

Calorfy – Pitch Deck

Instant food insights using AI.

Photo-based calorie and nutrient tracking for modern eaters.

The Problem

People don't know what they're eating.

Existing apps are complex, time-consuming, or inaccurate.

Our Solution

Snap a photo, get instant nutrition info.

AI-powered analysis of ingredients, calories, macros, and vitamins.

Market Opportunity

Global trend toward health, nutrition, and wellness.

Millions of users looking for quick, reliable tools to track their meals.

Product & Roadmap

Q3 2025:

- MVP with photo-based recognition & calorie estimation

Q4 2025:

- Beta with nutrients, drink tracking, editable meals

Q1 2026:

- App store launch, marketing

Q2 2026:

- Partnerships, B2B integrations

Technology Stack

- React Native
- Firebase
- FastAPI
- PostgreSQL
- YOLOv8
- TensorFlow
- PyTorch & more.

Business Model

- Free tier: basic calorie estimates
- Premium: \$5.99/month for full nutrient analysis, history, export
- Annual & lifetime options
- In-app purchases via App Store / Google Play

Financial Projections

- Year 1: 500 paying users → \$35,940/year
- Year 2: 3,000 paying users → \$215,640/year
- Year 3: 10,000 paying users → \$718,800/year

Year	Paying Users	ARPU (USD/year)	Annual Revenue (USD)
Year 1	500	\$71.88	\$35,940
Year 2	3000	\$71.88	\$215,640
Year 3	10000	\$71.88	\$718,800

Unit Economics & Metrics

- CAC: \$5–10
- LTV: \$60–80
- Churn target: <5% monthly
- Break-even: ~18–24 months

Founder

Ayrton Zampietri

Full-stack developer with 10+ years experience

Shopify expert | Product-focused | Founder-driven

The Ask

\$150,000 USD SAFE at \$3M USD valuation cap

Goal: MVP + early traction + go-to-market

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