



Funded by
the European Union



NutriWell

Personalized nutrition powered by data and science



Our Mission

Transforming how people nourish their bodies — connecting cutting-edge science with expert guidance for lasting health

Our Vision

Empowering better living through smart, science-backed, and personalized nutrition for everyone

 www.nutri-well.eu

MEET THE TEAM



CEO
RUMEN NIKOLOV



CTO
ALEKSANDER SHIKALANOV



AI EXPERT
ALEKSANDER ILIEV



NUTRITIONIST
DR PANKO STANCHEV



BUSINESS DEVELOPMENT
VENCISLAV NIKOLOV



BUSINESS STRATEGY&DEV
YANKO PETROV



MEDICAL EXPERT
ADVISOR
DR CHAVDAR BOTEV



Los Alamos National Laboratory Expert
HRISTO DJIDJEV

PROBLEM

Most people know what "healthy" means — but few can live it

125M+ Europeans over 55 at risk

Seniors face malnutrition and poor dietary habits, leading to preventable health complications

Younger generations struggle

Obesity, stress-driven eating, and overwhelming nutrition misinformation plague modern lifestyles

Generic tools fall short

Existing nutrition apps are impersonal, disconnected from real health data, and fail to engage users

Professionals lack digital support

Nutritionists and clinicians need better tools to collaborate and track patient progress effectively

Healthcare misses prevention

The system focuses on treatment rather than preventing diet-related diseases before they develop

The Insight: People don't need more diets — they need personal, data-driven guidance that adapts to their lives



SOLUTION

An AI-powered personalized nutrition platform that transforms health data into daily, practical decisions



PERSONAL DATA WALLET

Creates a personalized patient profile and secure GDPR-compliant data management



AI NUTRITION PLAN GENERATOR

Empowers experts with AI to design accurate, personalized nutrition plans



AI CUISINE ALLOCATOR

Adapts plan to personal and cultural preferences



SOCIAL COOKING ORGANISER

Connects people through group cooking and shared healthy experiences

PRODUCT



Key Features

- **Adaptive nutrition dashboards** — Real-time insights and progress tracking
- **Expert collaboration tools** — Seamless communication between nutritionists and clients
- **AI-driven recommendations** — Personalized meal plans that evolve with your needs
- **Unified experience** — Web, mobile & wearable sync for nutrition guidance anywhere

Designed for nutritionists, clinicians, corporate wellness programs, and individuals seeking better health outcomes through intelligent, personalized nutrition

Innovation & Technology

What makes NutriWell unique



AI Personalization

Behavioral, nutritional, and biometric data create truly individualized nutrition plans



Condition-Specific

Specialized algorithms for Type 2 Diabetes, post-COVID recovery, and other health needs



Integration-Ready

API for clinics, corporates, and wearables enables seamless data flow

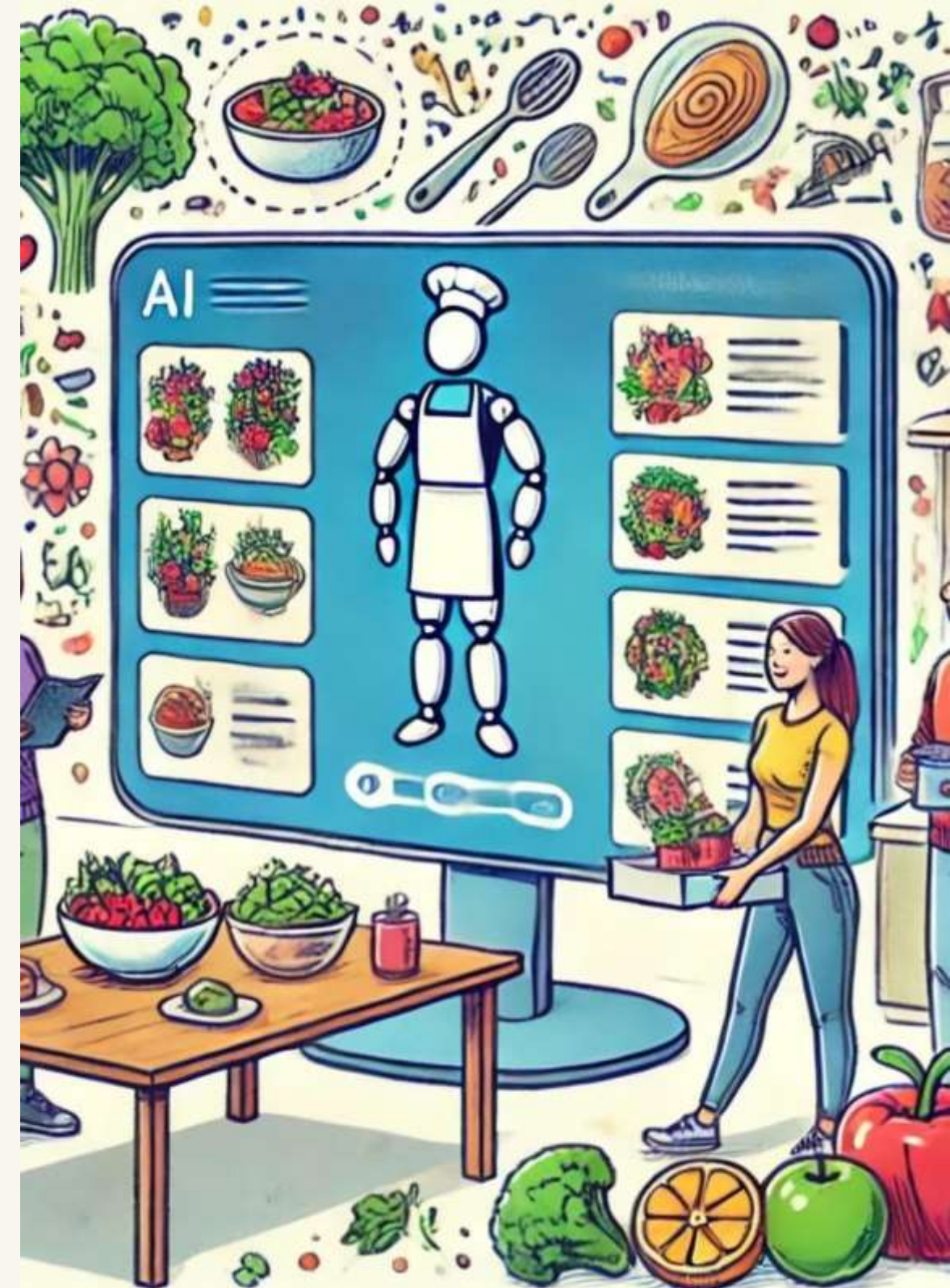


Continuous Learning

AI evolves from expert and user feedback, improving recommendations over time

Value Proposition

Personalized nutrition made simple, scalable, and science-based — bridging the gap between knowledge and action



Market Size

The nutrition technology sector is experiencing explosive growth as consumers and healthcare providers embrace personalized, data-driven wellness solutions

\$50B+

Global NutriTech Market

Total addressable market value

12-15%

Annual Growth Rate

Rapid market expansion

01

Europe Leading Prevention

European markets prioritize preventive digital health and wellness initiatives, creating ideal conditions for NutriWell

02

Rising Demand for Personalization

Clinics, corporates, and households increasingly seek tailored nutrition solutions backed by science

03

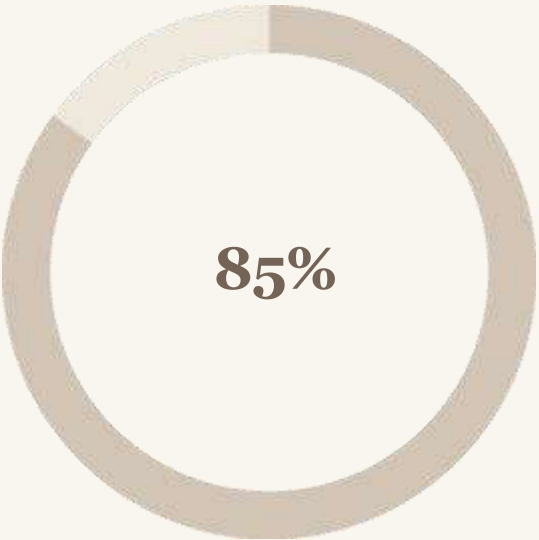
Full Spectrum Coverage

NutriWell serves professionals, patients, and consumers across the entire nutrition journey

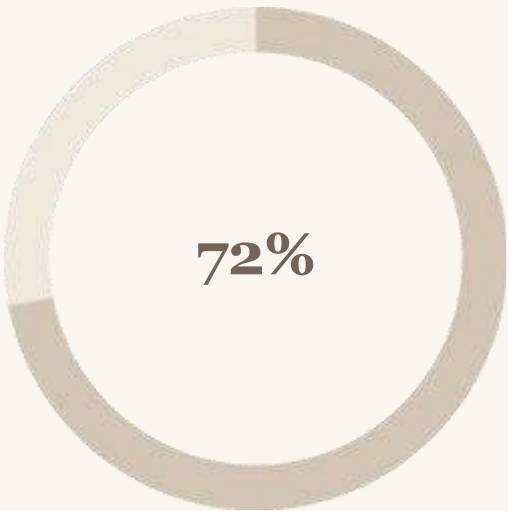
❏ **Market Positioning:** NutriWell covers every stage — prevention, care, and wellbeing — positioning us to capture multiple revenue streams and user segments



MARKET VALIDATION



User Satisfaction



Retention Rate

Market Validation & Engagement



Meetings with **dietitians and nutrition experts**



Talks with **early adopters & potential clients**



Presentations and demos at health events

Competitive Advantage

NutriWell delivers a unique combination of features no competitor can match

| Feature / Value | NutriWell | Nutrium | Nutritics | NutritioLog | MealAI |
|---------------------------|---------------|-----------|--------------|-------------|---------------|
| AI + Expert Collaboration | ✔ Yes | ⚙ Partial | ⚙ Partial | ⚙ Partial | ⚙ Partial |
| Wearable Integration | ✔ Real-time | ✗ | ✗ | ✗ | ⚙ Limited |
| Personalization | ✔ Advanced AI | ✔ Basic | ⚙ Analytical | ✔ Basic | ✔ Photo-based |
| GDPR & Data Trust | ✔ Full Wallet | ⚙ Partial | ⚙ Partial | ⚙ Partial | ⚙ Partial |
| DRG4FOOD Interoperability | ✔ Yes | ✗ | ✗ | ✗ | ✗ |
| Expert Branding Tools | ✔ Profiles | ✗ | ✗ | ✗ | ✗ |
| Professional Marketplace | ✔ Yes | ✗ | ✗ | ✗ | ✗ |
| Corporate Wellbeing | ✔ Yes | ✗ | ✗ | ✗ | ✗ |
| Clinical Integration | ✔ T2D, COVID | ✗ | ⚙ Limited | ✗ | ⚙ Limited |
| AI Learning & Insights | ✔ Continuous | ⚙ Limited | ⚙ Analytical | ⚙ Limited | ⚙ Limited |

CompetitiveSummary: NutriWell uniquely unites **AI personalization, wearable integration, corporate wellness, and clinical care** — building a trusted ecosystem that serves the entire nutrition value chain

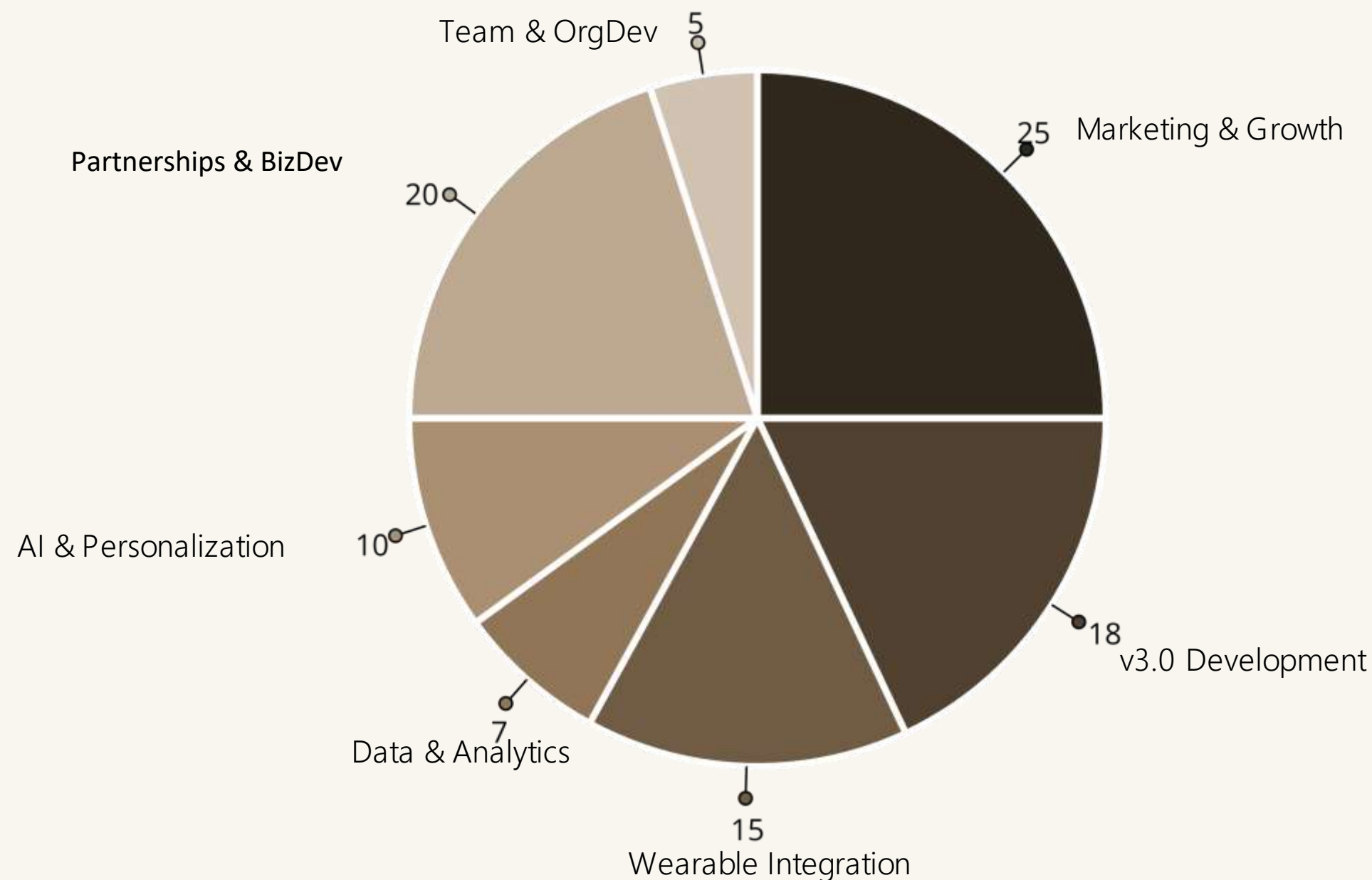
BUSINESS MODEL (B2B2C)

NutriWell operates under a B2B2C model, empowering professionals and clinics while serving end-users through expert-led personalization.



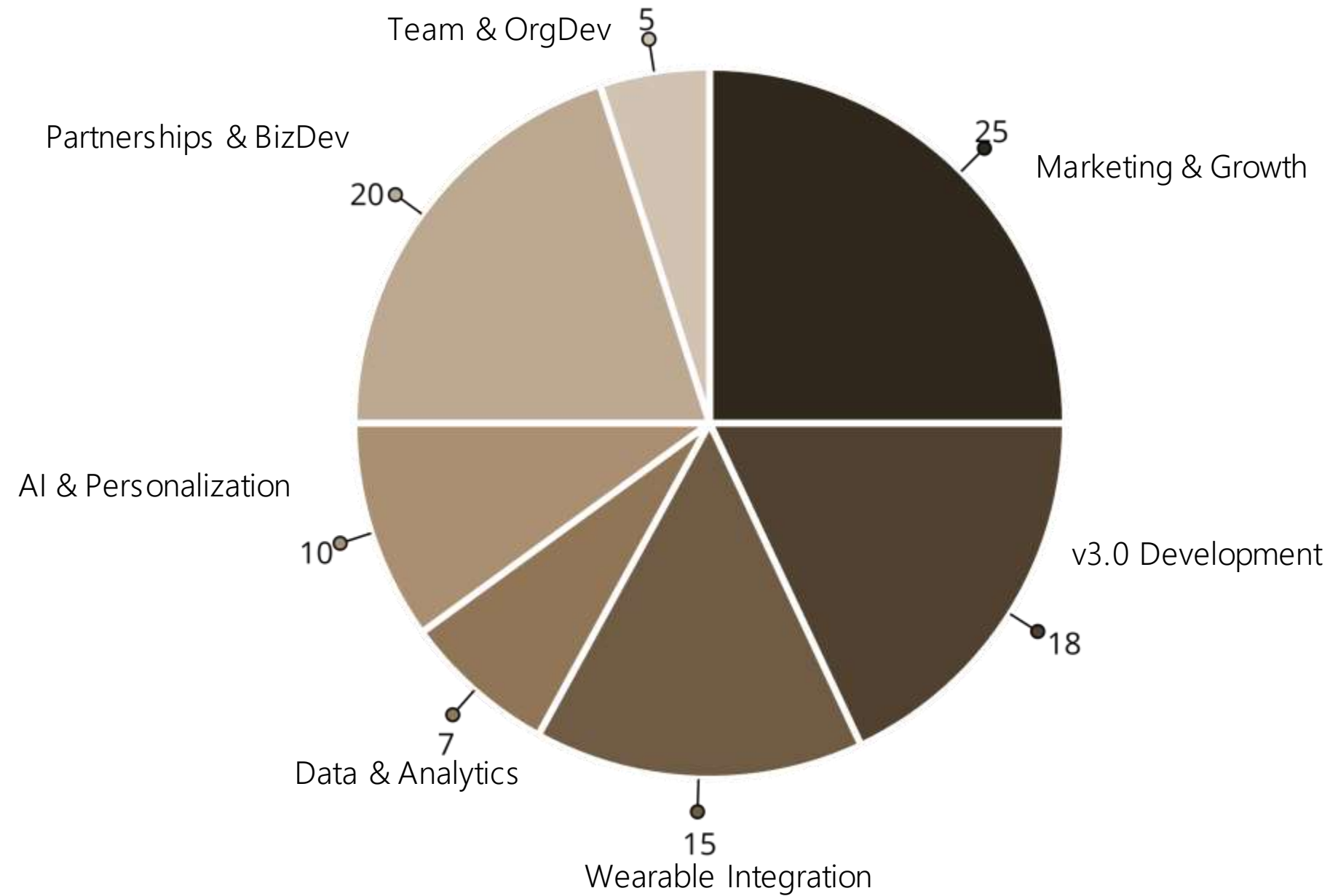
Summary: NutriWell connects professionals, organizations, and individuals through one intelligent ecosystem — making personalized nutrition both scalable and human-centered.

Looking for a total of €1M to accelerate NutriWell's next growth phase



This funding round will accelerate growth, strengthen our product foundation with new features and wearable integrations, and position NutriWell as a market leader through advanced data intelligence and a scalable business structure.

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LET'S COLLABORATE

THANK YOU

NutriWell – shaping the future of personalized nutrition.

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