

# Bite-sized

*A CRM that allows dietitians to support their clients remotely*  
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## What

Bite-sized is a Client Relationship Manager (CRM) that enables dietitians to supplement their in-person interactions with remote interactions. The primary leverage points will be their food intake, which consists of their grocery purchases and daily meal/snack choices. As clients upload their food choices, the dietitian will gradually suggest healthier options which will surface within the mobile experience.

## Why it matters

Millions of people nationwide suffer from debilitating chronic diseases such as heart disease (30 million), diabetes (27 million), and kidney disease (31 million). The good news? All these diseases can be alleviated or prevented with a healthy diet.

However, diet change can be exceedingly difficult for many reasons including time, price, cultural tendencies, and ingrained habits. A dietitian can provide invaluable emotional support and practical guidance towards diet change. This support is difficult to maintain considering dietitians only meet with clients once every 1-3 months.

While dietitians gather a general assessment of a client's diet at each appointment -- asking what they ate the day prior -- they're often unable to get a comprehensive understanding of the client's daily habits. Therefore dietitians can only provide general tips rather than specific actionable recommendations.

**Bite-sized allows dietitians to gain a deeper grasp of their clients' food habits, and provide personal, culturally-relevant, and specific recommendations in between visits.**

## Pain Points Around Adopting a Healthier Diet

**Dietary change can be confusing and isolating.**

Food choices are extremely personal and culturally ingrained. Therefore, a change in diet often takes great effort to change. A dietitian provides invaluable emotional and practical support, but infrequent appointments can stall a client's progress.

## **Scientific jargon about food is not consistent or actionable.**

Nutrition is complicated and always changing, and the overwhelm associated with trying to understand what nutrients are best for an individual's body is enough to avoid the effort all together.

## **Methods for diet change are “all or nothing”.**

Popular diets require an intense regimen. When people don't adhere perfectly, they feel dejected and like they will never achieve their goal, often bringing them to give up entirely.

## **How it Works**

1. The client uploads a photo of their grocery receipt and meals to the Bite-sized mobile application, sharing all food choices.
2. Bite-sized notifies the dietitian that the client uploaded their receipt and meals.
3. The dietitian analyzes the grocery list/meals and identifies 1-3 unhealthy items and suggests healthy alternatives. The suggestions primarily include foods to replace or add to the client's diet.
4. The client receives a notification with suggestions from their dietitian.
5. Bite-sized uses geo-location to recognize when the client next visits the grocery store, and reminds them of the dietitian's suggestions.
6. The client uploads the grocery receipt to Bite-sized.
7. The dietitian reviews the uploaded receipt and 1) confirms whether or not the client adopted the recommendations, 2) congratulates the client if they adopted the recommendations, and 3) offers additional suggestions for the next shopping trip.

## **Value Promise**

We promise to provide a path of incremental change towards a healthier diet by:

**Enabling a client's dietitian to provide *regular support from afar*.** Bite-sized allows dietitians to provide clients with support between visits, providing actionable suggestions. This reminds clients that they are not alone, and that they have a partner in their health journey.

**Enabling a client's dietitian to provide *specific dietary suggestions*.** Bite-sized allows the dietitian to comment directly on the client's grocery receipt and meals to give clear, specific recommendations. This feature removes the nutritional guesswork and teaches the client why he should eat one item over the other.

**Enabling a dietitian to *gain a deeper understanding of their client's food choices, and therefore provide tailored guidance to the client's distinct needs*.** While dietitians collect important metrics such as blood pressure, weight, cholesterol, and blood glucose levels, a client's diet is generally self-reported. By having access to the grocery receipt and meal/snacks, the dietitian gains a clearer picture of their client's food choices, and therefore can provide tailored guidance, in addition to more general nutrition tips.

**Encouraging a dietitian to limit the number of recommendations, supporting a *gradual approach to changing someone's diet*.** We found in our research that when given a large task such as "eat healthier," people shut down because of the intimidation around thinking about how far the end goal is away from their current reality. By taking a gradual approach to helping someone improve their diet, we remove this intimidation. Even though a more gradual approach is our recommendation, we will not limit the dietitian and allow them to operate as they see fit.

**Capitalizing on *existing routines that don't require significant modification*.** We believe that if we meet customers "where they are," we will increase the likelihood of service adoption. Instead of asking our target population to change where they shop or completely overhaul their diet, we will actually make their current grocery shopping habits *easier*, and slowly implement healthier behavior, week by week, item by item.

**Removing *unnecessary scientific jargon that only complicates and confuses*.** Our original inspiration for our product primarily came from low-income individuals who are diabetic. We learned that when someone is first diagnosed with diabetes they are given not only bad news, but also a significant amount of new information for changing their current behavior. This includes a new diet, a new exercise regime, and further responsibility around tracking insulin levels. By removing the complicated jargon presented around food and nutrition, we aim to make it simpler to take action around adopting a healthier diet.

## **We are an LLC**

### **Why For-Profit**

Bite-sized needs a consistent revenue stream to support our growth efforts and build out towards our north star design. The resources needed to do this would include developers to create and maintain our designs, sales representatives to help partner with health clinics and hospitals, as well as provide an income for the founders.

## **Revenue Stream**

We will sell a monthly subscription to dietitians and nutritionists. The fee will be \$39.99 per month per dietitian/nutritionist.

In total, there are 66,700 Dietitian and Nutritionist jobs in the United States. Of these, we will focus on dietitians/nutritionists who could benefit from our service, meaning, those who work in an organization that could effectively implement our tool. Such establishments include:

- General Medical & Surgical Hospitals: 17,840 nutritionists/dietitians
- Outpatient Care Centers: 6,870 nutritionists/dietitians
- Specialty hospitals: 1,460 nutritionists/dietitians
- Psychiatric & Substance abuse hospitals: 780 nutritionists/dietitians

Our total target market is 26,950. Five percent of this market will be aware of our product and, and 5% of that number will adopt the product.

Based off of these numbers, we will begin making money by month 6 of the second year. We will have 162 clients by the end of the first year, and 510 by the end of the second.