

# Calorfy - Startup Pitch Roadmap

## Problem

Most people have no idea what they're actually eating. Current apps are complex, time-consuming, or disconnected from real-life behavior.

## Solution

Calorfy lets users take a photo of their meal and instantly get an estimation of calories and nutrients. Simple, visual, and AI-powered.

## Market Opportunity

Growing global interest in health tech, nutrition, and wellness. Massive addressable market for daily-use nutrition tools.

## Product Roadmap

Q3 2025:

- MVP Development (photo recognition, calories estimation, basic editing)
- Launch landing page & early access program

Q4 2025:

- Beta launch with premium features (nutrient tracking, drink support, user history)
- Community building, user feedback loop

Q1 2026:

- Launch on app stores
- Paid user acquisition
- Integrations with fitness/nutrition platforms

Q2 2026:

- Strategic partnerships
- Begin exploring B2B licensing opportunities (nutritionists, gyms, etc.)

# Tech Stack

React Native, Firebase, FastAPI, PostgreSQL, YOLOv8, PyTorch, TensorFlow Lite & more.

# Business Model

Freemium app with paid Premium tier (macros, history, export, integrations).

# Team

Ayrton Zampietri – Full-stack developer with 10+ years of experience.  
Shopify expert and product-driven founder. Leads tech, AI, and product strategy.

Post pre-seed, I plan to onboard:

- Freelance Developer (Part-Time) – To accelerate MVP build and integration.
- UI/UX Designer (On-Demand) – To enhance visual design and user experience.
- Marketing Specialist – To lead early growth, content, and acquisition strategies.

# Ask

Raising \$150,000 USD on a \$3M USD valuation cap (SAFE) to build and launch the MVP, onboard first users, and refine product-market fit.

Calorfy – Valuation Justification (Pre-Seed SAFE)

# Valuation Target

We are targeting a pre-seed SAFE round with a \$3M USD valuation cap. This reflects the product vision, founder expertise, and global opportunity in health-tech.

# Why \$3M is Justified

- ✓ Real Problem: People lack simple, visual tools to understand what they eat.
- ✓ Validated Market: Billions spent annually on nutrition and fitness tools.
- ✓ Clear Founder Fit: 10+ years in tech, full-stack experience, proven ability to deliver.
- ✓ Product Vision: MVP scoped, mockups ready, AI integration planned.
- ✓ Competitive Advantage: Focused UX + image-based detection + editable recognition.
- ✓ Monetization Ready: Freemium + monthly Premium plan (target: \$5.99/month).
- ✓ Pre-launch Momentum: Branding, landing, and investor-facing pitch materials complete.

# Investor Equity

Raise: \$150,000 USD

Valuation Cap: \$3,000,000 USD

Investor gets: ~5% equity (SAFE, subject to next priced round)

# Comparables (Benchmarks)

- MyFitnessPal: \$19.99/month – acquired for \$475M
- Yazio, Lifesum: millions of active users with visual, food-focused UX
- Most nutrition startups raise at \$2–5M valuations pre-launch or pre-revenue

# Why Invest Now?

Founder-led, lean, and fast-moving. Clear use case. Real-world application. Perfect timing for a health-aware, AI-powered future.