ONICHAI

EATING WELL HAS NEVER BEEN THIS AFFORDABLE

HEALTHY RECIPES FROM SUPERMARKETS DISCOUNTS

LEVERAGING LLAMA

Llama Impact Hackathon Rome

lab lab ai

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∞ Meta

Problem

- **Food Insecurity**: 3.4 million Italians face food insecurity, struggling to access adequate nutrition.

- **Low Mediterranean Diet Adherence**: Only 5% of Italians follow the Mediterranean diet fully.

- **Rising Costs**: Healthy eating is becoming more expensive, making nutritious food inaccessible for many.

- **Fragmented Promotions**: Supermarket promotions for healthy foods are scattered, reducing their visibility.

- **Poor Choices**: Many consumers opt for cheaper, less nutritious options, impacting their health.

HTTPS://WWW.ANSA.IT/ANSA2030/NOTIZIE/ASVIS/2023/10/31/ACCESSIBILITA-E-DISUGUAGLIANZA-ALIMENTARE-IN-ITALIA-TRA-SCARSITA-ED-ECCESSI_A12E765D-143E-420B-9389-3DCEF92F114D.HTML
HTTPS://WWW.ISS.IT/-/GIORNATA-MONDIALE-DELL-ALIMENTAZIONE-SOLO-IL-5-DEGLI-ADULTI-ITALIANI-SEGUE-PIENAMENTE-LA-DIETA-MEDITERRANEA

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Solution

OnichAI is a tool designed to enhance healthy eating by leveraging the power of supermarket promotions. By scraping data from various retailers and managing it with LLMs, it empowers users to make informed choices and discover nutritious options that fit their budget and lifestyle.
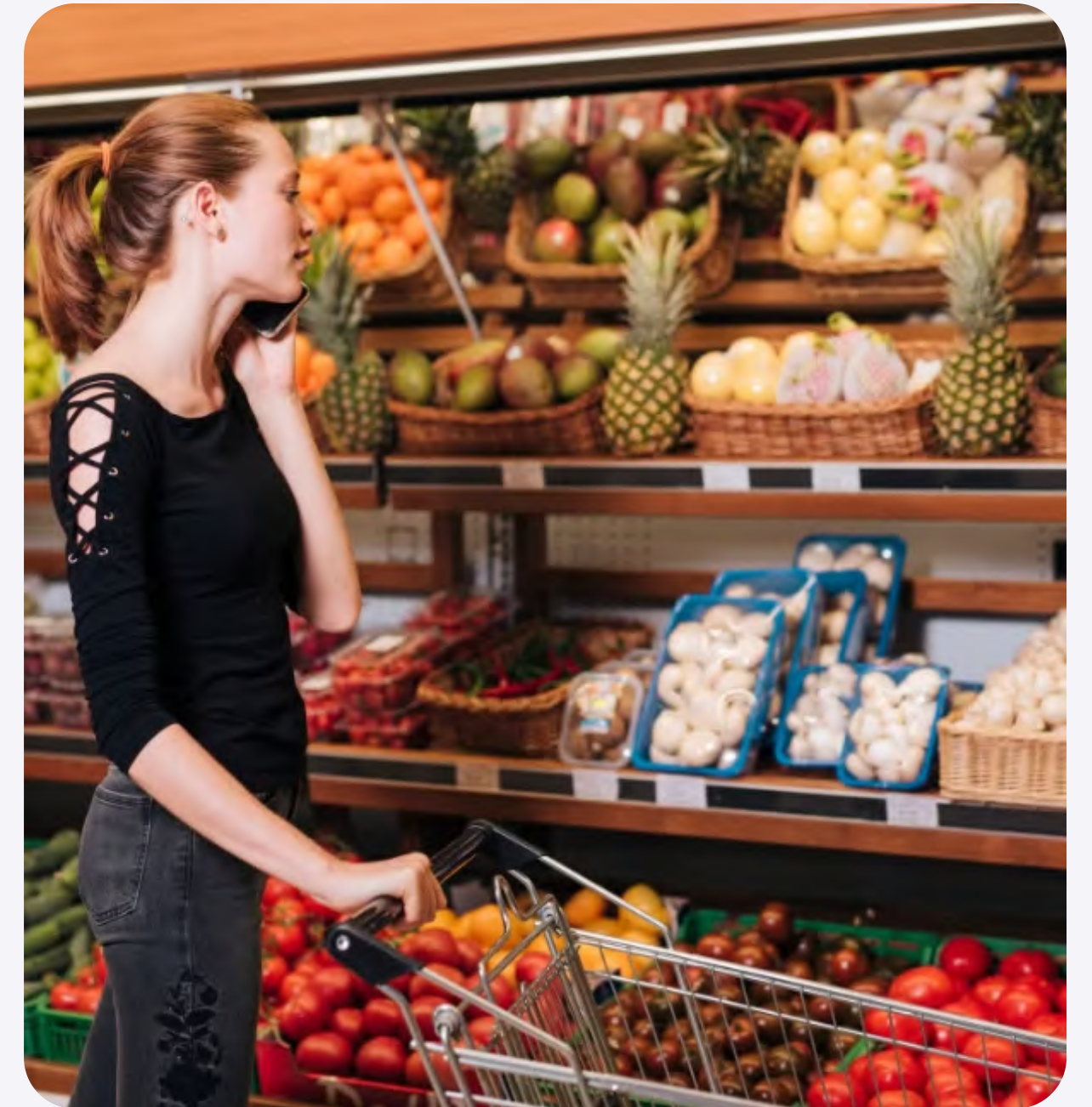
Benefits

HEALTH

IMPROVED HEALTH FOR USERS

SAVINGS

COST SAVINGS FOR USERS

CONVENIENCE

CONVENIENCE IN SHOPPING EXPERIENCE
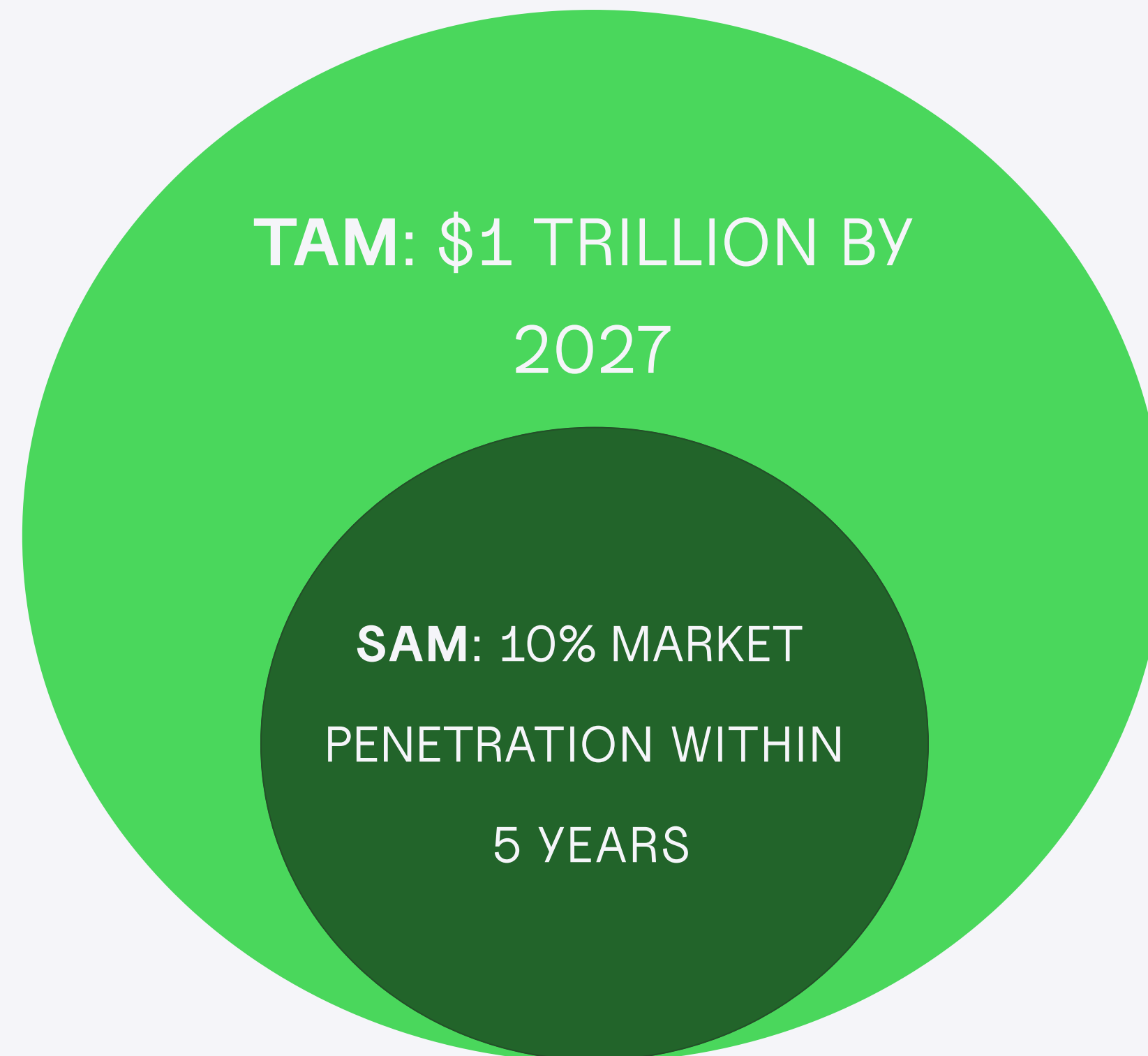
MARKET

EXPANDING MARKET REACH

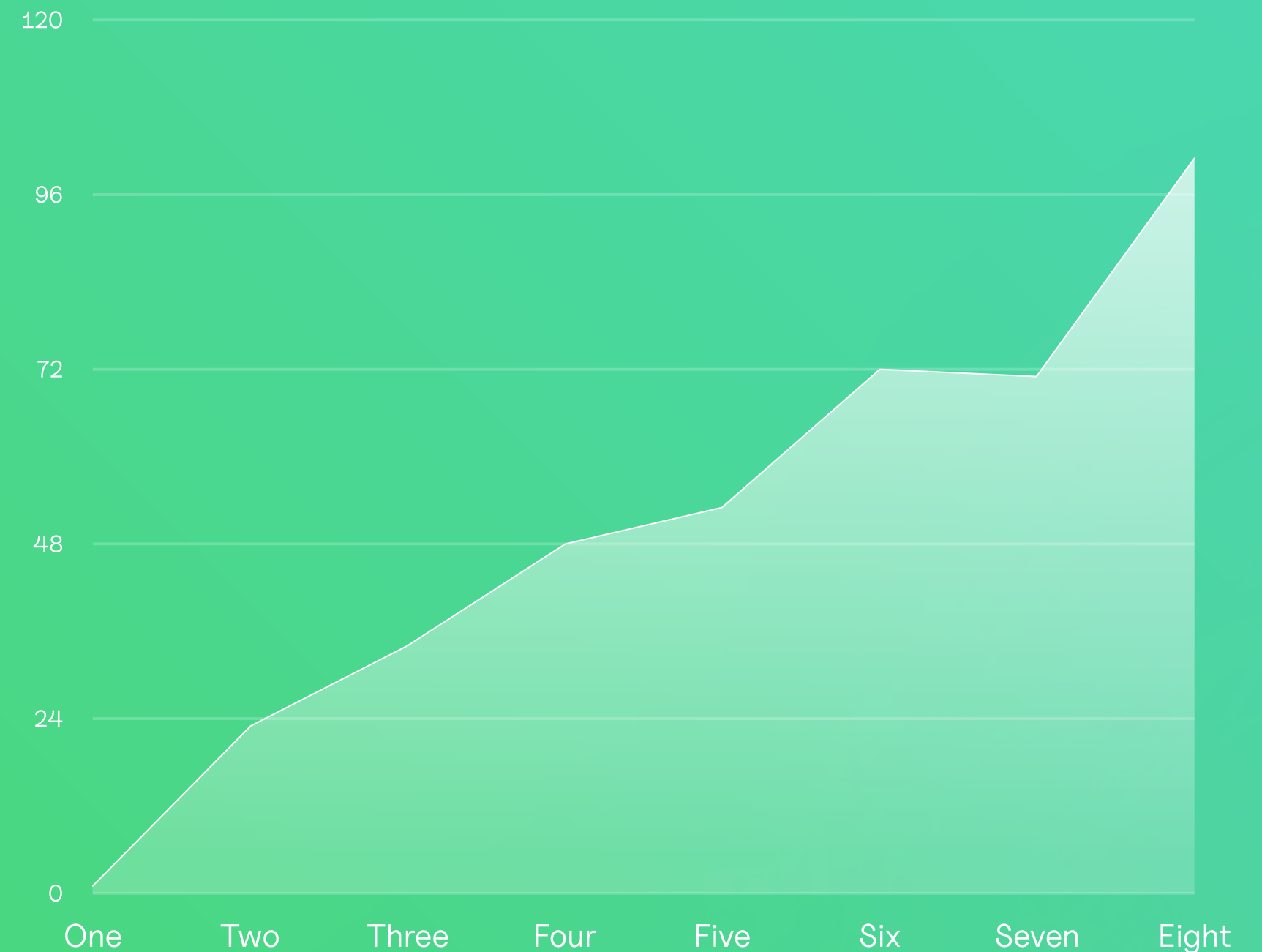# User Interaction

PERSONALIZED RECOMMENDATIONS

EASY NAVIGATION

Create a profile

Receive personalized offers

Make purchases

Browse supermarket promotions

Filter by health goals

Get instant deals in one click

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Market Scope

TAM: $1 TRILLION BY 2027

SAM: 10% MARKET PENETRATION WITHIN 5 YEARS

Revenue Streams

- **Subscription Model**: Premium features for personalized meal planning and exclusive discounts.

- **Affiliate Marketing**: Earning a commission from supermarket partners for referred sales.

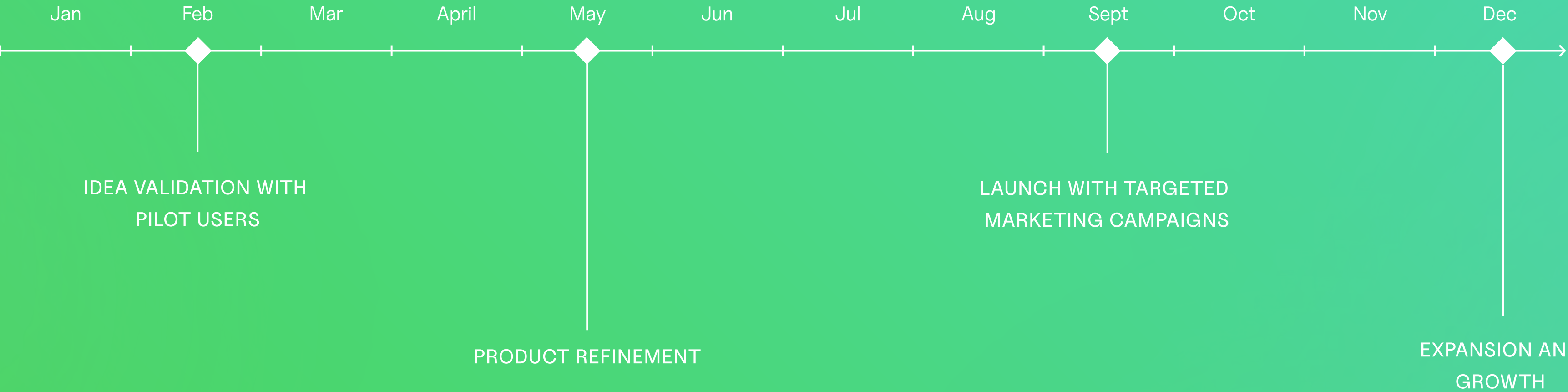- **Data Analytics**: Selling anonymized consumer behavior insights to health food brands

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Competitors

	shopsavvy	Supercook	myfitnesspal	mealime	Lifesum	ONICHAI
HEALTH CARE	✗	✗	✗	✓	✓	✓
MEAL RECIPES	✗	✓	✓	✓	✓	✓
PROMOTIONS AND SAVINGS	✓	✗	✗	✗	✗	✓

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Roadmap

Jan	Feb	Mar	April	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec

IDEA VALIDATION WITH PILOT USERS

PRODUCT REFINEMENT

LAUNCH WITH TARGETED MARKETING CAMPAIGNS
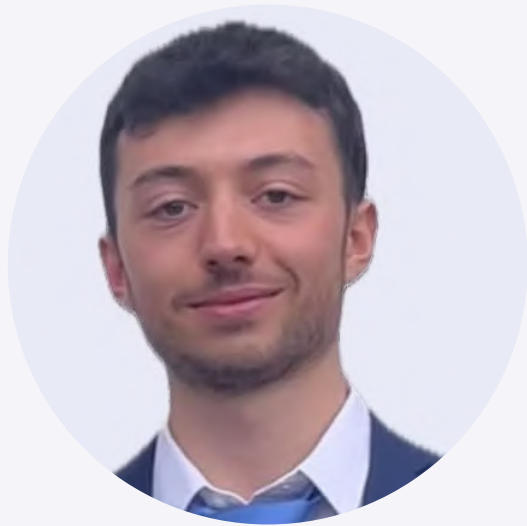
EXPANSION AND GROWTH

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Mission & Vision

EXPANSION INTO MULTIPLE COUNTRIES AND INTEGRATION WITH LARGER SUPERMARKET CHAINS

HELP MILLIONS OF FAMILIES ACCESS HEALTHIER DIETS, REDUCING HEALTHCARE COSTS AND PROMOTING SUSTAINABLE EATING

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The Team

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JOIN THE REVOLUTION

Together, let's create a healthier future

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