



NutriScan



ET 

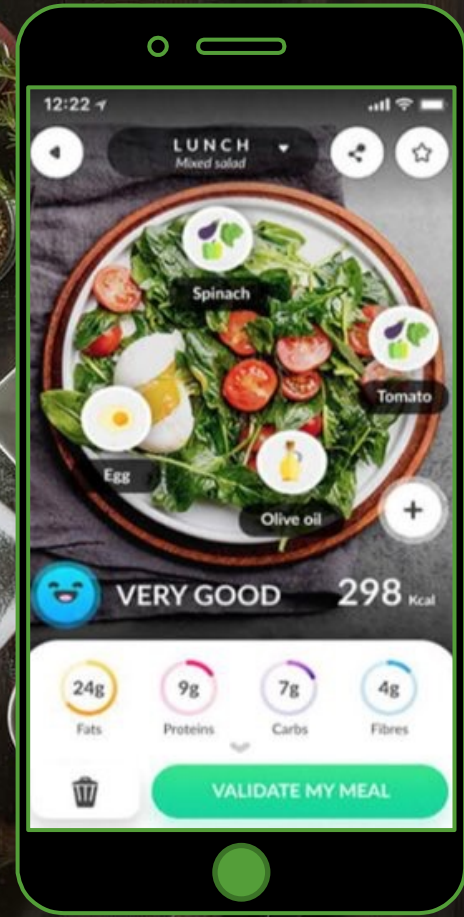
Dan Noronha, Lily Wang, Lisa Yu, Craig Deng



“

Know what you eat;
Know what you are.

”





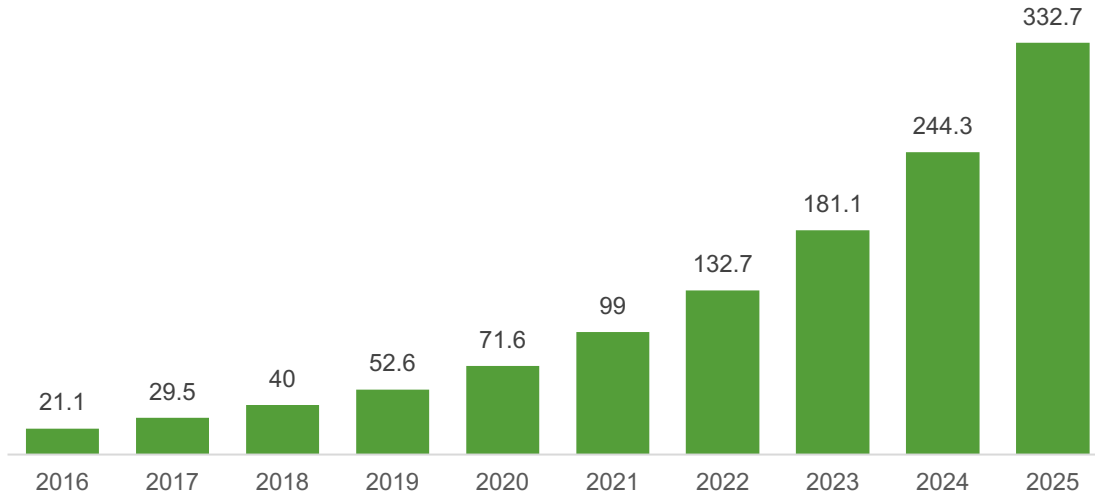
VISION & MISSION

To create a healthy world through positive habits and conscious consumptions

To become the leading company in providing healthy products and focused on addressing consumer needs with a continuous commitment to innovation

INDUSTRY TRENDS

Global mHealth market forecast from 2016 to 2025 (billion USD)



Time for data input



Loss of interest



Hidden costs

NUTRISCAN PROFILE



Fitness



Health



Entertainment





Marketing

Overview

Analysis

Marketing

Finance and Pricing

Performance

Risks

TARGET MARKET



Higher education

Higher income



Young (<45 years of age)

Health-conscious







Health-conscious

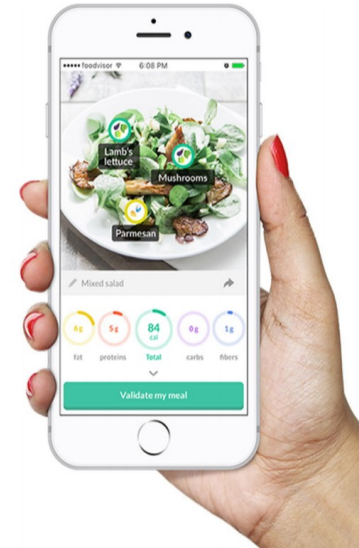


Tech-forward



5-YEAR MARKETING PLAN

	Year 1 34k	Year 2 26k	Year 3 42k	Year 4 26k	Year 5 42k
Celebrity endorsement (25k)					
Ad agency (9k)					
Health magazine (7k)					
Social media (10k)					





Finances & Pricing

Overview

Analysis

Marketing

Finance and Pricing

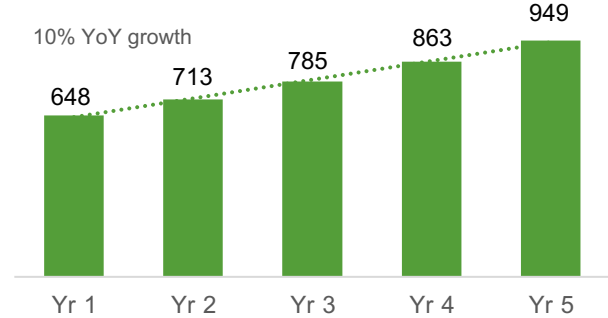
Performance

Risks

BREAK-EVEN ANALYSIS



Revenue Projection (thousands \$)



Price (\$)	Sales growth				
	8%	9%	10%	11%	12%
80	77.43	76.37	75.32	74.30	73.30
75	75.73	74.69	73.68	72.69	71.72
70	74.02	73.02	72.04	71.09	70.15
65	72.32	71.35	70.41	69.48	68.58
60	70.61	69.68	68.77	67.88	67.00



PRICING STRATEGY



9.93%

Net Profit Margin



\$79.99

One-time Purchase of
Scanner



FREE

Standard Plan



Premium

Subscription Plan for
\$4.99/month

- ✓ meal plans
- ✓ nutritionist consult
- ✓ more detailed macro breakdown



Performance Management & Goals

PERFORMANCE METRICS

1

Number of Sign-ups and Subscriptions



2

Click-through rate for social media ads



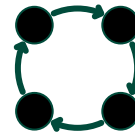
3

Reviews (% positive)



4

Retention Rate

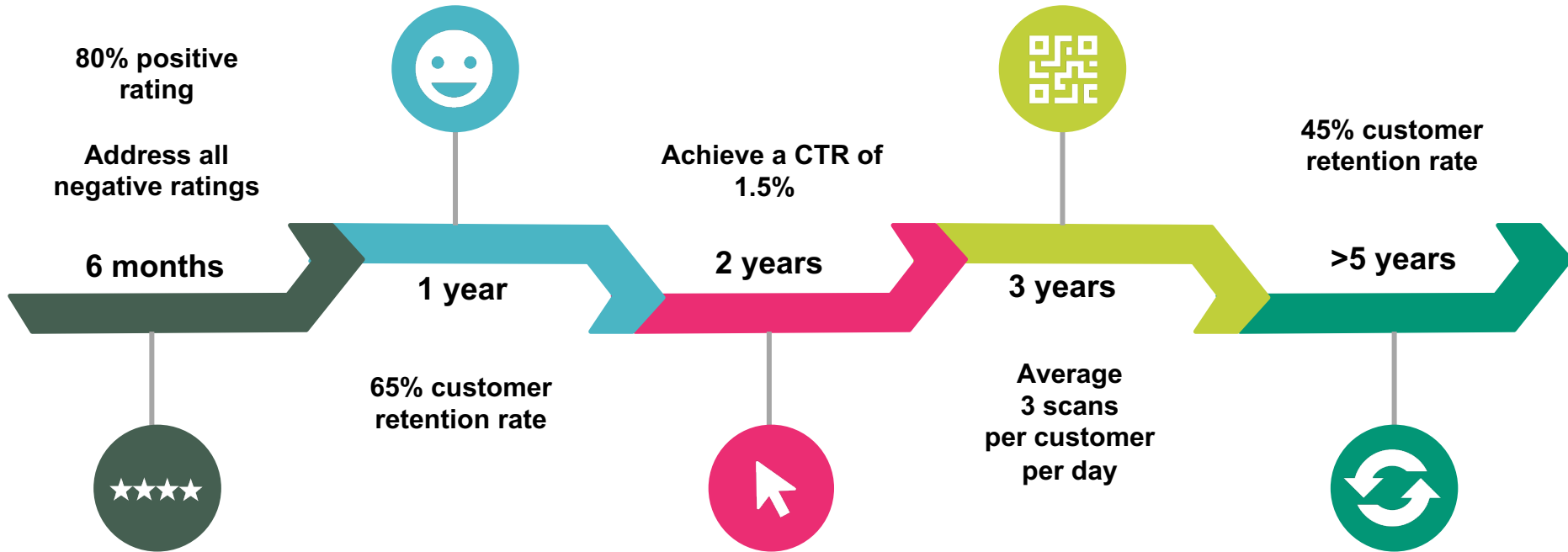


5

Number of Scans per Customer per Day



S.M.A.R.T. GOALS



RISKS

1

Privacy Concerns

Feature should have modes

1. visible to all
2. only visible to friends
3. completely closed

2

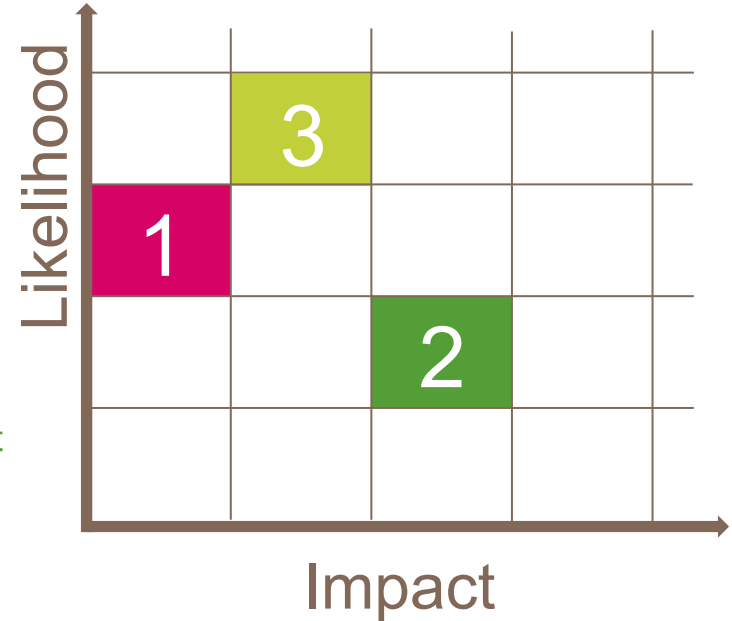
Underwhelming response to product

Strong initial marketing campaign will prevent NutriScan from going unnoticed

3

Increase in similar technologies

Constant innovation fueled by customer feedback



Thanks!

Any questions? Ask the ET team!



Appendix A: Break Even Analysis

Real \$ amounts assuming real selling price doesn't change

	Yr 0	Yr 1	Yr 2	Yr 3	Yr 4	Yr 5
Total Revenue	\$ -	\$ 648,404.32	\$ 713,244.75	\$ 784,569.23	\$ 863,026.15	\$ 949,328.76
Unit Produced	0	9000	9900	10890	11979	13176.9
Selling Price	\$ 72.04	\$ 72.04	\$ 72.04	\$ 72.04	\$ 72.04	\$ 72.04
COGS	\$ -	\$ 424,600.00	\$ 456,460.00	\$ 365,758.00	\$ 389,933.80	\$ 416,527.18
Employee Wages	\$ -	\$ 237,600.00	\$ 261,360.00	\$ 143,748.00	\$ 158,122.80	\$ 173,935.08
Employee Hrs						
Worked	0.00	13500.00	14850.00	8167.50	8984.25	9882.68
Material Cost	\$0	\$81,000	\$89,100	\$98,010	\$107,811	\$118,592
Utility Cost	\$ -	\$ 6,000.00	\$ 6,000.00	\$ 6,000.00	\$ 6,000.00	\$ 6,000.00
Rental	\$ -	\$ 100,000.00	\$ 100,000.00	\$ 118,000.00	\$ 118,000.00	\$ 118,000.00
Gross Profit	\$ -	\$ 223,804.32	\$ 256,784.75	\$ 418,811.23	\$ 473,092.35	\$ 532,801.58
SG&A	\$ 310,000.00	\$ 347,000.00	\$ 314,000.00	\$ 330,000.00	\$ 284,000.00	\$ 300,294.23
Founder Salary	\$ 210,000.00	\$ 210,000.00	\$ 210,000.00	\$ 210,000.00	\$ 210,000.00	\$ 210,000.00
Marketing Expense	\$ -	\$ 34,000.00	\$ 26,000.00	\$ 42,000.00	\$ 26,000.00	\$ 42,000.00
R&D	\$ 100,000.00	\$ 100,000.00	\$ 75,000.00	\$ 75,000.00	\$ 45,000.00	\$ 45,000.00
App Fees	\$ -	\$ 3,000.00	\$ 3,000.00	\$ 3,000.00	\$ 3,000.00	\$ 3,294.23
Fixed						
Maintenance	\$ -	\$ 3,000.00	\$ 3,000.00	\$ 3,000.00	\$ 3,000.00	\$ 3,000.00
Variable Users						
Fees	\$ -	\$ 2,250.00	\$ 2,475.00	\$ 2,722.50	\$ 2,994.75	\$ 3,294.23
Operating Income	\$ (310,000.00)	\$ (123,195.68)	\$ (57,215.25)	\$ 88,811.23	\$ 189,092.35	\$ 232,507.36
Non Operating						
Income	\$ (20,000.00)	\$ -	\$ -	\$ -	\$ -	\$ -
Loss from a Storm	\$ (20,000.00)	\$ -	\$ -	\$ -	\$ -	\$ -
Net Income	\$ (330,000.00)	\$ (123,195.68)	\$ (57,215.25)	\$ 88,811.23	\$ 189,092.35	\$ 232,507.36
Sum of Net Income	\$ 0.00					

Appendix B: Price Analysis

Real \$ amounts assuming real selling price doesn't change

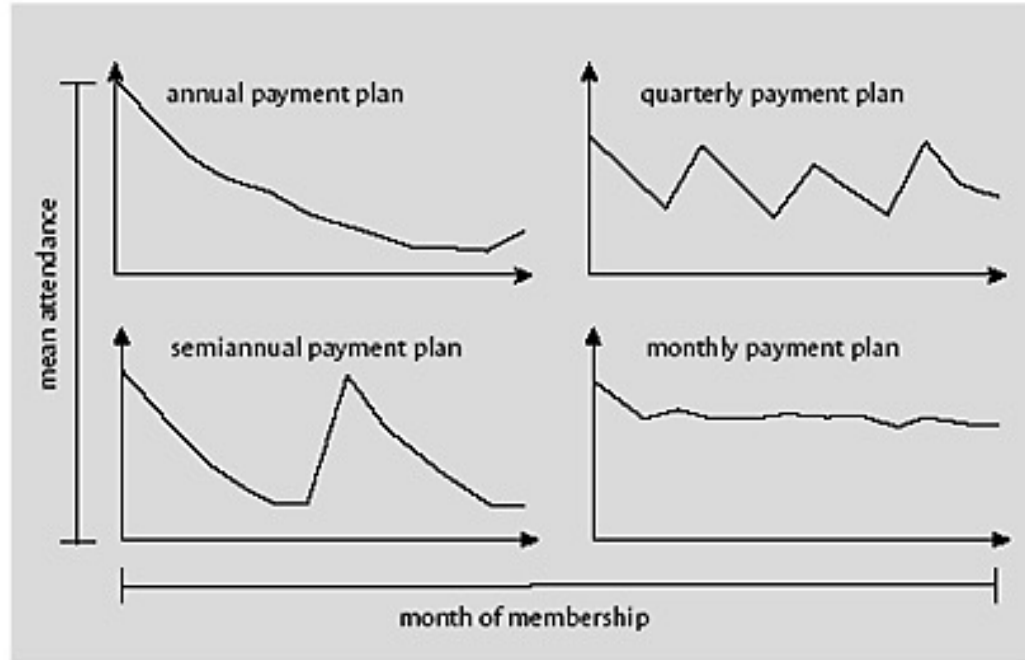
	Yr 0	Yr 1	Yr 2	Yr 3	Yr 4	Yr 5
Total Revenue	\$ -	\$ 719,910.00	\$ 791,901.00	\$ 871,091.10	\$ 958,200.21	\$ 1,054,020.23
Unit Produced	0	9000	9900	10890	11979	13176.9
Selling Price	\$ 79.99	\$ 79.99	\$ 79.99	\$ 79.99	\$ 79.99	\$ 79.99
COGS	\$ -	\$ 424,600.00	\$ 456,460.00	\$ 365,758.00	\$ 389,933.80	\$ 416,527.18
Employee Wages	\$ -	\$ 237,600.00	\$ 261,360.00	\$ 143,748.00	\$ 158,122.80	\$ 173,935.08
Employee Hrs Worked	0.00	13500.00	14850.00	8167.50	8984.25	9882.68
Material Cost	\$0	\$81,000	\$89,100	\$98,010	\$107,811	\$118,592
Utility Cost	\$ -	\$ 6,000.00	\$ 6,000.00	\$ 6,000.00	\$ 6,000.00	\$ 6,000.00
Rental	\$ -	\$ 100,000.00	\$ 100,000.00	\$ 118,000.00	\$ 118,000.00	\$ 118,000.00
Gross Profit	\$ -	\$ 295,310.00	\$ 335,441.00	\$ 505,333.10	\$ 568,266.41	\$ 637,493.05
Gross Profit Margin	-	41.0%	42.4%	58.0%	59.3%	60.5%
SG&A	\$ 310,000.00	\$ 347,000.00	\$ 314,000.00	\$ 330,000.00	\$ 284,000.00	\$ 300,294.23
Founder Salary	\$ 210,000.00	\$ 210,000.00	\$ 210,000.00	\$ 210,000.00	\$ 210,000.00	\$ 210,000.00
Marketing Expense	\$ -	\$ 34,000.00	\$ 26,000.00	\$ 42,000.00	\$ 26,000.00	\$ 42,000.00
R&D	\$ 100,000.00	\$ 100,000.00	\$ 75,000.00	\$ 75,000.00	\$ 45,000.00	\$ 45,000.00
App Fees	\$ -	\$ 3,000.00	\$ 3,000.00	\$ 3,000.00	\$ 3,000.00	\$ 3,294.23
Fixed Maintenance	\$ -	\$ 3,000.00	\$ 3,000.00	\$ 3,000.00	\$ 3,000.00	\$ 3,000.00
Variable Users Fees	\$ -	\$ 2,250.00	\$ 2,475.00	\$ 2,722.50	\$ 2,994.75	\$ 3,294.23
Operating Income	\$ (310,000.00)	\$ (51,690.00)	\$ 21,441.00	\$ 175,333.10	\$ 284,266.41	\$ 337,198.83
Non Operating Income	\$ (20,000.00)	\$ -	\$ -	\$ -	\$ -	\$ -
Loss from a Storm	\$ (20,000.00)	\$ -	\$ -	\$ -	\$ -	\$ -
Net Income	\$ (330,000.00)	\$ (51,690.00)	\$ 21,441.00	\$ 175,333.10	\$ 284,266.41	\$ 337,198.83
Net Profit Margin		-7.2%	2.7%	20.1%	29.7%	32.0%
Sum of Net Income	\$ 436,549.34					
Net Profit Margin Over 5 Yr	10%					

Appendix C: Price Analysis

Gross Margin	2018	2019	2020
GoPro	31.60%	34.60%	35.90%
FitBit	39.90%	29.80%	30.80%
Garmin	59.10%	59.50%	59.20%
Sonos	43.00%	41.80%	43.10%
Average	42.36%		

Consumption Follows the Timing of Payments

Our analysis of one health club's records showed that consumption closely follows the timing of payments. Whether members made annual, semiannual, or quarterly payments, club use was the highest in the months immediately following payment and declined steadily until the next payment. Members who paid on a monthly basis used the gym most consistently, making this pricing scheme the most likely to generate membership renewals.



<https://hbr.org/2002/09/pricing-and-the-psychology-of-consumption>