



Coming Soon



# PrecisePortions

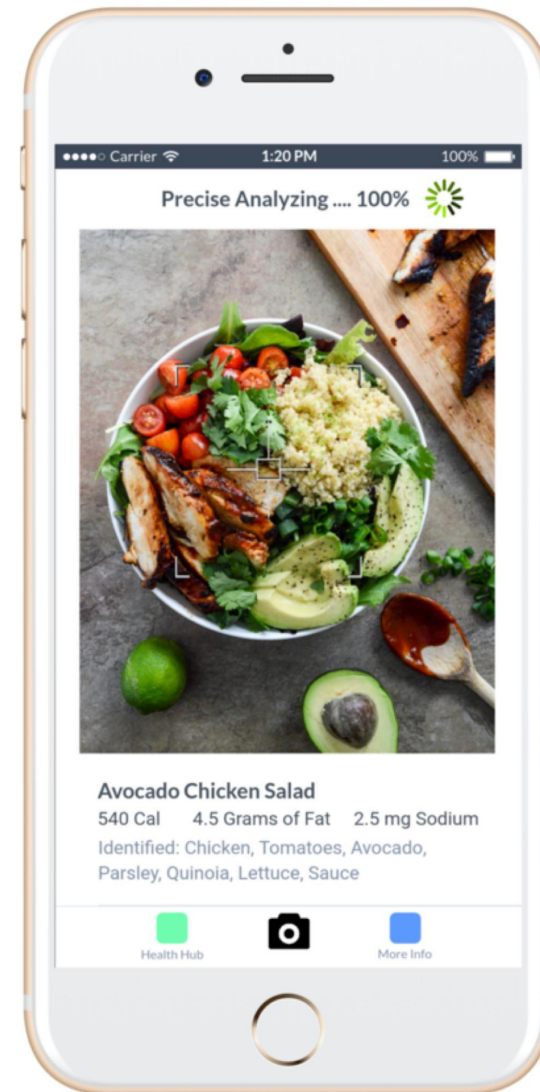
Nutrition Learning Systems

*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

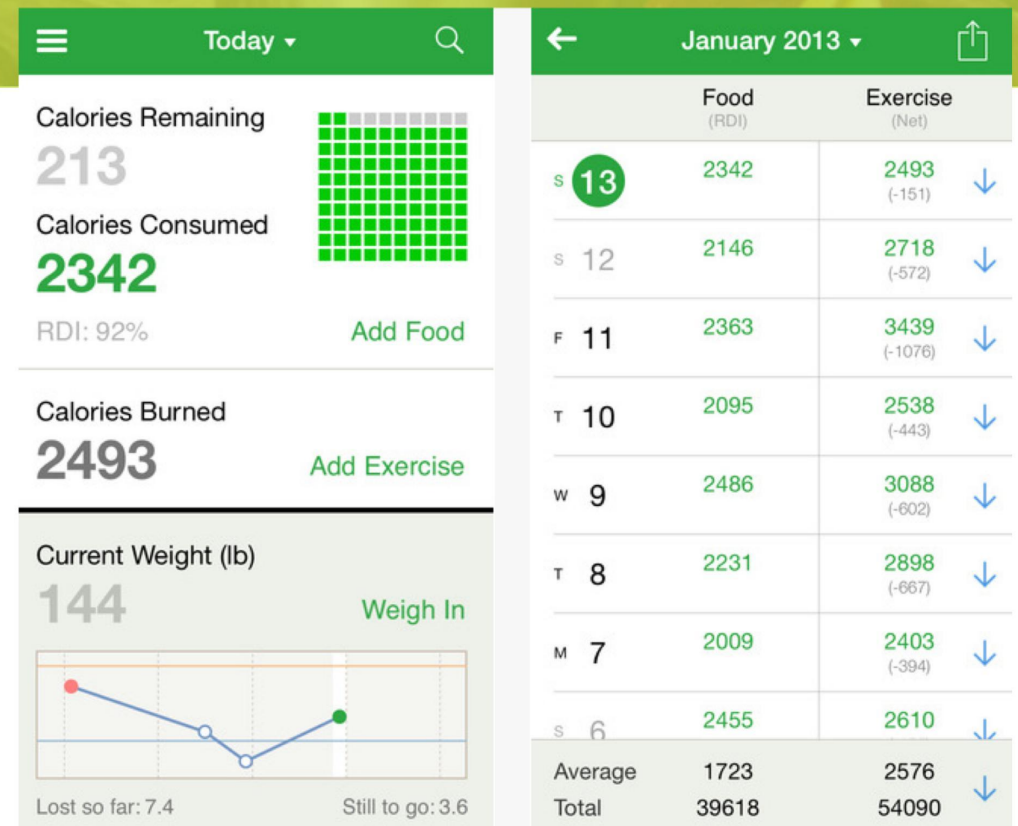
Many Calorie Counting Apps Are Imprecise, Ineffective & Fail

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.



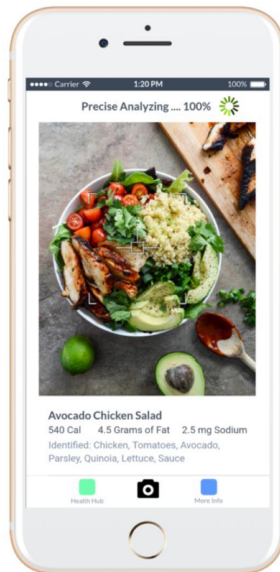


# OUR 3-TIER SOLUTION

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

PrecisePortions  
Making it easy to eat well

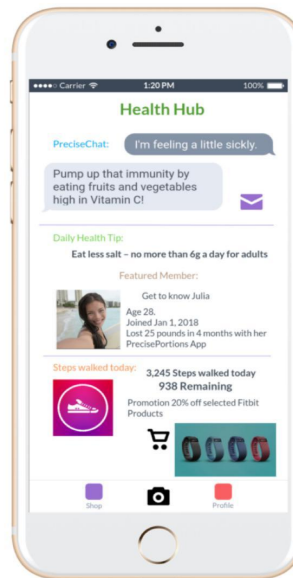
## Food Cam



## Nutrition eCoaching

Quick Pic for Complete Analysis,  
Personalized Tips & Guidance

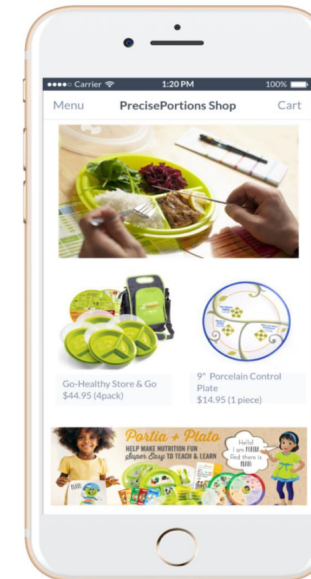
## Health Hub



## Community Network

Health Influencers, Educators,  
Friends Like Me

## Mobile Store



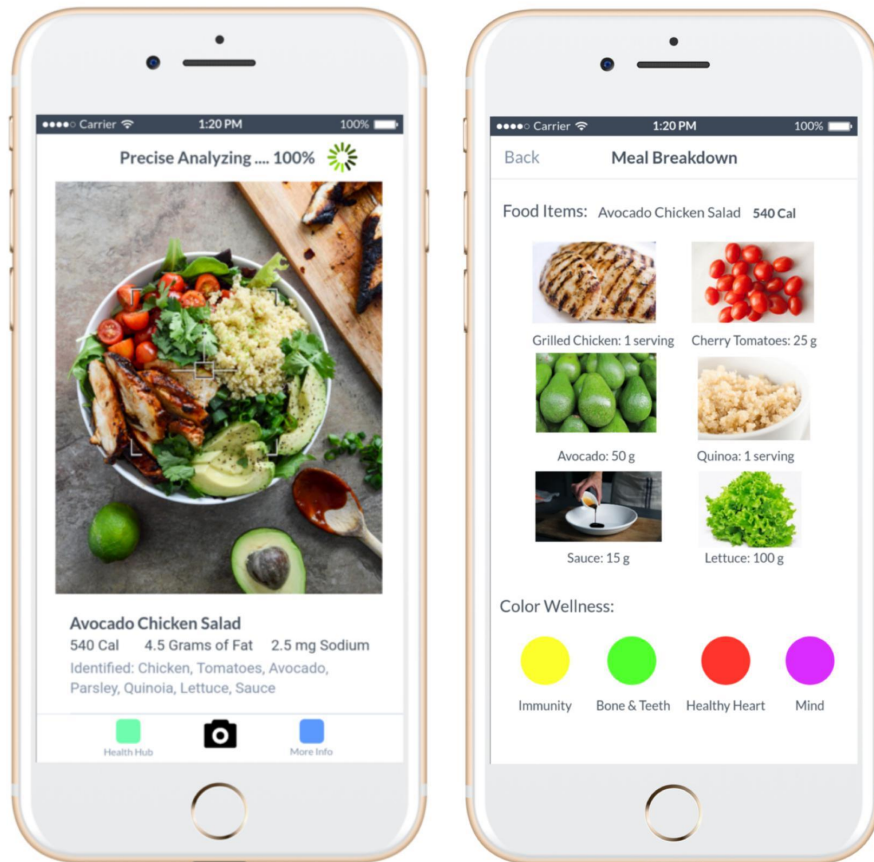
## Portion Control

Habit Forming Healthware™

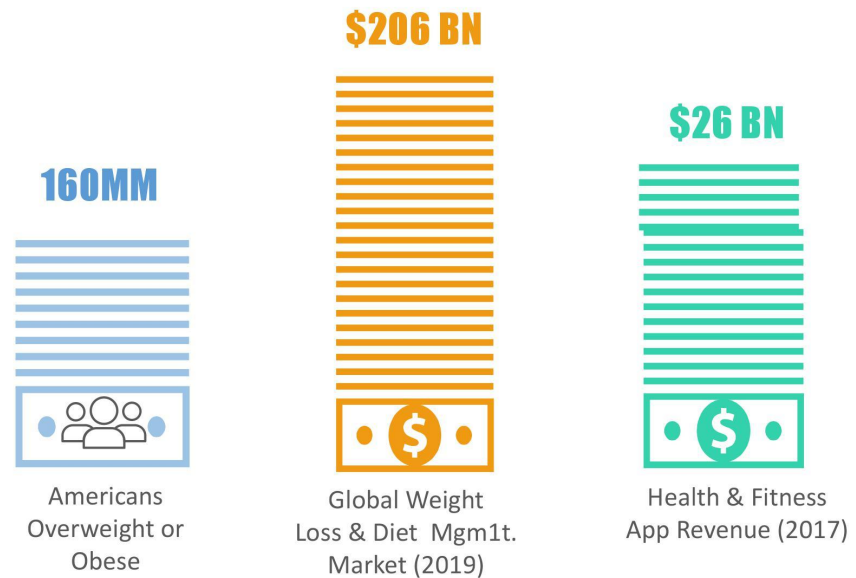
# TARGET MARKET & OPPORTUNITY

Wellness is the next trillion dollar industry globally

Source: SRI International

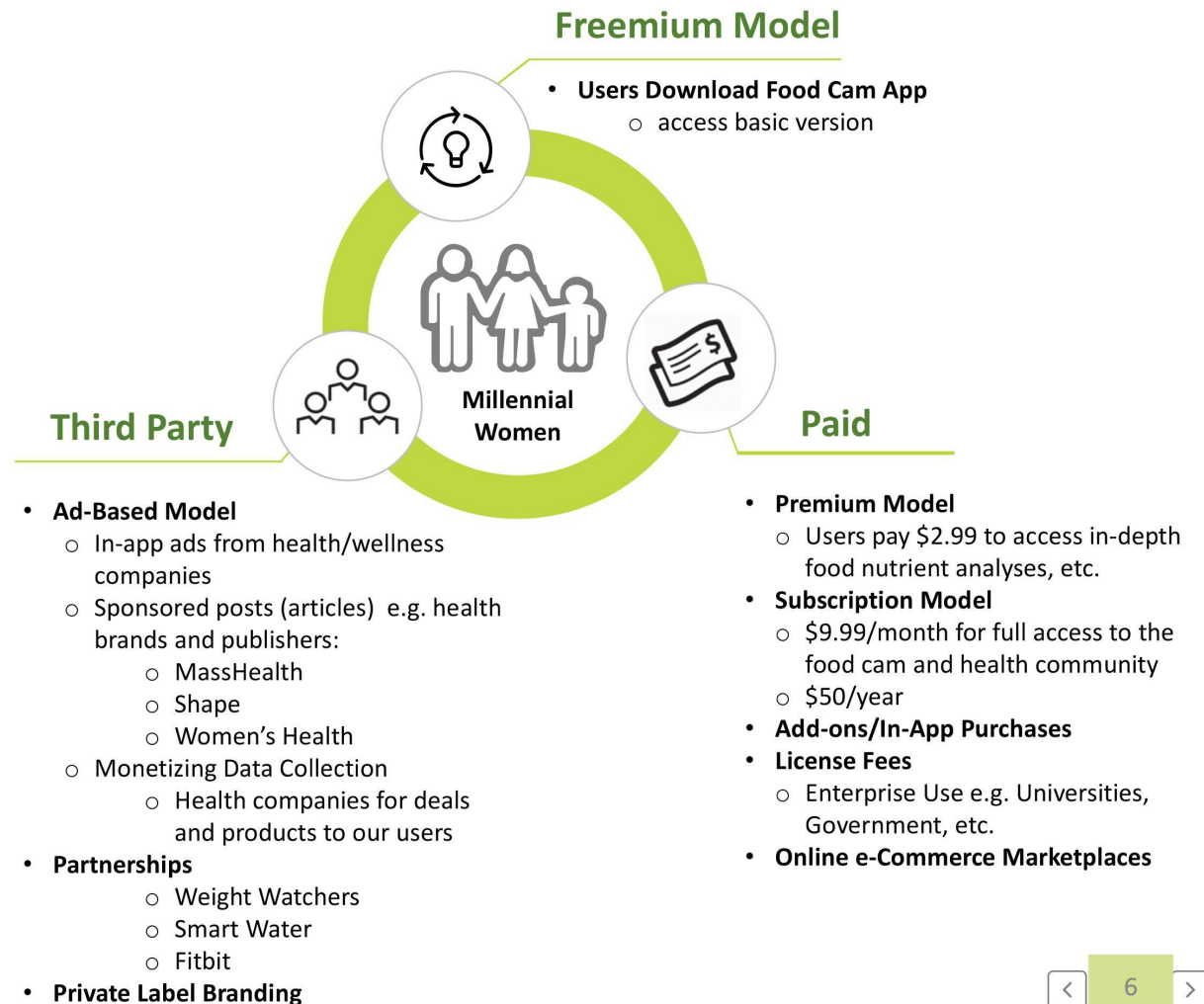


- ✓ Millennials are sometimes called “Generation Wellness”
- ✓ 72% of millennials think gym memberships are too expensive
- ✓ Millennials use fitness & health apps 2X vs other age groups
- ✓ Bottom-line: 51% Growth of Health & Fitness App Usage in 2017



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

# REVENUE MODEL

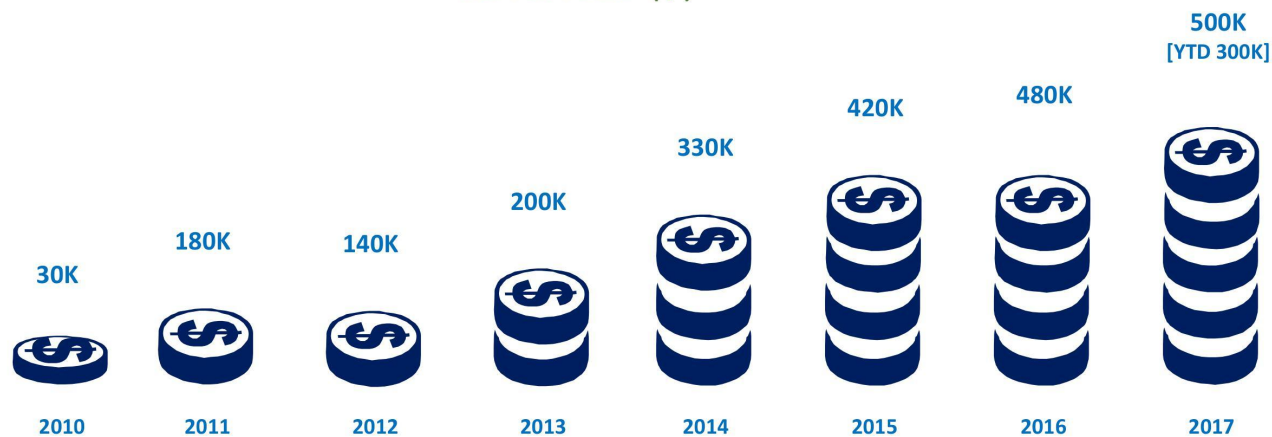


# TRACTION

Over \$2MM in Total Sales to Date

## NUTRITION EDUCATION & PORTION CONTROL HEALTHWARE

### REVENUES (\$)



### 10K PLUS CUSTOMERS





# 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

Precise Portions



Seed round underway; Series A in 2018

 myfitnesspal



Acquired by Under Armour Inc. for \$475MM

*kurbo*



Raised \$5.8MM for their tech platform

 SmartPlate



Indiegogo crowd funding of \$145K

# EXPERIENCED & QUALIFIED LEADERSHIP TEAM

## Co-Founders



**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



HARVARD  
LAW SCHOOL



McGill  
UNIVERSITY



Center for Women & Enterprise



**Dr David Chung**

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



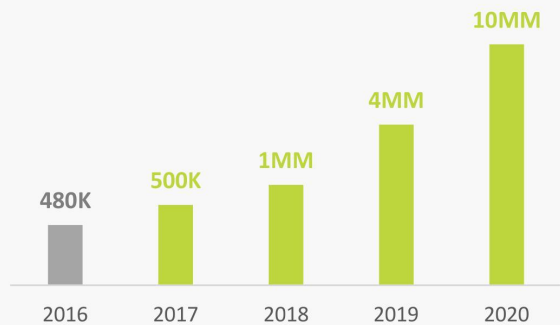
HARVARD  
MEDICAL SCHOOL



Until every child is well

# FORECASTING PROFITABLE FINANCIAL GROWTH

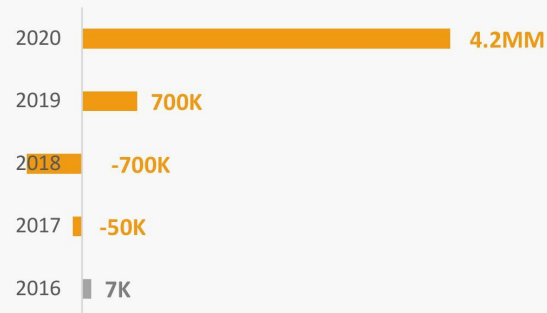
REVENUES (\$)



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 EBITDA +ve by Q2 2019

✓ EBITDA 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

