

BYTE

Nutritionist in your pocket



Problems

a gap between desire for health and the ability to achieve it



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.



Isolation and Loneliness

Limited social support and understanding make those with dietary restrictions feel isolated, hindering their social experiences and mental well-being.



BYTE

Our app doesn't stop at informing you – it guides you towards healthier choices, tailored to your unique dietary needs



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.



Supportive Community

Connect with a community for support and shared experiences with similar dietary restrictions.

Our Tech Stack

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



Gemini 1.5 Pro

Analyzing food labels and images for detailed nutritional insights.



Cohere

Providing personalized dietary advice and generating search queries via Command-R.



Weaviate

Storing and retrieving user data efficiently with vector search and multi-tenancy.



LangChain

Enhancing data handling and query generation.



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Flutter

Developing a smooth and responsive cross-platform mobile app.



Firebase Authentication

Ensuring secure and easy login via email and Google sign-in.



Google Cloud Firestore

Storing and managing real-time user data securely



Google Cloud Functions

Automating backend processes for data analysis and user interactions.

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Google Custom Search Engine

Fetching personalized alternative food products and relevant video content.



YouTube Data API

Retrieving pertinent video details for user guidance.



Google Translate API

Supporting multilingual interactions for a global audience

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.

OUR SUBSCRIPTION PLANS

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-apk.streamlit.app/>

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.

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.

Future Expansion

We plan to further refine and improve our app to connect AI with health efficiently leveraging Cohere's API

◆ **AI-Powered Communication**

Incorporate TTS and STT for effortless app interactions. Speak or type - the app understands and assists through Cohere's co.chat API.

◆ **Global Nutritional Insight**

Expand with multilingual support, breaking language barriers in nutritional understanding.

◆ **Holistic Health Sync**

Connect with fitness devices for comprehensive health insights, influencing smarter eating habits.

◆ **Community Health Hub**

Create a vibrant forum for shared wellness journeys, tips, and encouragement.

◆ **Slingshot Acceleration**

Aim to catapult growth with Slingshot, fueling our journey with mentorship, resources, and AI expertise.

◆ **Enhanced Product Alternatives**

Advance recommendations with nearby healthier alternatives, championing local specialties and small business offerings.



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.

◆ **Connected Community**

Foster user engagement and support through an interactive platform for sharing experiences and advice.

Get in touch



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