

FittiEat



PROBLEM



Poor nutrition can often be caused by overeating. Even if we choose the healthiest foods, consuming more calories than our bodies need can lead to weight gain. This excess can increase the risk of obesity and being overweight



SOLUTION

Getting the right diet plan using advanced **AI** and smart algorithms with continuous follow up.



FittiEat



FittiEat is an **AI-Driven Healthy Meal** subscription service that offers personalized nutrition analysis and tailored meals based on your fitness goals. We utilize cutting-edge AI algorithms approved by our specialized nutritionists to create optimal meal plans just for you.

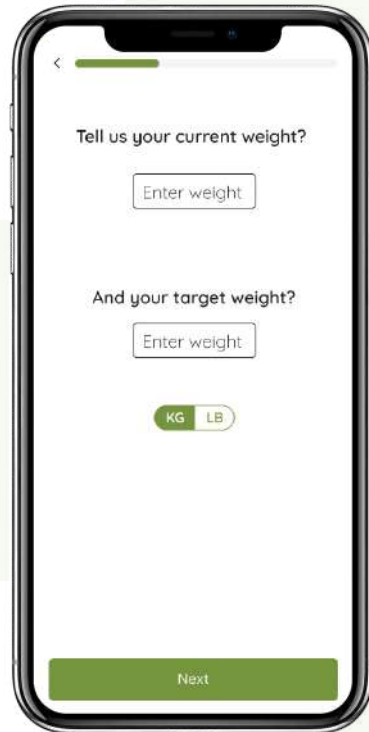


HOW IT WORKS



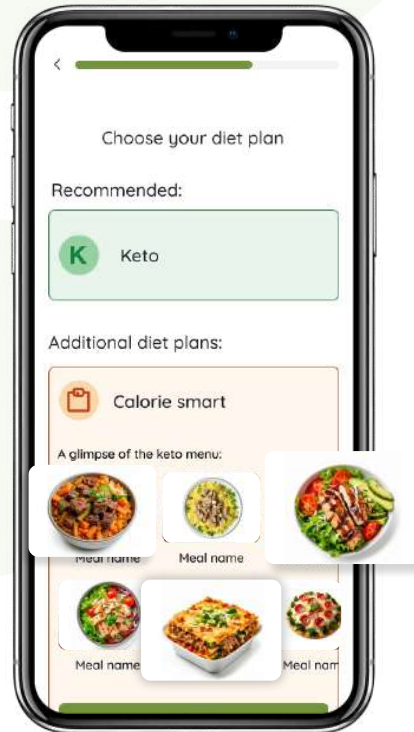
A

Enter your **info**



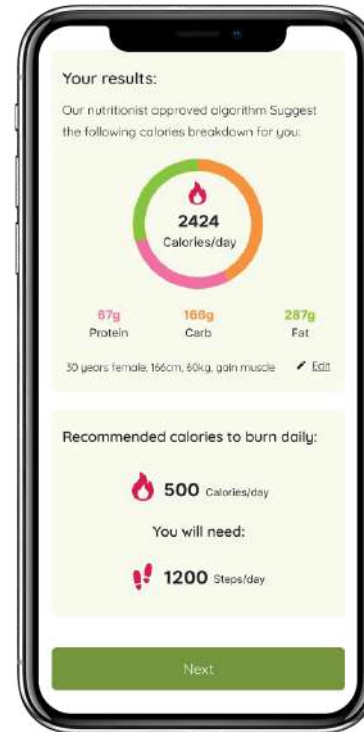
B

Select your **Fitness Goal**



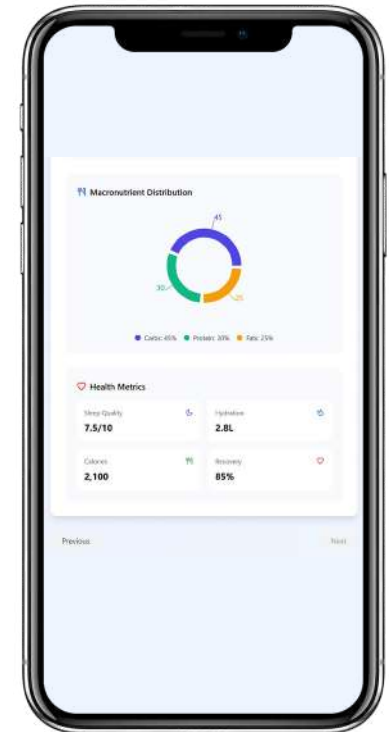
C

Subscribe



D

Our **AI** will create your meal

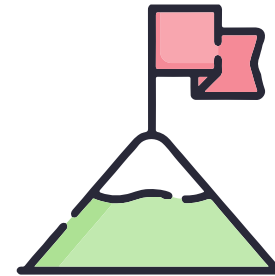


OUR PHILOSOPHY



VISION

We are creating a vibrant **AI** platform that empowers individuals to nourish their bodies and achieve their Fitness goals



MISSION

Our mission is to cultivate a culture of health through personalized dietary choices, enhancing lives for a brighter future

MARKET SIZE



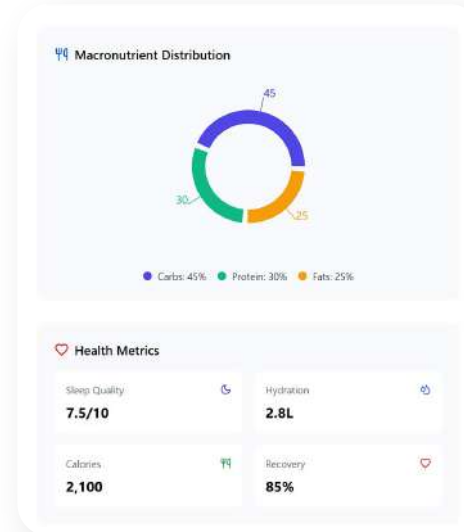
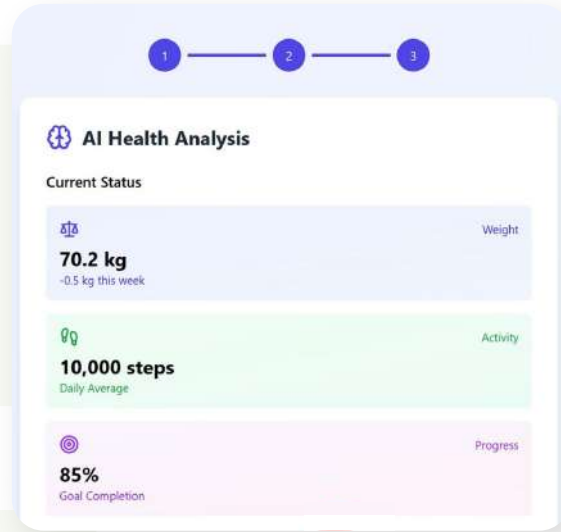
healthy meals subscription market
will reach to **11.2 Billion Dollars** by 2030
(based on MarkNtel Advisors study)



OUR DIFFERENTIATOR



Our differentiator is that FittiEat will be the first health AI app to connect users' steps, macronutrient intake, and weight changes. It will intelligently adapt your targeted steps and macros based on your individual progress and goals.



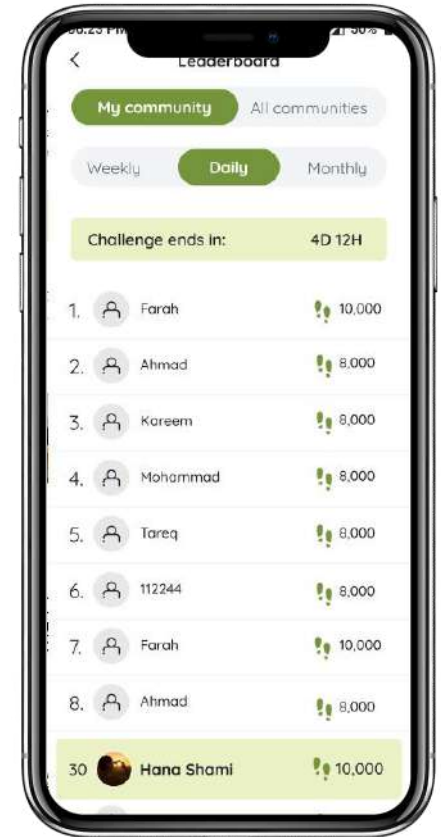
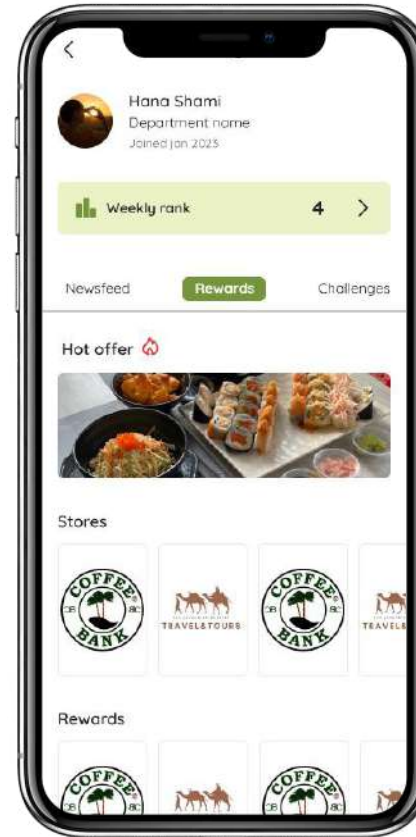
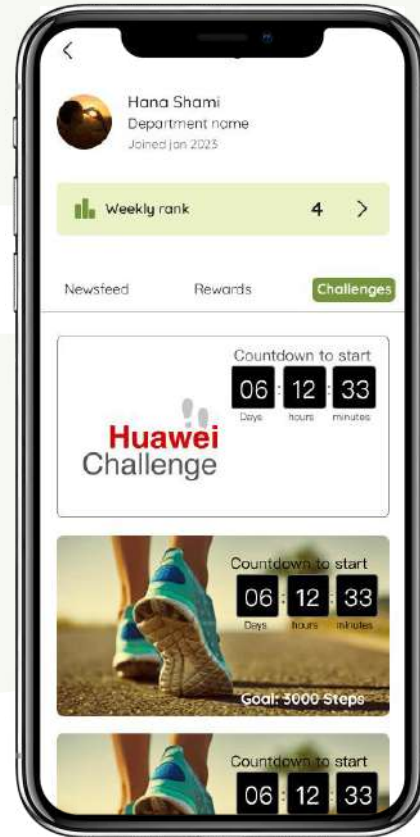
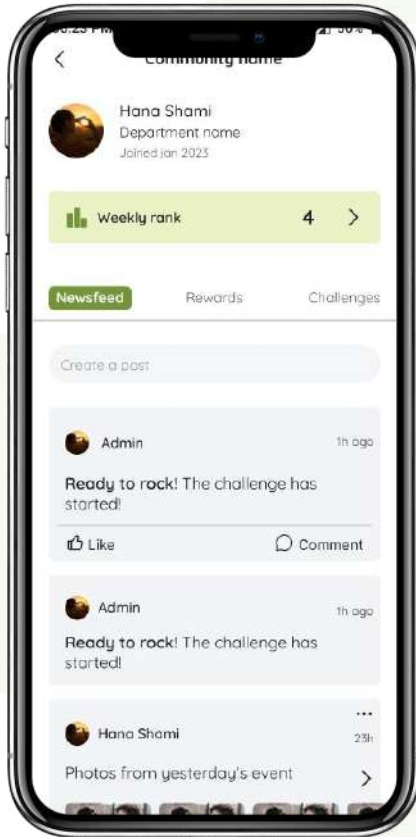
OUR DIFFERENTIATOR



Our differentiator is that we are creating a wellness and fitness rewarding platform within the app that allows our users to stay engaged and get rewarded.



We are creating a fitness and healthy community for groups, companies, employees, and students to engage and create challenges



We have redefined the concept
of **healthy food flavor**

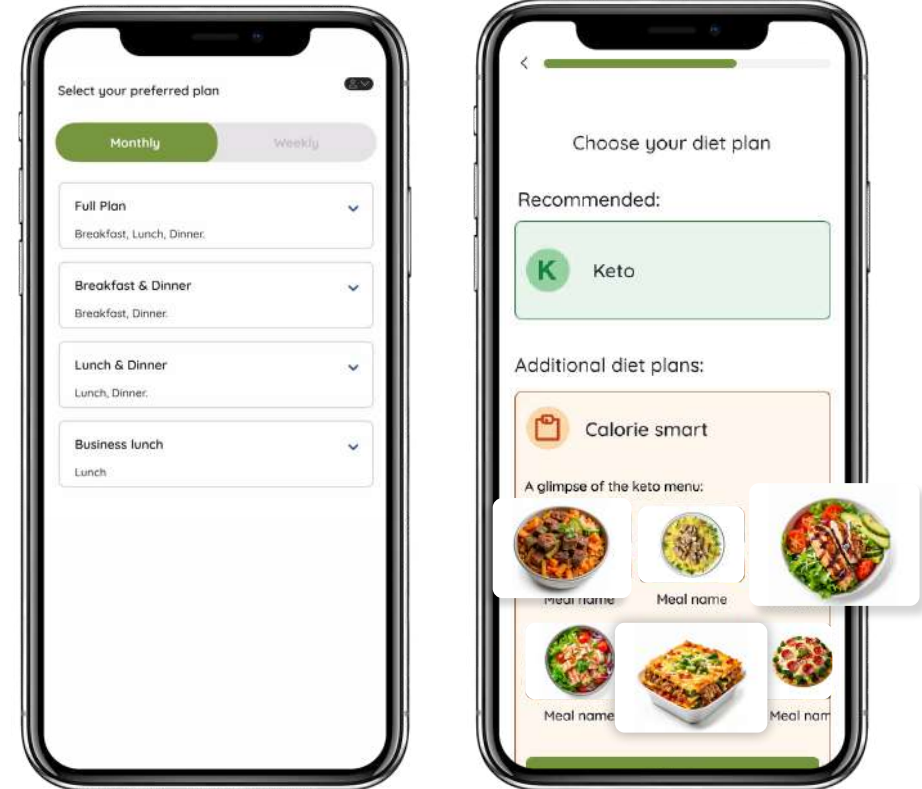


STRATEGIC PARTNERSHIPS



BUSINESS MODEL

- Our business model is subscription based
- We offer weekly, monthly and 3 months subscriptions



WE ARE ASKING FOR USD 1M

TO REACH 700 ACTIVE SUBSCRIBERS



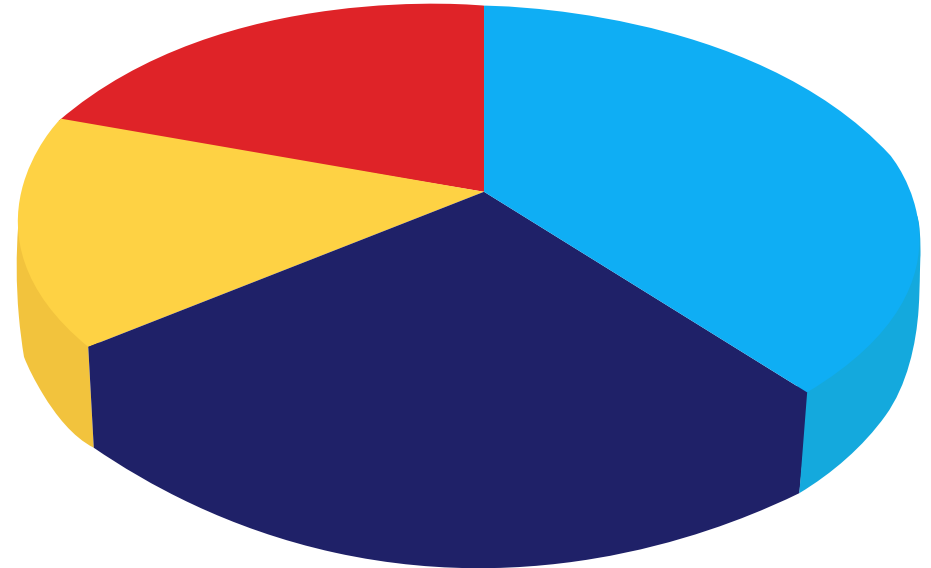
Fund allocation

MARKETING 54%

BUSINESS DEVELOPMENT 14%

PAYROLL 13%

PRODUCT TECHNOLOGY 19%



FINANCIALS

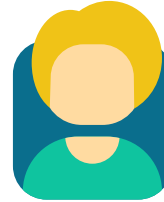


INCOME STATMENT		2024	2025	2026	2027
Revenue	USD	356,924	2,431,183	7,667,286	13,539,871
R1-Redemptions Commission	USD	305,571	2,228	8,041	8,984
R2-FittiEat Subscription	USD	51,352	2,428,955	7,659,245	13,530,887
COGS	USD	39,502	1,485,434	3,967,224	6,904,755
Server/Infrastructure Costs	USD		32,549	38,400	38,400
FittiEat	USD	39,502	1,248,556	3,230,396	5,610,030
Delivery	USD		175,007	589,925	1,059,737
Payment Processing	USD		29,323	108,503	196,587
Gross Profit	USD		945,749	3,700,062	6,635,117
<i>Gross margin</i>	%		38.9%	48.3%	49.0%
SG&A	USD	656,984	904,455	1,515,574	1,874,566
Payroll	USD	152,421	396,050	884,870	1,123,500
Marketing & Growth	USD	220,924	401,765	494,000	564,000
Advisory & Professional Services	USD	199,024	10,900	7,300	12,300
Rent	USD	11,017	36,900	28,800	28,800
Tech Support & Services	USD	9,116	2,760	2,760	2,760
Insurance	USD	7,458	29,302	61,941	78,645
Utilities	USD	6,681	4,800	4,800	4,800
Depreciation	USD	4,842	14,778	23,903	52,561
Utilities	USD	34,849	4,800	4,800	4,800
Delivery	USD	10,652	2,400	2,400	2,400
EBITDA	USD	-339,562	41,294	2,184,489	4,760,550

TESTIMONY



خلال شهر حققت نتيجة حلوه بالتزامي بالاكل الي
مدرّوس مع اخصائي تغذية و مطبوخ بالنفس
الحلو مع التشجيع على الحركة و متابعة خطواتي
و وزني، غير العروض الي و الخصومات الي بحصلها
مكافأة على خطواتي اليوميّه.



تم اشتراكي ب شركه فيتّي ايت للأكل الصحي وتم
ارسال اليوم اول وجبة وللامانه كانت وجبه كامله
ووافيه ومشبعه ولا ينقصها اي تعديل
او إضافات فكل الشكر لكم



بأمانه الوجبات كانت مشبعة و لذيذه وفيه نكهه
واستمتعت فيها انا جربت برامج ثانيه بس ماكنت اقدر
اكمل الوجبات بسبب ان مافيه طعم.



THANK YOU



ANNEX

OUR CHEF



Chef Carlos, with 25 years of experience, started in Jordan at top hotels before moving to Europe in 2002, working across 32 countries. Specializing in diverse cuisines and healthy eating, he stays at the forefront of culinary trends.



COMPETITIVE ADVANTAGE



	COMMUNITIES	REWARDIN FOR YOUR STEPS	VARIETY OF RECIPES	PRICE	PRODUCT FEATURES	AI	ACQUISITION & REACH COST
FittiEat							
CALO							
MEAL PLANET							
PERFECT BITE							