases of Anorexia Nervosa in the 7MM were found to be approximately 1,692,817 in 2021. These cases are expected to increase by 2032 at a CAGR of 0.3% during the study period (2019–2032).**

# KEY FINDINGS

## Total Prevalent Cases in the 7MM

NUMBER OF PATIENTS





# TECHSTACK



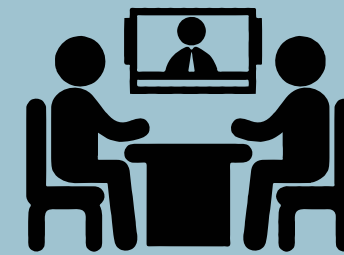
## Frontend Development:

React Native for cross-platform mobile app development, ensuring a consistent user experience on iOS and Android.



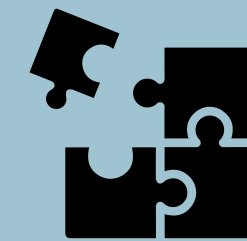
## Backend Development

Node.js for server-side development, with Express.js for building scalable APIs and handling server-side logic.



## AI/ML Integration:

TensorFlow or PyTorch for machine learning models, integrated for personalized health insights.



## Cloud Services , Security, Real-time Communication:

**Utilize AWS or Azure for scalable cloud infrastructure ,  
Implement WebSocket**



# IN CONCLUSION

**BiteByByte is essentially more than an application. This is the way of life of young people who are dealing with such a difficult problem as anorexia. With its humorous and engaging language, BiteByByte demonstrates the power of technology to raise awareness, inspire healing, and ultimately change lives one by one.**



# REFERENCES

- [\*\*\*https://www.delveinsight.com/report-store/anorexia-market\*\*\*](https://www.delveinsight.com/report-store/anorexia-market)
- [\*\*\*https://www.researchgate.net/publication/41396435\\_Anorexia\\_nervosa\\_An\\_Indian\\_perspective\*\*\*](https://www.researchgate.net/publication/41396435_Anorexia_nervosa_An_Indian_perspective)
- [\*\*\*https://www.researchgate.net/publication/328691186\\_A\\_study\\_of\\_burden\\_of\\_anorexia\\_nervosa\\_in\\_India\\_-\\_2016\*\*\*](https://www.researchgate.net/publication/328691186_A_study_of_burden_of_anorexia_nervosa_in_India_-_2016)
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