

bitesized

A digital platform that allows dietitians to support their clients remotely

Conner Drew, Elijah Parker, & Sally Hall

What it does

Bite-sized is a 2-sided digital platform that enables dietitians to extend their reach and have more consistent and reliable connections with their clients. The primary leverage points for this communication of value between client and dietitian will be their food intake, which consists of their daily meal, snack and drink choices as well as their grocery purchases. As clients upload their photos of their food the dietitian will gradually suggest healthier options which will surface within the mobile experience at key moments, like when the client arrives at the grocery store. .

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 2-12 weeks (most common is 4 weeks).

Currently dietitians gather a general assessment of a client's diet at each appointment -- asking what they ate within the past 24 hours -- 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.

bitesized allows dietitians to gain a deeper grasp of their clients' food habits, and provide personal, culturally-relevant, and specific recommendations on a consistent basis.

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

Onboarding

1. There is a user side (mobile application) and a dietitian side (desktop application).
2. The user signs up and is paired with a dietitian based on their unique needs.
3. The dietitian is notified that they have a new client and reaches out to set up a phone or facetime call to create rapport and develop understanding.
4. The client and dietitian establish health goals together and map out some initial objectives towards those goals.

Core Activities

5. The client uploads a photo of their meals and grocery receipt to the Bite-sized mobile application, sharing all food and drink choices.
6. Bite-sized notifies the dietitian that the client uploaded their meals and receipt.
7. The dietitian analyzes the grocery list/meals and makes suggestions. The suggestions meet users where they are at in their current behavior and primarily include foods to replace or add to the client's diet.

8. The client is notified that they have suggestions from their dietitian.
9. bitesized uses geo-location to recognize when the client next visits the grocery store, and reminds them of the dietitian's suggestions.
10. The client uploads the grocery receipt to bitesized.
11. The dietitian reviews the uploaded receipt and a) confirms whether or not the client adopted the recommendations, b) congratulates the client if they adopted the recommendations, and c) offers additional suggestions for the next shopping trip.
12. The dietitian is expected to respond every other day. Not more than 48 hours in between a user's interaction and their response.

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.

Financial Sustainability

The initial plan of action is to recruit dietitians to work as freelancers on our platform. While recruiting users in parallel to receive support from a dietitian. Users will pay a monthly subscription fee of \$30. This fee will be split evenly between the dietitian and bitesized. As we build our initial client base we will ask each user to go to the doctor to run nutrition oriented lab tests. *We will reimburse any co-pays or fees.* Each month we will ask these initial users to go in for another round of tests. This is to prove that our service can produce more positive health effects.

FUTURE Targets after proving the service is effective, we will pitch the product to clinics and nonprofits, specifically those that specialize in dietary diseases. The goal here is to get our app on the mobile device of people who are at risk for a dietary disease or have been diagnosed. This will allow us to cut our fee in half because we would not have to compensate the dietitian since they are employed by the clinic. The clinic would pay us a subscription fee per month, per user. These fees would be based on a tiered plan that is outlined below.

Addressable Market

Our product is designed to support people that are motivated to make a diet change. Due to this criteria being an intangible value we cannot fully quantify our total addressable market on the user side of the experience. However, we do know a few things that help for informing growth projections:

There are 113,330 dietitians and nutritionists in the network of the Academy of Nutrition and Dietetics (A network for dietitian education and services). They conducted a study (in 2015) on the use of telehealth services in practice. 30% of dietitians and nutritionists in their network, that took part in this study, already use telehealth methods in delivering their dietary support services. If we take this projection as accurate, this means that 33,999 dietitians and nutritionists use telehealth. Assuming that each of these dietitians would like to take part in our service and could serve ~10 clients on the bitesized platform, this would mean that our total addressable market would be 339,990 assuming that more dietitians *would not* adopt the service. With this addressable market we assume that we can reach 0.5% of this market in the first year. That is 1,700 clients and of those we expect a 5% adoption rate which gives us 85 users in the first month.

The 30% of responders to the Academy's study already have clients. Our assumption is that the methods they are using to administer care is tying together multiple platforms rather than a cohesive experience. This is based on more information in the findings of the study outlining this information. The responders projected that the following technologies will continue to rise in prevalence in the next 3 years:

The technologies in bold are values that we have incorporated into our product.

- **Smartphone**
- **Text messaging**
- Targeted, scripted programs sent to clients via the internet
- Smart watches/wearable technology
- **Diet analysis by photo of foods**
- Counseling by the computer itself using algorithms
- **Social Networks**
- Group telehealth via Skype, Apple watch
- Artificial Intelligence

Moreover we are assuming that these are technologies that they already use and could be further optimized as a cohesive experience. We think these individuals will adopt an experience like this.

Also, there are 27 million people who have Heart Disease and 30 million who are diabetic. In our ethnographic research approximately 38% of the people we spoke to were motivated to make a diet change but felt powerless about taking action towards that goal. That feeling was because of a multitude of things, the confusing nature of food information, the barrier to entry that exists for users in reaching out to specialized medical professionals like dietitians and many other factors that our product solves for. Therefore we will not project a number representative of the total addressable market size in terms of users and will focus on the numbers that are related to dietitians.

Compensation and Pricing

Freelance Fees: We charge \$30 for our remote service. This sum is split in half, half to the dietitian, half to the Company (bitesized).

Freelance Compensation: Dietitian's will spend between 30 and 90 minutes per user, per month. This means dietitians can make \$13-40 an hour working on the bitesize platform depending on how they manage work flows and what their users need.

We are an LLC

Why For-Profit

bitesized needs a consistent revenue stream to support our growth efforts and build out towards our north star design. The 3 founders will build the minimal viable product, but after that, profits will support developers to build out additional features, sales representatives to sell to non-profits, health clinics and hospitals, and marketing expenses to any seeking help with changing their diet.

Growth Targets

We estimate it will take our lead developers approximately six months to develop the first version of the product. Therefore, we plan to launch a beta version in January 2018.

We plan to test with 1 organization (with 2 dietitians and 15 clients) and 2 independent dietitians (with 15 clients), with 30 clients total.

As we build the beta, we will continue to pilot and test the core value and key features of the product. Iterating as needed.

By 2018 we aim to have 175+ clients. With 175+ clients, we will receive a monthly profit of \$3,500+.

Marketing and Advertising

Individual - Dietitians

The Academy of Nutrition and Dietetics

To market to individual dietitians, we will present our service to the Academy of Nutrition and Dietetics, which has 100,000+ members. The Academy has over 100,000 credentialed practitioners — registered dietitian nutritionists, dietetic technicians, registered, and other dietetics professionals holding undergraduate and advanced degrees in nutrition and dietetics, and students — and is committed to improving the nation's health and advancing the profession of dietetics through research, education and advocacy.

Dietitian & Nutrition Blogs

We also will reach out to dietitian and nutrition blogs to spread the word about bitesized. Such blogs include [Real Life Nutrition WebMD](#), [Eat + Run USNews.com](#), [Nutrition and You!](#), [Health.com News and Views](#), [Joy Bauer](#), [Nutrition Twins](#), [URockGirl](#), [Gluten-Free Goodness](#), [The Gluten-Free RD](#), [The Spicy RD](#).

Nutrition Education Programs

We will market our service to universities which offer dietitian degrees. There are 132 such institutions across the nation, a list which can be found [here](#).

Individuals - Clients

We will market bitesized to individuals seeking support with dietary change. We will market to such individuals at health clinics, obesity centers, diabetes clinics, and gyms.

How we're different

Easy Food Logging

There are several mobile apps that track food intake. However, instead of requiring a client to type in items, bitesized allows clients to take photos and share them with their dietitian.

Moreover, this method of food logging gives the dietitian a clear understanding of portion size.

Human to Human Connection

Unlike most nutrition-based apps, bitesized employs a human connection -- directly linking a client to an expert dietitian. The client has a trusted partner in their health journey.

Simplifying Nutrition Information

Current nutrition apps emphasize calories and complicated food science. Bitesized removes the confusion around adopting a healthier diet by focusing on simple, actionable recommendations from the dietitian.