

Nutrition Guru





PROBLEM ?

- **Bad Nutrients consistent intakes leads to obesity, hypertension and cardiovascular diseases.**
- **All Packed food/ beverages have nutrition information.**
- **But it may be bad for the health.**
- **Our goal is to insight consumers of how much they can eat or drink of canned food per day or week according to labels**
- **Some ingredients may increase the daily threshold of human Consumption.**

FANTA : A COCA COLA'S PRODUCT

Energy: (in 600 mL)

- Energy of Fanta = Energy of Breakfast (312 kcal)
- Breakfast has proteins, carbs but it contains sugar. So, it is unhealthy.

Sugar: (in 600 mL)

- Sugar is 78 g in 600 ml.
- Daily intake of men and women should be not more than 36 g.
- It is more than the DOUBLE!

Synthetic Food Color:

- It is also not good for health and can cause hypersensitivity in children.

There is no information on how much of this product is too much per day, there is no information how many cans to drink per day or per week.

- **We are following FDA guidelines for daily average intake**

NUTRITION FACTS (Typical Values per 100ml)	
ENERGY	52 kcal
CARBOHYDRATE	13 g
SUGAR	13 g
PROTEIN	0 g
FAT	0 g





SOLUTION

- Our goal is to insight consumers of how much they can eat or drink of canned food per day or week according to labels
 - User will input the nutrition Label at the back of product.
 - We will give complete insights about the product
 - That way they can judge the product in a better way.
-
- We are following FDA guidelines for daily average intake



Our Target Audience



Health Conscious Consumers

- Consumers who are health aware and want to intake proper health diet.
- Obese people who wants to lose their weight. And calculate their daily calories consumed
- Users who want to measure their daily calories in take for a healthy lifestyle

Gym freak and Atheletes

- People regulary doing exercises and Gym.
- Atheletes who want to make sure to avoid bad foods and encourage good lifestyle.

PROPOSED SOLUTION

01

Real-Time visualization:

- User can get on spot insights of product analysis

02

Flexibility:

- Flexibility in getting product insights.

03

Unique Selling Point & Benefits

- Health Consciousness'
- Health Awareness
- Increase productivity
- Better Life-style

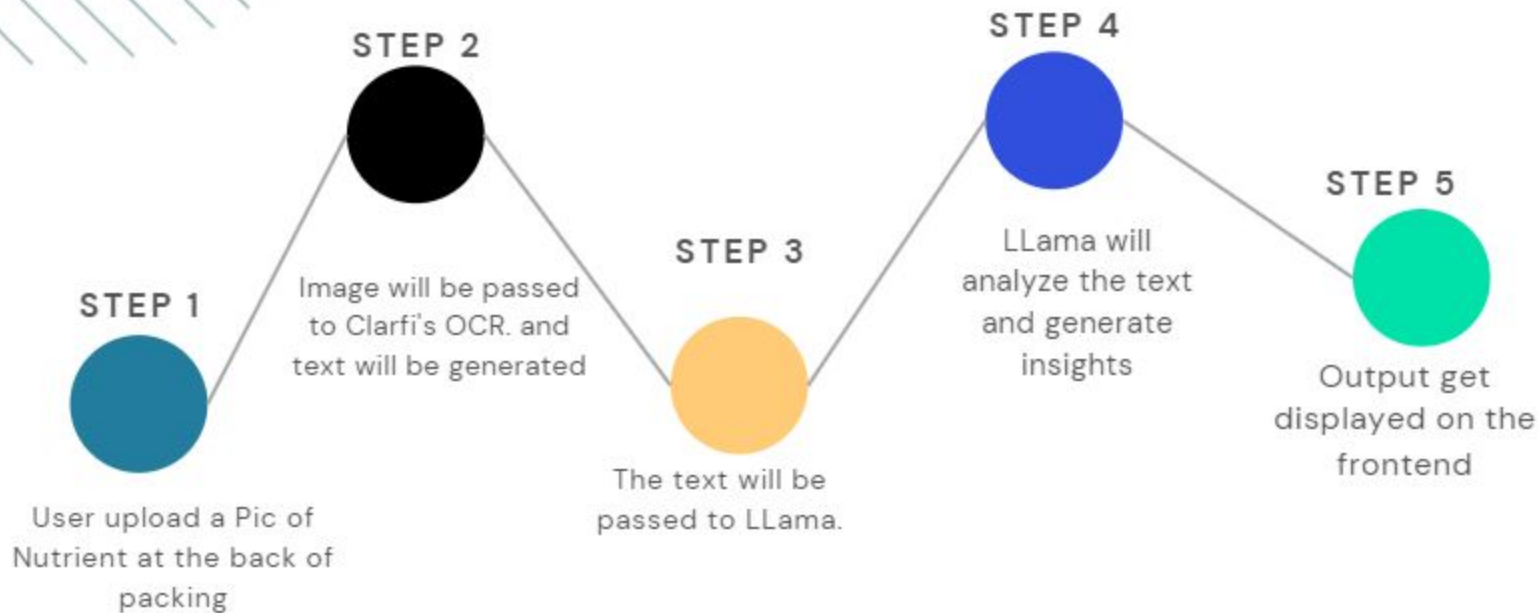


TECHNOLOGIES USED

- We will use **Clarify's OCR** model to convert the **image to text**
- Using Llama: for getting health insights.
- The text from the OCR will be passed to Llama for insights
- We are using **react JS** for the **front-end**



PROCESS & WORKFLOW



REVENUE STREAMS

- **FREE Basic Plan:**

We will give some free credits to the users to generate the reports monthly

- **Pro Plan -**

We can give additional features and also charge some fee monthly. The Clarfi's Model charges us around \$30 per month overall. And we charge around \$5. Suppose Total users are **1000**. Then

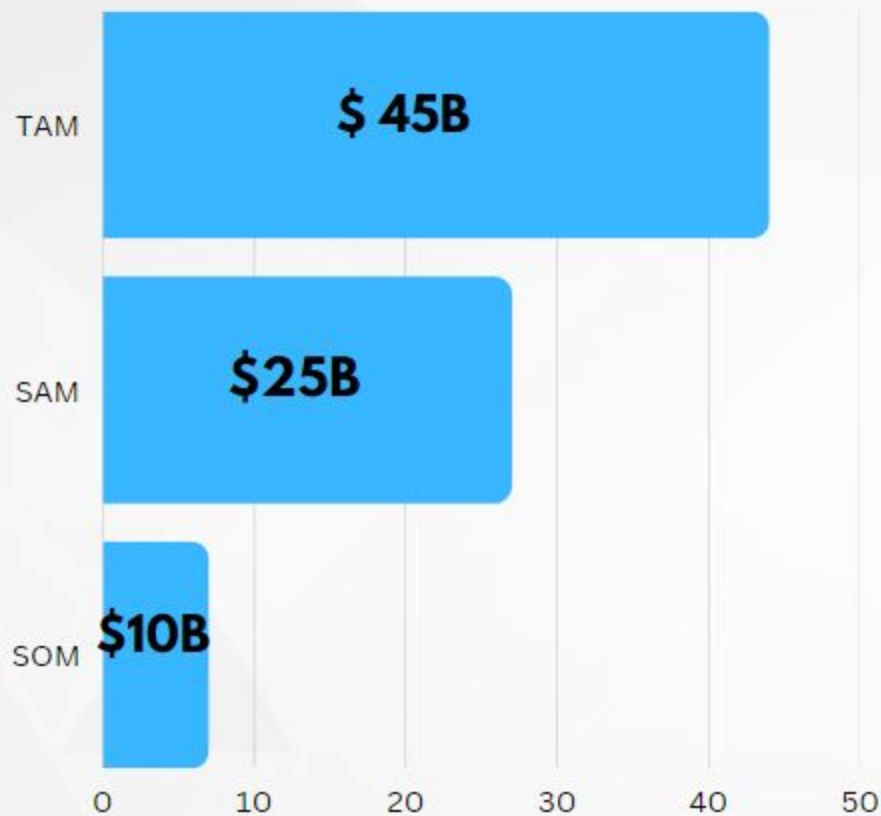
Profit Margin: $\$1000(5) - \$30 = 4970\$$ Overall

- **Hybrid Yearly Plan:**

It can vary to custom plan by the user.

MARKET SIZE

**\$1.5 Billion software
industry market cap**



TAM : TOTAL AVAILABLE MARKET

SAM : SERVICEABLE AVAILBLE MARKET

SOM : SERVICEABLE OBTAINABLE MARKET

COMPETITOR ANALYSIS

- SnapCalorie
- ReciPal
- Nutrition Label by Twilio

These all cover some aspects but don't give proper insights



FUTURE PLANS

- Mobile Applications to scan and generate results
- Using NLP techniques to text prompts so that we get more coverage of harmful products
- Use algorithms other than Clarfi's OCR to compare outputs
- Premium Templates and Features.

OUR TEAM



Bushra Riaz

ML & AI developer



Deepak Singh

Backend Engineer



Syed Talal Musharraf

PM & Backend Engineer



Mudassir Fayaz

ML& AI Developer



Muhammad Atif

Frontend Developer

DEMO

Welcome to Nutrition Guru

Our goal is to provide insights to consumers about canned food consumption

According to labels, we help you understand how much you can eat or drink per day or week.

That way, you can make better judgments about the product.

Nutrition Information per

Quantity

Type

Nutrition

Value