



bloomplate*

Rethinking Healthy Eating.

bloomplate.com

Me, 14-17 years old

**No one asked me what I ate.
I didn't want to follow the
default solution.**

1/8

**women
worldwide**

70%

undiagnosed



**Healthcare tells people what to change.
It doesn't help them do it.**



THE INSIGHT

The problem isn't knowledge. It's execution.

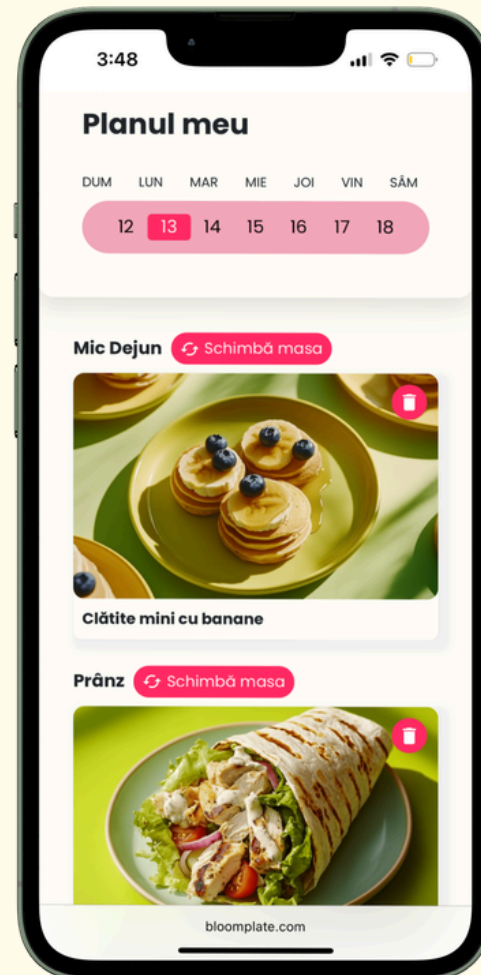
Solution

Bloomplate makes personalized, **expert-backed** nutrition accessible at scale.

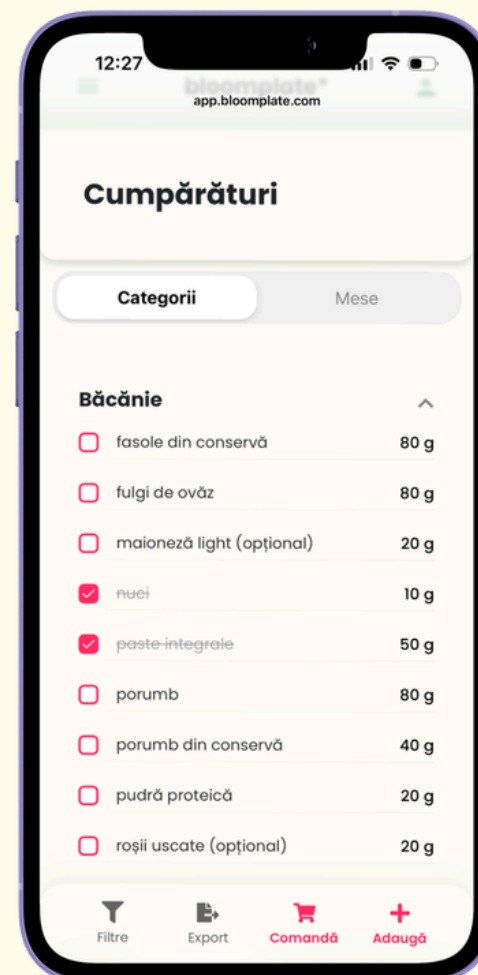
Complete



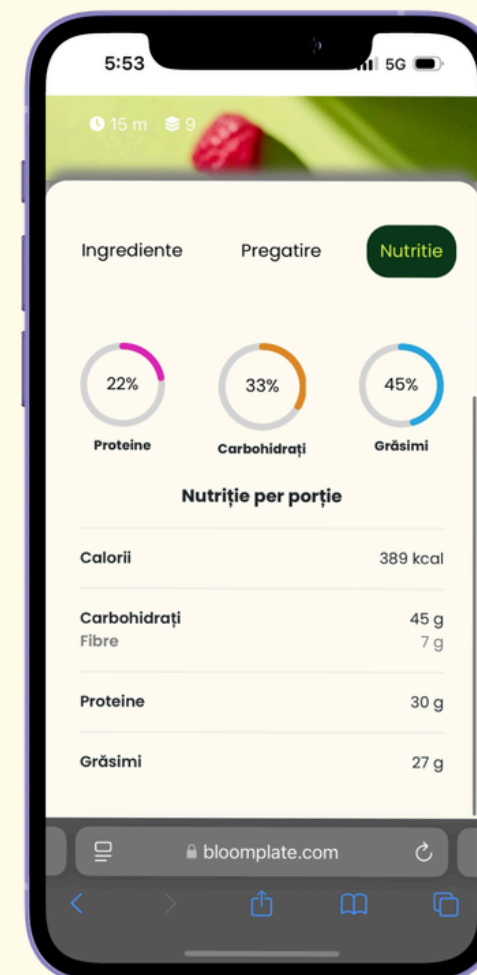
Personalize



Shop



Track



Education



Community



3 in 5

people has a diet-related condition.

Most of them have no idea how to act on it.

Personalized nutrition: **\$47B by 2033**

Growing at **16% / year**

Romania first. **US next.**

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New nutrition apps will keep appearing.

Long-term trust is harder to build.

EASY TO BUILD

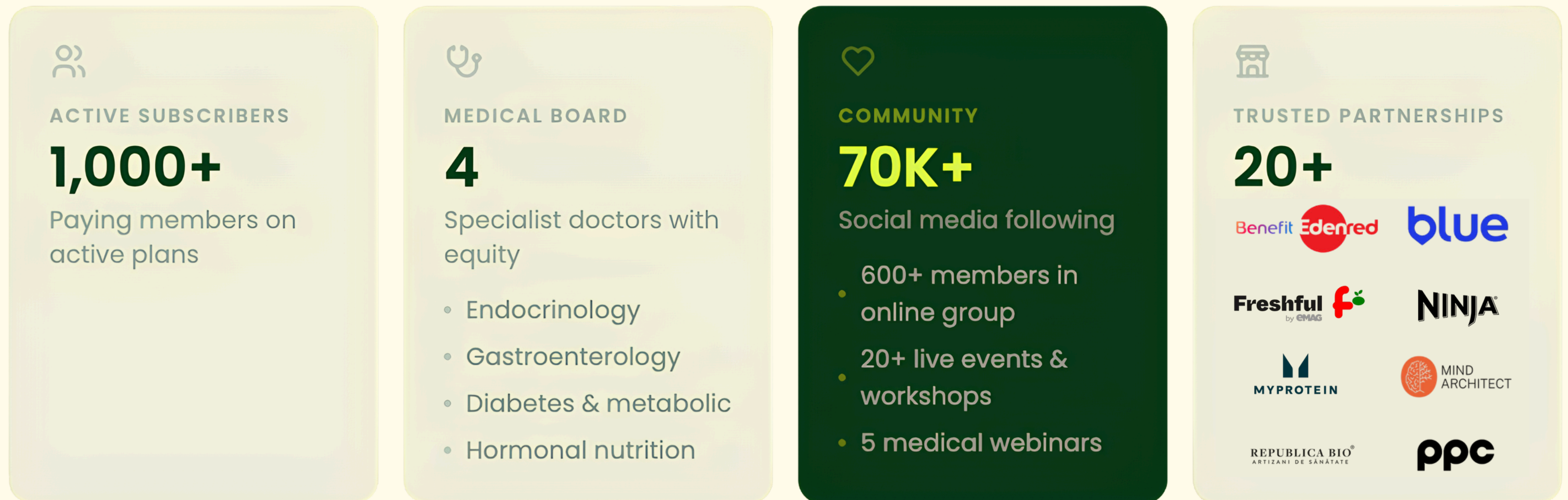
- ✓ AI features
- ✓ Meal plans
- ✓ Symptom trackers
- ✓ Personalized recommendations
- ✓ Content libraries

HARD TO BUILD

- ✓ Medical credibility
- ✓ Consistent outcomes
- ✓ Community
- ✓ Trusted partnerships
- ✓ Daily engagement
- ✓ Habit formation over years

Traction built on things that are hard to copy.

Not just users: trust, outcomes and relationships.



These aren't features. **They're relationships and they compound over time.**

Business Model

We are using a free trial subscription-based model.



7 DAYS FREE TRIAL MODEL

with 25% conversion rate from trial to paid

89,99 RON
monthly

199,99 RON
quarterly

419,99 RON
yearly

LTV = 320 RON



EXPANSION

- **Partnership** commissions
- **Corporate** contracts
- **Insurance** companies

RETENTION STRATEGY: community + brand discounts (ecosystem)

Zero to €130K ARR. Cash flow positive.

- €6–7K monthly costs
- cash flow positive

MRR

€10K

~RON 50K / month

ARR

€130K

Annualized run rate

AVG MOM GROWTH

35%

Last 6 months

CONVERSION

27%

Trial-to-paid

Team



Maria Chițu
Co-Founder
Community & Marketing



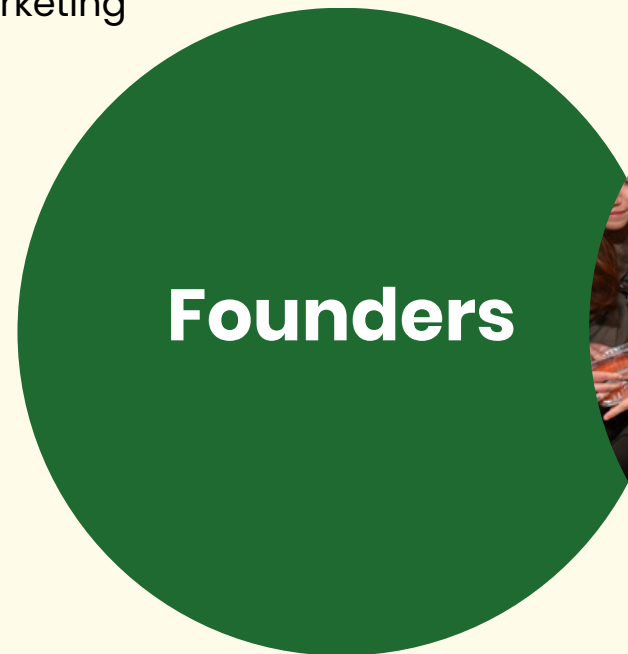
Dr. Ovidiu Calapod
Gastroenterologist



Dr. Nicoleta Hodoiu
Medical Lead
Nutrition Specialist –
Endometriosis



Maia Mihai
Co-Founder
Business & Product



Founders



Advisors



Olivia Niță
Co-Founder
Nutrition & Sales



Eliza Urda
Certified Nutritionist
(MNU)



Andreea Petra
Resident in
Diabetes & Nutrition



Vision

Healthy eating shouldn't be confusing or overwhelming.

We're building the go-to platform for anyone who wants to live better, worldwide.

Over the next 3–5 years, we aim to support over **100,000 active users** across Europe and become a leading preventive nutrition platform.

high-end and exclusive



simple and affordable

b*

Ask

Raising: €200,000

Equity offered: 7%

55% – Growth & Acquisition

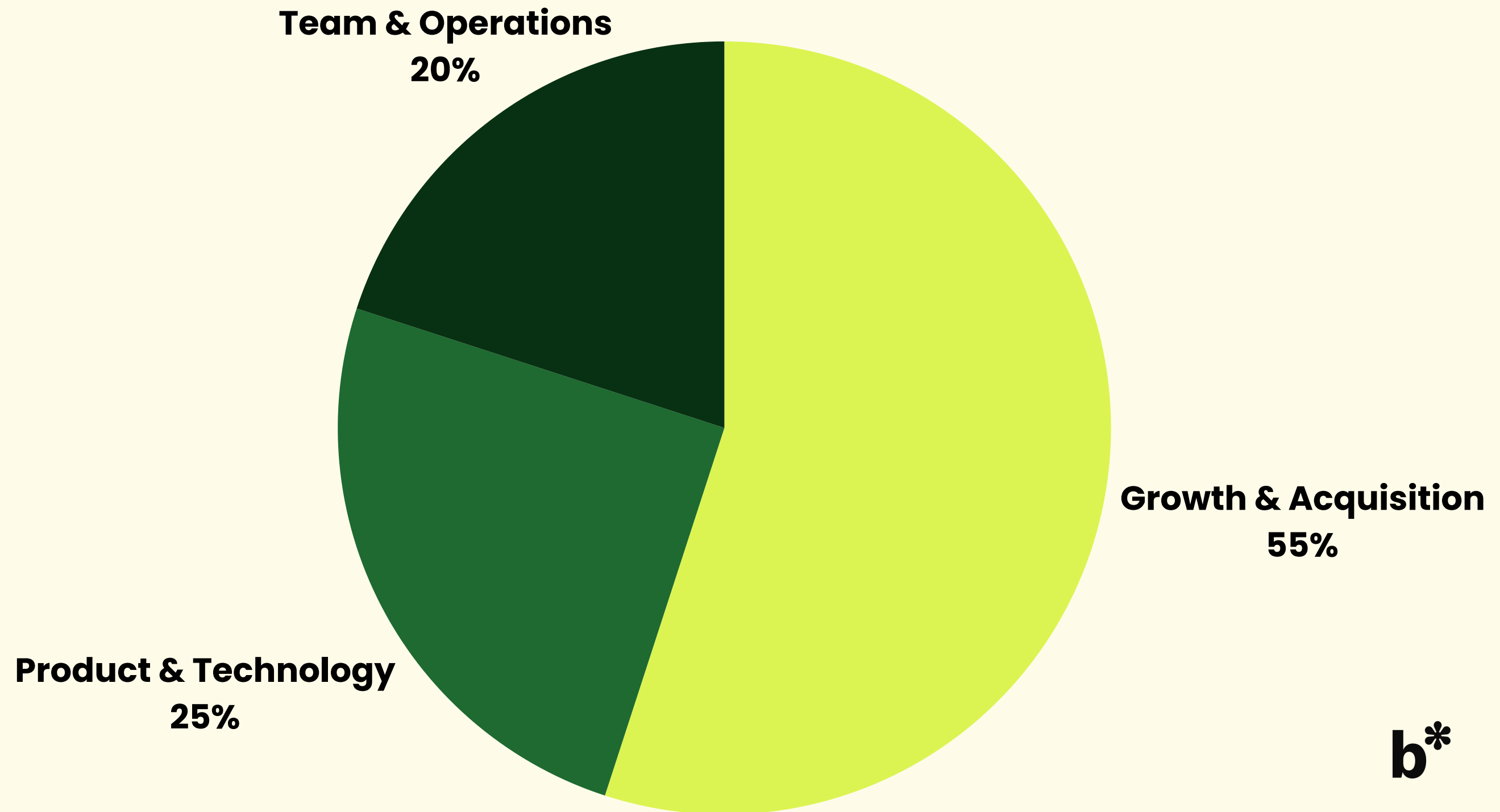
- Paid user acquisition
- Funnel optimization
- Retention experimentation

25% – Product & Technology

- App development
- Automation & scalability
- Personalization enhancements

20% – Team & Operations

- Core team compensation
- Operational infrastructure
- Medical specialists and researches



**EVERYONE EATS.
EVERY DAY.
FOR LIFE.**

**Bloomplate brings
structure to everyday
nutrition. **At scale.****



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