# Purpose

To prevent millions of cases of Type 2 diabetes by delivering BiteBalance is an innovative mobile web app designed to revolutionize the health and wellness sector by enabling users to make informed dietary choices for a balanced lifestyle. Utilizing advanced AI technologies coupled with a user-friendly interface, BiteBalance offers personalized health and wellness guidance, tailored shopping lists, recipe recommendations, and convenient meal planning tools to promote holistic well-being.

Problem

- More than 1 in 3 adults are prediabetic and are at risk of developing Type 2 diabetes

- 75% are either overweight or obese.

- Individuals with Type 2 diabetes have $9,601 more of healthcare costs per year and experience health complications such as stroke, heart attack, amputation, and blindness.

- Self-insured employers and health plans spend significant healthcare dollars on individuals with develop Type 2 diabetes. They need a way to help their prediabetic population to avoid developing Type 2 diabetes, which is expensive.

- Consumers are looking for solutions to help them lose weight and reduce their risk for chronic diseases.

- Physicians do not have time to counsel patients on lifestyle and need an evidenced-based program to refer to.
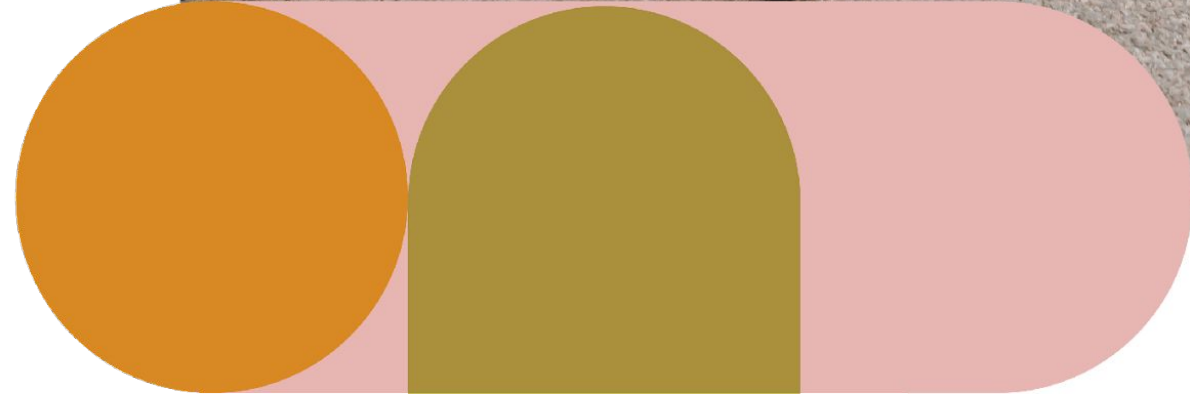
Solution

BiteBalance addresses several challenges in health and wellness:

- Personalizing health guidance to cater to individual dietary preferences and allergies, while minimizing time and effort.
- Simplifying meal planning and recipe selection with user-friendly interfaces.
- Using AI technologies to enhance user engagement and encourage healthier eating habits.

Why Now

- The epidemic of obesity and diabetes has never been worse. People gained a significant amount of weight during the pandemic. Our lifestyles have never been worse. People are stress eating.

- The healthcare system is shifting to a model of value based care and prevention.

- Self-insured employers and health plans across the country are embracing the adoption of digital health tech.

- Consumers are becoming more health conscious.
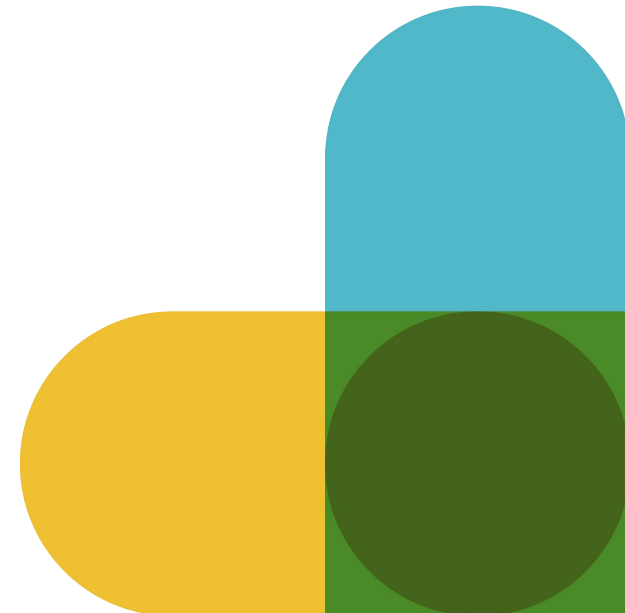
Market Size

$295.3 billion
Weight loss market size
Reach by 2027

$ 84 billion
Digital Health Market Size

26.5% annual CAGR growth
Global
market size 2021–2026

88 million
Prediabetic

The weight loss and weight management diet market size was valued at 192.2 billion in 2019, and is projected reach $295.3 billion by 2027, registering a CAGR of 7.0% from 2021 to 2027.

The digital health market size is expected to reach $220.94 billion by 2026, at 14.8% CAGR growth during forecast period of 2021-2026.

Global Market size & share revenue is expected to grow from USD 62.45 Billion in 2020 to reach USD 475.50 Billion by 2026, at 26.5% annual CAGR growth during forecast period of 2021-2026.

88 million are prediabetic and 75% are overweight or obese.