

PITCH DECK PROPOSAL

Saudi Arabia is witnessing a growing health and wellness movement, driven by Vision 2030 and rising public awareness. Yet, maintaining a healthy lifestyle remains a daily challenge for millions—nutritional confusion, time constraints, and lack of personalized support create barriers that apps and clinics have failed to solve. This is a billion-dollar gap—Healthy Bytes is here to close it.



Tap into a \$1.2B+ market with no structured competitors.

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HEALTHY BYTES AI

About Us

Healthy Bytes is a comprehensive smart application for health and nutrition management. It combines artificial intelligence with an integrated wellness experience, targeting the Arab market with personalized services including meal analysis, nutrition plans, workout programs, full health tracking, and access to medical consultations.



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PITCH DECK



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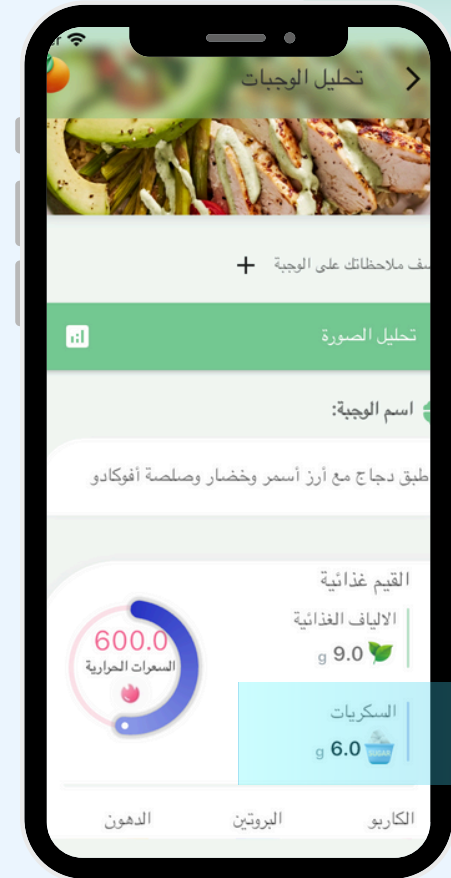


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Problem Statement

- Difficulty sticking to nutrition plans due to forgetfulness or busy schedules
- Forgetting to drink water regularly, which negatively impacts health
- Many users don't know how to cook healthy meals or lack the time and experience
- Nutrition consultations are expensive and not easily accessible for everyone
- No Arabic apps offer an all-in-one solution combining nutrition, fitness, health tracking, AI, and medical consultations
- Users are forced to rely on multiple fragmented apps to meet their health needs
- Manually calculating calories is time-consuming and often inaccurate
- Users in the Arab world face poor nutritional awareness, limited access to personalized diet plans, and a lack of integration between nutrition, exercise, and health metrics

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Our Technology Solutions

Healthy Bytes provides everything users need in one place:

- AI-powered meal analysis through photo recognition
- Instant calculation of nutritional values (calories, protein, carbs, fats, etc.)
- Personalized meal plans based on user goals and health data
- Smart recipe generator tailored to available ingredients and dietary preferences
- On-demand nutrition consultations with certified specialists
- Daily tracking of meals, water intake, workouts, weight, and body measurements
- Smart reminders for water intake, meal logging, and scheduled consultations
- Flexible scheduling with the ability to reschedule or expedite appointments
- Automated health analytics to monitor progress and optimize outcomes



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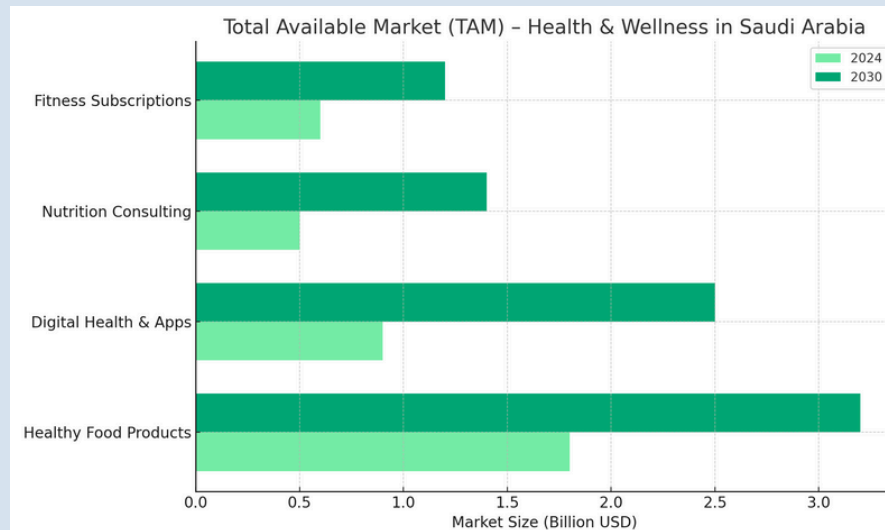
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Market Size & Opportunity

Healthy Bytes is targeting the Saudi health and wellness market, currently valued at over SAR 1.2 billion.

Approximately 25% of adults actively pursue healthier lifestyles, making it a fast-growing and underserved segment.

We estimate a serviceable market of SAR 180M and a realistic capture of SAR 15–25M in the first two years.



TAM
\$320+ Million

SOM: \$4–6.5 Million (≠ 25 Million)

SAM: \$48 Million

(3.5M users × ~\$13.7 avg revenue per user/year = \$48M)

Assuming 30% of them were willing to pay or use paid services

Market Size & Opportunity

A market that is ripe for disruption Innovation

Customer Segment :

- Athletes and fitness enthusiasts
- Individuals with diabetes, hypertension, seniors, and children's nutrition needs
- People aiming to lose or gain weight
- Vegetarians and plant-based lifestyle followers
- Families seeking balanced nutrition
- Doctors and health professionals



Market Size & Opportunity

Why Healthy Bytes AI Wins :

- Built for Arabic-speaking users from the ground up
- Combines cutting-edge AI with medical-grade nutritional science
- All nutritional calculations are based on validated formulas (Mifflin-St Jeor, deal Body Fat for Given Age (Jackson & Pollock), Body Fat U.S. Navy Method, BMI Method, etc.)
- Our AI offers food scoring, health tips, and custom recommendations per meal—not just static data
- Healthy Bytes provides detailed daily, weekly, and monthly analytics on nutrition and physical activity, helping users track long-term progress and identify seasonal patterns
- No other local or global app provides this level of integration, precision, and native language experience
- Users don't need to jump between apps—they track, learn, and improve all in one place

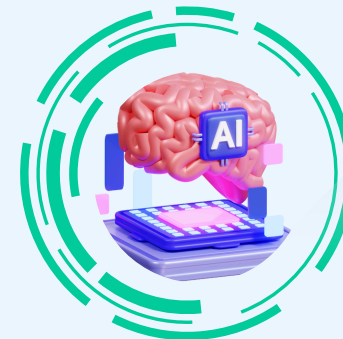
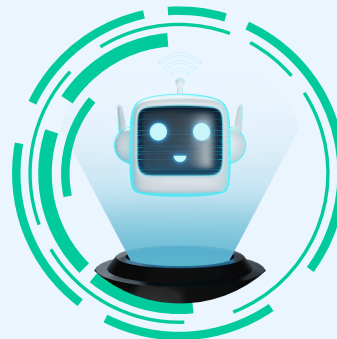




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Main Features

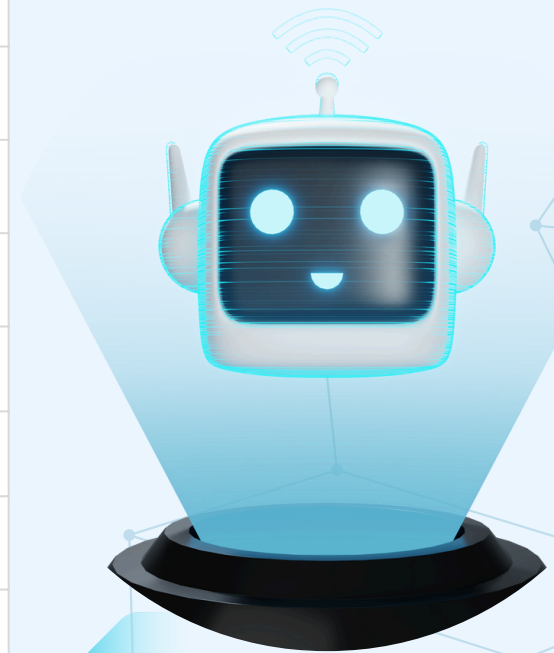
- AI-powered image and barcode analysis
- Barcode scanning for products from all over the world
- AI-generated personalized healthy recipes
- AI-driven daily and weekly meal plans
- Nutrition consultations with certified specialists
- Activity and workout tracking
- Calorie and health status calculation
- Fully supported vegan mode
- Smart water intake reminders
- Detailed progress and nutrition insights through smart analytics
- Flexible subscription system
- User-friendly design with Arabic and English support & Dark Mode





Competitive Analysis

Feature	Healthy Bytes	Global Apps	Local Apps
Arabic Language Support	✓	✗	✓
English Language Support	✓	✓	✗
Accurate AI Food Image Analysis	✓	✗	✗
Personalized Meal Plans	✓	✗ / Basic	✗
AI-Generated Recipes	✓	✗	✗
Live Nutrition Consultations	✓	✗	✗
Smart daily notifications	✓	✗	✗
Water & Exercise Tracking	✓	✓	✓ / Basic
Accuracy Based on Medical Formulas	✓	✗	✗
Full Ecosystem in One App	✓	✗	✗





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Business Model

Healthy Bytes operates on a subscription-based model (19.99 ₹ /month or 79.99 ₹ /year), unlocking full access to AI meal analysis, personalized plans, and smart tracking tools.

It also earns a 20% commission on paid nutrition consultations booked through the app.

Future revenue opportunities include B2B partnerships with fitness centers, clinics, and API integrations.

The platform is highly scalable with low marginal costs, aiming for gross margins above 75%.

Its automation-driven backend enables efficient expansion across regions and user segments.





Tractions

- Beta Launch Date: April 2025
- Registered Users: 5,000+
- Total Downloads: 5,500+
- Meals Analyzed by AI: Over 12,000 images
- Average App Rating: 4.6 out of 5
- Day-14 Retention Rate: 50%
- Zero paid marketing campaigns so far
- 3700+  in revenue — without paid marketing

-  Subscriptions & Revenue
- Live data from Apple – showing paid subscribers and actual revenue

Name	Type	Sales (USD)
premium-monthly (Healthy Bytes AI)	In App	\$542
premium-yearly (Healthy Bytes AI)	In App	\$519

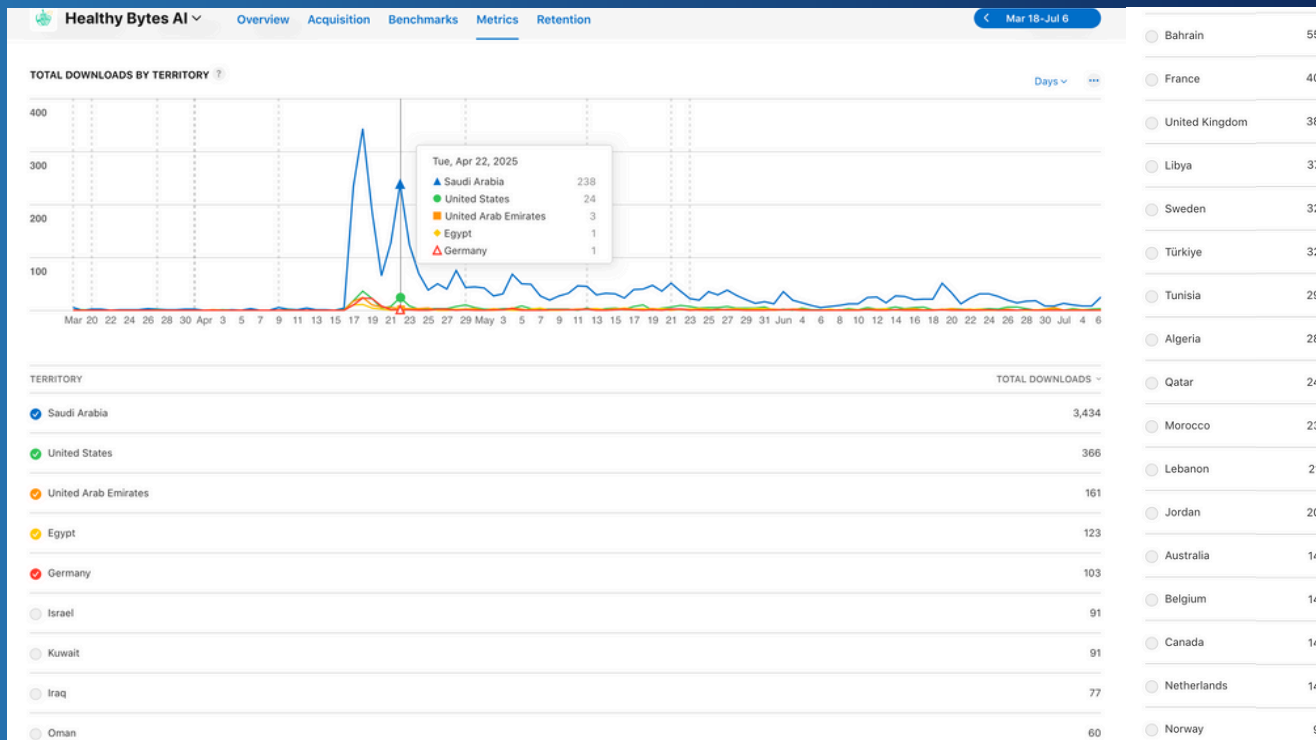
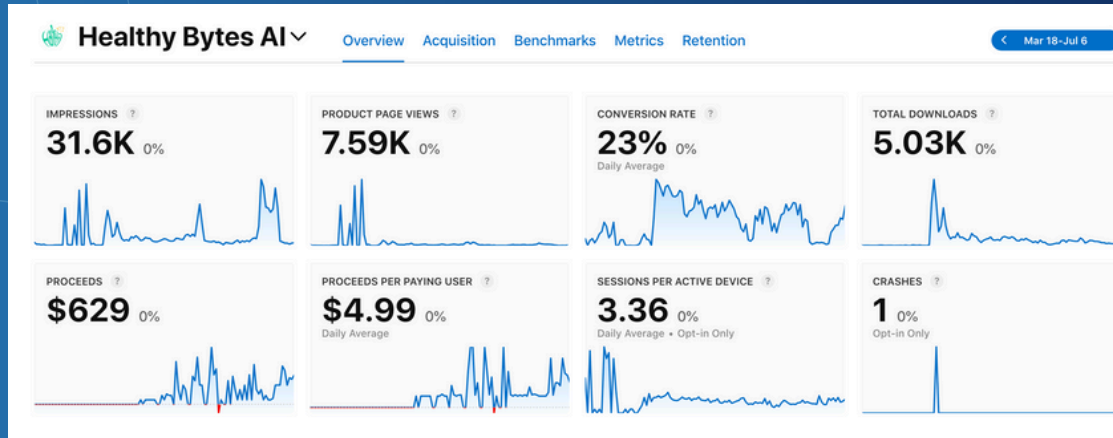


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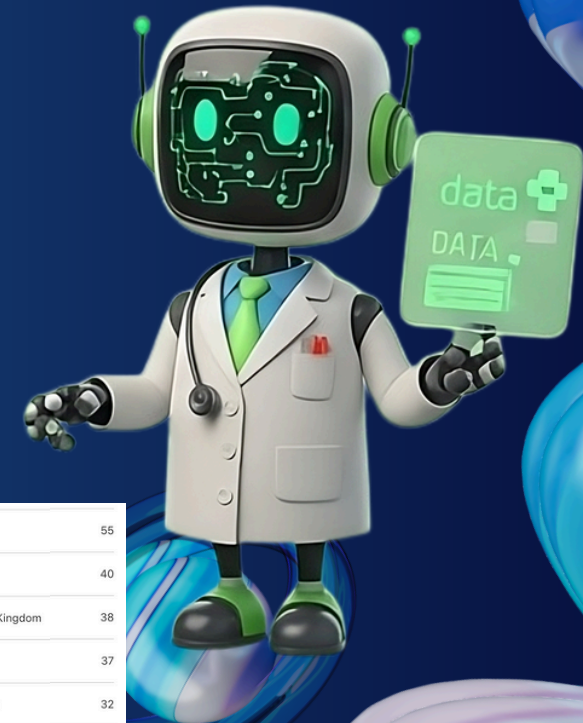




-  App Store Performance – Downloads & Sessions
- Data source: Apple App Store Connect

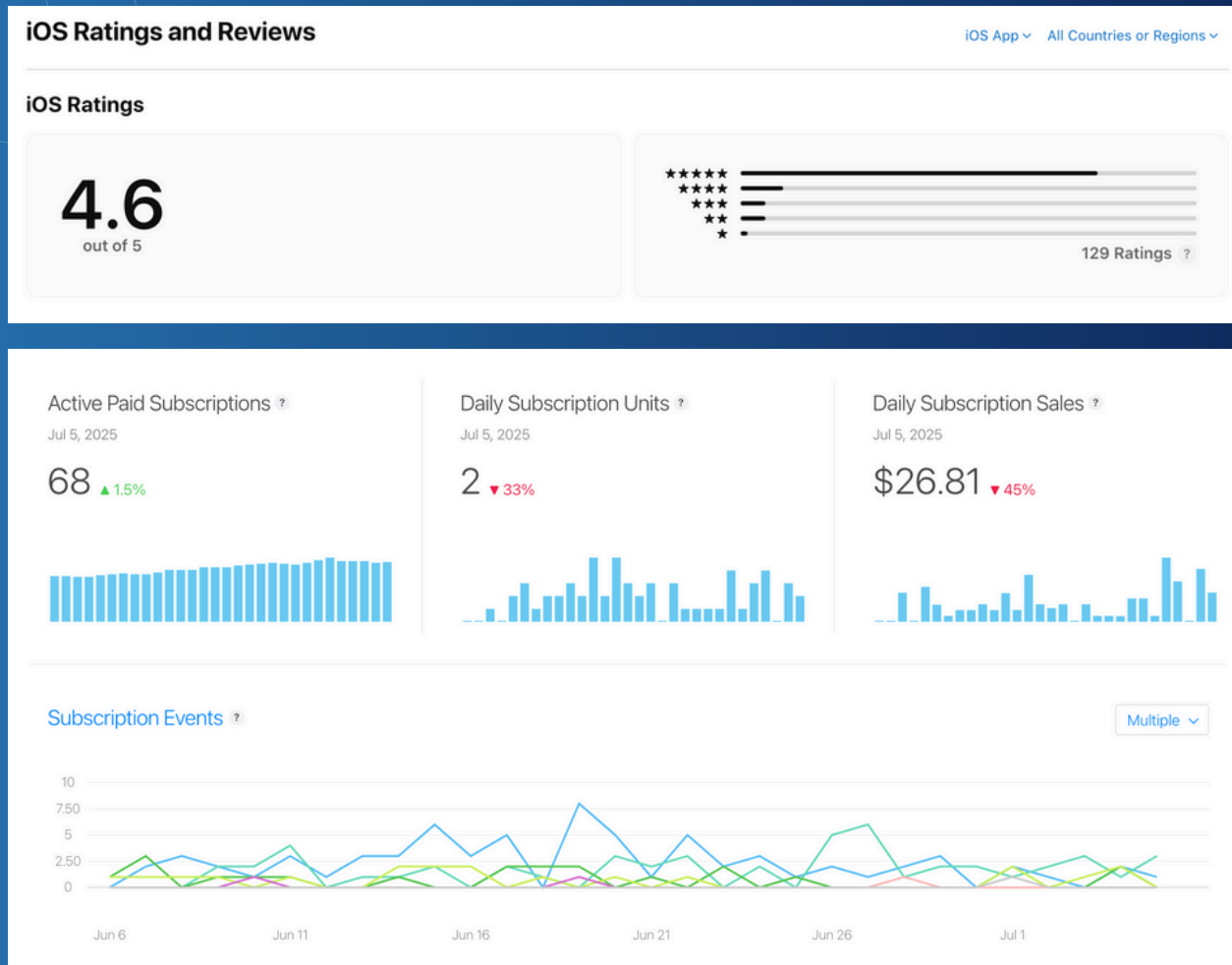


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- ★ User Ratings & Reviews
- Collected directly from the App Store – reflects real user satisfaction





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Tractions



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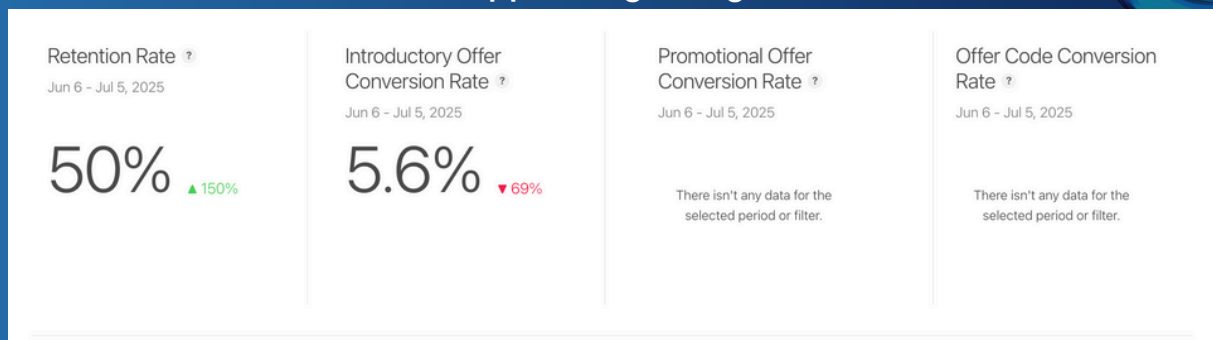




Traction

- Since launching in April 2025, Healthy Bytes has seen steady organic growth from users genuinely seeking a smarter way to manage their health. With strong early usage metrics and paying customers acquired purely through word-of-mouth and product-led growth, we're positioned to scale with the right capital and go-to-market strategy.

-  User Retention – 14-Day Trend
- Retention curve based on Apple usage insights





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Go-to-Market Strategy

- Phase 1: Launch in Riyadh and Jeddah, targeting urban professionals via social media (Instagram, Snapchat) and influencers.
- Phase 2: Partner with gyms and health clubs to promote app subscriptions.
- Phase 3: Expand to Dammam and Makkah, with in-app promotions for organic brands.
- Leverage SFDA's Healthy Food Strategy and Vision 2030 to align with government health goals.





HEALTHY BYTES AI

The Team

Founder & CEO: Eng. Ahmad Idris

An Electrical engineer and fullstack developer with 7 years of experience in building smart applications.

- Responsible for backend development, cloud infrastructure, AI models, system integrations, and overall product design
- Has led the development of complex, multi-functional tech projects
- Currently manages the product end-to-end, both technically and operationally
- Expansion Plan: Hire a marketing and medical team, and scale the engineering structure upon securing funding



Ask Of Invest

**We are raising SAR 900,000 in exchange
for 5% equity**
Pre-Money Valuation: SAR 17 million

💡 Investor Benefits

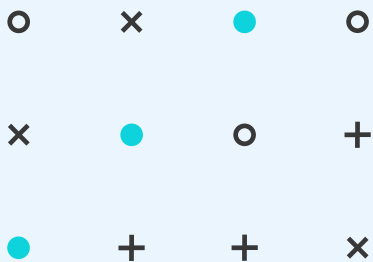
- 5% ownership with growth potential
- Strategic input on product/market roadmap
- Share in platform revenue & consultation income
- Early exit/liquidity potential as company scales
- Exclusive position in a niche with no regional competitor

📊 Why Now?

1. First mover in AI-powered Arabic nutrition tech
2. Organic traction: 5,000+ users in <90 days without marketing
3. Projected 7-10x revenue growth post-investment
4. Consultation model alone can generate >SAR 1.6M annually
5. Opportunity to dominate a \$1B+ untapped regional market

👛 Investment Breakdown

Use Case	Amount	Purpose
Equity Investment	SAR 900,000	Scale AI development, strengthen backend, expand



Ask Of Invest

Valuation Rationale

- Achieved 5,000+ registered users in less than 90 days with zero paid marketing
- Over 12,000 meals analyzed by our proprietary AI engine
- Generated over SAR 3,700 in early subscription revenue organically
- Day-14 retention rate of 50%, indicating high product value and user engagement
- Projected annual subscription revenue: SAR 1.2M+ at 100K users
- Projected annual revenue from consultations: SAR 1.6M+ with 20% commission model
- Built entirely in-house by a technical founder, reducing risk and increasing scalability

Proposed Pre-Money Valuation: SAR 18M to 20M, based on strong growth potential and revenue forecast

Projected Consultation Revenue :

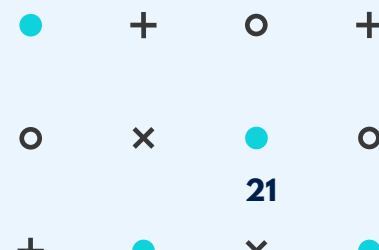
Average consultation fee: SAR 200

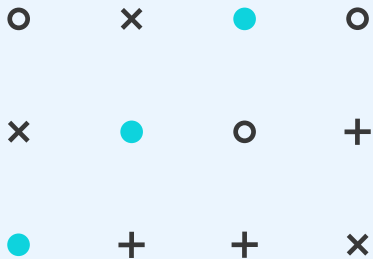
Healthy Bytes' commission per session: 20%

Net revenue per session: SAR 40

If the app reaches 100,000 users and 5% of them book two consultations per year:

→ 5,000 users × 2 sessions × SAR 40 = SAR 400,000 in annual revenue from consultations alone

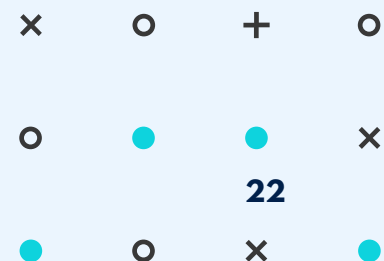




Use Of Fund

Funding Allocation :

Item	Allocation	Description
Technical Development	30%	Improve app infrastructure, hire engineers, enhance AI models, and boost overall performance
Marketing & User Acquisition	30%	Launch targeted campaigns across Saudi Arabia and the Gulf, digital advertising, influencer collaborations
Hiring & Salaries	20%	Recruit nutrition specialists, technical support staff, and designers to enhance UX and expand the team
Operations & Support	10%	Cover server costs, operational tools, and technical support services
Regional Expansion	10%	Explore new markets, localize content, and launch English/Gulf-targeted versions



○	×	●	○
×	●	○	+
●	+	+	×



12 Months Roadmap

- +250,000 downloads across iOS and Android platforms
- +35,000 paid subscribers through monthly and annual plans
- 1000+ partnerships signed with certified nutritionists and health professionals
- Full web version launched with synchronized features and dashboard
- User retention rate of 40%+ after 30 days across all user segments
- Targeted marketing campaigns launched across Saudi Arabia and Gulf markets to drive exponential user growth



×	○	+	○
○	●	●	×
●	○	×	●
+	×	●	○



Healthy Bytes AI is more than just an app.
It's an integrated health and nutrition
management system using artificial intelligence.

The market is ready.
The solution is there.
The opportunity is now.

THANK YOU!

Get in Touch With Us



+966-563-125-557



info@healthybytes.online



www.healthybytes.online