

Trae AI IDE: Zero Limits Hackathon



Ananas

Ananas AI Nutrition Coach

Powered by the pineapple — your personal nutrition guide!





The Mobile Health App Engagement Crisis



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Why nearly 97% of Users Abandon Apps Within 30 Days

In the rapidly evolving digital healthcare landscape, mobile health apps have emerged as a game-changing force, promising to revolutionize the way we monitor, manage, and improve our well-being. With an estimated 10-20,000+ mental health and mood apps available, the potential for accessible, personalized, and data-driven solutions has never been greater. However, a sobering reality looms large: the vast majority of users abandon these apps within weeks, rendering their potential benefits unrealized.

The vast majority of users abandon these apps within weeks-- research reveals that retention rates for mobile health apps plummet to a mere 3.9% after six months.



Technologies used

- Food Image Recognition using Imagga Vision API
- Nutritional Analysis with USDA FoodData Central API
- AI-powered explanations using Ollama (llama3 model)
- Nutritionix API



Market Scope

- Total Addressable Market:
 - Virtual Nutrition Coach App Market: This market was valued at \$314.46 billion in 2024 and is projected to reach \$762.44 billion by 2029, growing at a CAGR of 19.3% (<https://www.thebusinessresearchcompany.com/report/virtual-nutrition-coach-app-global-market-report>)
 - Digital Health Coaching Market (Nutrition & Diet Coaching Segment): The nutrition and diet coaching segment within the larger digital health coaching market generated the maximum revenue in 2023 (<https://www.kbvresearch.com/press-release/digital-health-coaching-market/>)
 - AI in Food & Beverages Market: This market was valued at \$8.45 billion in 2023 and is projected to reach \$84.75 billion by 2030, growing at a staggering CAGR of 39.1% (<https://www.grandviewresearch.com/industry-analysis/ai-food-beverages-market-report>)



Market Scope

- Serviceable Addressable Market :
 - Smartphone users actively seeking personalized nutrition and wellness solutions: Ananas is app-based, targeting individuals who are comfortable using technology for health management.
 - Individuals interested in AI-powered, data-driven approaches to diet: The app's reliance on image recognition, nutritional analysis, and AI explanations appeals to a tech-savvy audience looking for objective insights.
 - Users open to mood-based food recommendations and smart grocery list generation: These specific features narrow the SAM to those who value convenience and a more holistic approach to their eating habits.
 - English-speaking markets initially: Given the current stage of development, the initial SAM would likely be in regions where English is prevalent, with future expansion into other languages, taking into account cultural differences



Market Scope

- Revenue Streams:

- Subscription Model: Tiered plans for premium features like advanced AI insights, mood-based recommendations, and smart grocery lists.
- Affiliate Partnerships: Commissions from integrated grocery delivery and healthy food/supplement brand collaborations.
- In-App Purchases: Premium recipe packs or specialized meal plans.



Market Scope

- **Competitor Analysis:**

- **Yummly (Recipe Aggregator):**

- Strengths: Large recipe database, existing user base.
 - Weaknesses: Not a deep nutrition coach; AI is more for recipe matching, lacks real-time image analysis for any food.
 - Ananas USP: Real-time food image recognition, mood-based recommendations, and AI-powered explanations for deeper understanding.

- **HelloFresh (Meal Kit Delivery):**

- Strengths: Convenience, portion control.
 - Weaknesses: Not a nutrition coach; limited to their specific kits, no general food analysis.
 - Ananas USP: A comprehensive nutritional intelligence platform for any food, empowering users to make independent, informed choices, complemented by grocery integration.



Future Prospects

- Scalability: Enhance AI models, expand language support, integrate with wearables for more data, offer premium human coaching, and explore B2B opportunities (corporate wellness, healthcare).
- Impact: Improve public health by promoting informed food choices, reduce food waste, increase food literacy, drive sustainable healthy behavioural change, and democratize access to personalized nutrition coaching.



The background of the slide features a repeating pattern of stylized orange slices and pineapples. The orange slices are depicted in a cross-section view, showing the internal segments and the central pith. The pineapples are shown from a top-down perspective, with their characteristic diamond-patterned skin and a crown of green spiky leaves. The entire pattern is set against a light cream-colored background.

Demo

