✳ Bloom
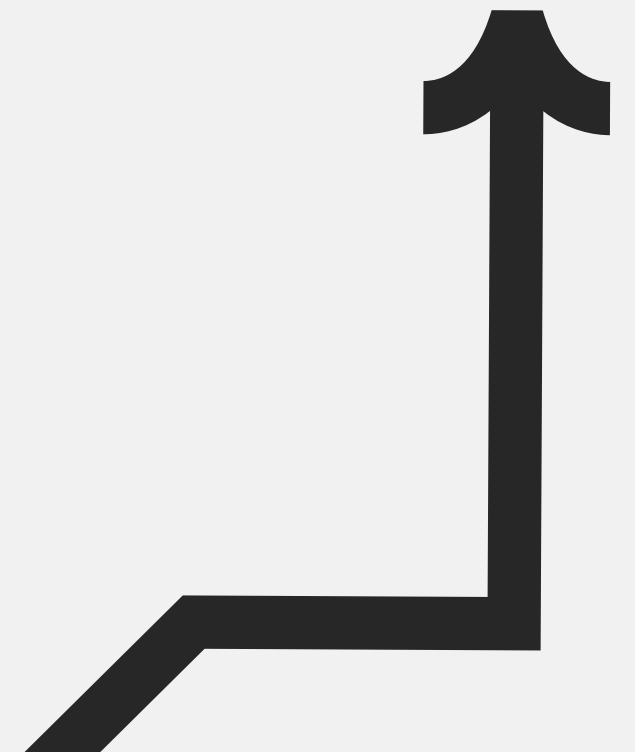
AI-POWERED PLATFORM WITH COPILOT FOR CLINICS & NUTRITIONISTS THAT AUTOMATES ROUTINE TASKS AND ENHANCES PATIENT CARE

❌ Problem

Bloom

❌ Time-Consuming Pre-Assessment
- Nutritionists & dietitians are forced to spend 30–60 minutes on the first consultation manually assessing patients instead of guiding them.[1]
- This limits session efficiency and delays personalized recommendations.

❌ Lack of Tracking & Accountability
- No real-time visibility into patients' eating habits between consultations.[2]
- Nutritionists rely on messengers, manual logs, or incomplete records to track progress.[3]
- No structured insights, making accountability & long-term adherence difficult.

1.Nutrition screening and assessment: Current practices and dietitians' leadership roles

2.What is happening with the clinical nutritionist? Realities and challenges

3.Challenges and Perspectives in Nutritional Counselling and Nursing: A Narrative Review

💡 # Solution

* Bloom

✅ **Automated Pre-Assessment**

💡 Gathers patient history via smart, automated questionnaires
💡 Pre-processes data and highlights key risk factors
💡 Provides structured, AI-assisted insights before consultations

✅ **Smart Tracking**

💡 Manages patient records, history, and progress tracking
💡 Sends automated visit reminders to both RD and patient
💡 Streamlines appointment scheduling and follow-ups

💡
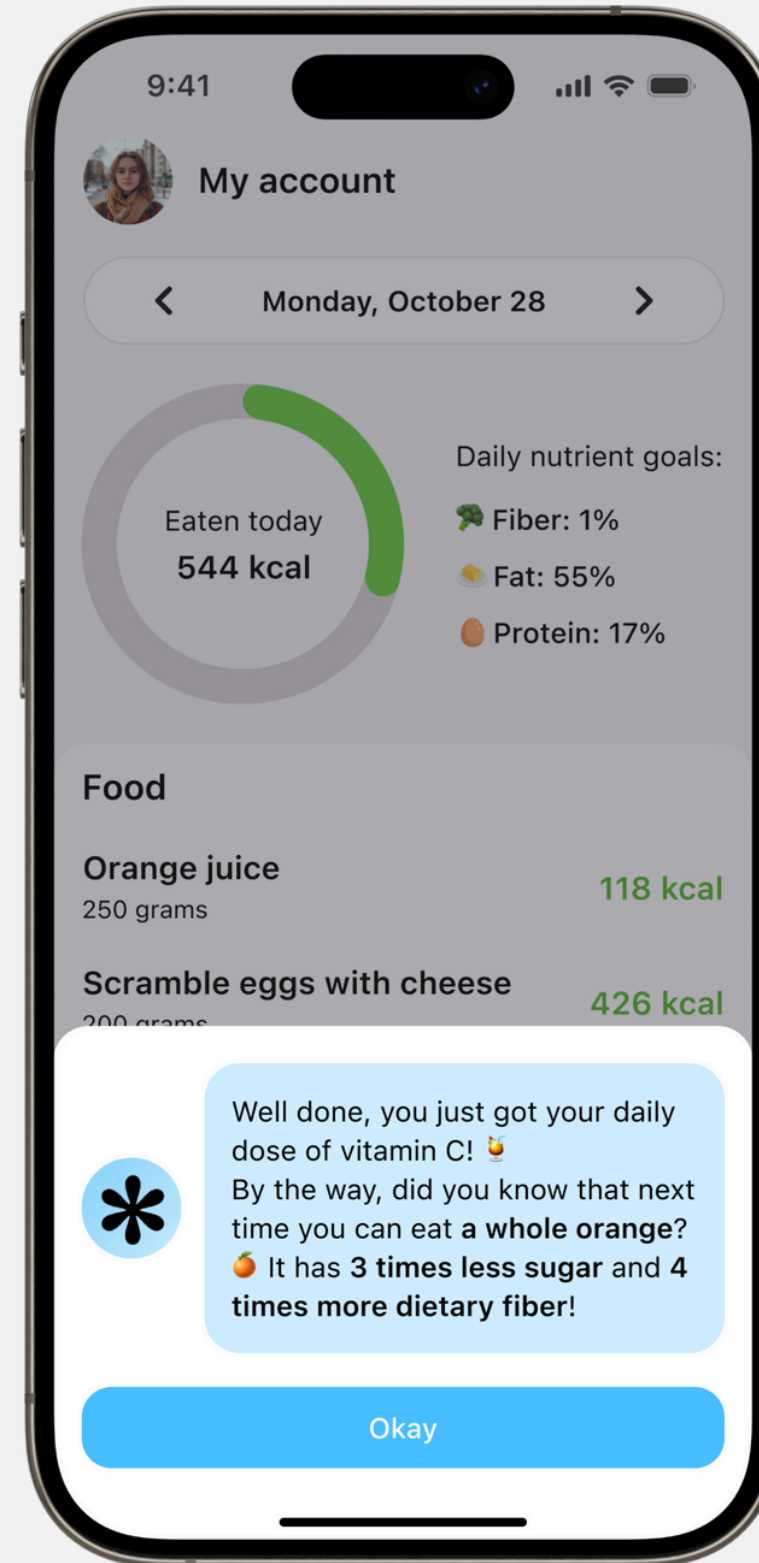
✅ **AI Copilot**

💡 Analyzes patient data to detect trends, risks, and progress
💡 Provides AI-driven recommendations tailored to individual needs
💡 Assists practitioners in making informed, data-backed decisions

✅ **Collaboration & Meal Plans**

💡 Enables nutritionists to create and customize meal plans
💡 Provides patients with an intuitive tracker for accountability
💡 Offers AI-based insights on dietary patterns and adherence

9:41

My account

< Monday, October 28 >

Eaten today
544 kcal

Daily nutrient goals:
🥦 Fiber: 1%
🧈 Fat: 55%
🥔 Protein: 17%

Food

Orange juice
250 grams — 118 kcal

Scramble eggs with cheese
200 grams — 426 kcal

Well done, you just got your daily dose of vitamin C! 🍋
By the way, did you know that next time you can eat **a whole orange**? 🍊 It has **3 times less sugar** and **4 times more dietary fiber**!

Okay

🏆 Competitors   ✳ Bloom

Healthie

Nutri**Admin**

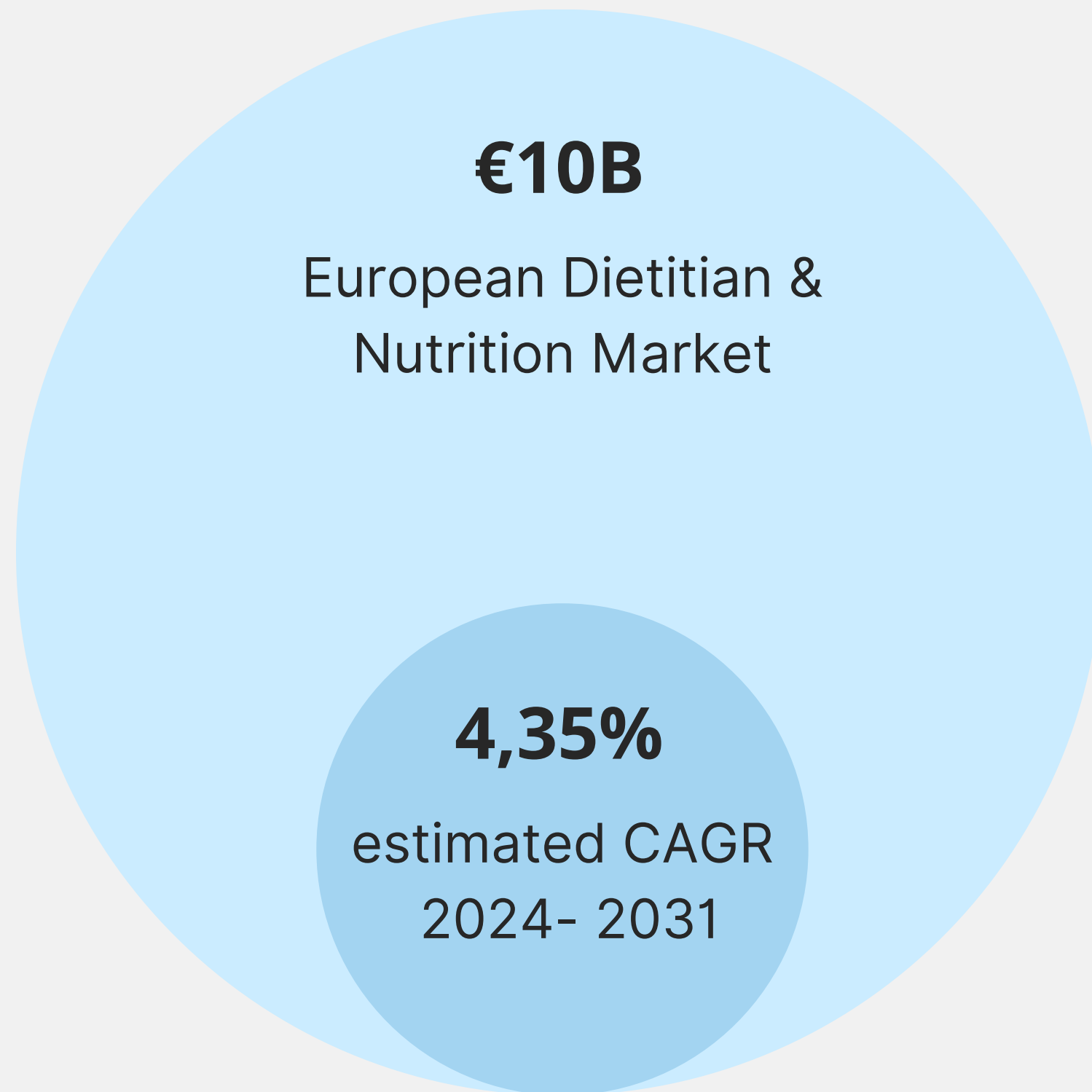practice better

nutrium

❌ Inefficient Patient Management
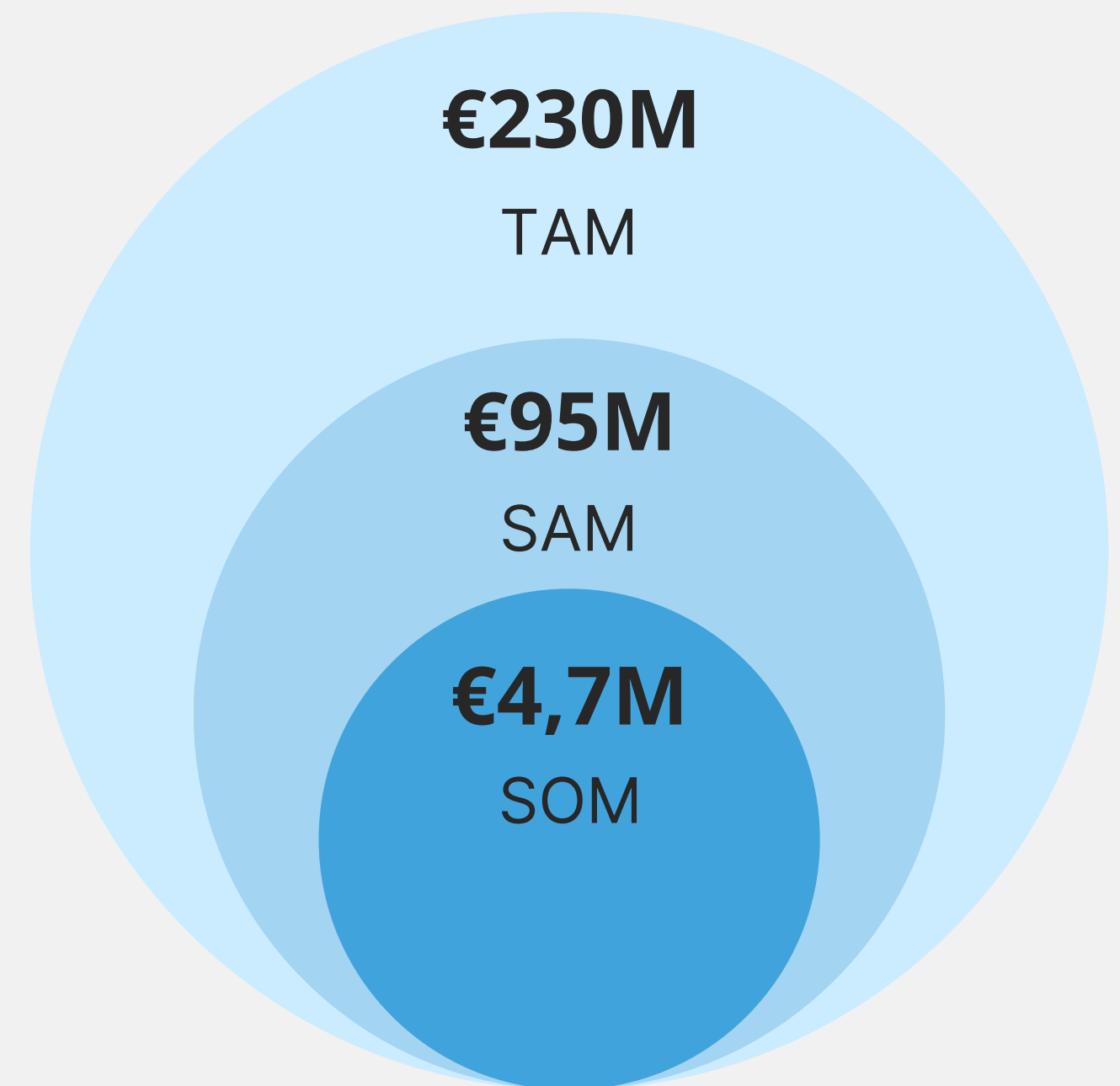
❌ No AI Copilot

❌ Poor Communication Tools

Why Bloom?

✅ **Automated pre-assessmen**t & visit tracking to save doctors' time

✅ **Seamless doctor-patient communication** with structured insights

✅ **AI Copilot** – real-time behavioral analysis & smart recommendations

MARKET

Bloom

Portugal Market Opportunity

€10B

European Dietitian & Nutrition Market

4,35%

estimated CAGR 2024- 2031

€230M
TAM

€95M
SAM

€4,7M
SOM

Based on Verified Market Research data, the global nutrition consulting market is growing at 3.7% CAGR, with Europe's growth estimated at ~4,35%
Mordor Intelligence & Grand View Research, market estimate based on Portugal's 2.3% share of the EU population
SOM = SAM × 5%, based on projected market adoption

![abacus icon] **REVENUE MODEL** ✳ **Bloom**
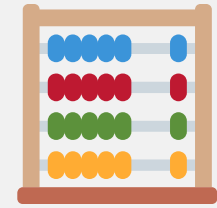
B2B Clients

Subscription from $149/month per dietatian, scales with team size and features

Enterprise plans from $500/month includes EHR integration & customization
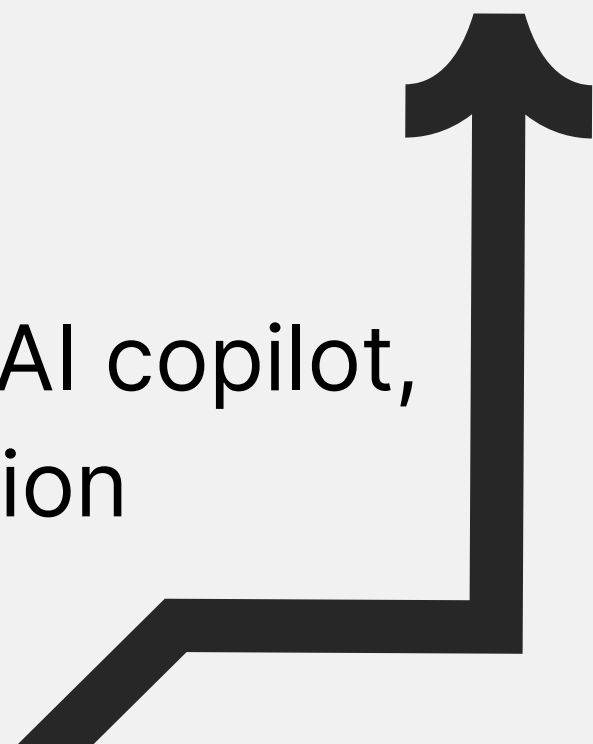
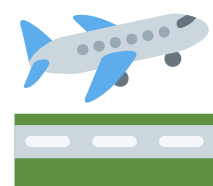**Add-ons from $50/month:** AI copilot, analytics, workflow automation

Individual Nutritionist

Subscription:
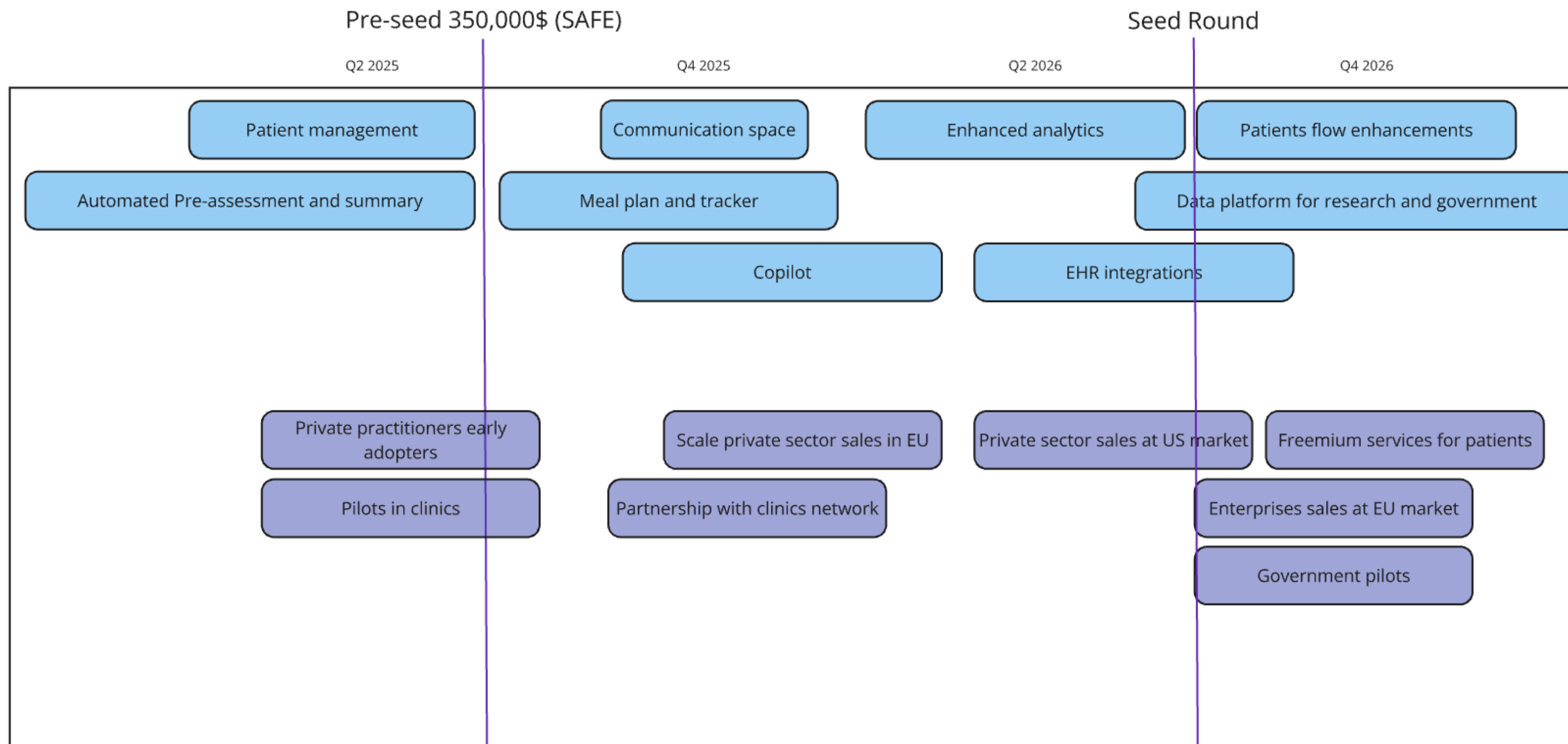**$49/month (Basic)**
up to 50 patients, limited AI tools

$99/month (Pro)
unlimited patients, full AI copilot, advanced analytics

Add-ons from $30/month
personalized reports, workflow automation

CURRENT TRACTION

Bloom

Underserved patients

We have a waitlist for **1,000** underserved patients in a 40M EU community

First pilot with

ADHD EUROPE
CREATING AWARENESS OF ADHD

PSI POSTPARTUM SUPPORT INTERNATIONAL

Bloom for Insurance

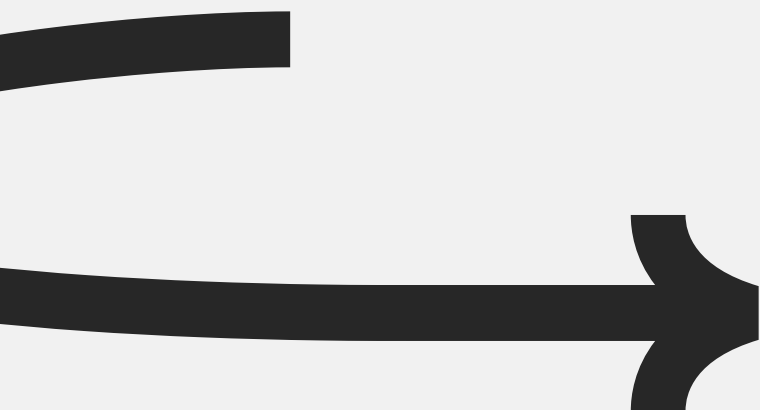Bloom's integration with Insurance Companies

First pilot with

FIDELIDADE
SEGUROS DESDE 1808

Nutrition and Dietetics Associations

Bloom automates nutritionists' work and helps find new clients

First pilot with

HOSPITAL DA LUZ

➕ Start **community** (viral SMM)

Bloom

➡️

💪 Our Team

CEO, FOUNDER

KAREN BABAYAN
MEDICAL DEGREE
15 YEARS IN SERIAL ENTREPRENEURSHIP

COO, CO-FOUNDER

OKSANA KALASHNIKOVA
MEDICAL DEGREE
15 YEARS IN HEALTHCARE

CPO, CO-FOUNDER

GRIGORY NOVIKOV
MASTERS DEGREE
7+ YEARS IN IT AND COUNSALTING

THANK YOU!🤝

Best regards,
✻ Bloom team