

HEALTHIFIER

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Healthifier provides personalized protein shakes tailored to individual fitness goals and delivered directly to your doorstep for convenient, high-quality nutrition on your schedule.



healthifier
Drink more . Health more



TEAM

A strong team is crucial for the success of a startup. Here's how you can present the team section for your Healthifier pitch deck, emphasizing the strengths and contributions of each founding member:

Founding Team

1. SRI HARISH, CEO & Co-Founder

- Role and Responsibilities:

- Leadership and Vision: As CEO, SRI HARISH is responsible for setting the strategic direction of Healthifier, ensuring alignment with our mission to simplify nutrition.

- Business Development: Focuses on building partnerships with gyms, fitness centers, and potential corporate clients to expand Healthifier's reach.

- Product Development: Oversees product development to ensure that the offerings meet the highest standards of quality and personalization.

- Marketing Strategy: Leads the marketing and brand-building efforts to increase market awareness and customer acquisition.

2. ARIYA CTO & Co-Founder

- Role and Responsibilities:

- Technology Development: As CTO, ARIYA is in charge of developing and managing the technology infrastructure, including the online platform for subscriptions and customization.

- Product Innovation: Drives innovation in the formulation of protein shakes, ensuring they are scientifically backed and optimized for different fitness goals.

- Operations Management: Oversees logistics and supply chain operations to ensure efficient and timely delivery of products to customers.

- Customer Experience: Focuses on enhancing the user experience through tech-driven solutions and customer feedback integration.

Growth: The planned to the team reflect a commitment to scaling the business effectively while maintaining focus on key growth areas.



KEY POINT

Why Customers Need Your Solution:

- **Time Constraints:** Many individuals struggle to maintain a balanced diet due to hectic schedules, making it difficult to prepare nutritious meals and snacks, including protein shakes.
- **Inconsistent Nutrition:** Consumers often fail to meet their daily nutritional needs, leading to suboptimal fitness and health results.
- **Lack of Personalization:** Most available protein products are not tailored to individual fitness goals or dietary restrictions, leading to suboptimal results.
- **Quality Concerns:** Consumers are often concerned about the ingredients and nutritional quality of store-bought protein shakes.

Current Practices and Healthifier's Advantages:

- **Current Practices:**
 - **Self-Preparation:** Many consumers attempt to prepare protein shakes at home, which can be time-consuming and require knowledge about nutrition.
 - **Store-Bought Shakes:** People often rely on off-the-shelf products, which may not meet their specific dietary needs and are often laden with artificial ingredients.
 - **Inconsistent Intake:** Busy schedules lead to skipped meals or inconsistent intake, impacting fitness goals.
- **Healthifier's Solution:**
 - **Convenience:** Offers a subscription-based home delivery service that eliminates the hassle of preparation and ensures consistent nutrition.
 - ***Personalization*:** Provides shakes tailored to specific fitness goals and dietary preferences, such as muscle gain, weight loss, or vegan diets.



PRODUCT OVERVIEW

Product/Technology Overview

Uniqueness of the Product:

- Personalized Nutrition Plans: Healthifier offers a unique approach by customizing each protein shake to the individual's specific fitness objectives and dietary restrictions, ensuring optimal nutrition.
- Subscription Model with Flexibility: Users can choose from flexible monthly plans that fit their schedules and preferences, allowing them to adjust their delivery frequency and shake types as needed.
- High-Quality Ingredients: The product stands out with its commitment to using only high-quality, natural ingredients, free from artificial additives and preservatives.
- Seamless Integration with Lifestyle: The service is designed to seamlessly integrate with the user's gym schedule, delivering shakes when they are most needed to support fitness routines.
- Community and Support: Healthifier not only provides nutrition but also fosters a supportive community with resources and guidance to help users achieve their health goals.



MARKET SIZE

Market Size for India

Target Market:

- **Primary Market:** Urban fitness enthusiasts aged 18-45 who prioritize health and convenience. This includes gym-goers, busy professionals, and health-conscious individuals
- **Secondary Market:** Corporations offering wellness programs, and gyms seeking value-added services for members.

*Market Size Calculation:

1. Number of Potential Customers:

- **Gym Memberships in India:** According to various reports, there are approximately 6 million gym members in India, with a growing trend as health consciousness increases.
- **Target Market Percentage:** Assuming we aim to capture 1% of the gym-going population initially, this gives us a potential customer base of 60,000 individuals.

2. Revenue Per Customer:

- **Average Annual Spend:** Assuming an average annual spend of ₹6,000 per customer (based on a mix of subscription plans, priced approximately at ₹500 per month), the average spend aligns with pricing expectations for a premium, personalized product.

3. Market Potential:

- **Annual Revenue Potential:** With 60,000 potential customers spending ₹6,000 each per year, the potential market size in India can be calculated as follows:

- **Total Addressable Market (TAM) in India:** ₹360 million annually, based on capturing 1% of the existing gym membership market.

- **Growth Potential:** As the fitness industry in India is rapidly expanding, and with increasing health awareness, the market potential is likely to grow, allowing for further penetration beyond the initial target market.

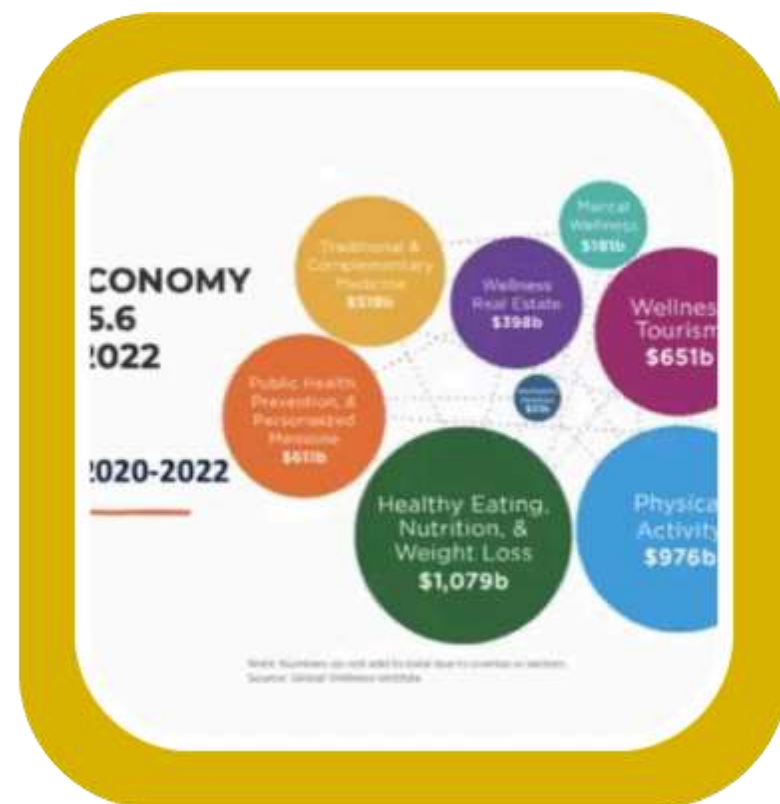


CURRENT TRACTION



Achievements So Far:

- **Product Development:** Successfully developed a range of high-quality, personalized protein shake formulations tailored to various fitness goals and dietary preferences.



COMPETITIVE LANDSCAPE

Current and Future Competitors:



Plan to Win:

- **Personalization:** Unlike competitors, Healthifier offers highly personalized shakes tailored to individual fitness goals and dietary needs, providing a more targeted and effective solution.
- **Quality Ingredients:** Commitment to using only high-quality, natural ingredients sets Healthifier apart from competitors using artificial additives.
- **Convenience:** Seamless integration with users' gym schedules for timely delivery of shakes provides unmatched convenience.



FINANCIAL CURRENT'S AND PROJECTION

Year 1, Year 2, and Year 3 Financial Projections

Revenue Projections:

- Year 1:
 - *Revenue:*₹214 million
 - Growth Drivers: Launching operations, initial customer acquisition, and establishing partnerships with gyms and corporate wellness programs.
- Year 2:
 - *Revenue:*₹400 million
 - Growth Drivers: Expansion into new cities, increased marketing efforts, improved subscription retention, and additional product offerings.
- Year 3:
 - Revenue:₹600 million
 - Growth Drivers: Entering Tier 2 cities international market exploration, diversified product lines, and leveraging technology for better customer engagement.

Cost Breakdown:

- CAPEX (Capital Expenditures):
 - Initial Setup:₹20 million (facility setup, technology platform development)
 - Equipment and Technology Upgrades:* ₹10 million in Year 2 and ₹5 million in Year 3 for scaling up operations.

Unit Economics:

- Revenue per Customer:
 - Average Annual Revenue: ₹6,000 per customer
- Cost per Customer: - Average Cost to Service (including production, logistics, and marketing): ₹4,500
- Gross Margin: ₹1,500 per customer



FUNDING NEEDS ,USE OF FUNDS

Funding Requirements:

- Amount Required: ₹100 million
- Use of Funds:
 - *Product Development: ₹20 million for R&D and expanding the product line.
 - *Marketing and Customer Acquisition: ₹30 million to boost brand awareness and acquire new customers.
 - *Technology and Infrastructure: ₹20 million for platform enhancements and operational scaling.
 - *Working Capital: ₹30 million to ensure smooth operations and meet inventory needs.

Planned Duration and Milestones:

- Duration: This investment will last for 18 months.
- Milestones:
 - Achieve a customer base of 100,000 users.
 - Generate revenues of ₹400 million.
 - Expand to 10 major Indian cities and lay groundwork for international entry.

Follow-On Capital:

- Series A Round: Plan to raise an additional ₹200 million in 18-24 months for further expansion and international market entry.

Proposed Valuation:

- Current Valuation: Seeking a valuation of ₹500 million for this funding round.



EQUITY STRUCTURE

Current Equity Structure, Fundraising History, and Investors

Current Equity Structure:

SRI HARISH CEO & Co-Founder 95%

Reserved for Investors 5%

Fundraising History:

- Initial Investment:

- Amount: ₹5 million

- Source: Founders' personal funds and contributions from friends and family.

- Year: Year 0

- Investment Plans:

- No previous external investors; this is the first major funding round.

- Looking for strategic partners who can bring expertise and market access

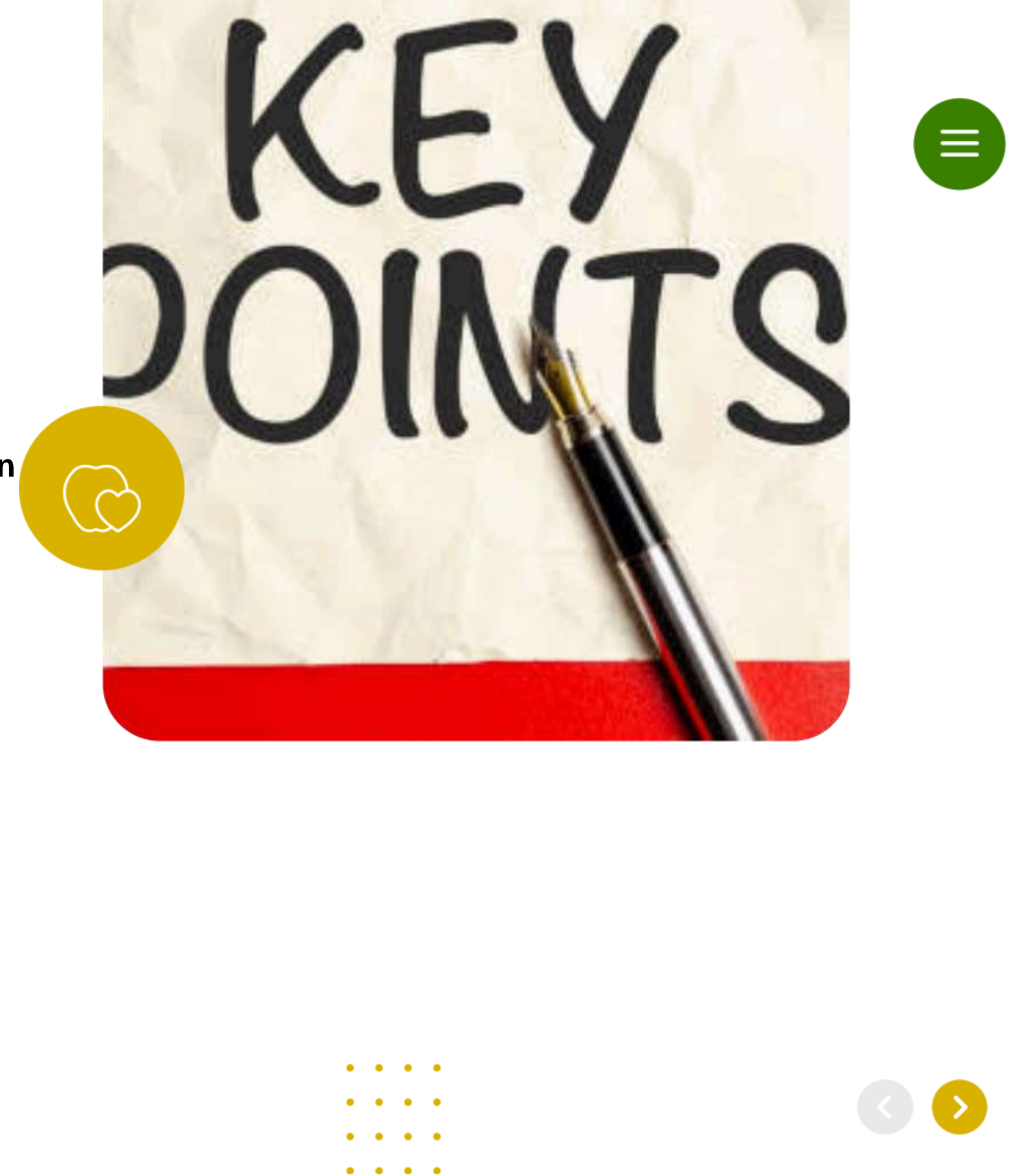


KEY POINTS

Key Selling Points for Investors

- 1. Strong Market Demand:** The rising health consciousness in India presents a significant opportunity for personalized nutrition solutions.
- 2. Unique Value Proposition:** Healthifier's personalized protein shakes offer convenience and customization, differentiating them from competitors.
- 3. Scalable Business Model:** Subscription-based revenue streams ensure recurring income and customer retention.
- 4. Experienced Team:** The founders have relevant industry experience and are committed to driving growth and innovation.
- 5. Strategic Growth Plan:** Clear roadmap for expanding into new markets and introducing additional products and services.

This structure provides a comprehensive overview of your financials, funding needs, and business plan, making it clear and attractive for potential investors. Adjust these figures and details as per your specific business scenario and data.



Thank
you

