



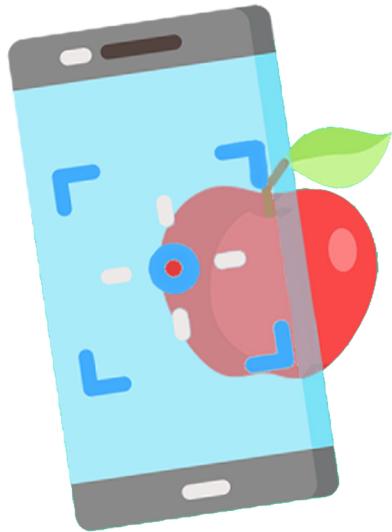
# POMELO

POMELO AIMS TO LEVERAGE EMERGING TECHNOLOGIES TO HELP INDIVIDUALS TRANSITION AND MAINTAIN A HEALTHY LIFESTYLE

## THE PROBLEM

Transitioning and maintaining a healthy lifestyle is a big challenge. Common factors affecting one's ability to live healthy include:

- Losing the urge to track their foods due to the inconvenience of calorie calculations
- Limited access to medical professionals hugely due to the cost associated, causing individuals to use inaccurate or non-credible health advice from the internet.
- A lack of accountability or due to unrealistic expectations, provoking unhealthy habits and a lack of self-control. followed with quitting one's goals



## OUR SOLUTION

Pomelo is a Healthy & Lifestyle app on iOS and Android devices that uses a 3-panel user interface to provide users with a digital lifestyle coach, personalized health analyses, a habit tracker, health-related articles, and Nutri-Scan: a feature that allows users to attain nutritional data of various foods through a camera scan

Pomelo leverages Artificial Intelligence (AI), Machine Learning (ML), and Augmented Reality (AR) to predict nutritional data of various foods with high accuracy. Pomelo's Nutri-Scan uses AR to determine a food's dimensions and uses ML to predict its dietary data. Pomelo has also developed Nutri-Lyfe, an AI software that analyzes the user's health, nutritional, and exercise data to provide analyses and to create personalized goals for the user

### NUTRI-SCAN



Using AI, ML, and AR, Nutri-Scan predicts nutritional data and serving sizes of various foods in with high accuracy to help the user with easy nutrition tracking

- Detects and Analyzes Foods
- Calculates Serving Sizes
- Predicts Nutritional Data with High Accuracy

### NUTRI-LYFE



Nutri-Lyfe, a digital lifestyle coach leverages AI and ML to provide users personalized goals. Options to connect with friends to gamify nutrition and habit tracking are also available

- Leverages AI & ML technologies
- Analyzes the user's Data & Health Trends
- Personalizes the user's Health & Wellness Goals

### POMELO API

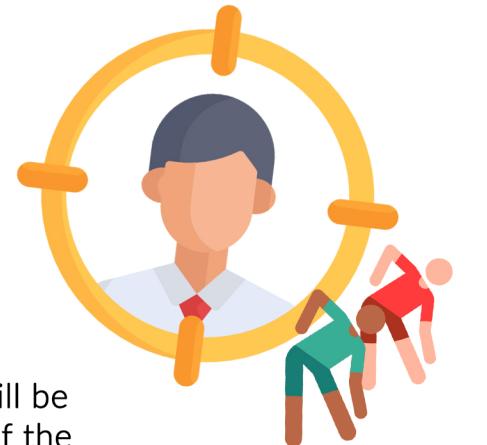


Pomelo's API allows companies to use Nutri-Scan, Nutri-Lyfe, and analyses. It is needed to integrate hardware with software systems such as checkout kiosks, security cameras, and sensors

- Access to Pomelo's Databases
- Use Pomelo's Databases & Technologies
- Incorporate AR, AI, and ML Into Business

# TARGET MARKET

Our primary target market are athletic male university graduates ranging from 25-30 years old. Pomelo anticipates that they will be living in an urban area, holding a stable job with a salary between \$55,000-\$65,000 and will be visiting the gym between 3-5 times per week. The generation of our primary target market, millennials, are the most health-conscious generation with their wellbeing as the second most important value



Our secondary target market are athletic high school students ranging from 16-18 years old. We anticipate that these students will be living in an urban area, studying full-time with approximately 75% of the students working part-time, earning \$22,000 per year. These students frequently visit the gym and participate in various sports teams within their school. Individuals within this age range typically focus on their health in hopes to live and maintain a healthy lifestyle



## INDUSTRY GROWTH & TRENDS

- Between 2008 to 2018, gym/fitness club membership has grown by 36%, with an estimated 62.5M members who have a gym/fitness club membership. 81% of Millennials exercise as opposed to 61% of Baby Boomers.
- Wellness Tourism is growing and contributes to 14% of the \$3.2T USD total global tourism revenue. It has shown an annual growth of 9%, twice the rate of global tourism.
- 65% of commercial respondents stated that cost was the most significant factor when choosing where to seek care regarding their health.

## FUTURE ROADMAP



- 1. Media Partnerships (½ year):** We plan to partner with influencers from various media platforms to promote Pomelo to our primary and secondary target markets
- 2. Partnerships (1 year):** We hope to create partnerships with many health technology companies such as Fitbit to create hardware-software compatibility
- 3. Online Platform (1 year):** We aim to complete our online platform to allow users to access their data and read summarized analyses through other devices
- 4. "Split" Feature Release (1.5 years):** We believe the "Split" feature will be released into beta testing. "Split" is predicted to increase Pomelo's valuation
- 5. Entering European Market (2 years):** We will enter the European market with the "Split" feature. We wish to promote a healthy lifestyle in the region.
- 6. Acquisition (3-4 years):** We anticipate lots of competition and believe an acquisition will be the best for Pomelo. We hope to be acquired by a resource-heavy company such as Google, Amazon, or Apple