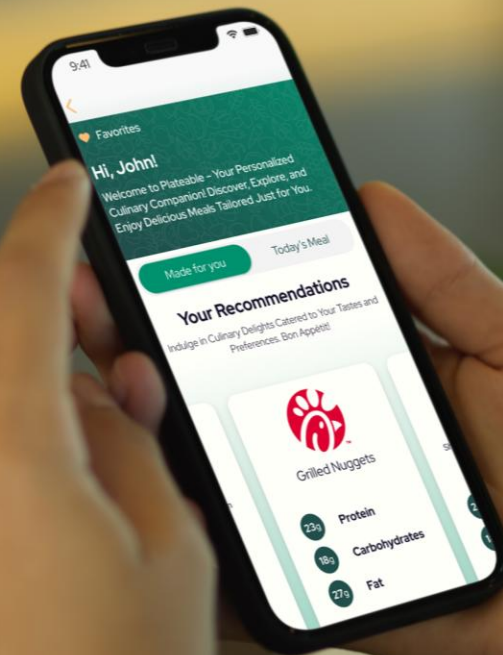




Find Meals that
Work for You





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Who We Are

PERSONALIZED EATING, REDEFINED

Plateable



is an intuitive mobile app that offers tailored meal recommendations, detailed nutritional insights, and user-generated meal reviews, all customized to fit your individual preferences and health goals.



Our mission is to simplify healthy eating, making it both enjoyable and convenient for everyone, no matter where they are.

The Problem



Maintaining Healthy Diets

68%

of U.S. adults are overweight or obese, with diet-related health issues on the rise (CDC).



Finding Healthy Options

51%

of consumers struggle to find healthy meals when dining out (National Restaurant Association).



Lack of Nutritional Information

70%

of consumers want better access to nutritional details, yet only 35% of menus provide it (Technomic). This is only talking about caloric information nothing else.

The Solution

Plateable offers a personalized approach to healthier dining by providing:

Tailored Meal Recommendations

Personalized suggestions based on user preferences, health goals, and dietary restrictions.

Comprehensive Nutritional Information

Clear, up-to-date nutritional breakdowns for every meal, making it easier to make informed decisions.

Meal/Restaurant Reviews & Location Based Suggestions

Discover healthy dining options nearby, with reviews and meal ratings from a health-conscious community.



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How It Works



Market Size & Trends



Health-Conscious Consumers

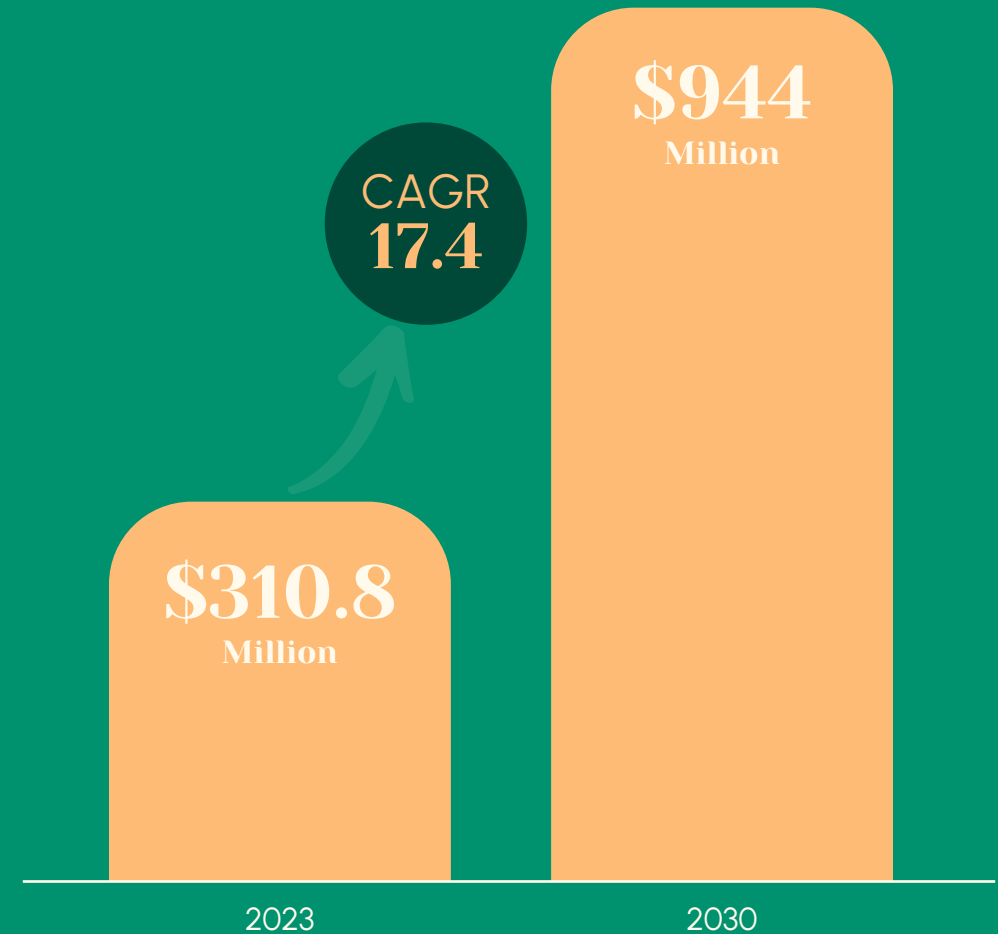
70% of adults are seeking healthier meal options, fueling demand for Plateable.



Fitness & Wellness Growth

The rise of fitness apps and meal planning tools shows a growing interest in managing health seamlessly.

Global Diet & Nutrition Market size



Market Potential



Market Potential

Total Addressable Market (TAM)

8-10M Users

Plateable targets **8-10 million** U.S. users, with a broad potential audience of health-conscious consumers and restaurant-goers.

Serviceable Available Market (SAM)

500K – 1M Users

Plateable aims to capture **500,000** to **1 million** paying users within the U.S., representing a segment willing to pay for personalized meal recommendations.

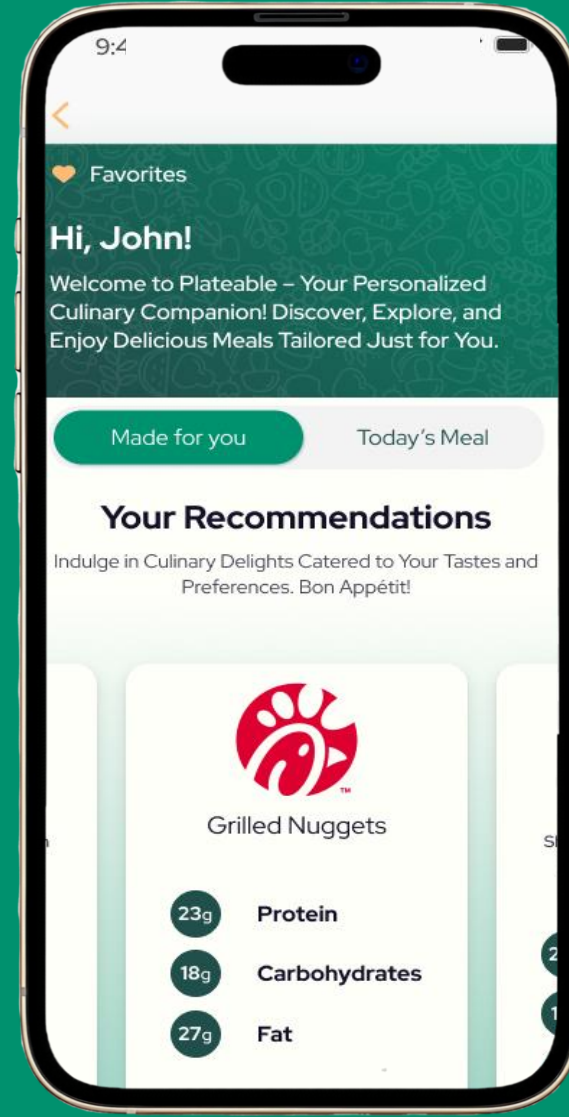
Serviceable Obtainable Market (SOM)

\$20.4M – \$51M

With a 5% penetration rate of TAM, Plateable could potentially generate **\$20.4 million to \$51 million** in annual revenue.

Product Features

PERSONALIZED,
CONVENIENT, &
HEALTH-FOCUSED
SOLUTIONS FOR
EVERY MEAL



Personalized Meal Recommendations

Nutritional Information

Meal Reviews & Ratings

Location-Based Suggestions

Meal Tracking & Progress Monitoring

User Profiles

Traction



UX/UI Design
& Prototype
Completed



Market
Research



Partnerships in
Development



Development
Team Ready

Marketing Strategy



Influencer Marketing

Collaborate with health, fitness, and food influencers to drive awareness and user acquisition.



Social Media & Content Marketing

Engage health-conscious individuals through targeted content, health tips, and meal ideas on platforms like Instagram and TikTok.



Referral Program

Implement a referral system offering rewards to users who invite others to join the app.



Search Engine Marketing

Run targeted PPC campaigns to reach users searching for healthy eating and meal planning solutions.



Strategic Partnerships

Partner with meal delivery services and corporate wellness programs to expand reach and create additional revenue streams.

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Strategic Partnerships

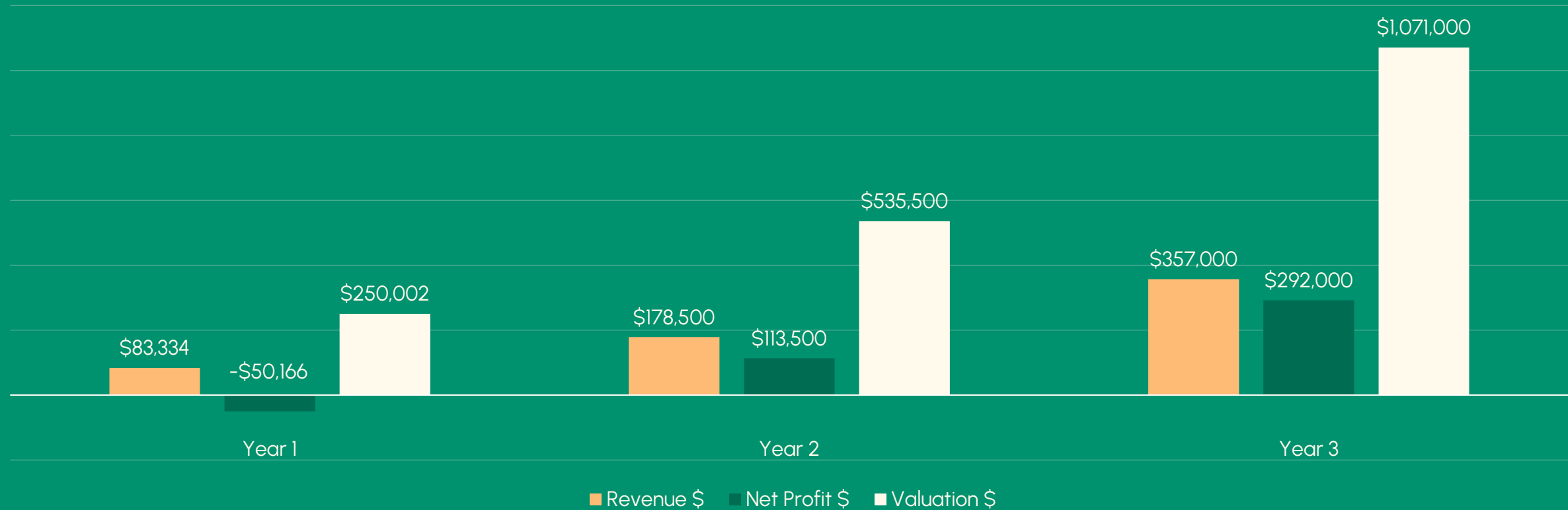
Partner with meal delivery services and corporate wellness programs to expand reach and create additional revenue streams.

Competitive Landscape

	 Plateable	 myfitnesspal	 yelp	 eat this much
Personalized Restaurant Meal Recommendations	✓	✗	✗	✗
Nutritional Information	Detailed (calories, macros, ingredient breakdowns)	Yes (basic nutrition)	✗	Yes (detailed for meals)
Location-Based Suggestions	Yes (nearby restaurants)	✗	Yes (general restaurant recommendations)	✗
Meal Tracking	✓	Yes (for calorie counting)	✗	Yes (meal logging)
Restaurant/M meal Reviews & Ratings	✓	✗	✓	✗
Health Goal Tracking	Yes (weight loss, muscle gain, etc.)	Yes (general fitness tracking)	✗	Yes (specific health goals)

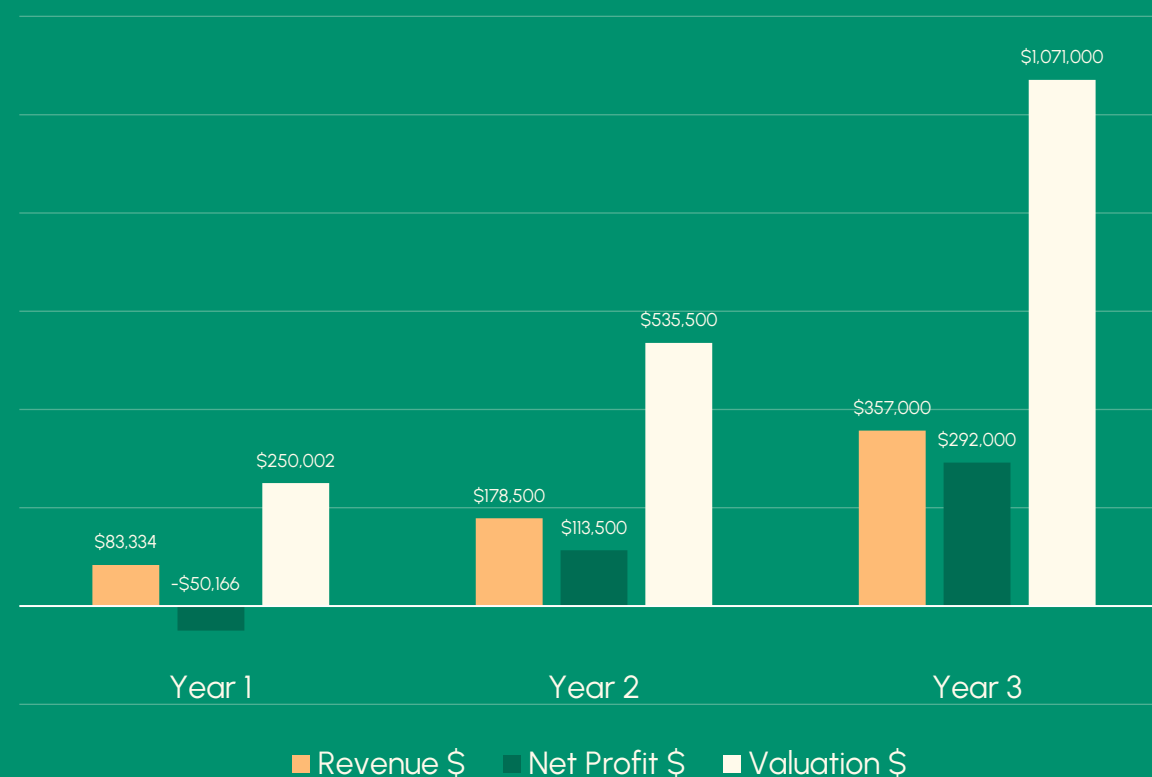
Year by Year Financial Projections

Financial Projections (3-year)

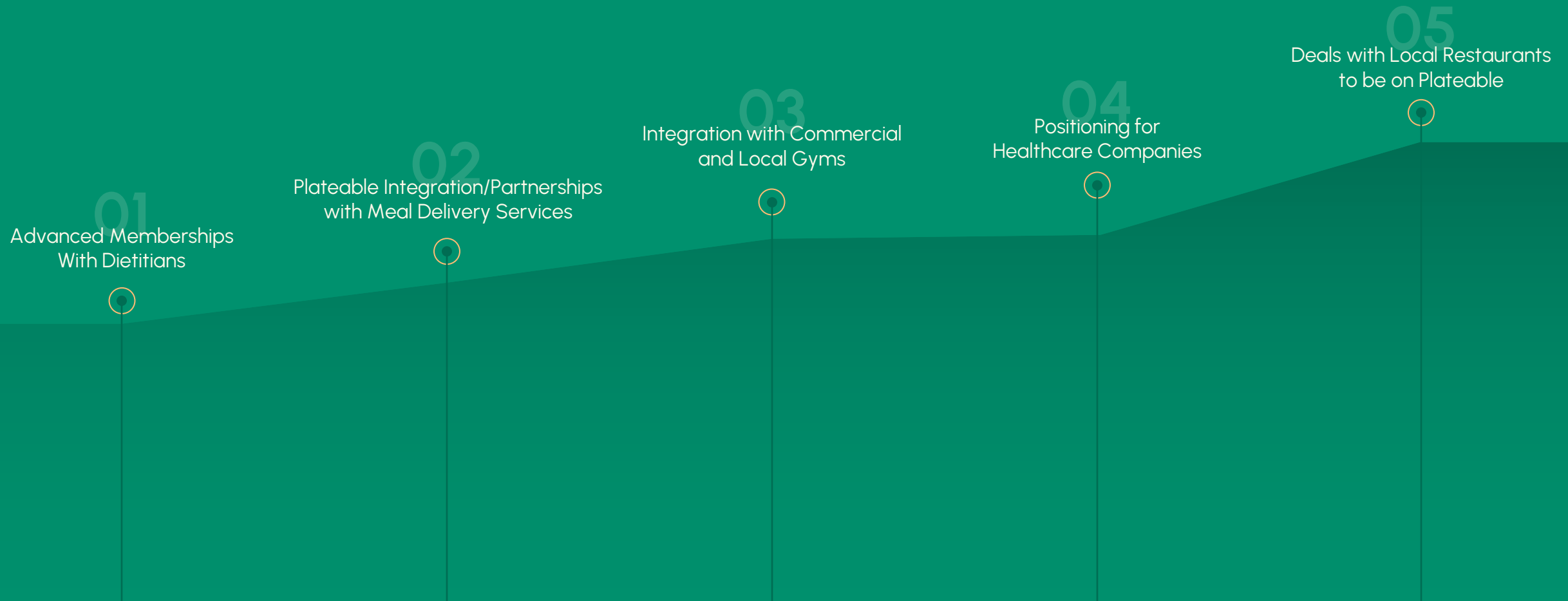


Year by Year Financial Projections

FINANCIAL PROJECTIONS (3-YEAR)



Future/Potential Revenue Streams



Our Leadership Team



Garrett Campbell 

Founder

US Army Veteran with extensive project management experience in the military and government sectors. Passionate about fitness and nutrition.

DRIVEN BY
EXPERIENCE



Development Team: Geekbears

Proven track record in successful app development.

Based in San Francisco, CA, Geekbears has worked with top brands like Samsung, Yamaha, and Harvard University.

Over \$330M raised for their clients.

Our Ask

We are looking to raise

\$70,000

Use of Funds

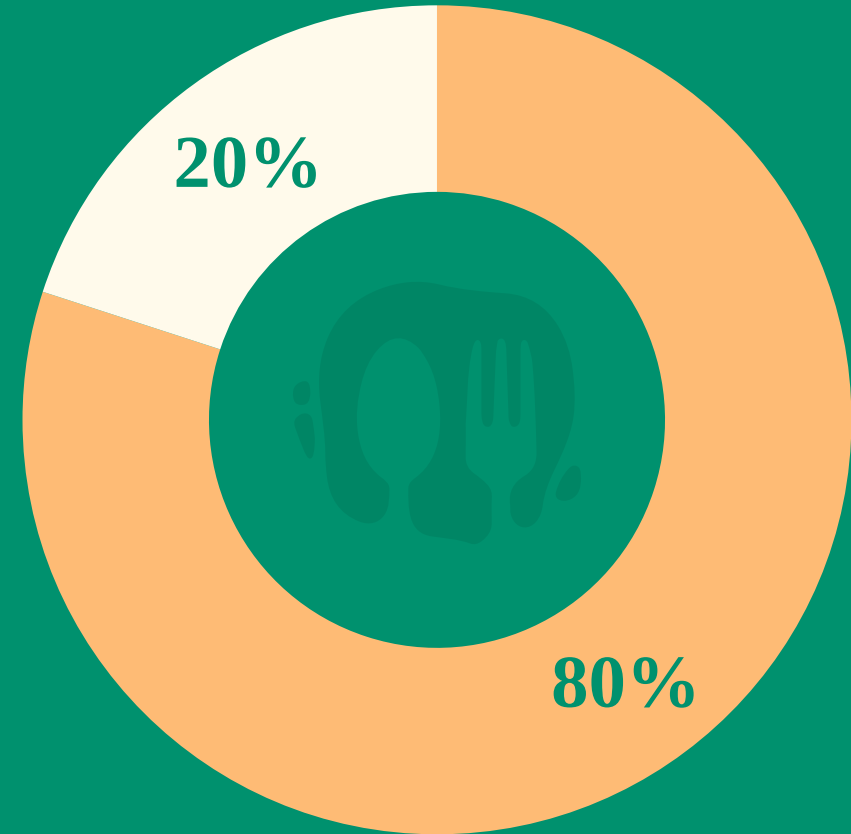
➔ Product Development

Scaling the app, incorporating user feedback, and expanding features.

➔ Marketing

Influencer partnerships, referral programs, and targeted digital campaigns.

Use of funds



■ Initial development

■ Marketing & User Acquisition



Thank You

Contact Us For more details



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