



Coming Soon



# Precise Portions

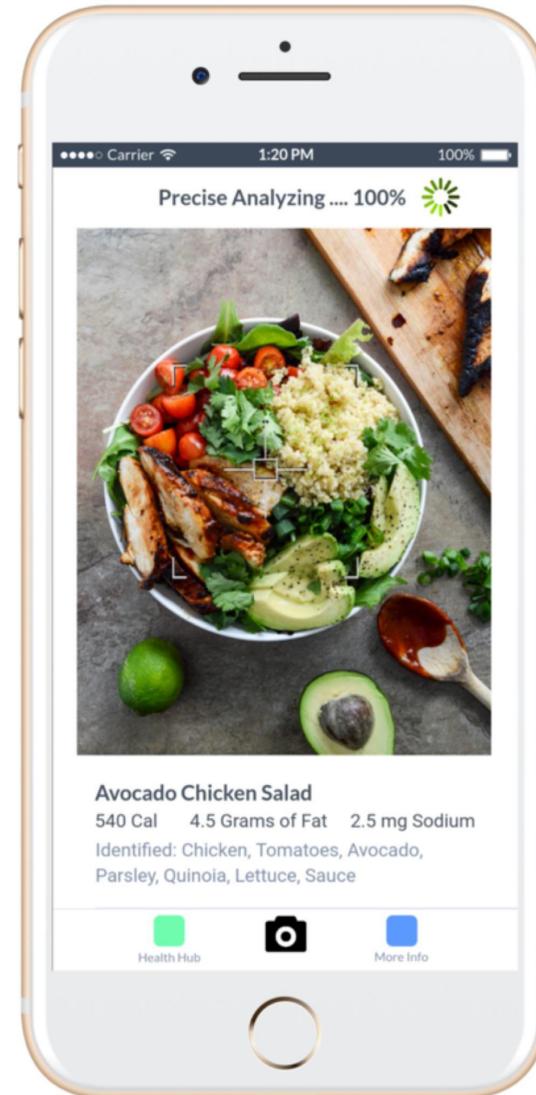
Nutrition Learning Systems

*Making it easy to eat well*



## VISION STATEMENT

Precise Portions is THE intelligent nutrition platform featuring advanced food recognition technology that will revolutionize the way people track and analyze their daily food intake.



# THE PROBLEM

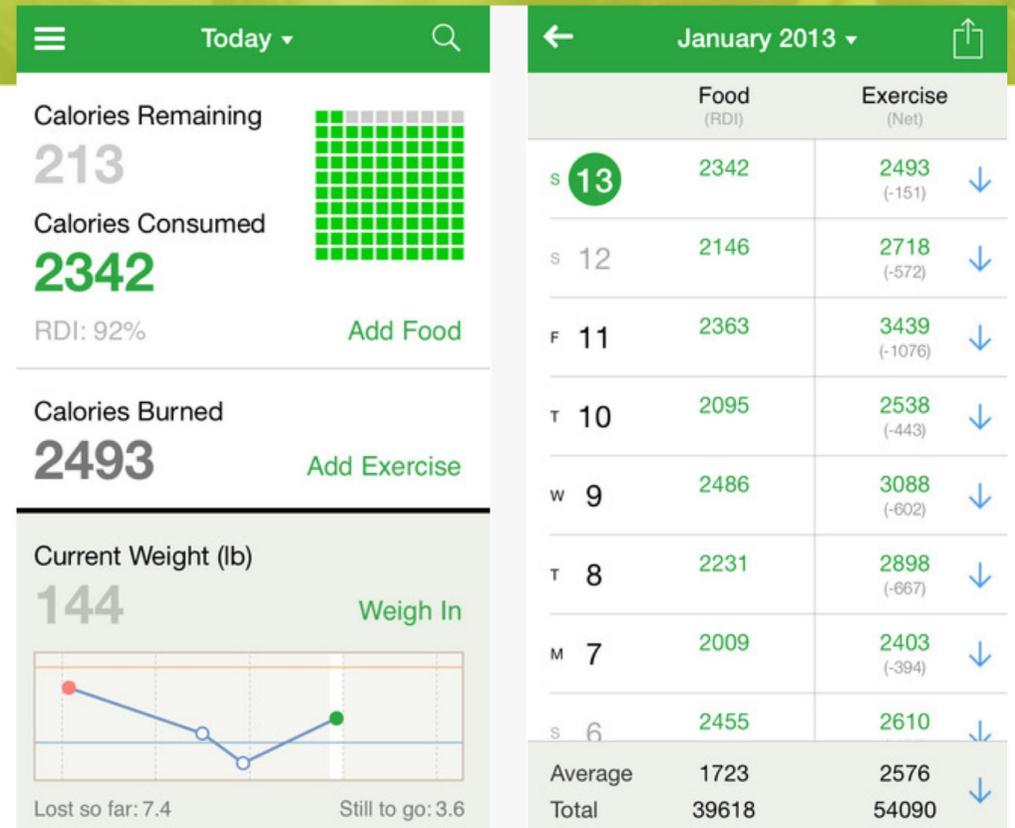
Many Calorie Counting Apps Are Imprecise, Ineffective & Fail

Calorie counting, fad dieting & weighing food portions are solutions that many have embraced to manage weight/obesity.

**They Have Failed!**

Over 100 MM Americans Use Calorie Counting Apps:

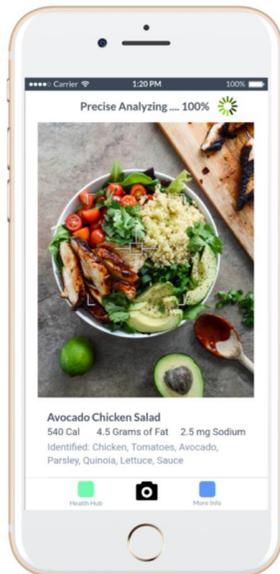
- The majority of these apps deliver imprecise caloric information
- Users are left hungry & nutritionally malnourished
- Yielding high abandonment rates
- 2/3 of the time, people mismeasure portions leading to over-consumption or under-nourishment.



# OUR 3-TIER SOLUTION

An Intelligent Food Cam & Nutrition Health Hub & Healthware Platform that Sustainably Improves Healthy Eating Habits

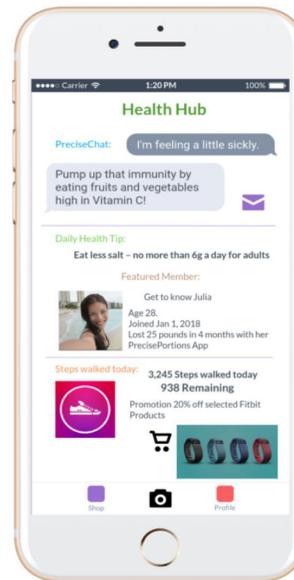
## Food Cam



### Nutrition eCoaching

Quick Pic for Complete Analysis, Personalized Tips & Guidance

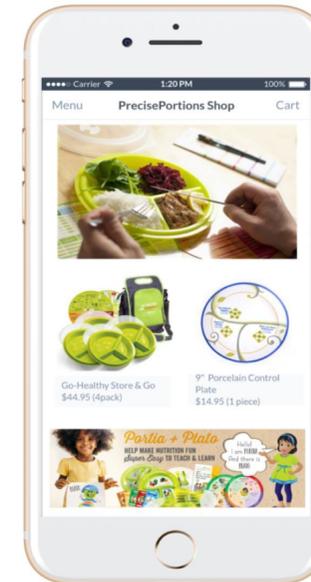
## Health Hub



### Community Network

Health Influencers, Educators, Friends Like Me

## Mobile Store



### Portion Control

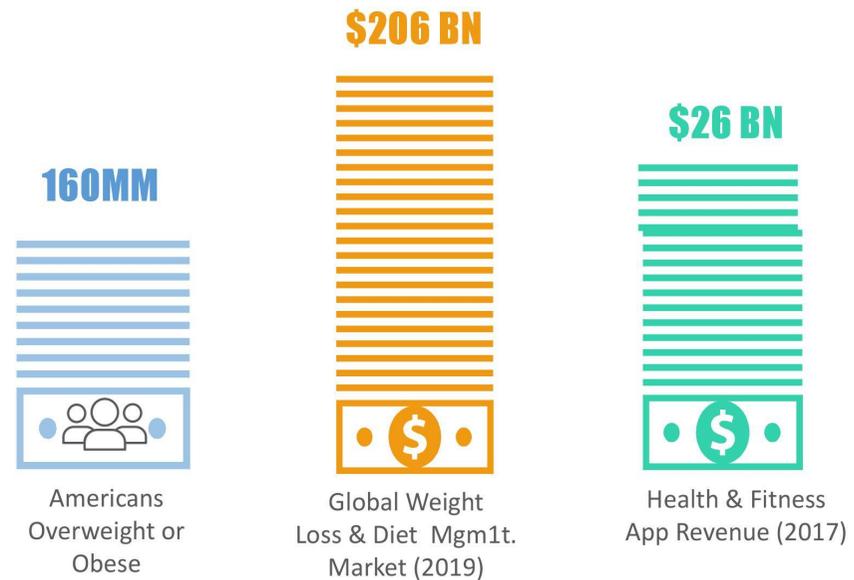
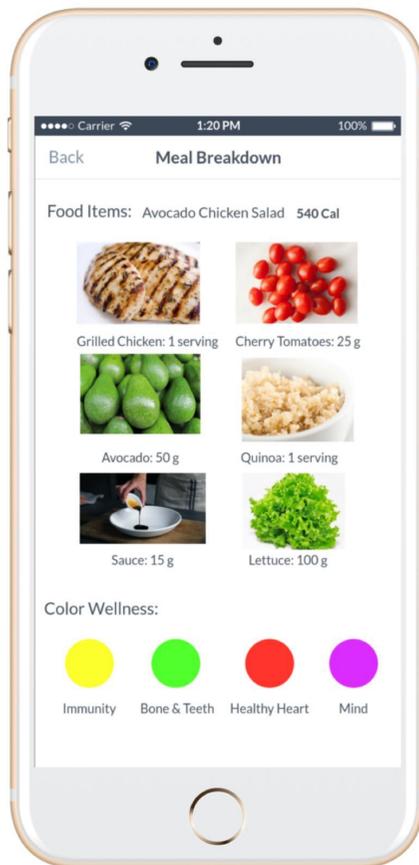
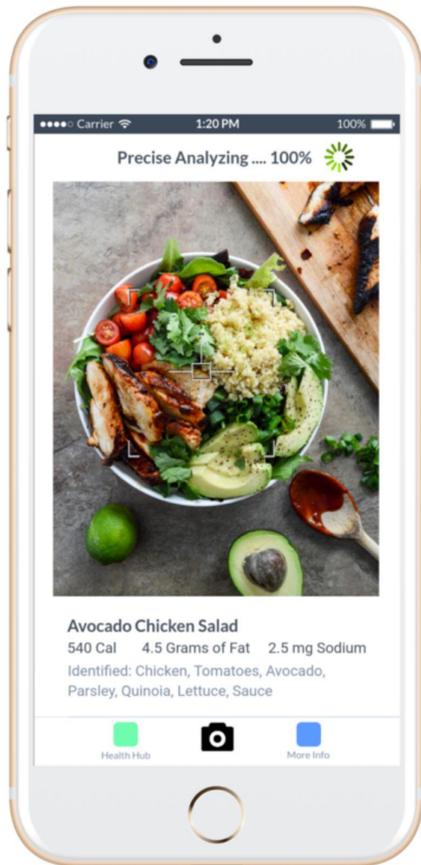
Habit Forming Healthware™

# TARGET MARKET & OPPORTUNITY

Wellness is the next trillion dollar industry globally

Source: SRI International

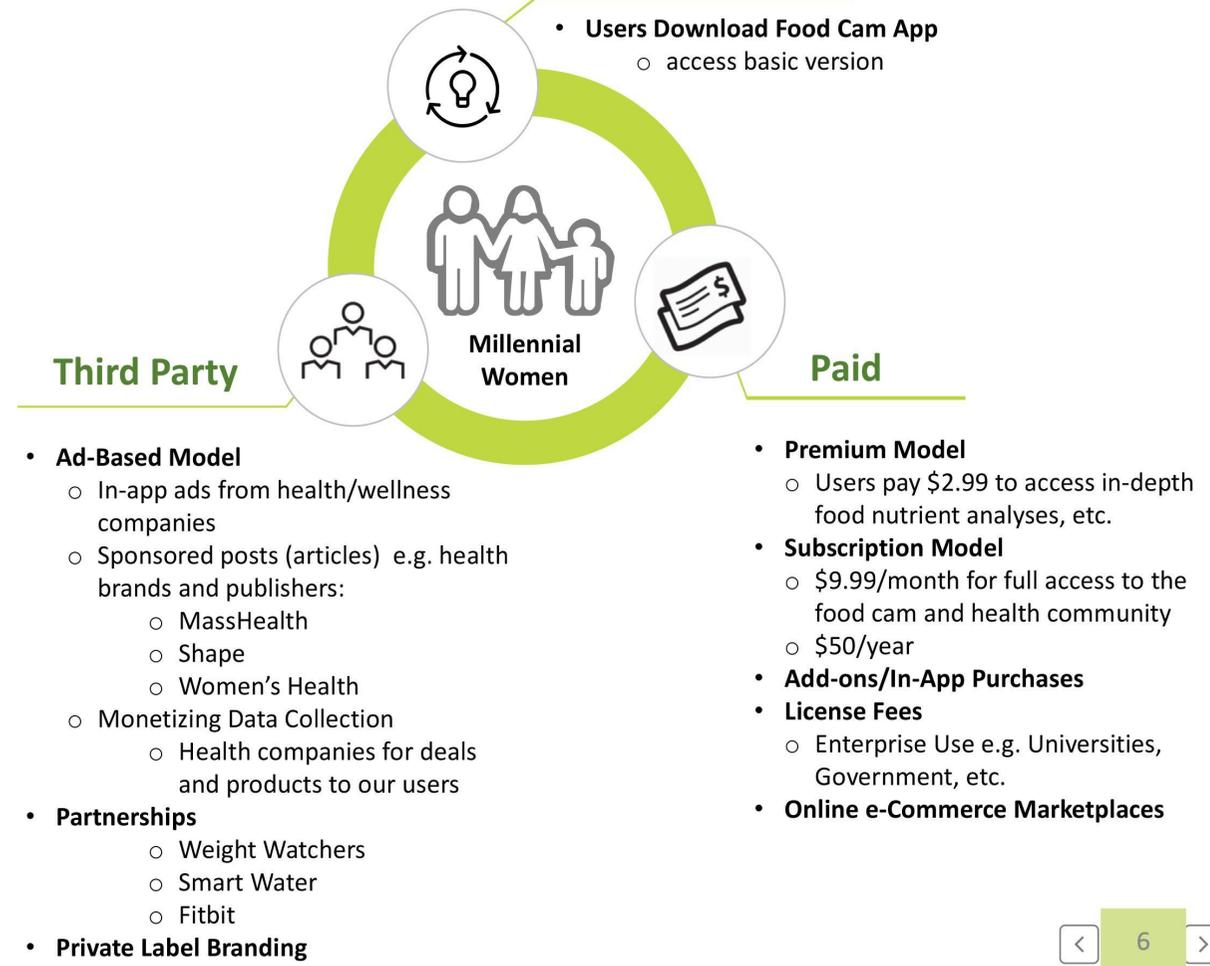
- ✓ Millennials are sometimes called “ Generation Wellness”
- ✓ 72% of millennials think gym memberships are too expensive
- ✓ Millennials use fitness & health apps 2X vs other age groups
- ✓ Bottom-line: 51% Growth of Health & Fitness App Usage in 2017



Source: <http://www.marketsandmarkets.com/PressReleases/weight-loss-obesitymanagement.asp>

# REVENUE MODEL

## Freemium Model

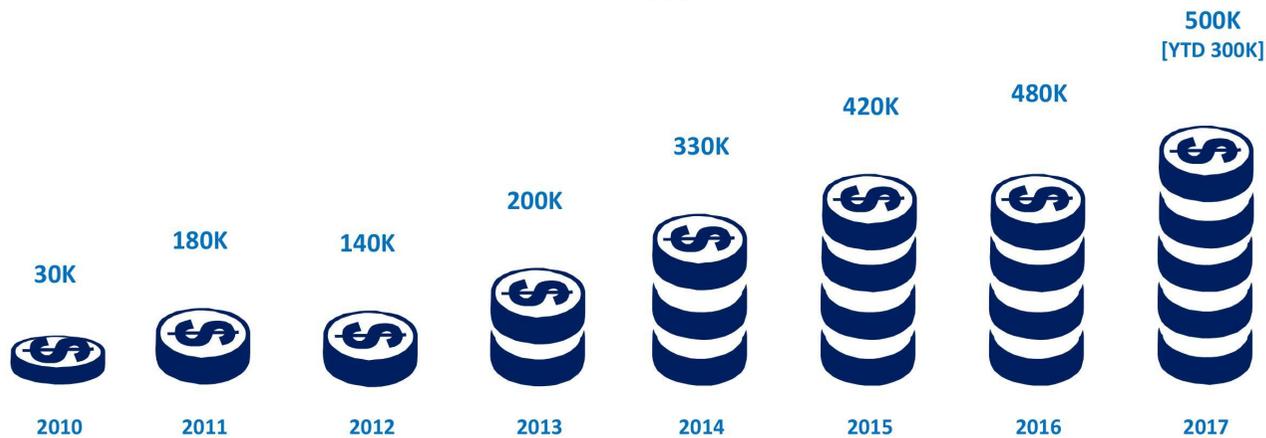


# TRACTION

Over \$2MM in Total Sales to Date

## NUTRITION EDUCATION & PORTION CONTROL HEALTHWARE

### REVENUES (\$)



### 10K PLUS CUSTOMERS

 <p>Rising Sales with lowering Unit Costs</p>	 <p>45% Sales by Recurring / High Potential Cust.</p>
 <p>30x Sales per \$ spent on Marketing</p>	 <p>50k+ Units Sold to date</p>

# MARKETING & SALES STRATEGY

## 1. Maximize Social Media Networks

- Pinterest, Facebook, Instagram,
- Reddit, Imgur target high numbers of male users
- Private FB groups & scheduled webinars

## 2. Guerilla Marketing

- Content creation
- Targeted marketing
- Weekly YouTube food show
- YouTube Video Series

## 3. Health & Fitness Influencers

- Offer top 50 micro Fitness Bloggers free full access accounts

## 4. Forward Thinking Universities

- College campuses
- College Facebook groups & YouTubers
- College administrators to encourage students' health

## 5. Targeted Traditional Media

- PR



# OUR COMPETITIVE ADVANTAGES

	Digital Services	Products & Devices	Community Focus	Wellness is the Next Trillion Dollar Industry
	✓	✓	✓	Seed round underway; Series A in 2018
	✓	✗	✓	Acquired by Under Armour Inc. for \$475MM
	✓	✗	✓	Raised \$5.8MM for their tech platform
	✓	✓	✗	Indiegogo crowd funding of \$145K

# EXPERIENCED & QUALIFIED LEADERSHIP TEAM

## Co-Founders

## Board of Advisors



**Ann-Marie Stephens**

**CEO & Co-Founder**

- Leadership Roles at P&G & Frito-Lay
- Wharton MBA Graduate
- P&G Trained Chemical Engineer



**Ed Stephens**

**COO & Co-Founder**

- Leadership Roles at P&G & Avon
- US Marine & Patent Holder
- P&G Trained Chemical Engineer



**Marjan Tabari**

- Business strategy consultant for Social Impact Startups
- Consultant at the Center for Women & Enterprise
- Advisor/Educator for +Acumen Boston Chapter
- Law degrees from Harvard Law School & McGill University



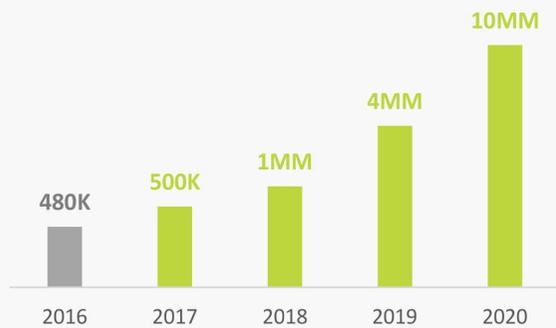
**Dr David Chung**

- Primary Care Pediatrician
- Interests in nutritional education
- Medical degree from Harvard Medical School
- Residency training at Boston Children's Hospital.

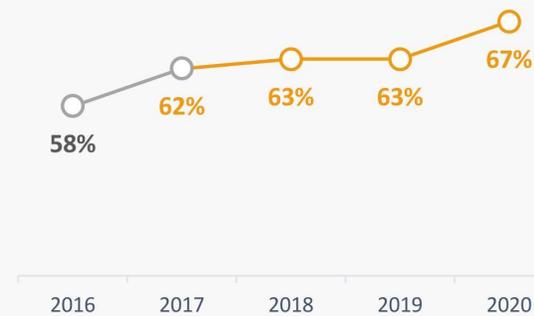


# FORECASTING PROFITABLE FINANCIAL GROWTH

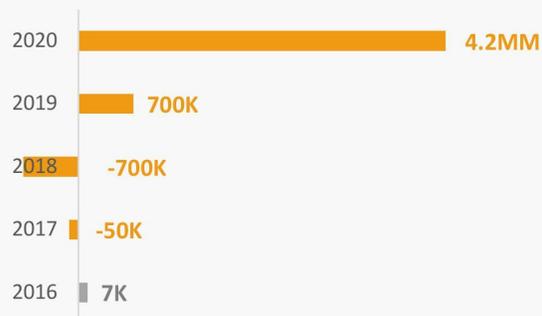
REVENUES (\$)



GROSS MARGINS



EBIDTA (\$)



APP USER GOALS (# x mo.)



- ✓ Revenues Expected to exceed \$10MM by 2020
- ✓ Gross Margins to further improve due to:
  - Recurring Revenues (Subscription)
  - Economies of Scale
  - Improved Production costs
- ✓ Operations to be EBIDTA +ve by Q2 2019
- ✓ EBIDTA to reach \$4MM+ by 2020

Note: These projections cannot be guaranteed.

# FUND PRECISE PORTIONS® TO YIELD MANY HEALTHY RETURN\$\$

## What we need

\$750K



Series A Round Q4 2018: \$2.5 MM

## How we will use it

