

NutriTrack AI – Business Plan

1. Executive Summary

NutriTrack AI is a mobile application designed to help individuals track their eating habits, monitor calorie intake, and receive personalised food recommendations based on their dietary preferences and goals. The app combines calorie tracking, AI-driven meal suggestions, and habit analytics in one user-friendly platform.

2. The Problem

- Many people struggle to track calorie intake accurately.
- Existing nutrition apps are often too complex or overwhelming.
- Users lack personalised meal suggestions.
- People fail diets due to poor habit tracking and sustainability.

3. The Solution

- Calorie and macronutrient tracking (barcode scan and manual entry).
- Personalised food suggestions based on dietary preferences (vegan, halal, keto, etc.).
- AI-powered weekly meal planning and shopping list generation.
- Habit analytics and progress tracking dashboard.

4. Target Market

Primary target market includes university students, gym members, and young professionals aged 18–35. Secondary markets include individuals with dietary restrictions and those managing weight loss.

5. Revenue Model

- Freemium model with basic tracking features available for free.

- Premium subscription (£6.99–£9.99/month) for full AI meal planning and advanced analytics.
- Additional revenue through partnerships, affiliate marketing, and in-app advertising.

6. Marketing Strategy

- University launch campaign with student ambassadors.
- Social media marketing via Instagram and TikTok.
- Partnerships with gyms and fitness influencers.
- Referral programme offering free premium months.

7. Financial Overview

Estimated start-up costs range between £35,000–£50,000 including development, marketing, and legal expenses. With 5,000 active users and a 20% premium conversion rate, projected annual revenue could reach approximately £96,000 in Year 1.

8. Conclusion

NutriTrack AI aims to simplify healthy eating through intelligent personalisation and habit tracking. The scalable subscription model and growing demand for health technology make it a strong business opportunity.