

## 1.PALEO



### 3. The Issue or Pain Point That Your Product/Solution Addresses

We introduce PALEO, which aims to make following a healthy diet simple and efficient.

- Our platform, a mobile App, allows its users to take a comprehensive survey to input your dietary needs, preferences, and health goals
- Our AI-powered algorithm generates a customized meal plan, carefully reviewed and approved by registered dietitians and nutritionists.
- We partner with cloud kitchens to prepare the meal orders forwarded to their systems.
- We deliver the meals with a eco-friendly packaging that also includes a detailed nutrition label, including macronutrient breakdowns, calorie counts, and allergen information.
- We offer a diverse range of meal options that are both tasty and healthy.
- Users can access and customize meal plans and nutrition information anytime, anywhere through our mobile app or online dashboard.
- Users can choose from a variety of subscription options, including daily, weekly, or monthly plans.

- Our platform also provides educational content including blog posts, videos, and infographics to help users develop healthy habits and understand the science behind their meal plans. We aim to build a community that celebrates the joy of healthy eating.

#### 4. Product/Technology Overview

**Personalized Meal Plans:** Users complete a survey to receive tailored meal plans.

**AI Algorithm:** Custom meal plans generated by an AI, reviewed by dietitians.

**Cloud Kitchen Partnerships:** Meals prepared by partner cloud kitchens.

**Eco-friendly Delivery:** Meals delivered in sustainable packaging with detailed nutritional labels.

**Diverse Meal Options:** A variety of tasty and healthy meals.

**Accessibility:** Meal plans and nutrition info available via mobile app and online dashboard.

**Subscription Flexibility:** Daily, weekly, or monthly subscription options.

**Educational Content:** Blogs, videos, and infographics to promote healthy habits.

#### 5. Business Model

PALEO's business model is centered around a subscription-based meal service designed to cater to fitness enthusiasts and sportspeople. Here are the key components:

##### Revenue Streams

##### 1. Subscription Fees:

- Daily, Weekly, and Monthly Plans: Users pay for meal plans based on their preferences, with different pricing tiers to accommodate varying needs.

##### 2. Meal Sales:

- Revenue generated from each meal ordered through the platform.

##### 3. Educational Content:

- Premium content such as nutrition guides and webinars available for purchase.

#### 4. Corporate Wellness Programs:

- Tailored meal plans offered to companies, providing bulk subscriptions at discounted rates.

### Cost Structure

#### 1. Cost of Goods Sold (COGS):

- Expenses related to meal preparation, including ingredients and packaging.

#### 2. Operational Expenses (OPEX):

- Marketing, technology development, and customer support costs.

#### 3. Fixed Costs:

- Salaries and office expenses incurred as the business scales to support growth.

### Unit Economics

- Revenue Per Customer: Average revenue generated per subscriber based on their chosen meal plan.
- Cost Per Customer: Average cost incurred to serve each customer, including meal preparation and delivery.
- Profit Margin: The difference between revenue and costs per customer.

### Scalability

- The subscription model allows for growth without proportional increases in operational costs, enhancing profitability as the user base expands.

## 6. Size of the Market Opportunity for PALEO

- Target Market:

- Focuses on health-conscious individuals, particularly fitness enthusiasts and sportspeople in cities like Coimbatore and Chennai.

- Market Size:

- Approximately 30 million fitness enthusiasts and health-conscious individuals in India.

- If 10% of this population subscribes to a personalized meal plan at an average price of ₹2,000 per year, the potential market size is calculated as follows:

-  $30,000,000 \text{ individuals} \times 0.10 \times ₹2,000 = ₹6,000,000,000$  (or ₹6 billion).

- Growth Potential:

- Increasing awareness of health and fitness could raise the subscriber percentage beyond 10% in the future.

- Revenue Potential:

- Capturing just 1% of the Indian market would yield ₹1.2 billion in annual revenue.

## 7. Current Traction

Product Development: Prototype in development stage.

Customer Engagement: Online survey participants providing insights.

Partnerships: Few agreements with cloud kitchens established.

OR

## Current Traction

PALEO has made significant progress in developing its product and establishing key partnerships, despite being in the early stages. Here's an overview of the current traction:

### Product Development

- Prototype in development stage: PALEO's team is actively working on creating a functional prototype of the mobile app, incorporating user feedback and expert insights.
- AI algorithm development: The AI-powered algorithm that generates personalized meal plans is under development, with initial testing showing promising results.

### Customer Engagement

- Online surveys conducted: PALEO has successfully completed multiple surveys in Coimbatore and Chennai, gathering valuable insights from fitness enthusiasts and health-conscious individuals.
- Positive user feedback: Survey participants have expressed enthusiasm for the concept of a personalized meal delivery service and have provided valuable suggestions for improvement.

### Partnerships

- Cloud kitchen agreements: PALEO has established initial agreements with select cloud kitchens in Coimbatore and Chennai, ensuring the availability of healthy meal options for its target market.
- Discussions with fitness influencers: The team is in active discussions with prominent fitness influencers and sportspersons to explore potential collaborations and partnerships.

### Milestones Achieved

- Successful completion of market research: PALEO has conducted thorough market research, identifying the pain points and needs of its target audience, which has informed the development of its product and business strategy.
- Establishment of a strong founding team: PALEO has assembled a dedicated and experienced founding team with expertise in technology, nutrition, and business development.

## 8. Competitive Landscape for PALEO

PALEO operates in a competitive environment with various meal subscription services and health food brands. Here's a detailed look at the competitive landscape:

### - Key Competitors:

#### - Local Meal Delivery Services:

- These services typically offer generic meal plans without personalization, focusing on convenience rather than tailored nutrition. They may lack the nutritional guidance that fitness enthusiasts seek.

#### - Health Food Brands:

- While these brands provide healthy food options, they often do not offer comprehensive tracking and customization features. Their products may not align with individual dietary needs, making it challenging for consumers to adhere to specific health goals.

### - Competitive Advantage of PALEO:

#### - Personalization:

- PALEO distinguishes itself by utilizing an AI-powered algorithm that tailors meal plans to individual dietary needs and preferences. This level of customization ensures that users receive meals that align with their health goals, unlike the one-size-fits-all approach of competitors.

- Expert Input:

- Meals are curated by registered dietitians, ensuring nutritional adequacy and health benefits. This professional oversight adds credibility and trust, appealing to health-conscious consumers who prioritize quality and safety in their meal choices.

- Community Focus:

- PALEO aims to build a vibrant community around healthy eating. By providing educational content, such as blog posts, videos, and infographics, PALEO empowers users to make informed dietary choices and fosters a sense of belonging among subscribers.

- Strategic Positioning:

- PALEO's focus on personalization, expert input, and community engagement positions it favorably against competitors. By addressing the specific needs of fitness enthusiasts and health-conscious individuals, PALEO can effectively capture market share in a growing industry.

## 9. Financials Current and Projections

### Current Investment

- Initial Investment: ₹30,000

### Financial Projections (Next 3 Years)

| Year | Revenue (Projected) | Major Expenses (OPEX) | CAPEX |

	Year	Revenue (Projected)	Major Expenses (OPEX)	CAPEX
	1	₹5,00,000	₹3,00,000	₹1,00,000
	2	₹15,00,000	₹7,00,000	₹2,00,000
	3	₹30,00,000	₹12,00,000	₹3,00,000

## Breakdown of Costs

### - CAPEX (Capital Expenditure):

- Initial app development and technology setup.
- Kitchen partnerships and equipment.

### - OPEX (Operational Expenditure):

- Salaries: ₹1,50,000 (Year 1), ₹3,00,000 (Year 2), ₹5,00,000 (Year 3)
- Marketing: ₹1,00,000 (Year 1), ₹2,00,000 (Year 2), ₹4,00,000 (Year 3)
- Logistics and Delivery: ₹80,000 (Year 1), ₹1,50,000 (Year 2), ₹2,50,000 (Year 3)
- Miscellaneous Expenses: ₹70,000 (Year 1), ₹1,00,000 (Year 2), ₹1,50,000 (Year 3)

## Unit Economics

- Revenue per Customer: Estimated at ₹2,000 annually.
- Cost to Service per Customer: Estimated at ₹1,000 annually, including meal preparation and delivery costs.
- Gross Margin per Customer: ₹1,000

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## Funding Needs

- Funding Required: The amount of funding required is "₹500,000".



## Use of Funds

- App Development: 40% of the funds will be allocated towards further developing the mobile app and improving the AI-powered algorithm.
- Marketing: 30% will be used for marketing efforts to acquire new customers and build brand awareness.
- Operations: The remaining 30% will cover operational costs such as salaries, kitchen partnerships, and logistics.

## Proposed Valuation

- Proposed Valuation: The valuation at which we are seeking is Rs 2 million.

## Milestones

- Customer Acquisition: With the ₹500,000 investment, PALEO aims to acquire 5,000 customers in the first year.
- Revenue Targets: The investment will help PALEO reach ₹5 million in revenue by the end of the first year.

## 11. Current Equity Structure, Fundraising History and Investors

Current Equity Structure: The founding team consists of three members, each holding the following equity:

Member Name	Equity Holding
Yogeeshwaran	20%

Subhash	20%
Karthigaibhavani	20%
Jennifer	20%
Seshan Bharati	20%

Investment History: The founders have invested ₹----- of their own funds to cover initial development costs.

Previous Investments: No external investments have been made yet, as the focus has been on product development and market research.

## 12. Exit Options

Investors could exit through acquisition by larger food or health companies or potentially an IPO if the business scales successfully. Examples include successful exits in the meal kit delivery sector. We also see potential for future funding rounds to support growth and expansion.

At this stage, our focus is on building a strong product and gaining traction in the market.