



HealthMate



Problem 1

People with dietary restrictions do not have many options when it comes to diverse food.

Problem 2

People who have just gotten diagnosed with a dietary restriction do not know where to begin.

Problem 3

No guidance of where to acquire ingredients easily for people with food restrictions

THE PROBLEM

What problem are we facing ?



Solution

- An app specifically designed for individuals with health and diet restrictions (e.g. vegan/vegetarian, lactose intolerance, gluten-free).
- Built-in social media aspect for users to share their favourite recipes and ingredient lists with people with the same food restriction.
- Pre-made boxes with ingredients for any food restriction delivered right to your door.

THE SOLUTION

How are we solving the problem





Product or Service

An interactive mobile application that acts as an all-in-one meal tracker and diet guide.



MISSION STATEMENT AND VALUE



Mission Statement

Our team is very concerned with healthy lifestyle, social consciousness, and environmental impact. Our goal is to create an environment where people with dietary restrictions can choose their meals in a fun affordable way, while maintaining a commitment to their health and to the environment.

Value

HealthMate provides a one-stop-shop for all of a person's dietary needs. We reduce the hassle that comes with meal-planning and eating healthy, and provide a wide array of information delivered in a convenient package



TARGET MARKET



Who do we want to cater to?

Target Market 1

Individuals with dietary restrictions

Target Market 2

People looking to enter the world of health and wellness or have been recently diagnosed and do not know what to do





Size of the Market

- In 2020 the market was valued at 5.7 bn USD
- By 2028 the market is projected to reach 25.2 bn USD with a CAGR of 20.15%
- Fitness and Health apps market composed by
 - 26% of 18 - 29 years olds
 - 17% of 30 - 45 years old

TAM

- 32% of Canadians use health/diet apps (~ 12million)
- No defined market for health and diet apps in Israel. This may give us first-mover advantage.

SAM



- 2.3 million are vegetarian
- 850,000 are vegan
- 300,000 have Celiac's disease
- ~ 7million are lactose intolerant



- 1.145 million are vegetarian
- ~ 440,000 are vegan
- 1:157 Israelis have Celiac's disease
- 70% of Israel's population (~6.165 million) is lactose intolerant



Porter's 5 Forces

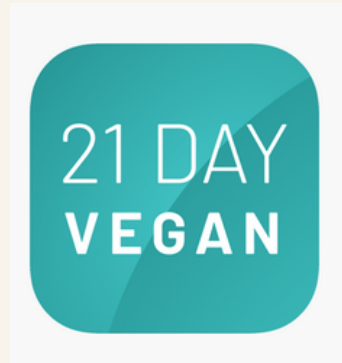
- High level of Rivalry
- Medium level of threat of substitution
- Low level of new entrants
- Low bargaining power of suppliers
- Medium bargaining power of buyers

PESTEL analysis

Political
Social
Technological
Environmental
Legal

*No Economic changes

Direct Competitors



noom



Indirect Competitors

Competitive Advantages

Advantage 1

Provides those with dietary restrictions a variety of new options to spice up their cooking and their lives

Advantage 3

Acts as a communicative tool to reach out to others with similar dietary needs

Advantage 2

Serves as a tool in monitoring your nutritional intake



Advantage 4

Lowers the barrier to entry that comes with adopting a healthy lifestyle and accommodates people simply looking to change their routine



Competitor Strategy

Approach 1

Creating a network of individuals who are health conscious (people with strict diet guidelines, fitness enthusiasts and food entrepreneurs)

Approach 2

Upholding core values—environmentalism, inclusivity and sense of community

Approach 3

Developing a user-friendly application interface with minimalist design and has a low learning curve

Business or Revenue Model

Show the ways your company plans to make money.

iOS, Android and PC versions

One-time and monthly
Premium Subscriptions,
Advertisements and Funding

\$11 (Premium one-time
purchase + Delivery Discount
Coupon), \$36 (Premium
Features + Meal Kit
Discount) or \$45 (All
Features) per month

Value proposition



1

Target market

people with strict dietary guidelines

2

Goals and objectives

convenience, accessibility (ease-of-access)

3

Competitive advantage

all-in-one health app

4

Core values

environmentalism, inclusivity and connectedness

5

Brand

Logo, colour scheme, symbols



Finance

The net profit in our first three years, that includes the logistics, rent and salaries

1st year:

\$33,660.00

2nd year:

\$180,000.00

3rd year:

\$360,000.00



The Team



Person 1
CEO / President



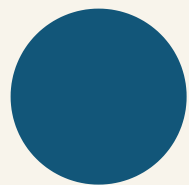
Person 2
CTO / VP Technology



Person 3
CFO / VP Finance



Person 4
COO / VP Operations



Risks and CSFs

- Identified Risks
- Risk Monitoring
- Risk Mitigation

1

Customer value

Reviews, survey

2

Security and privacy

Prevention of data breach

3

Legality

Idea theft, copyright and trademark

4

Creativity, design and content

User-friendly interface

5

Marketing

Expanding audience, increase in subscription numbers





Any questions?

THANK YOU!