HealthyDiversion Executive Summary

HealthyDiversion uses an artificial intelligence (AI) system to provide users with a) an overall health assessment; b) a personalized nutrition plan; and c) a strategic push notification system to reduce food waste while saving money.

Problem
The lack of individual awareness of food products disposed of, and the overall cost of the wasted goods. Research states that each person roughly throws away $1,532 of food waste per year. In addition, the obesity epidemic has driven the American population to a costly lifestyle with rising incidences of chronic disease, showing the need for an accessible and quality low cost prevention.

Solution
HealthyDiversion’s services create users a personalized action plan to effectively assist with weight management and reduce food waste, through strategic push notifications, thus saving money and the environment.

Target Market
Individuals with busy lifestyles living along, college students, recent graduates, ages 22-44. Research and case studies support the aforementioned. The mHealth niche expected to grow at a CAGR of 60.1 percent year-over-year through 2020, reaching a market size of $49.8 billion, up from $6.7 billion in 2014 to $14.5 billion in 2015. Moreover, the market for mHealth services is expected to record a revenue surge by 271.5% over the period 2014-2020

Competitive Advantage
No competitor has a strategic push notification feature, a wide range of educational podcasts on health impediments, a local accountability network, or a combined fitness & nutrition action plan.

Marketing Strategy
Much effort allocate through social media, pay-per-click, email marketing, & in-app marketing. We will attempt to appeal emotionally using scientific evidence and financial savings.

Mobile Strategy
The service will be an app for Apple and Android.

Revenue Model
Monthly Subscription – $0.99/month; Business Subscription- $19.99/month.

Funding
Private funding from kickstarter, crowd, angel, & venture.

Exit Plan
The company will be built as a take-over target. Acquisition within 5-7 years after development.