



Software that takes care of nutrition professionals!

Pitchdeck

Current nutrition process

DIETITIAN



CLIENT



Why is that?

Due to **lack of tools** professionals stick to the rigid diet plans and play the **guess game**



We have the solution! 🚀 alloweat.

alloweat

First data-driven **ecosystem** for nutrition professionals

The screenshot displays the alloweat web application interface for a client named Marta Lalik. The interface is organized into several sections:

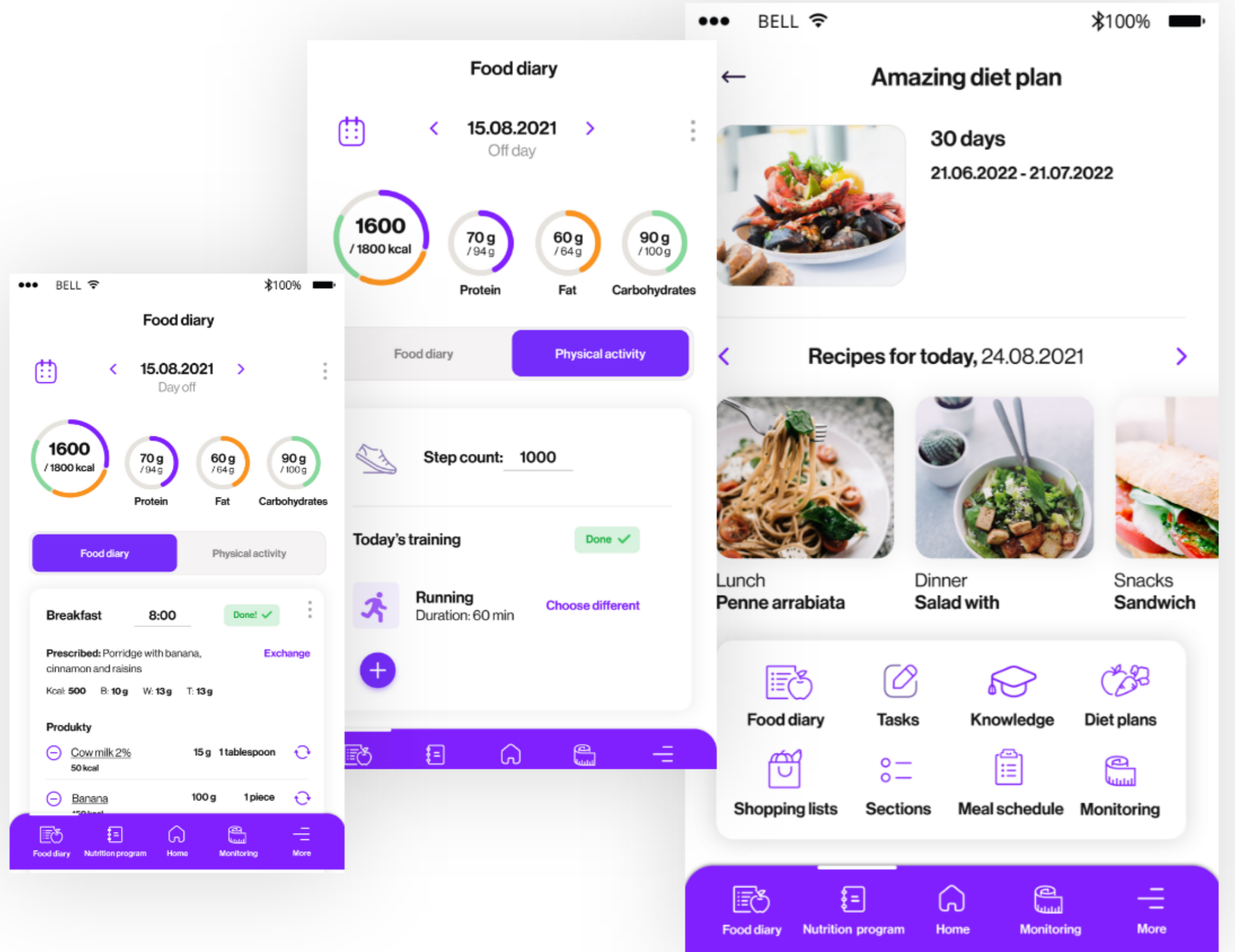
- Client Profile:** Shows the client's name, a navigation menu (Client's profile, Appointments, Measurements, Energy balance, Nutrition programs, Monitoring, Newsfeed), and a button for '+ New appointment'.
- Diet Plan:** Displays '3 meals + 2 snacks, 1800 kcal' with an option to 'Exchange products in a diet plan'.
- Macronutrient and Vitamin Status:** Features four circular progress indicators for Energy (100/1800 kcal), Protein (10/100 g), Fat (200/150 g), and Carbohydrates (40/150 g). It also shows RMR (1300 kcal) and TDEE (2000 kcal). Horizontal bars represent the status of Vitamin C (50/120mg), Iron (13/18 mg), and Magnesium (250/400mg).
- Meals Table:** A table listing meals with columns for Meal, Mealtime, Energy, Energy %, and a Remove button. The total energy is 3000 kcal.
- Meal Detail View:** Shows details for 'Breakfast 8:30', including average energy (500 kcal), assumed energy (600 kcal), and a comment field.
- Search and Filters:** Includes a search bar, tabs for Products, Recipes, and Meal schemes, and a comprehensive filter system for meal attributes like Energy, Protein, Fat, Carbohydrates, and Allergens.
- Recipe Results:** A list of search results for '2 pancakes with banana', each showing 370 kcal and macronutrient breakdown (P: 20g, F: 10g, C: 50g).



Multiple tools. One solution.

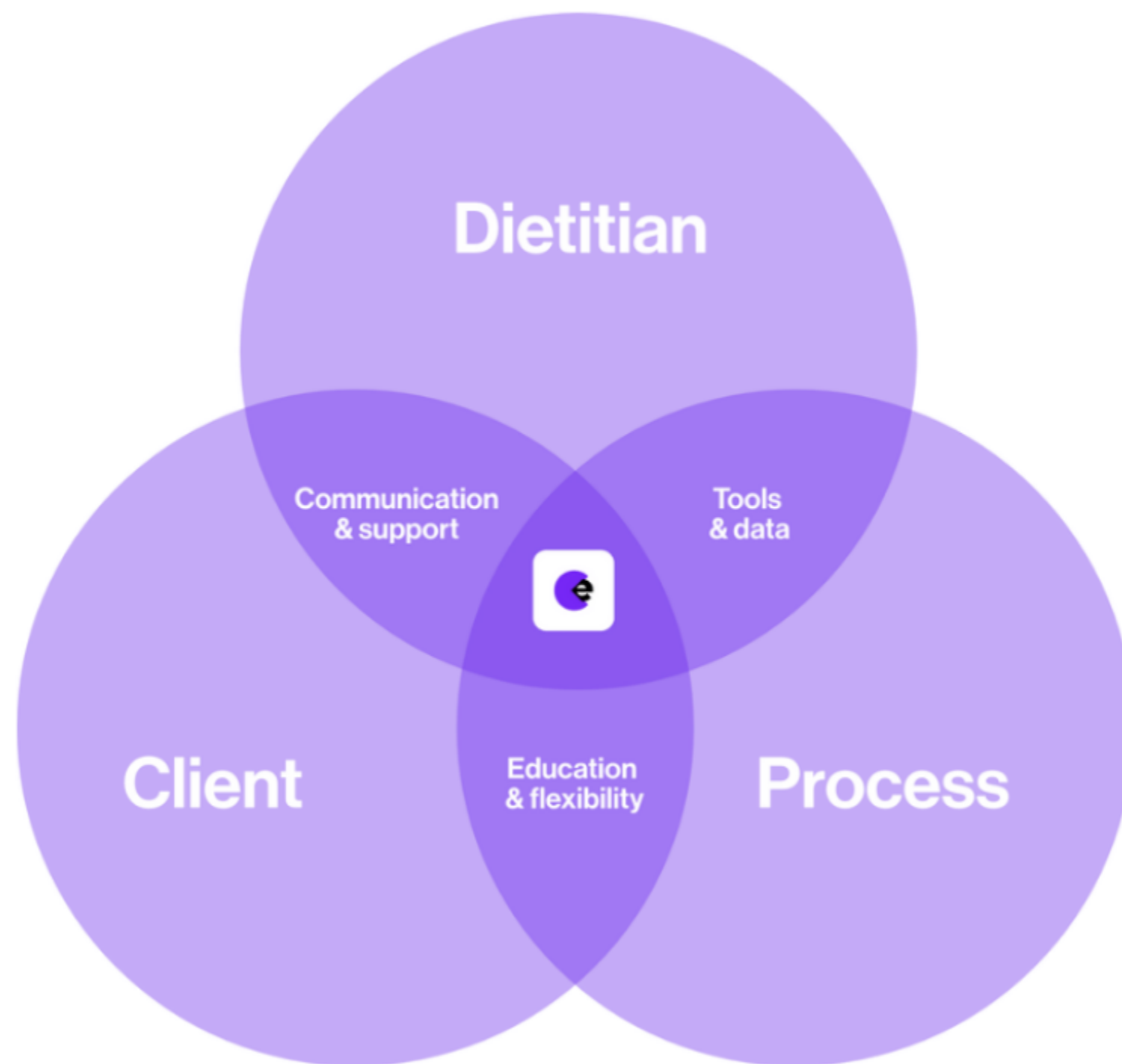
With **client-centric** design

We have developed an interactive mobile application for the client. This way, cooperation between dietitian and the client becomes an **experiece**.





Multiple tools. One solution.



Dietitians market worldwide

Nutrition business is the future of comprehensive health care

More than 1.4 billion adults are overweight, and at least 10% of the world's population is obese.

Obesity is associated with **1-3%** of total health expenditures.

In the United States alone, the **market for dietitians** is estimated to be worth **\$472,000,000**, according to an IBISWorld report.

The nutrition business is growing at a very fast pace - data from the Bureau of Labor Statistics in the US is a predicted **11% growth** between **2018 and 2028**.

Besides **dietitians** (individual and teams) we create alloweat to help **personal trainers, psychodietitians, coaches, clinics grow their nutrition businesses**.

The nutrition business in Poland is an unregulated market, which means that anyone - even after a course - can try to pursue a dietetic practice.

Business model & data metrics

B2B SaaS for nutrition professionals	Subscription pays itself off	Key metrics
<p>No long-term commitments. Pay for active clients only.</p> <p>1 active client: PLN 50 2 - 14: + PLN 20 for each active client 15 - 30: + PLN 10 for each active client over 14 31+ customers: + PLN 5 for each active client over 30</p> <p>Active client:</p> <ul style="list-style-type: none">- access to a mobile app- active nutrition program for a given time <p>+ PLN 75 / additional dietitian</p>	<p>Professionals can sell app subscription to clients even after the process has ended.</p> <p>It's up to a professional to decide how much to charge for access. Passive income.</p>	<p>Engagement metrics:</p> <ol style="list-style-type: none">1. Active clients2. Active nutrition programs3. Active mobile apps4. # of visits / month5. # of new clients / month <p>NPS Beta-testing phase 1x1 pre and post qualitative interviews</p> <p data-bbox="2259 1562 2449 1649">mixpanel</p>

alloweat

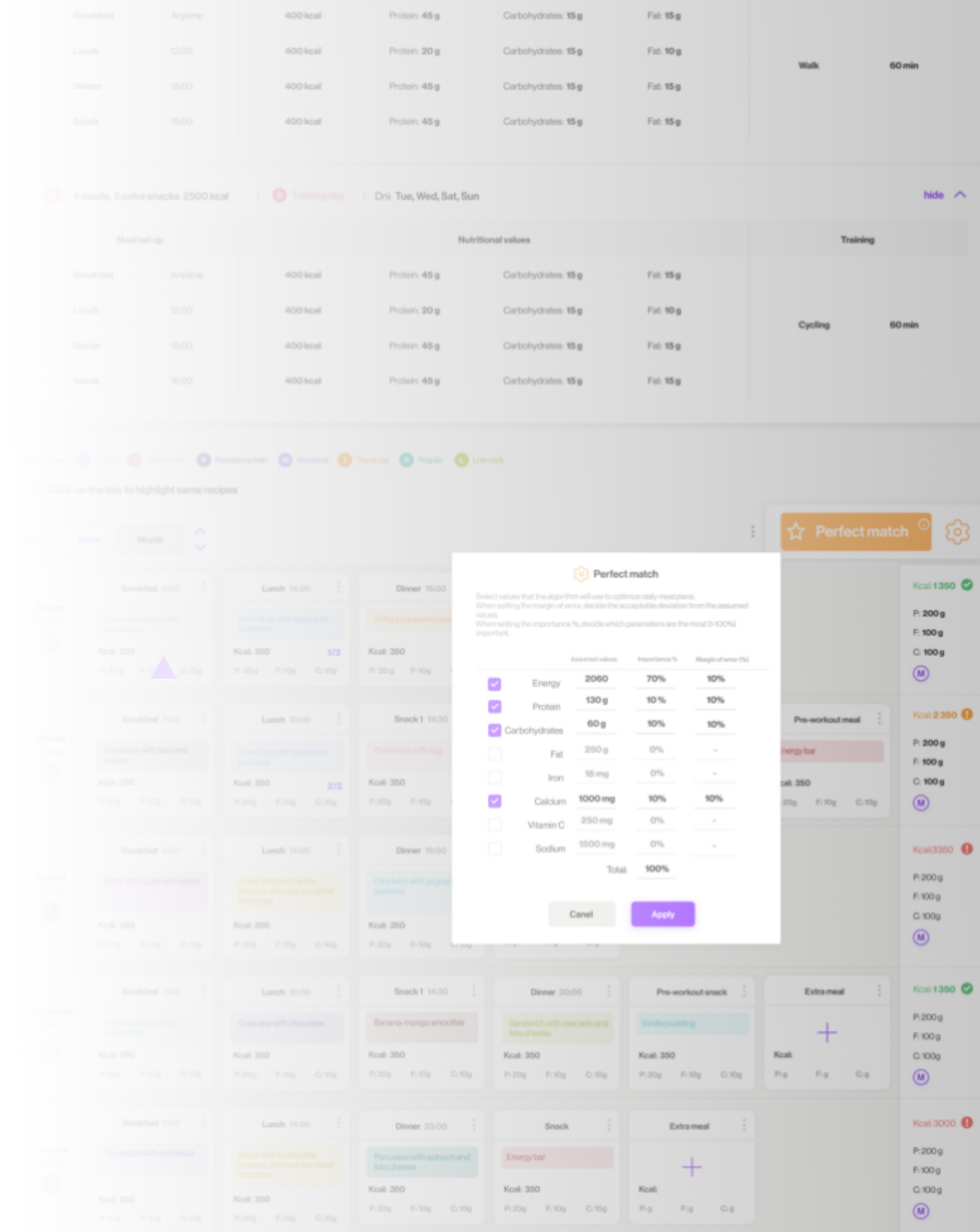
data challenge

1 clinic -> 5 dietitians (x 30 active clients / month) -> 150 active clients ->

-> 150 nutrition programs -> 300 diets -> 1500 meals -> 22,500 recipes ->

-> 157,500 products -> **1,575,000 nutrients**

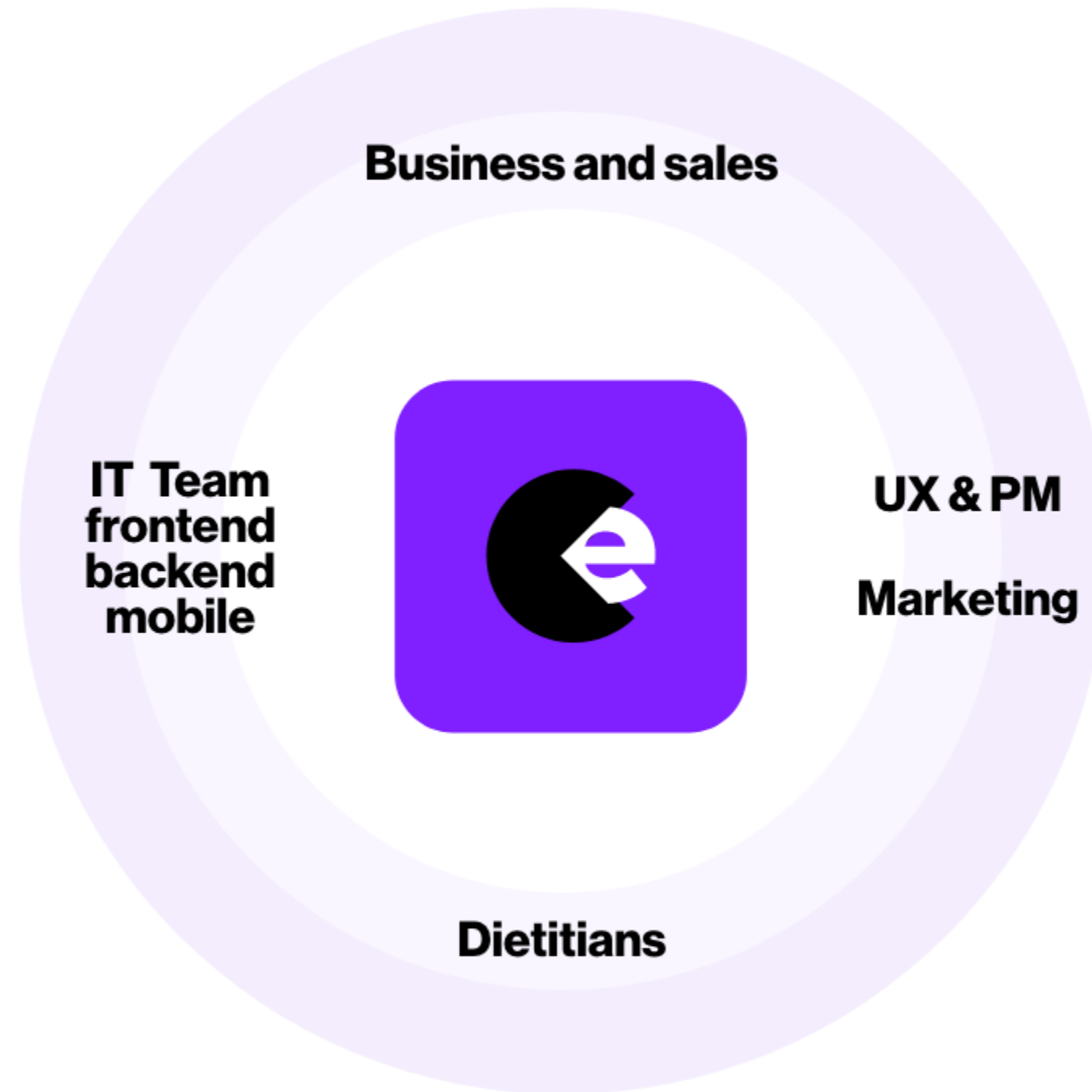
1 nutrition program -> 292,000,000 daily meal plans



We are **alloweat**

The team

16 members



Why us?

- We have over 10 years of experience working with professionals in the nutrition sector.
- We know the ins and outs of the business.
- We run successful nutrition centres ourselves. We have developed and mastered an in house IT solution over past 6 years.
- We have international experience and education.
- More than 8,150 satisfied customers confirm our expertise.
- We want to bring back joy to nutritional professionals' work day.



Relationships are important to us

Let's talk



Agnieszka Kułaga

agnieszka@alloweat.com

Founder and owner of Be Compleat dietetic centres. She has been leading a team of clinical and sports dietitians for 10 years.

Together with her team, she has helped over 8,150 clients in Poland and around the world. She has been involved in professional sports from an early age, playing basketball in Poland and the USA, and represented Poland in women's basketball.

Graduate of the Masters of Sports and Exercise Nutrition at ATU Sligo and the Masters of Business Administration (MBA) from Valparaiso University in the United States.



Wojciech Liszka

wojtek@alloweat.com

Founder and Managing Director of Z-Factor present in 28 countries

Basketball referee since 1996, an international referee since 2012 (NBA Summer League 2018, FIBA Basketball World Cup 2019, Basketball Champions League Final 2022).

Co-initiator and co-organiser of the Poland Business Run charity event.

Initiator of Meetings Week Poland. Has 11 years of sales experience in Radisson Blu hotels.



**Created by nutrition professionals
for nutrition professionals.**

Join the real revolution in nutrition business.

Stay one step ahead of your competition!