BYTE

AI App

Nutritionist in your pocket

Meet our Team

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BYTE

Nutritionist in your pocket

Smart Nutrition Decoding

Instantly translate nutrition facts into easy-to-understand advice with our AI label scanner.

Customized Wellness Journey

Seamlessly integrate personal health data and medical reports for highly personalized diet plans.

Streamlined Healthy Alternatives

Discover and access healthier food options with AI-driven searches and semantic technology.

Problems our product aims to solve

Nutrition Knowledge Gap

Deciphering complex nutrition labels and medical documents is challenging, leaving many consumers confused about what's healthy for them.

Personalized Diet Barriers

Lack of tailored dietary guidance based on individual health data leads to generic and often ineffective nutrition advice.

Inefficient Healthy Choices

Time-consuming searches for health-aligned food alternatives hinder the path to wellness.

Target Market

The users we shall cater to

Health Enthusiasts

Active individuals seeking to balance nutrition with busy lifestyles, eager for a tech-savvy approach to healthy eating.

Medical Condition Management

Individuals with health conditions requiring personalized, precise nutritional adherence.

Market size

11.3 Billion
Total Available Market (TAM)

4.45 Billion
Serviceable Available Market (SAM)

Business Model

How we plan to generate revenue

Flexible Subscription Tiers

Engage users with a freemium model, offering basic access and then scaling up to unlimited interactive features for premium subscribers.

Strategic Brand Partnerships

Monetize by connecting with health-oriented brands, promoting their products as smart, healthier choices directly within the app's ecosystem.

Simple Pricing

BASIC

$0

- ✓ Limited prompts per day
- ✓ Only 1 medical document upload allowed per user

POWER USER

$10 /month

- ✓ Unlimited prompts
- ✓ Up to 20 medical document uploads allowed per user

YEARLY

$8 /month

- ✓ Unlimited prompts
- ✓ Up to 20 medical document uploads allowed per user
- ✓ $96 paid for an entire year's subscription

https://byte-nutrition.streamlit.app/

Competitive Advantages

Personalized Health Insights

Integrates deep health data analysis, from allergies to medical reports, for truly personalized dietary guidance

Real-Time Nutritional Breakdown

Scans and interprets complex food labels, delivering instant, actionable health insights.

Semantic Search Integration

Weaviate's vector database is utilized for personalized nutritional recommendations and user data retrieval.

AI-Enhanced Shopping Experience

Uses AI to suggest healthier alternatives and facilitates direct purchase through links from online platforms.

Direct Competitors

- Noom
- Cronometer
- MyFitnessPal

Indirect Competitors

- WW (WeightWatchers)
- Lumen
- DoFasting

Competitor Approach

◆ **Innovative Integration**

Combining AI with health data for personalized dietary advice.

◆ **Unique Health Data Synthesis**

Incorporate users' medical documents for personalized nutritional guidance to stand out.

◆ **AI-Driven Alternative Recommendations**

Differentiate with a system that not only analyzes nutrition labels but also suggests healthier alternatives based on AI-powered semantic search and partnerships.

Timing

We believe that the timing is perfect to unveil our product

Rise of AI Personalization

With AI at its zenith, our app arrives at the perfect time to revolutionize personal health through technology.
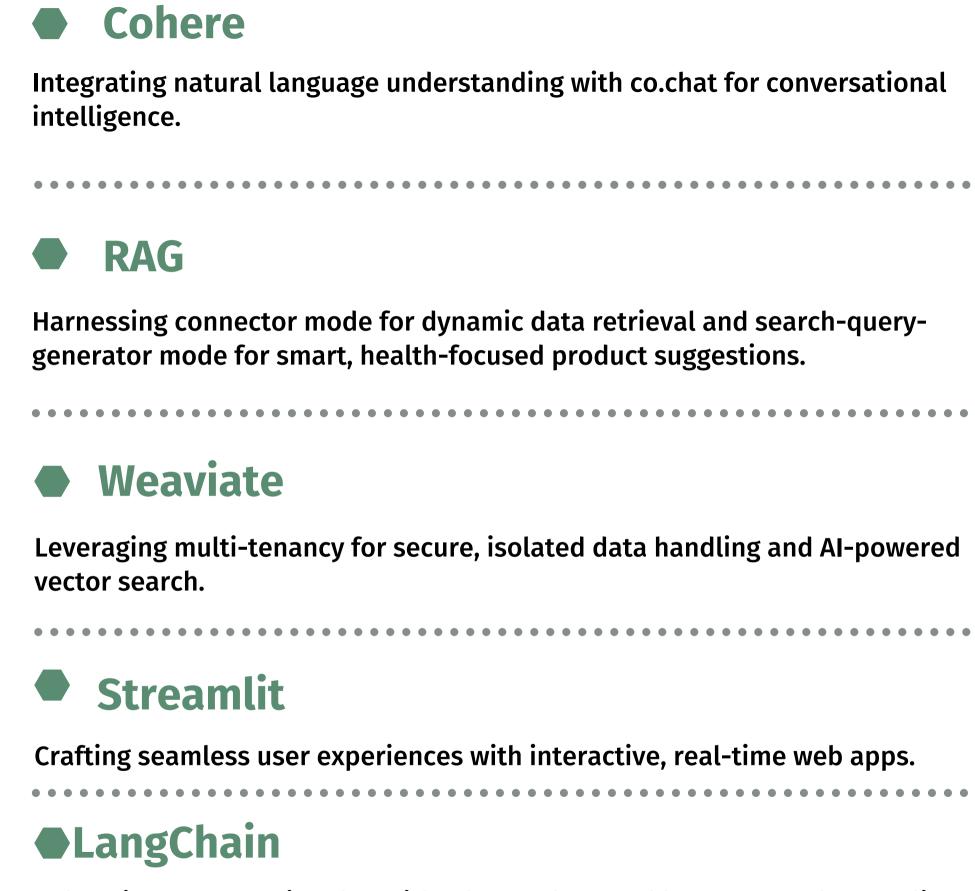
Health Data Boom

The explosion of digital health data enables unprecedented customization, making our app not just innovative but necessary.

Market Readiness

A surge in health awareness and tech adoption creates fertile ground for our app's AI-driven, personalized nutrition guidance.

Our Tech Stack

We have utilised some of the most new and emerging technologies in the market today to design a future-forward product

Cohere

Integrating natural language understanding with co.chat for conversational intelligence.

RAG

Harnessing connector mode for dynamic data retrieval and search-query-generator mode for smart, health-focused product suggestions.

Weaviate

Leveraging multi-tenancy for secure, isolated data handling and AI-powered vector search.

Streamlit

Crafting seamless user experiences with interactive, real-time web apps.

LangChain

Enhancing conversational AI with advanced natural language understanding capabilities

Future Expansion

We plan to further refine and improve our app to connect AI with health efficiently

◆ **Personalized Nutrition Journeys**

Harness chat history to create dynamic nutrition paths that evolve with user interactions.

◆ **Expanded Health Integration**

Integrate fitness trackers and health apps for a 360-degree view of wellness, influencing dietary recommendations

◆ **Community-Centric Features**

Develop forums and social sharing capabilities within the app to foster a community of health enthusiasts.

Get in Touch

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