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# Family



# Events



# Friends



# DIET REGIME



## REASON TO FOLLOW A DIET

\*(1) According to AMIAG (Moroccan Association of Gluten Intolerant and Allergic People)



Morocco

350.000  
With Gluten



2.000.000  
With Lactose



2.000.000  
Diabetics



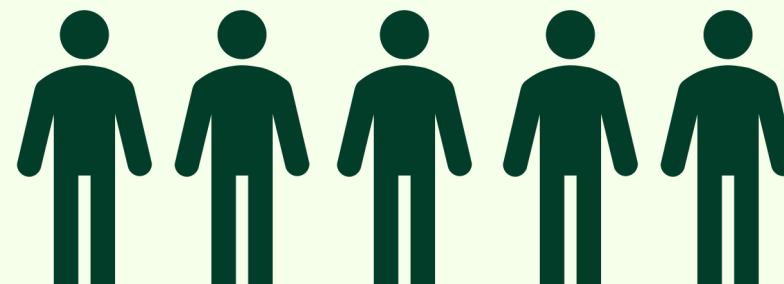
7.000.000  
With Chronic  
illnesses



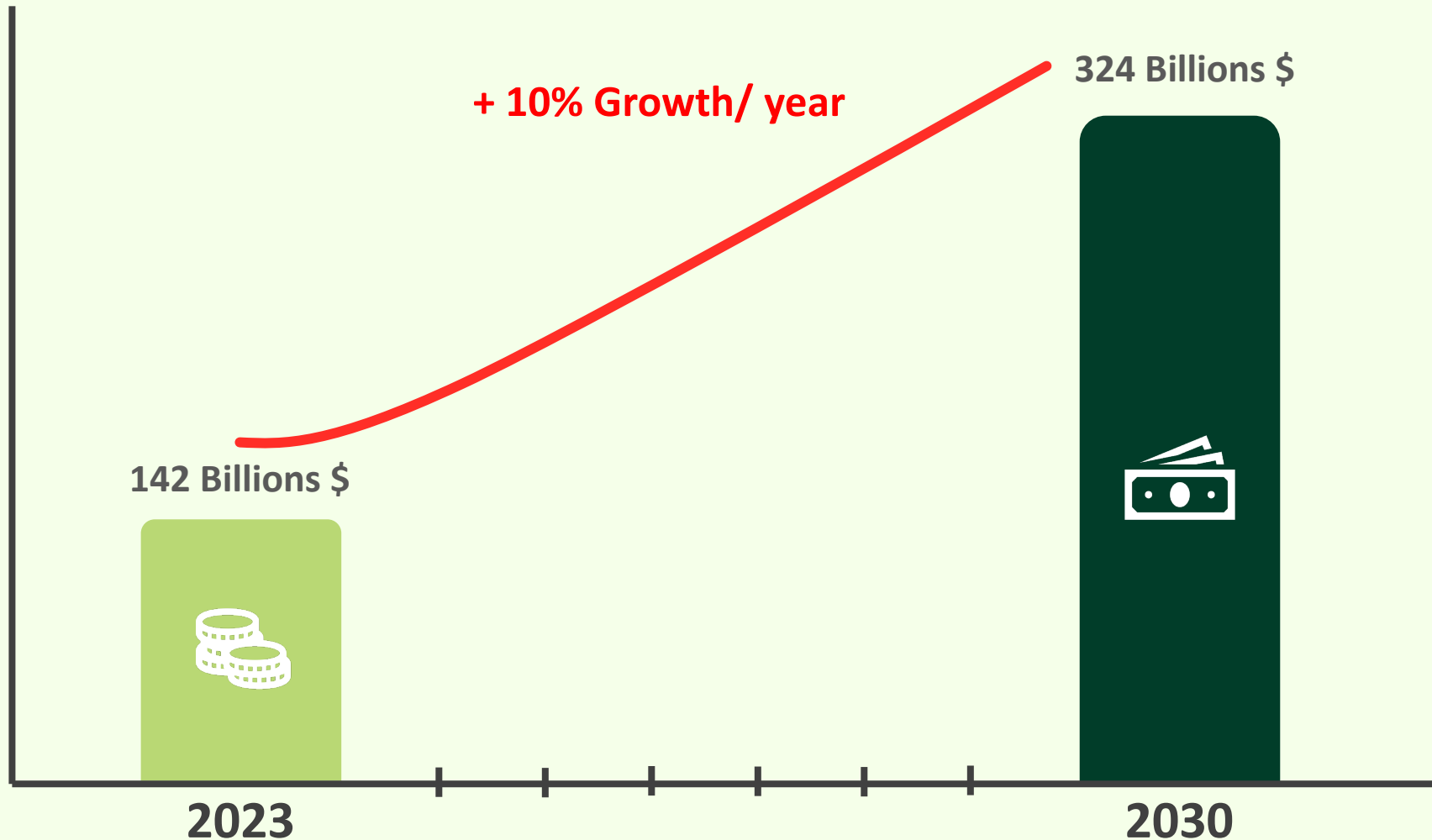
The World

220 MILLIONS

With Allergies and intolerances



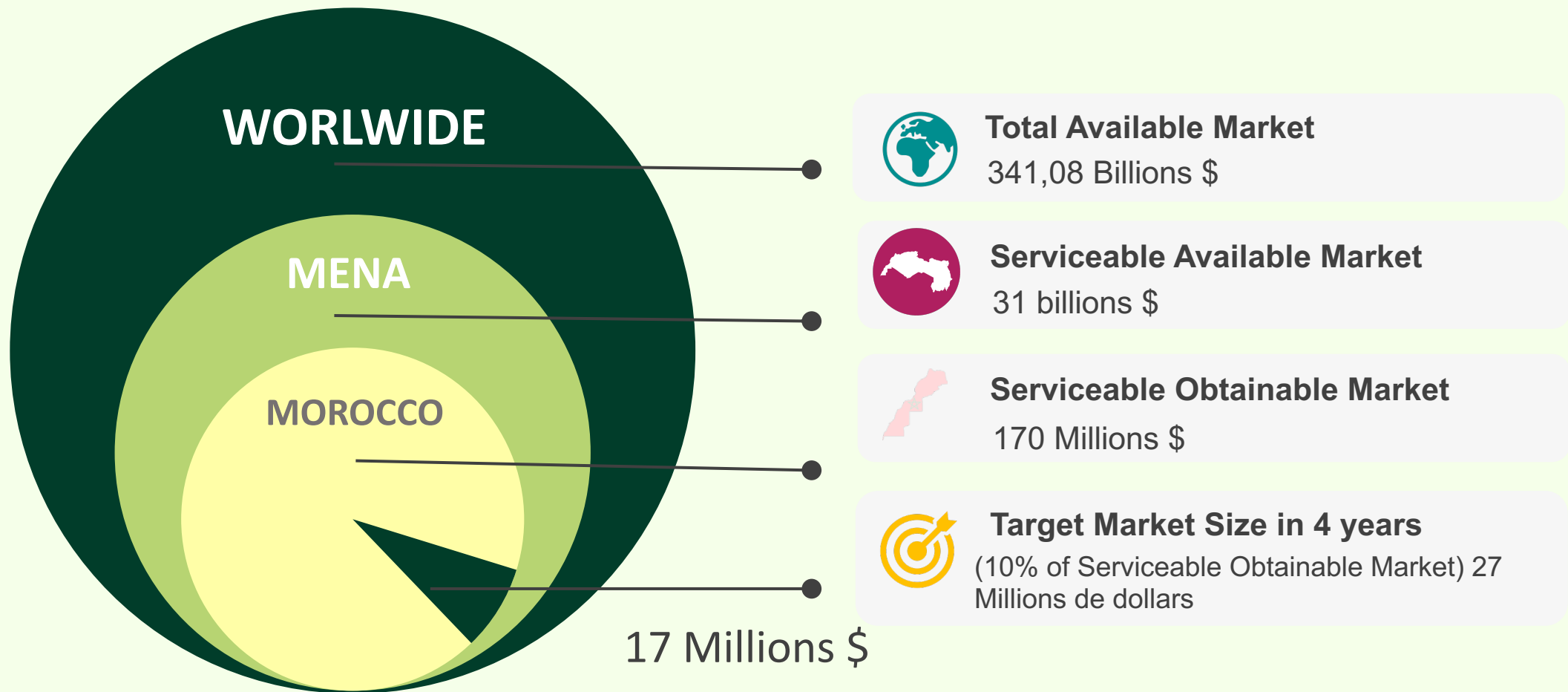
# DIET MEAL MARKET SIZE



Source : <https://www.databridgemarketresearch.com/reports/global-diet-meals-market>



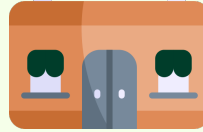
## MARKET SIZE



Source : <https://www.databridgemarketresearch.com/reports/global-diet-meals-market>



RESTAURANT




CONNECT THEM




NUTRITIONIST



CLIENT

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### MY PROFILE



Full Name





Age  Sexe

Height

Weight

Daily activity

☐ Low ☐ Medium ☐ High ☐ Very High



Enter his profile

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### TYPE YOUR ALLERGIES

 **EGG ALLERGIE**

 **GLUTEN ALLERGIE**

 **LACTOSE ALLERGIE**

 **FISH ALLERGY**



Enter his allergies

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### TYPE YOUR ILLNESSES

 **DIABETIC**

 **HEART ISSUES**

 **CHOLESTEROL**

**OTHER+**



Enter his illnesses

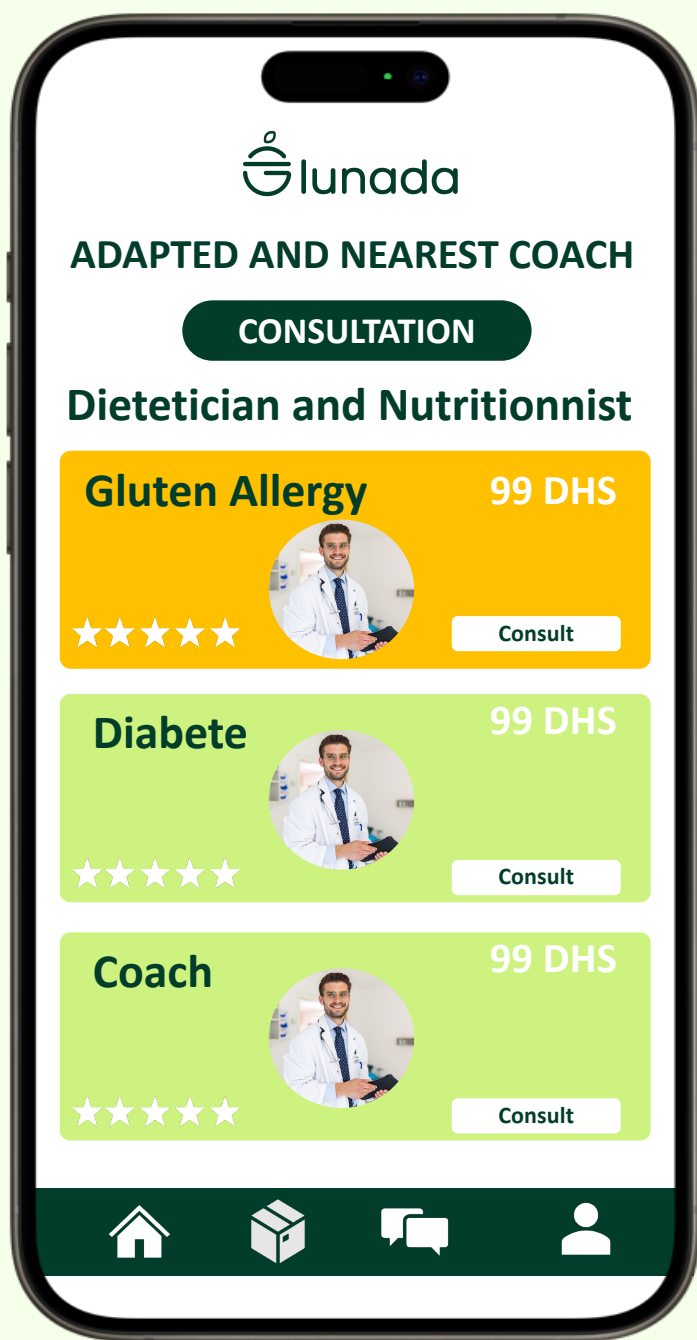






- ✓ Find the adapted Diet and the right product for them
- ✓ Buy From the nearest Vendor's product of their location
- ✓ Choose a product /or/ a subscription meal and location of delivery (Home or Office)





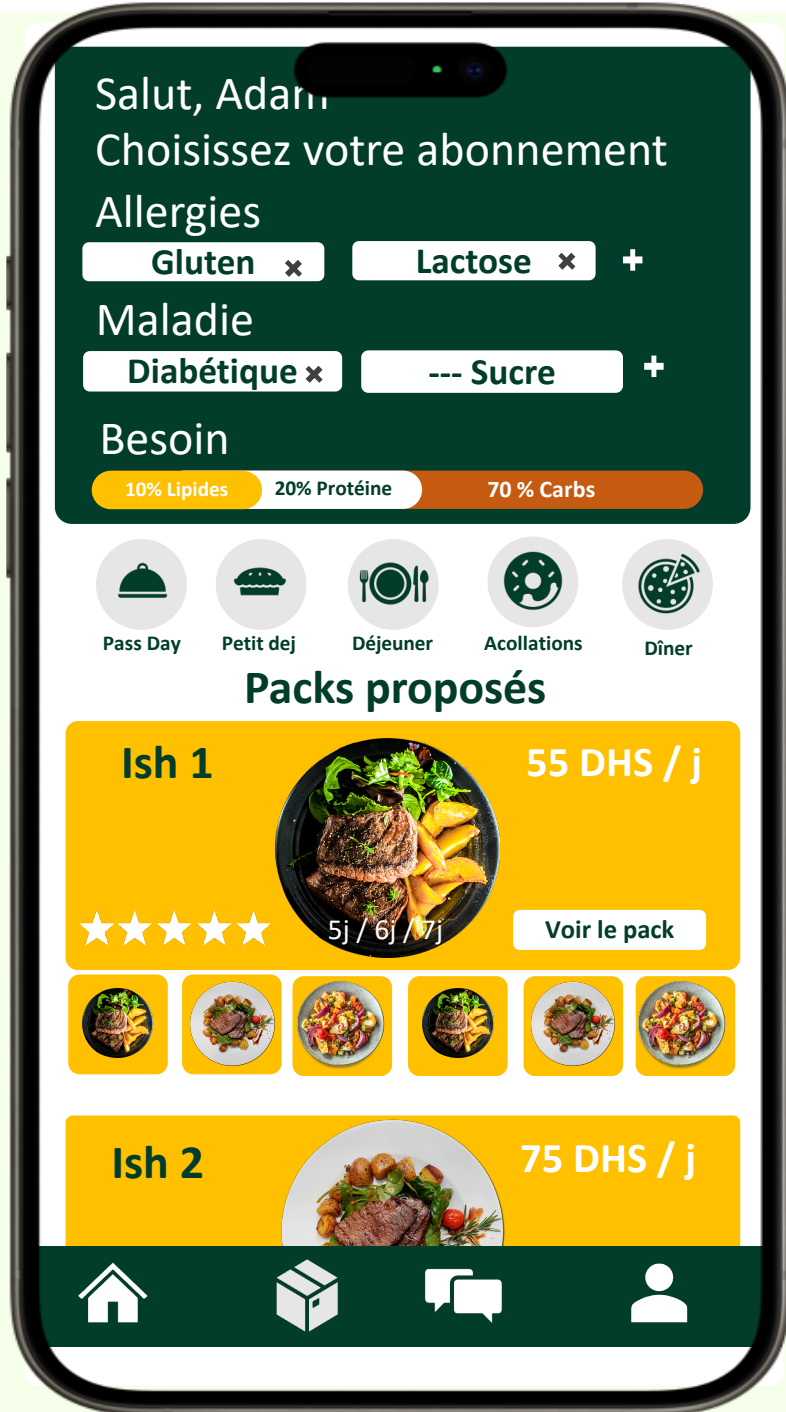
Find the adapted Coach



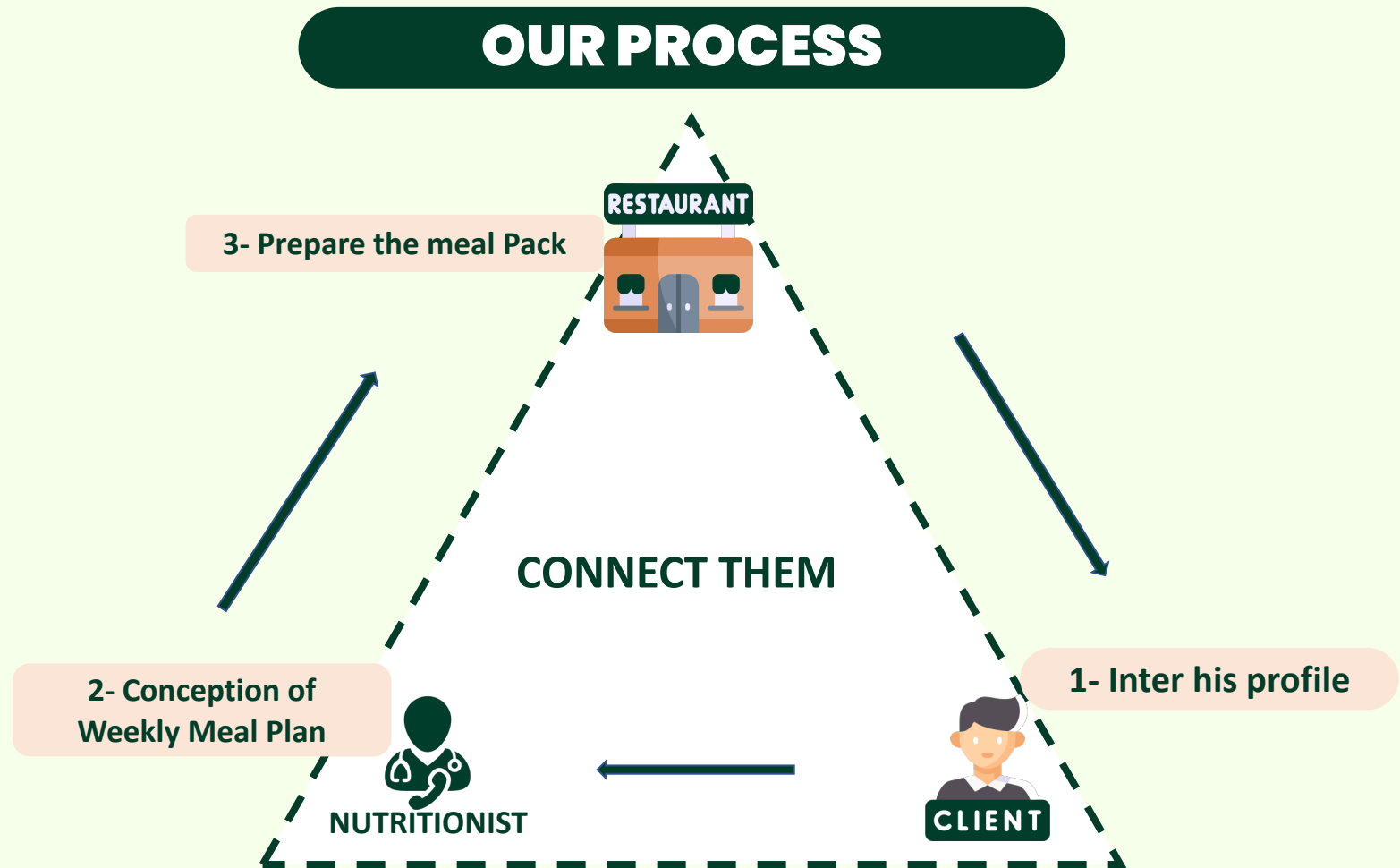
Track your evolution and discipline

✓ AN ONLINE CONSULTATION WITH A DIETETICIAN OR A NUTRITIONNIST TO HELP YOU ORGANISE YOUR DIET

✓ TRACK YOUR EVOLUTION AND DISCIPLINE IN FOLLOWING DIET



Marketplace



- ✓ Ensure food's safety and avoid contamination
- ✓ Large choice of vendors and recipes
- ✓ Delivered at home or at office



# OUR VALUE PROPOSITION



## Keat

## Fiterchef

- ✓ Developed by nutritionist
- ✓ Track your evolution on following diet
- ✓ Product fit to their specific health needs
- ✓ Specific treatment on delivery : Avoid contamination
- ✓ Meal Subscription Plan
- ✓ Communities to encourage people following diet

- ✓ They are the producer
- ✓ Diet product is just an option
- ✓ Product fit to their specific health needs
- ✓ Normal Delivery
- ✓ Just a store
- ✓ Offer subscription

- ✓ Producer
- ✓ Product not fit to body needs
- ✓ Normal Delivery + Contamination
- ✓ Just a store

## Target

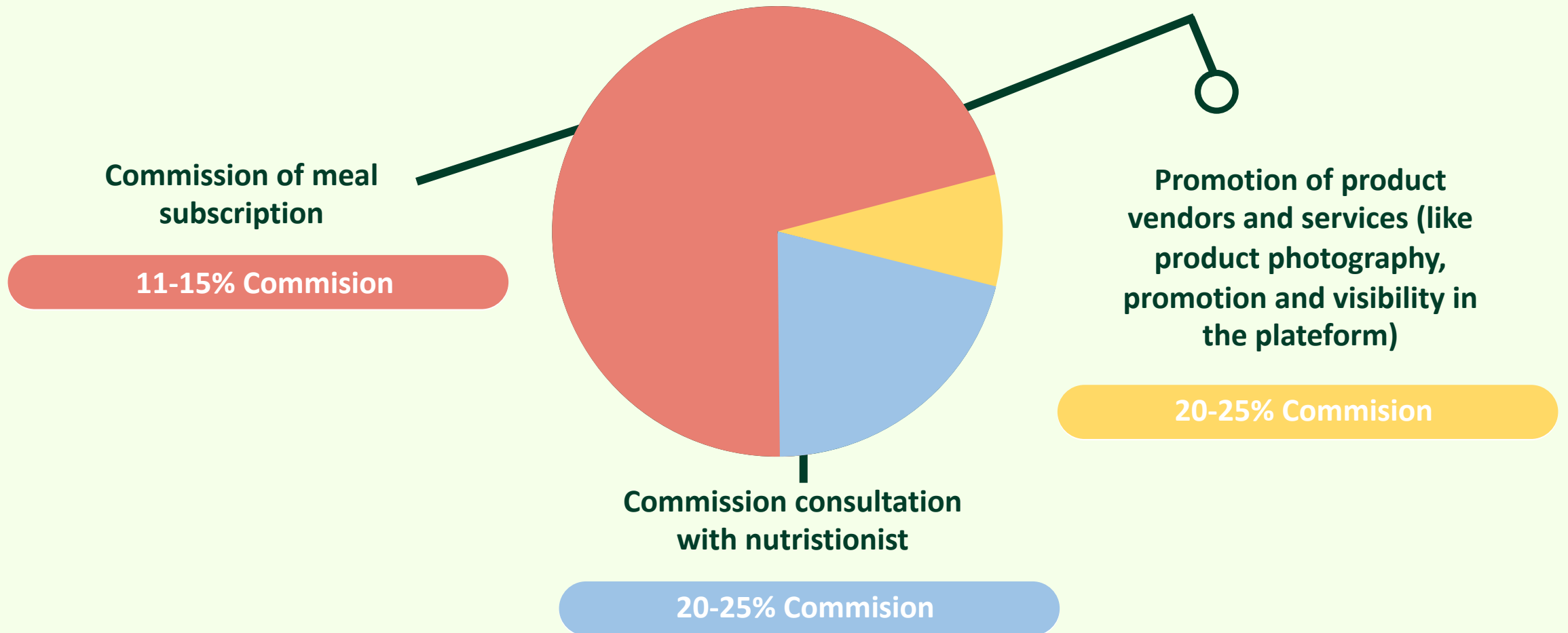
- ✓ People with Food Allergies
- ✓ People with Chronic Illnesses
- ✓ Health-Conscious Individuals (Voluntary)
- ✓ Athletes

## Early Adopters

### Our first Sales

- ✓ People with Gluten allergy
- ✓ People with Lactose allergy
- ✓ Diabetic people
- ✓ In B2B : Event of a company for guests with specific health need (gluten, lactose .....)

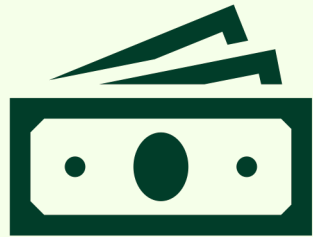
# REVENUE STREAMS



# OUR REALISATION



SALES IN THE NICHE OF GLUTEN FREE 



**citibank**

SUBSIDY FROM A  
GOVERNMENT FUND

**150,000 dhs**

المبادرة الوطنية للتنمية البشرية  
Initiative Nationale pour le Développement Humain



# SHOWCASE OF EXPLORER 2024



**OUR PASSAGE DURING  
SHOWCASE OF UM6P AND MIT  
(Massachusetts Institute of  
Technology)**



# OUR TEAM



**FARID YOUSSEF**  
**CTO (Technical)**



**SAAD MAADI**  
**CFO (Financial)**



**YOUSRA MOUDEN**  
**CMO (Marketing)**



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**THANK YOU**