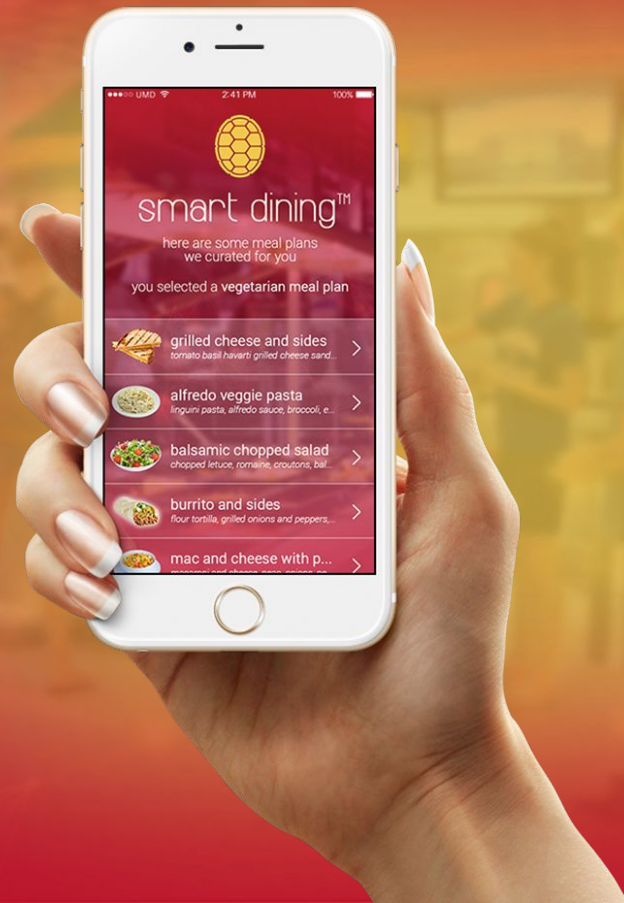




Making good nutrition
quick, easy, and attainable

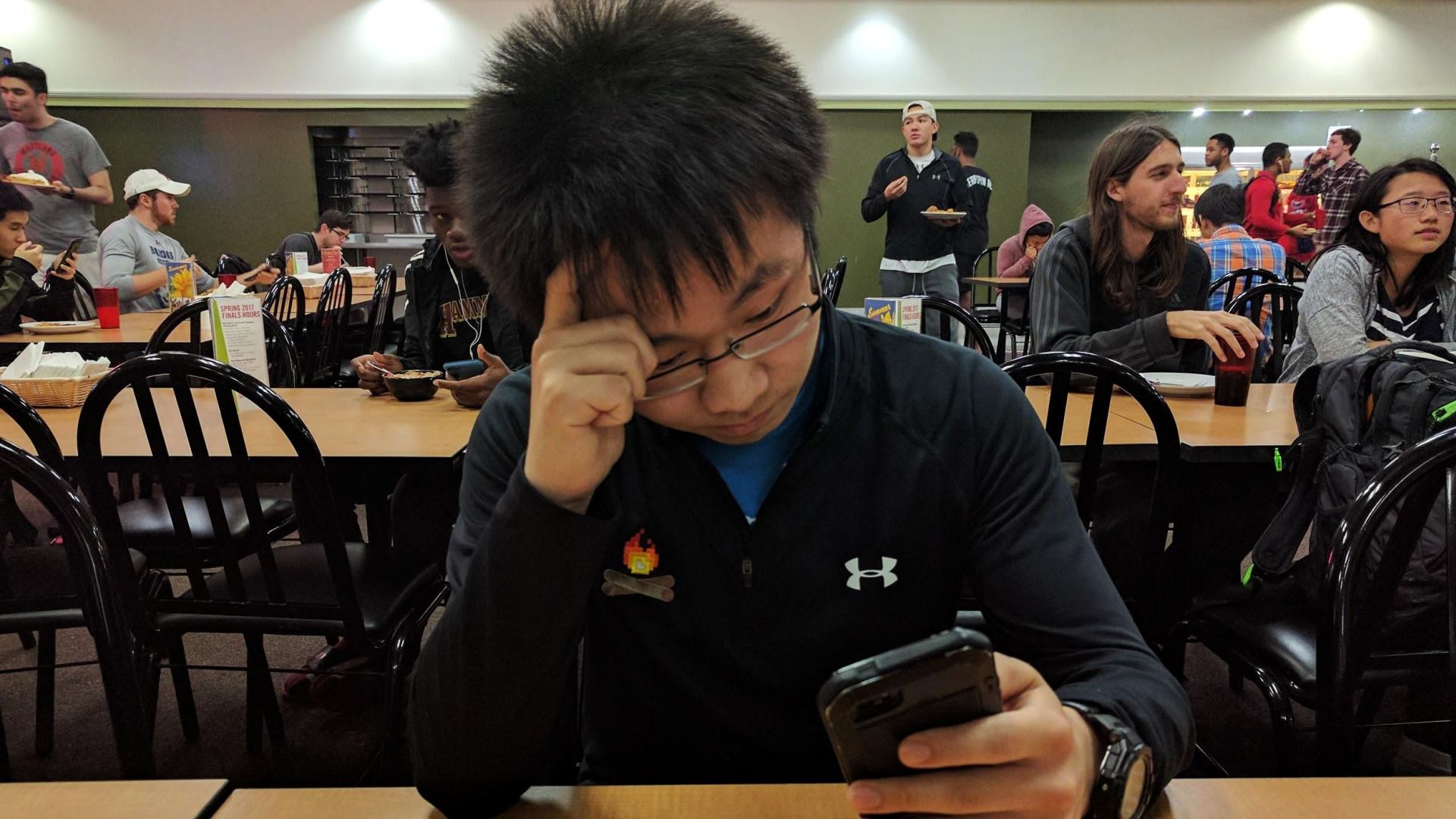












THE DINER



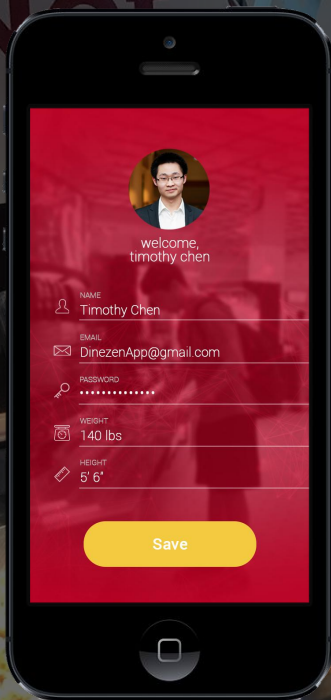
NOTICE
No dogs allowed
in this building
except for service
animals
No smoking
in this building

Dinezen changes
everything.



Dinezen

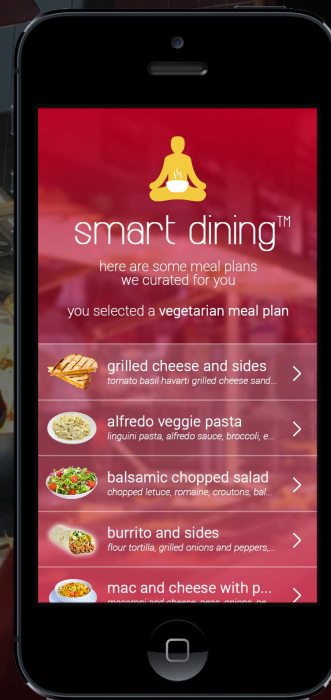
Input health info



Enter meal preferences



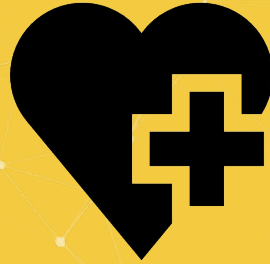
View meal options



Social Value Proposition



Reduce
obesity



Raise awareness for
healthful living

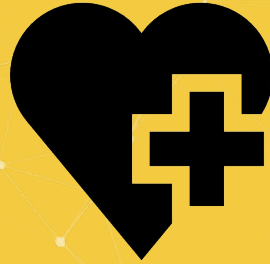


Reduce food
waste

Social Value Proposition



Reduce
obesity



Raise awareness for
healthful living



Reduce food
waste

\$71,000,000 per year

Business Model



Contact universities
sales and marketing



Rebrand & Deploy
customized mobile app



Charge License Fee
\$2.50 per student



Renew License
once per semester

Market

21M

Total Available
Market

10.5M

Serviceable
Available Market

9K→780K

Our Market Y1-Y5

of students

Y5

780,000 students

BIG schools
and other
large schools offering
dining plans

Y1

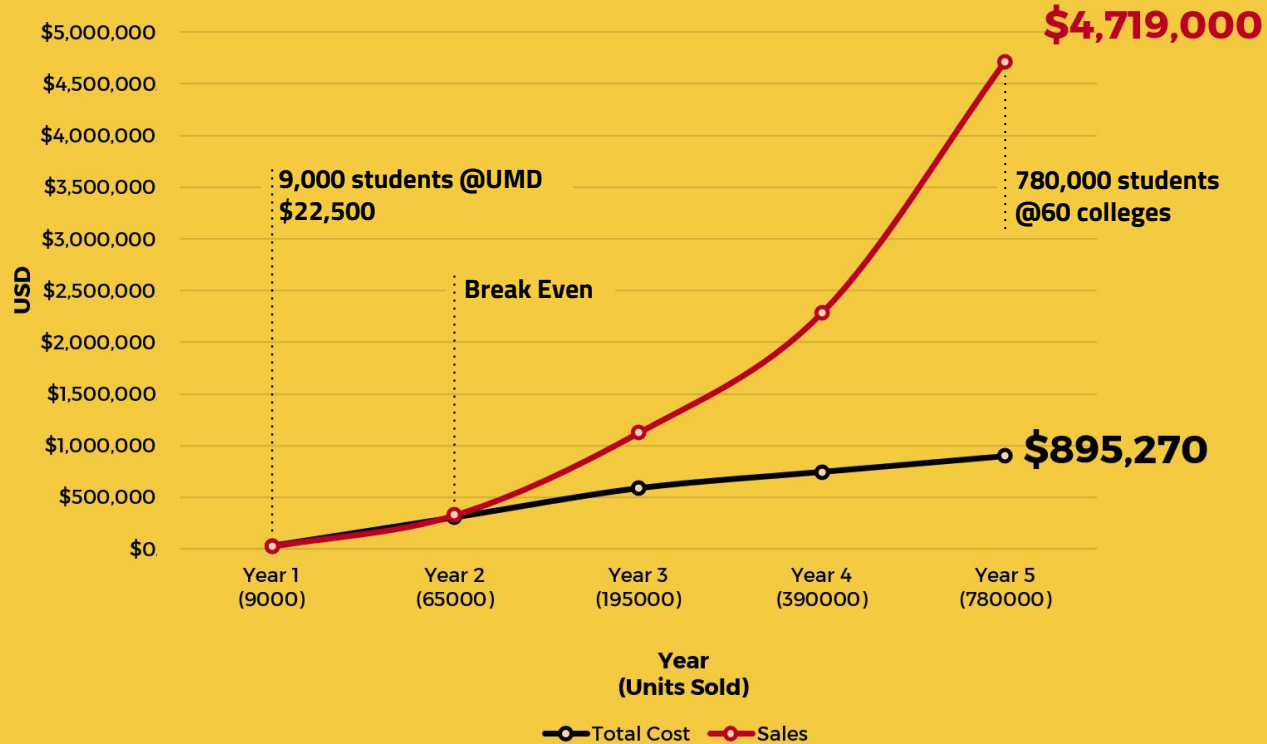
9,000 students

university of maryland
students on dining plan

Competition

	nutrition.umd.edu	Weight Watchers®	myfitnesspal	dinezen
Appearance			○	○
Intuitive Use		○	○	○
Affordable	○	○	○	○
Ad-free	○			○
Menu Curation				○
Nutritional Targets				○

Financial Projections



Team & Advisors



Ryan Schueler
Co-Founder at Javazen



Bart Hipple
Asst. Director of Dining @UMD

Timothy Chen | Software Dev *@Appian*, Marketing *@Fidelity Direct Mortgage*
Prateek Sayyaparaju | Business Dev *@UPenn*, Finance *@Source One*
Jennifer Thai | Applications Support *@The White House*
Jeffrey Zhao | Financial Planning & Analysis *@American Institute of Physics*

Traction



13,359

Facebook Impressions

Posts/Interactive Video



219

Pre-Registration Signups

630 Website Views



3

Universities Ready to Go

UMD, UMich, Penn State

The Ask

\$5,000 in Funding

Expenses



Travel and Pitch

\$500



App Deployment

\$3,000



Marketing

\$1,500

Next Steps

Pitch and demo to UMD, UMich, Penn State

Complete development of mobile application

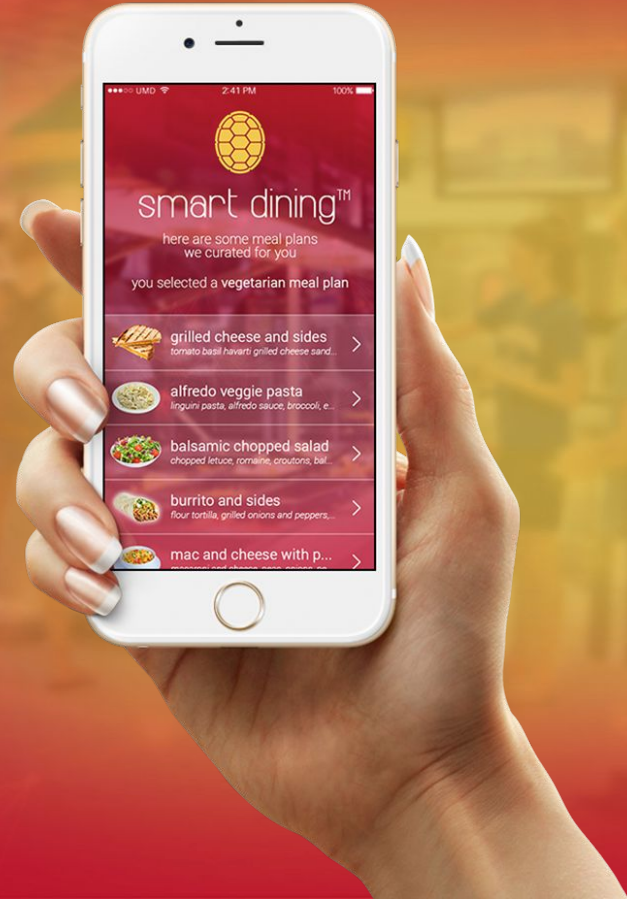
Deploy **UMD branded** Dinezen to app stores

Launch **Fall 2017 trial run** at UMD

Sales and marketing for Big 10 **Expansion**



Making good nutrition
quick, easy, and attainable



An abstract graphic featuring a complex network of thin, light blue lines connecting numerous small, light blue dots. The dots and lines are scattered across the entire white background, creating a web-like or molecular structure. The density of the connections is higher in the center and lower towards the edges.

Appendices

Appendix A1: Social Impact Calculations

calculations for University of Maryland



Reduce
obesity

\$178.5B in obesity healthcare costs
(average of \$553/person conservatively (323M US pop))

Assume 5% change in lifestyle (at UMD)
(based off of 15% adoption rate + 75% student exposure)

\$248,850 saved (at UMD)

\$21,567,000 saved by Y5

Appendix A2: Social Impact Calculations

calculations for University of Maryland



Raise awareness for
healthful living

75% students heavily exposed
to healthy eating habits through
marketing efforts

6,750 students have increased
nutritional awareness and literacy

Appendix A3: Social Impact Calculations

calculations for University of Maryland



Reduce food
waste

1.5B pounds of food wasted annually
on college campuses for 10.5M students

Assume 15% reduction (at UMD)
(based off of 15% adoption rate + 75% student exposure)

191,700 pounds reduced (at UMD)

\$3/pound of food → **\$575,100 saved** (at UMD)

\$50,142,857 saved by Y5

Appendix B: Breakdown of Funding Ask

Travel/Pitches

\$500

App Deployment

\$3,000

Finish app

\$1,500

App deployment

\$125

AWS backend hosting

\$1,375

Marketing

\$1,500

Materials for trial run

\$1,500

Appendix C: Road Map



MEET & PITCH
at UMich, Penn State

Q2

2017

Q3



TRIAL LAUNCH
at UMD

Q1

2018



PUBLIC RELEASE
at 5 Universities

Q1

2019



COVERED
all Big 10 Universities

Q2

2020



MAINTAIN USER BASE
after 1st Cohort Graduates,
follow students into real world
and start gaining MFP & WW
market share

Appendix D: Scaling

1. **Aurora nutrition system**

easy customization per university

2. **Nutritionist network effect across universities**

national nutritionist/dining conferences

3. **University network effect**

more universities onboard = validation the app

Appendix D: Scaling

1. **Aurora nutrition system**

easy customization per university

2. **Nutritionist network effect across universities**

national nutritionist/dining conferences

3. **University network effect**

more universities onboard = validation the app

Appendix E: Expansion

Continued calorie tracking

**Additional food
sources (e.g. Route
1 restaurants)**

**Partner with meal kit
prep services to gain
commission**