

# Food App Pitch Deck

The easy button for eating healthy



# PROBLEM

People want to eat healthy but lack knowledge, time, and easy ways to incorporate healthy eating into their lifestyle.



# SOLUTION

A freemium food app that has a visual dictionary of healthy foods, recipes, user community, ideas and tips for convenience, a subscription box option, and a personalized coach service.



# TARGET MARKET

## Target Market 1

Middle-income working caregivers with limited time and household challenges

## Target Market 2

Mid 20's - Mid 40's who want to learn more about healthy eating but don't know where to start



# Business or Revenue Model

## Freemium app

Visual dictionary - **Free**  
Select recipes and plans - **Free**  
Recipe of the week - **Free**  
Produce of the week - **Free**  
Fun facts/myth busters - **Free**  
Full recipes, community  
access, meal plans, tips and  
trick - **8.99 annual sub**

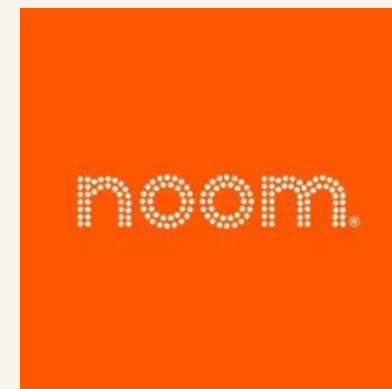
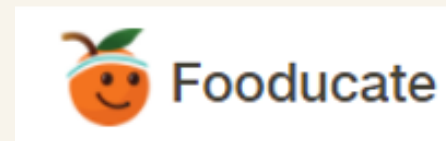
## Monthly Subscription Box

Includes fresh produce,  
grains, snacks, recipes, and  
nutrition facts. Sourced from  
local, Black-owned farms  
with a focus on organic/non-  
gmo  
**\$40**

## Personalized Coaching

Meet with a nutrition coach to  
create a household food profile  
and get a month's worth of  
menu plans, recipes, ingredients,  
and convenience food ideas.  
  
\$50/hr? **or** \$50/10 meals  
\$60/12 meals \$75/15 meals

# Direct Competitors



# Indirect Competitors

# Competitive Advantages

## Advantage 1

Relatable, educational tips, tricks, and info

## Advantage 2

Affordable, tasty meal plans and recipes

## Advantage 3

Done with you in mind  
delivery options for  
exposure and ease of use

## Advantage 4

Built in community for  
support, accountability, and  
fun



# Birth of Product or Service

A simple timeline on how your product or service came to be is a helpful way of visualizing your origin story. What frustrations or ideas led to this?

## Step 1 - 6 months

Build a database for the dictionary, meal plans, and recipes. Plan formatting.

## Step 2 - 14 months

App development. User prototype. Investor sourcing.

## Step 3 - 24 months

Sourcing and planning the first year of boxes. Hiring coaches.





# The Team



**Zhavon Shay Malone**

Health fanatic, edupreneur



**Domonique Sanders**

Foodie, customer experience expert



**Jisrelle Metsoko**

Fitness buff, nutrition advocate

