

HealMeals

Eat well. Live better.



Agenda

- Problem
- Solution
- Market Validation
- Market Size
- Product
- Business Model
- Financials
- Market Adoption
- Competition
- Press
- Testimonials
- Team

The Problem

There are millions of people suffering from diet restrictions due to illnesses or allergies.

This hinders them from enjoying meals and getting the nutrients they need.

They must browse through large amounts of data

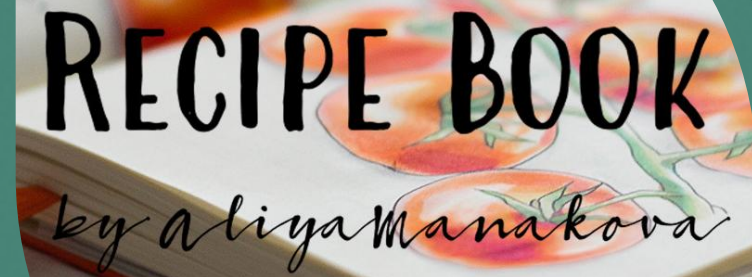
This can be very frustrating, especially for elderly



Solution

Our goal is to provide healthy, enjoyable, and accessible recipes tailored for individuals with allergies, specific health conditions, and fitness-focused lifestyles.

We gather the information and put together the recipes.



Market Validation

Food is a necessity in our everyday lives.

People constantly browse for new recipes that meet their tastes and expectations.

Specialized diets are growing in demand.

Food websites and delivery services are a booming industry sector.

There are millions of consumers in this segment alone.

Businesses such as [allrecipes.com](https://www.allrecipes.com) receive large traffic on their website with around 112.7 million visits in the last month alone.



Market Size



•The food website and delivery services industry sector spans the entire world



•The industry grows larger every day, with a compound rate of 6.3%



•The global online recipe market size was valued at USD 5 billion in 2023



• The Meal Kit Delivery Services Market size was valued at USD 17.4 billion in 2022



•The industry has an expected value of 2.5 billion users in 2027.



Market Size in the Middle East & Africa is valued at 300 million USD in 2024

Prevalence of the Problem

200

million people globally have allergies

10.5%

of the adult population has diabetes

11.5%

of the population has COPD

Some of the most common diet-restricting diseases worldwide

Diabetes

Heart Failure

Arthritis

Obesity

Cancer

COPD (chronic obstructive pulmonary disease)

Strokes

Product



An engaging and easy-to-use website.



We reduce the hassle of cooking for consumers.



We provide suitable recipes, health tips, meal preparation and delivery services.



The recipes will be tailored to their needs, illnesses and local region.



We recommend local stores to buy ingredients from.



We bridge the gap between consumers with dietary restrictions and the food industry.

Value Proposition



Enjoyable and healthy meals suitable for certain conditions/allergies based on region



Tips on ingredients to avoid for certain illnesses/allergies



More great recipes available for upgraded users



Integration(Storage) of Medical Records for users



Customer Segments

People with
allergies or
(food limiting
illnesses)

Elderly

Fitness
Enthusiasts of
all ages

Customer Relationships



Customers browse through info available or can use help of a chat-bot



Engage with users through website features and notifications/emails and/or events.



Channels



WEBSITE



MOBILE APP



ADS (TO INCREASE
OUTREACH)



Key Partners



Advertisers



Consultants



Hospitals



Developers



Investors and
Incubators



Shop Owners



Key Activities



Researching



Consulting



Content Writing



Website and chatbot maintenance



Cooperating with regional experts



Partnership with shop owners

Key Resources



DEVELOPERS



MEDICAL
DATABASES



HEALTHCARE
PROFESSIONALS



Cost Structure



Developers



API Services



Surveys/Interview
with professionals



Medical research

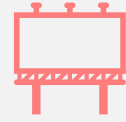


Consultations of
all types



Maintenance

Revenue Streams



Ads (displayed on our site)



Upgraded account fees



Donations



Sponsorship of local shops

Financials

Cost for setting up and maintaining our website: \$50 - \$1,000

Costs for consultations and accessing more data. (Every 3 months or so): \$1,000 – \$20,000

Cost of ads per month: \$1,000- \$7,000

Upgraded account fees: \$15,000 -\$25,000

Meal delivery revenue per person: \$350 -\$450

Revenue per month from ads: \$1,000 -\$25,000

Estimated monthly visitors at beginning: 8-10K



We decided to offer our services cheaply (and some free of charge) to win and establish a strong customer base.

After reviewing many market prices, we decided on a competitive price range of around \$8 per meal kit and \$3 for an upgraded account with its benefits.

Pricing Plans

Pricing Plans

\$3 - Premium Recipes

- The basic subscription to access premium recipes.

\$8 - Meal Kits Only

- Customers receive nutritious meals/ingredients based on the meal chosen

\$15 - Both premium recipes and meal kits/ ingredient delivery

- These customers receive the newest and highest-rated recipes and have priority for deliveries

Market Adoption

Advertising on relevant sites and media to our consumers

Sites: medical sites/blogs, exercise sites, popular social media sites like Facebook and X

Word of mouth.

Ads on social media with free trials, discount offers and loyalty schemes

Open a survey to receive customer feedback and adjust our services and contents

Place our prices below our competitors at first

Place a disclaimer removing us from responsibility of harm and warn patients to consult their doctors first



Competition

Many businesses such as The Food Network, Eating Well, Delish, and Very Well Fit offer various healthy recipes for free or with different pricing plans. Each has an area that they specialize in; from recipes for weight loss to protein-rich meals, and accommodation for common diseases. While competitors usually offer recipes for free, they gain revenue from sales of merchandise and advertising their other services, such as newsletters/magazines.



1- What make us unique?

- We specifically cater to anyone with any dietary restrictions and customize it according to their region and illnesses/allergies. We also have an additional service of delivering prepared meals for convenience.

2- How will we be able to outperform the competition?

- Our business aims to offer a more diverse and extensive range of recipes suitable for people with illnesses than just the most common ones and by offering meal preparation and delivery services as well.

3- Why do these differentiators matter to consumers?

- We target another overlapping consumer segment by offering meal preparation and delivery services, thus allowing consumers the convenience of having their meal of choice delivered or cooking them on their own. Most businesses have one of these services, but not both.

Competition

Press

- Continue posting ads to build a large customer base
- Work with SEO consultants to optimize our page views
- Publish testimonials of customers and consultants
- We can hold events and competitions



Our Team

- Abdelrahman Fathallah
- Duaa Abd-Elati Abd-Elazeem
- Mariam Amro Ahmed Fathi
- Nada Assad Ahmed Mahmoud
- Yousef Alaa Saad
- Youssef Mohamed NabeH
- Youssef Nasser Mohamed

Thank You

