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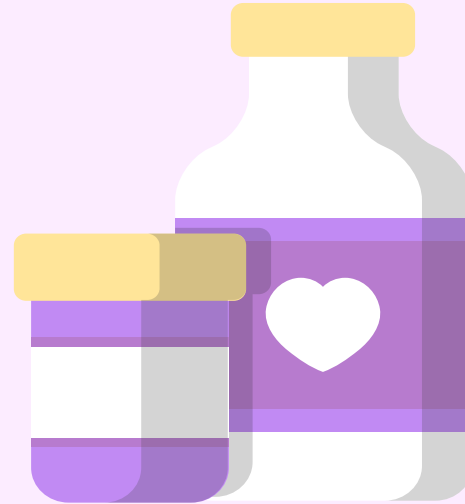Market Potential

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Introduction

Despite growing awareness, **unhealthy eating habits** are on the **rise**.

Many existing tools require **manual input** and **lack real-time feedback**. Convenience often outweighs nutrition in modern food choices.

Statistics & Evidences

Singapore

Why is healthy eating so hard to do in a food paradise like Singapore?

Highlighting how unhealthy food can be like a poison, the nutritionist said: "It's not going to kill you immediately. But it might lead you on the pathway to chronic diseases, which eventually will lead to complications, and of course, your mortality rate will be higher."

For instance, the daily sodium intake of residents here has gone up to 3,620mg in 2022, from 3,480mg in 2019, according to HPB's National Nutrition Survey 2022.

GROUND UP

Too much on our plates: More Singapore workers opt for snacks over meals due to high-stress work environments

"Many commonly consumed snacks tend to be high in refined carbohydrates, unhealthy fats and added sugars," Mdm Soh said. These include sweet bread, cakes and curry puffs.

"They can contribute to weight gain, poor blood sugar control and an increased risk of chronic diseases like diabetes and heart disease."

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THE STRAITS TIMES

According to the latest national health and nutrition report cards for Singapore released on Wednesday, salt intake rose from 3,480mg in 2019 to 3,620mg in 2022, far beyond the recommended daily allowance of 2,000mg.

Over three in five people (61 per cent) have surpassed their calorie intake in 2022, compared with more than one in two (55 per cent) in 2019. When it comes to getting physical, only about seven in 10 (74.9 per cent) in 2022 were up and active, compared with more than eight in 10 (84.6 per cent) in 2019.

THE STRAITS TIMES

On the sidelines, Mr Ong told reporters that Healthier SG to date has more than 870,000 enrollees, of whom 77,000 are Malay/Muslim residents.

Mr Ong said: "Overall, nationally, we have about 37 per cent of the population 40 years and above already enrolled in Healthier SG. For the Malay/Muslim community, it's about 30 per cent. So (it's) slightly below the national average, but... a healthy number."

Problem Statement

How might we **encourage youths (15 - 35 years old)** and their **households** to **collaboratively plan, log, and improve their meals** so that it promotes **healthy habits, healthy aging and long-term engagement**?

Our Solution

Meet LifeSync –
Smart, Collaborative, Healthy

Snap a meal
Get health feedback instantly.

AI-generated recipes
Tailored to dietary needs (vegan, halal, gluten-free, etc.).

Meal Logging
Log and track meals over time.

AI Chatbot
Answers health and food-related queries

Grocery Lists
Plan grocery lists with real-time health suggestions.

Gamification
Compete with family or friends to stay on track together.

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App features

AI-generated recipes

Tailored to dietary needs (vegan, halal, gluten-free, etc.)

The AI recommends **healthy meal ideas** tailored to individual dietary needs, including vegetarian, vegan, halal, gluten-free, and more. This helps users plan their meals proactively and stay on track.
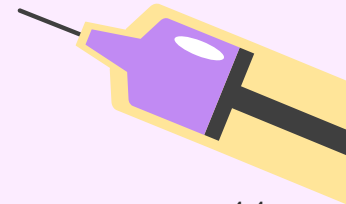
App features

AI Chatbot

Answers health and food-related queries

The chatbot **recommends tips on healthier eating and lifestyle**, ranging from personalized recipes to food-related queries.

App features

Snap a meal

Get health feedback instantly

Users can take photos of their meals, and the AI instantly **evaluates the nutritional quality** — flagging meals as healthy or unhealthy based on ingredients and portion sizes.

App features

Meal Logging

Log and track meals over time

Users can **log meals daily** to monitor eating habits and track progress over time. This builds awareness, accountability, and consistency in making healthier choices.

App features

Grocery Lists

Plan grocery lists with real-time health suggestions

While users build their grocery lists, the AI keeps an eye on the balance — **flagging unhealthy patterns** like too many processed snacks or a lack of fresh produce. It offers real-time health nudges and suggests healthier swaps, helping users make better decisions *before* they even hit the aisles.

App features

Gamification

Compete with family or friends to stay on track together.

Users can **link up with family, friends**, or classmates to log meals, share grocery lists, and **encourage each other**. Whether it's cheering on good choices or playfully calling out bad ones, the app turns eating healthy into a team sport with accountability and support.

Unique Selling Points (USP)

Unique Selling Points (USP)

Shared Lists / Household Mode

- Turn healthy living into a team effort. Users can link accounts with partners, roommates, or family members to collaborate on meal logging, grocery planning, and recipes.

- Whether you're shopping together or peer-pressuring each other into eating greens, this mode encourages consistency and accountability in a fun, social way.

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Sustainability & Resilience Through Smart Eating

1. **Promotes Sustainable Food Choices**
   - Highlights plant-based and low-impact alternatives
   - Suggests low-waste recipes using available ingredients

2. **Reduces Food Waste**
   - Smart grocery lists = buy only what you need
   - Meal ideas based on what's already in your fridge

3. **Encourages Local & Seasonal Eating**
   - Recommends in-season produce
   - Supports local food sources → shorter supply chains, greater resilience

1. **Healthier People, Stronger Systems**
   - Good diets = less long-term pressure on healthcare
   - A generation raised on mindful eating = societal change

2. **Real-World Impact From Digital Habits**
   - Meal logging = population-level insights (when done ethically)
   - Data can help shape public policy, community nutrition, and research

3. **Bonus: Social influence**
   - Users influence family/friends → the ripple effect of healthy habits

Empowering Health-Conscious & Data-Driven Communities

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Competetive Analysis

How LifeSync stands out?

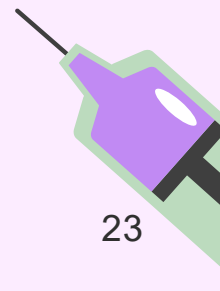| Feature	MyFitnessPal	Yazio	Lifesum	LifeSync
Manual Logging	✓	✓	✓	✓
AI Photo-Based Meal Analysis	✗	✗	✗	✓
Personalized Recipes	✗	✓ (basic)	✓	✓ (AI-generated, diet-based)
Grocery Health Warnings	✗	✗	✗	✓
Shared Lists / Household Mode	✗	✗	✗	✓

**VID OF HIFI HERE.
RECORDING OF HIFI CAN BE DONE
SEPERATELY
CUZ CAN EDIT VID**

Market Potential

Who are we building for

Target Users:

Health-conscious individuals, students, young professionals, families, and caregivers.

Market Size:

The global health & wellness app market is projected to reach **$8.5 Trillion by 2027**.

Opportunity:

Demand for smart, user-friendly health solutions continues to rise — especially those that combine AI and social accountability.
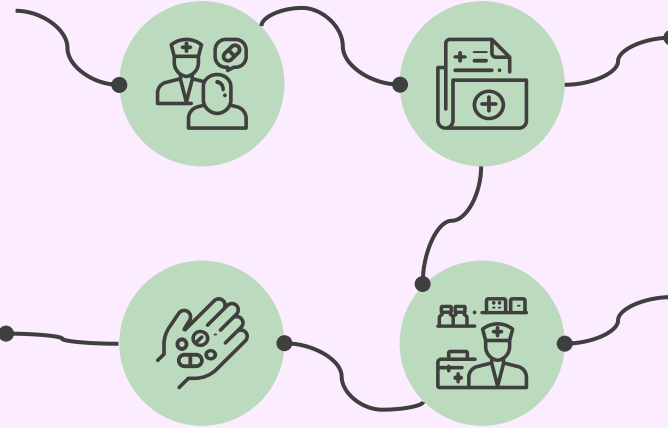
Technical Details

How It Works

AI Frameworks

TensorFlow / PyTorch for meal image recognition.
Nutrition databases for accurate food analysis

Backend

Node.js / Express / Firebase or MongoDB

Other Tools:

Cloud image processing, Prometheus/Grafana for monitoring, PM2 for process management

Frontend

React Native or Flutter for cross-platform support

Funding Strategy –
IMDA Open Innovation Platform (OIP)

Why IMDA OIP?

- A trusted Singapore government initiative that connects problem solvers with real-world challenges

- Offers **non-dilutive funding** (S$20k–80k) to build innovative digital solutions

- Perfect fit for LifeSync's mission in health, nutrition, and sustainability

Funding Strategy – IMDA Open Innovation Platform (OIP)

How It Aligns With LifeSync

- LifeSync addresses key IMDA focus areas:
    - **AI for good**
    - **Digital health & wellness**
    - **Smart nation goals (healthy aging, food resilience)**
- Matches past OIP challenges like:
    - "How might we help seniors monitor nutrition at home?"
    - "How might we reduce food waste using tech?"

Funding Strategy – IMDA Open Innovation Platform (OIP)

What We'll Do

- Apply for a relevant challenge that aligns with LifeSync's goals

- Use the funding to:

  - Cover **cloud services & infrastructure**
  - Build out AI functionality (e.g., image recognition, nutrition database)
  - Support user testing and app refinement
  - Run **initial influencer marketing & outreach**

Who we're partnering with

Singaporean Influencers & Streaming Platforms

- Start off with small creators on social media platforms such as Instagram and TikTok

- Eventually collaborate with well-known figures in the country

- e.g. Zermatt Neo (Singaporean Mukbanger), Loh Kean Yew (National Badminton Player) or Shanti Pereira (National Track & Field Athlete)
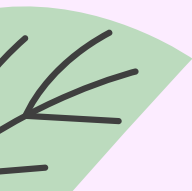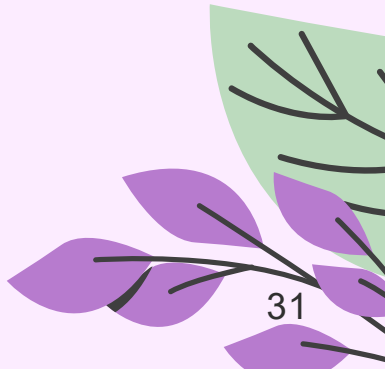
Conclusion

Why This App Matters

- Promotes healthier lifestyles through instant feedback and personalized suggestions.

- Encourages long-term behavior change through social accountability.

- Stands apart from existing apps with smart, collaborative, and AI-powered features.

Resources

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Thanks