

# Lablab Next Hackathon

**Team Name:** TONIC

## Nutrition Guru

### Problem & Solution

**Problem:** Malnutrition affects over 149 million children under five, Fulfilling **nutritional** needs is **expansive** for many people, Products are being sold without any kind of **verification**

**Sol:** Bringing local crops of every village online, Nutritionist **AI** and product verification app

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# Team members



Team Leader

Deepak Singh

**Role:** Full stack developer  
& partnering with locals

**Love about myself:**

Determination **Father's**

**occupation:** Shopkeeper:

**Sibling:** Student



Team member2

Harsh Kumar

**Role:** Back end  
developer

**Love about myself:** Artist  
mindset **Father's**

**occupation:** Construction

**Sibling:** Student:



Team member3

Shubham Joshi

**Role:** Front end  
developer & UI

**Love about myself:** Enjoy  
new challenges

**Father's occupation:**

Priest

**Sibling:** Student



Team member4

Jyoti Mathpal

**Role:** AI expert & customer  
support **Love about**

**myself:** Way of talking

**Father's occupation:**

Shopkeeper

**Sibling:** Student

# SDG Impact

Every place in the world has some food that contains a **particular** type of nutrition. For example, in Uttarakhand, there is a local cereal called **finger millet**, which has a good amount of fiber and is beneficial in anxiety, migraines, depression, and insomnia. With our application, we are making every local food **accessible** to everyone, which will help SDG Goal 2, which is related to access to nutritional food for everyone and ending malnutrition.

The brain uses more than 20% of the body's daily energy intake, which can impact learning, memory, and emotions. So with our solution, we are also **helping** SDG goal 3.4, which is related to mental health. We have a completely different approach to **delivering food** to everyone, which will create many jobs in every urban and rural area and help in SDG Goal 8 as well.





# Unique features

- Users can scan the **nutrition label** of a product to get health insights about it.
- Users can get **personalized** diets according to the availability of food.
- E-commerce store where local crops from **every** village and city will be available.
- Even the **rarely** found nutritions will be available in our e-commerce store in raw and also snacks form.

## How affordable is your solution/technology?

The local crops are such a thing that is available in mass for local people, and many other people don't even know the name of that food. People from my village **sell finger millet** at INR 15/kg to a supplier, and it is sold at the rate of INR 50/kg, only 50 km away from my village. So, for example, we can buy it for INR 23/kg from the villagers and sell it for **INR 35/kg**. We are using a very **unique** delivery method that will help us reach every village, and the need for a supplier will not be required. (The process is described in the last slide.)

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Mode

C2C

Selling price

We will sell groceries at a 53% higher cost than the **raw price**, but this will still be a very low price because the raw price of local crops is generally **very low**. In agriculture, there is a very low maintenance cost, so the overall cost will be even lower.

Customers

Consumers. Our target audience is people suffering from certain **diseases**, every person who wants to keep himself **healthy**, and the mother of the house, who generally takes care of the health of the whole family.

Payment

We will take payment for the products users buy. We will also take subscription-based payments from users who will choose our **premium** service.

# Target customers & Revenue model

**Product:** Local crops

**How much is paid:** according to crops

**Who pays:** Customers

**What's paid:** Money

**For what is paid:** Crops

**Service:** Premium Nutritionist service

**How much is paid:** INR 199/month

**Who pays:** Premium customers **What's paid:** Money

**For what is paid:** Premium service

**Product:** Snacks (like beetroot chips)

**How much is paid:** according to snacks

**Who pays:** Customers

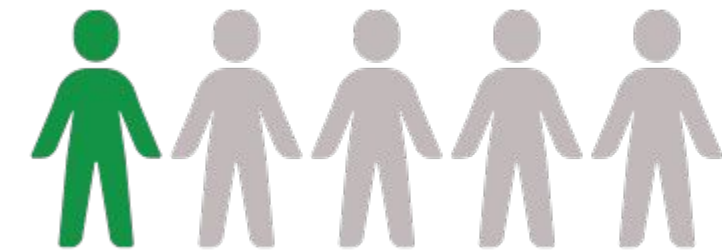
**What's paid:** Money

**For what is paid:** snacks

# Market size & Competitors

There are several health and fitness services available online. Some key notes about them are:

- They don't provide nutrition label scanners.
- There isn't any app that connects **local crops providers**.

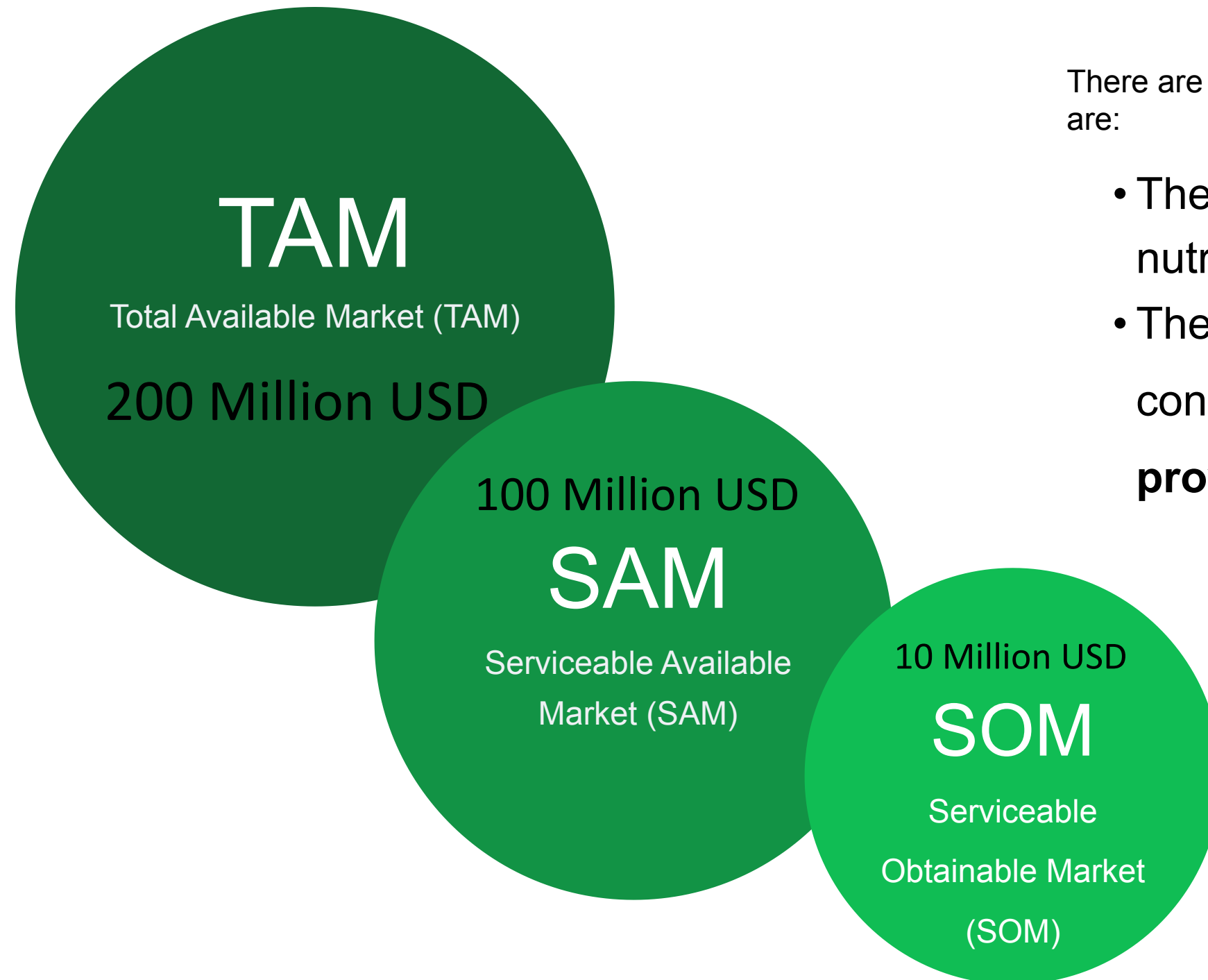


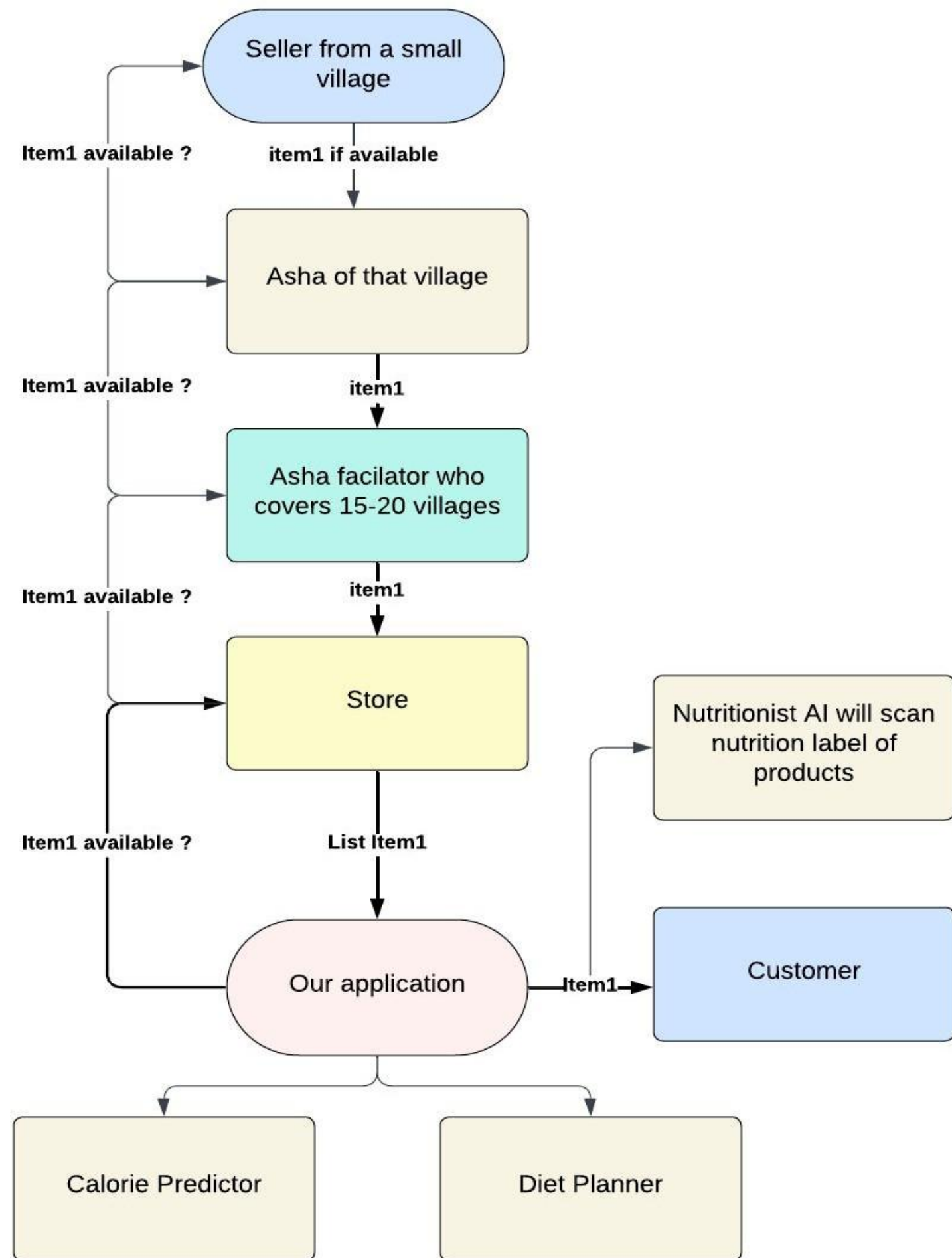
I created a very basic prototype of this project and **presented** it at the hackathon at lablab.ai and got some feedback regarding it.

**8/10**

**Mudassir fayaz:** Coca-Cola contains 35–40g of added sugar in one bottle, and a normal person should take 0g of added sugar per day, this application was able to **tell** such a thing just from the nutrition label of Coca-Cola, which is really amazing.

**Tejpal Singh:** If you can **connect** every single village to this, that will be very amazing and useful.





- Ashas are available in **every** village and city in India, so we can use them as intermediates. They don't have to do the work of delivery; they will only do the work of **coordination**, like asking people for the availability of crops.
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- The most important thing is that they will do this work with full **willpower** because my mother is an Asha supervisor, and currently, the situation is that they and Ashas are fighting for an increase in salary from years ago, and actually, they have to travel nearly every day, which costs them INR 300-400/day, and they only get INR 500/day. So they are in **search of good work**.
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- All the Asha and supervisors are **women** in every area, and they don't want to travel every day. In our job, they will not have to travel any day, which will be amazing for them as well as for us.
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- So this way, they can work **part-time** with us because there is not much work in **coordination**, or full-time if they want.
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