

NoMoo

The dairy free way...

WHAT I'LL BE COVERING...

- My concept
- The problem
- The solution
- How it works...
- How we're going to make it happen...

WHAT IS IT?

NoMoo, is the adequate solution for all those who can not consume dairy products. This app will help to make their life easier when it comes to things such as...

- Restaurants
- Shopping
- Recipes to cook at home
- Connect with others

THE PROBLEM...

BRIAN, AGED 35 -

LACTOSE INTOLERANT AND COELIAC

“The most difficult thing about being lactose intolerant, is feeling like an inconvenience when eating out. It would be great to know beforehand if a restaurant will be able to cater for my intolerances.”

THE PROBLEM...

GRACE - AGED 21

RECENTLY DIAGNOSED LACTOSE INTOLERANT

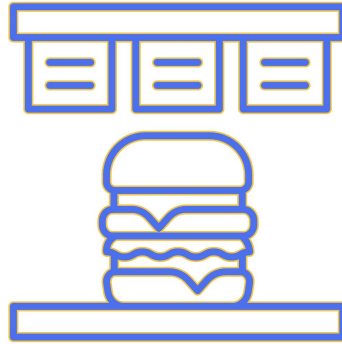
“At the beginning, grocery shopping was hard. I used google to help me source out the best alternatives. It’s also very easy to become bored of the limited options. I would love some inspiration to keep me on track.”

THE PROBLEM...

There is a gap in the market for a solution to rectify the difficulties faced by those who cannot consume dairy products.



DIFFICULTY SHOPPING
FOR FOOD

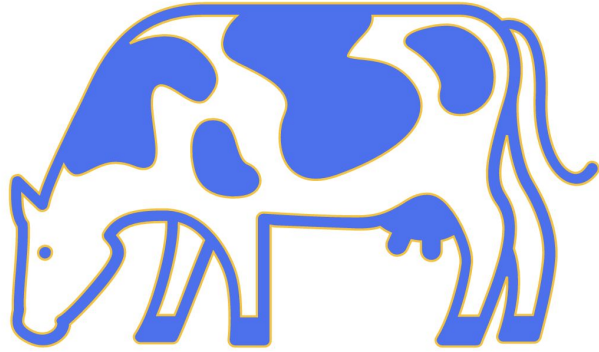


UNCERTAINTY ABOUT
EATING OUT



FEELING ISOLATED,
ALIENATED &
UNMOTIVATED

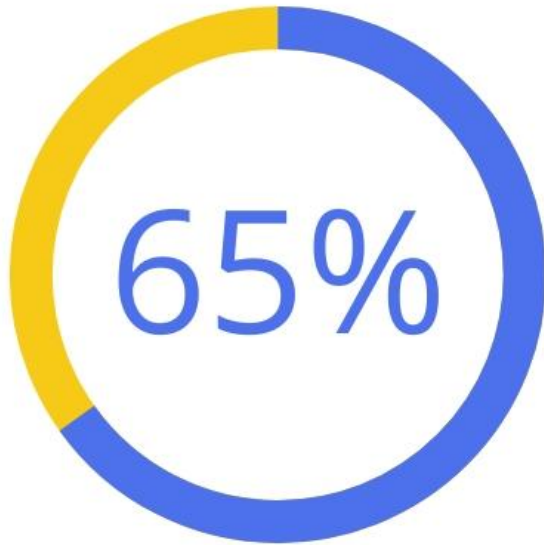
THE PROBLEM...



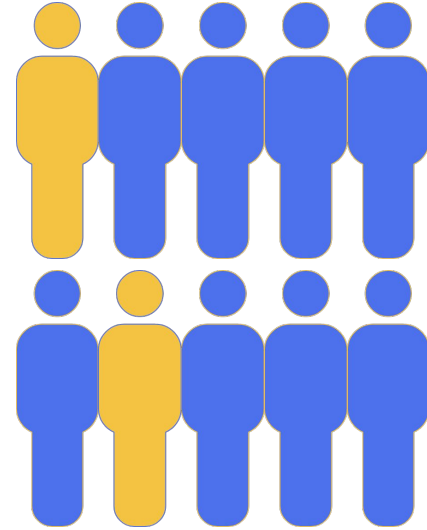
THE PROBLEM...



A GROWING MARKET...



of the human population
have a reduced ability to
digest lactose.



2 out of every 10 people
in the UK suffer from a
lactose intolerance

A GROWING MARKET...



360%

Increase in
VEGANISM
in a decade

TARGET MARKET



Dairy-free diet



Vegans



Doctors and dieticians

THE SOLUTION

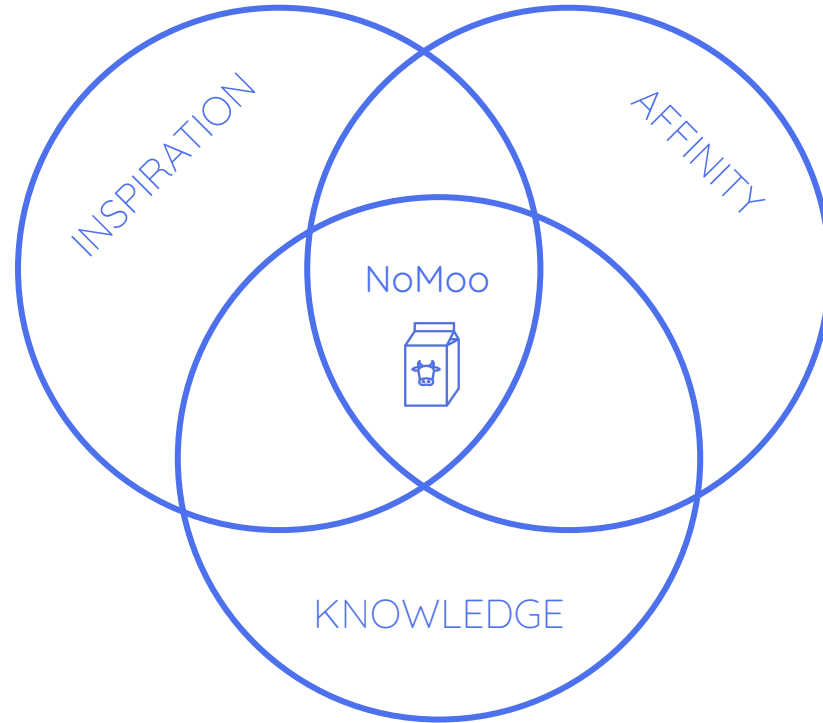


INSPIRATION

KNOWLEDGE

AFFINITY

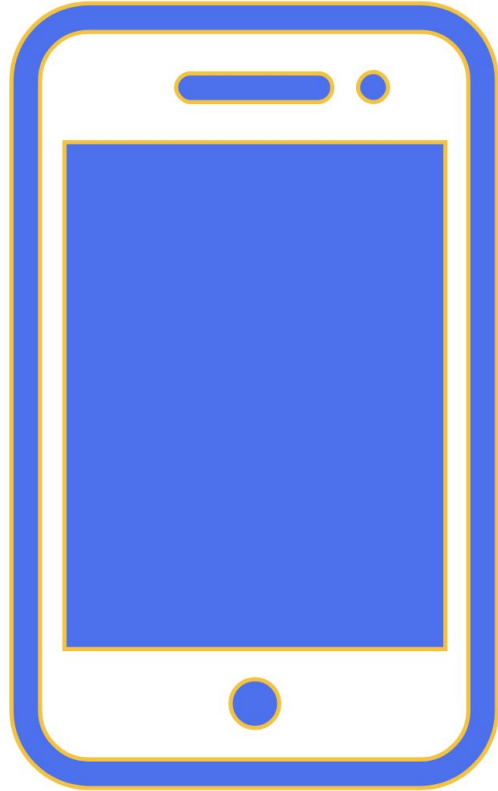
THE SOLUTION



PLATFORM

Convenient

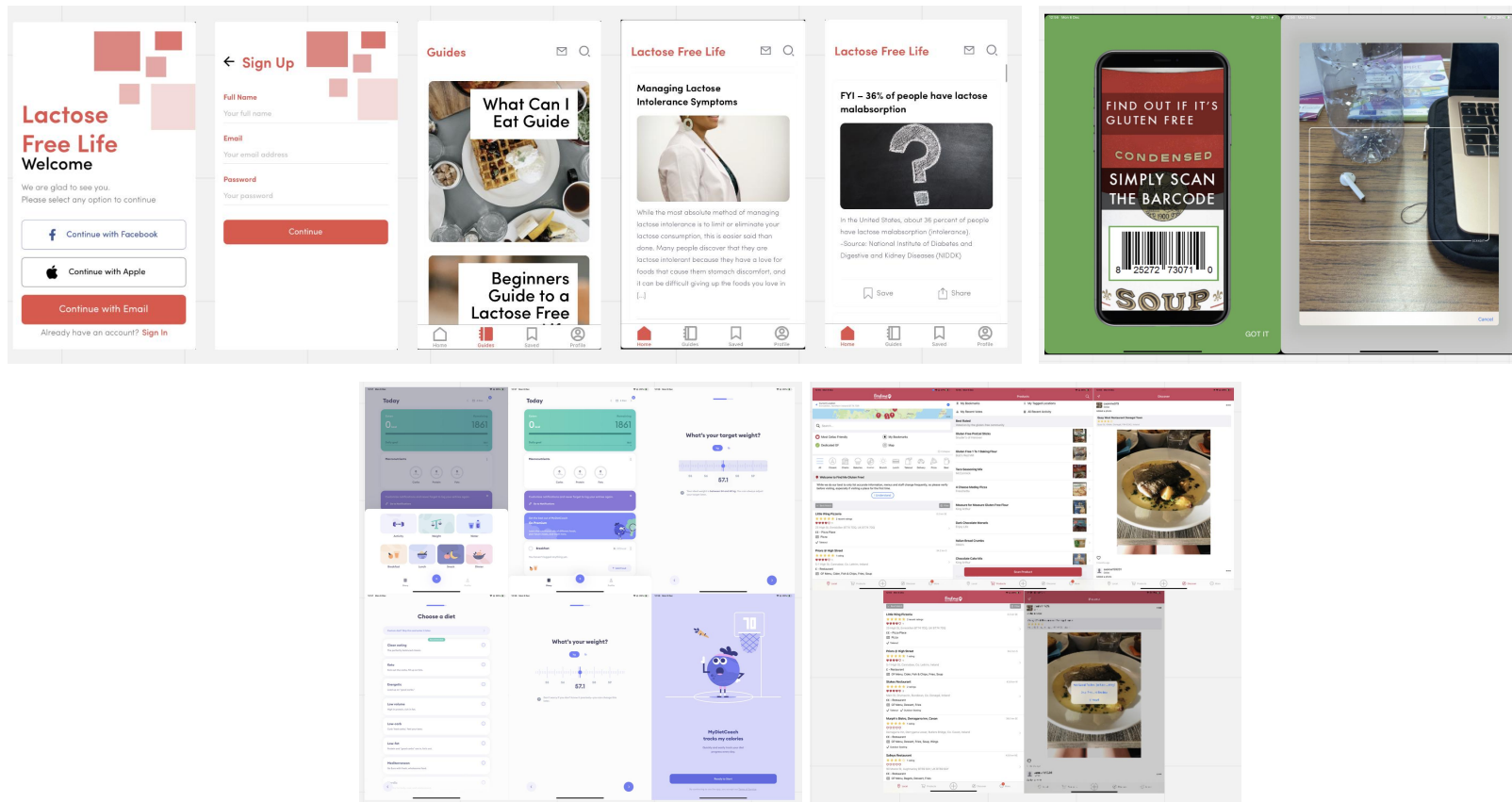
Portable



Accessible

Practical

COMPETITOR RESEARCH



TONE OF VOICE / STYLE

Current Health based apps are all very formal, and not very well designed. I would like to create an accessible, practical app, with a humorous tone of voice.

MARKET OPPORTUNITY

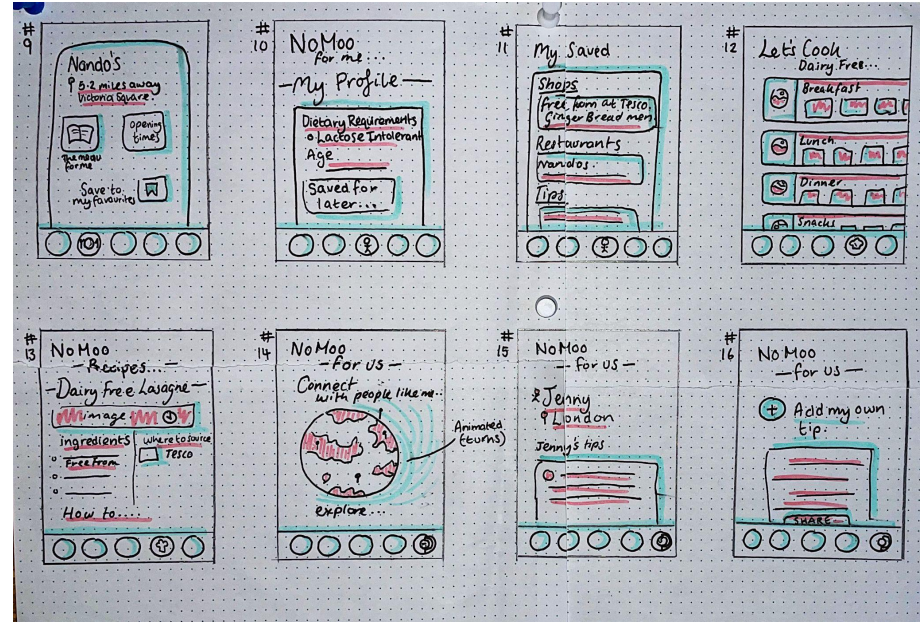
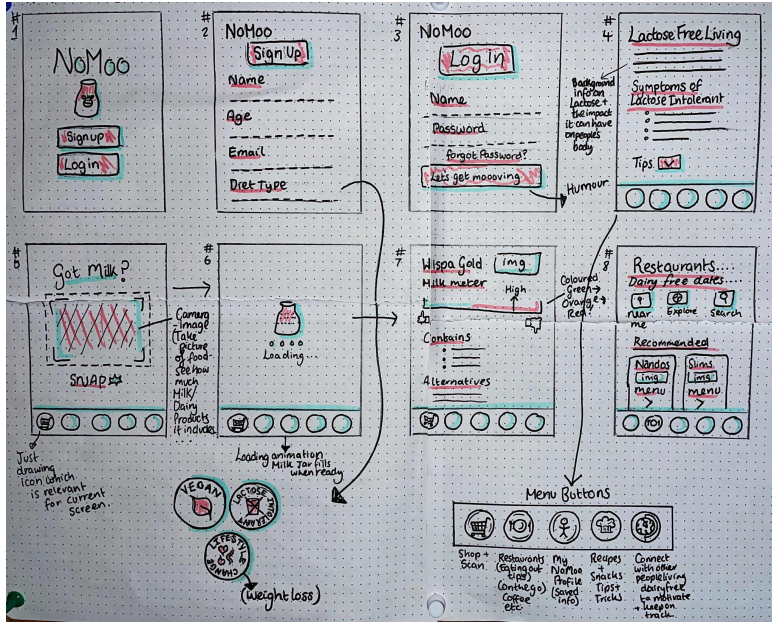
Ongoing Revenue

- Free app
- Advertisements from Lactose free companies such as Tesco 'Free From Range' and Alpro.

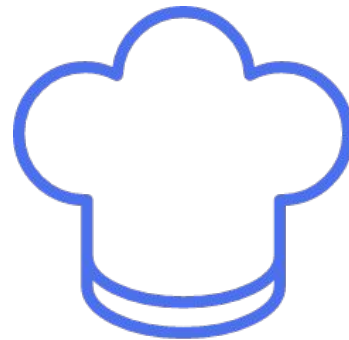
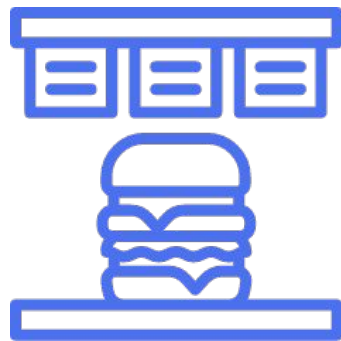
Future Investments

- Sponsorship and recognition from health care organisations and dairy free producers.
- To develop a chain of apps, tailored towards different intolerances, eg. Nut allergies, Gluten intolerances.

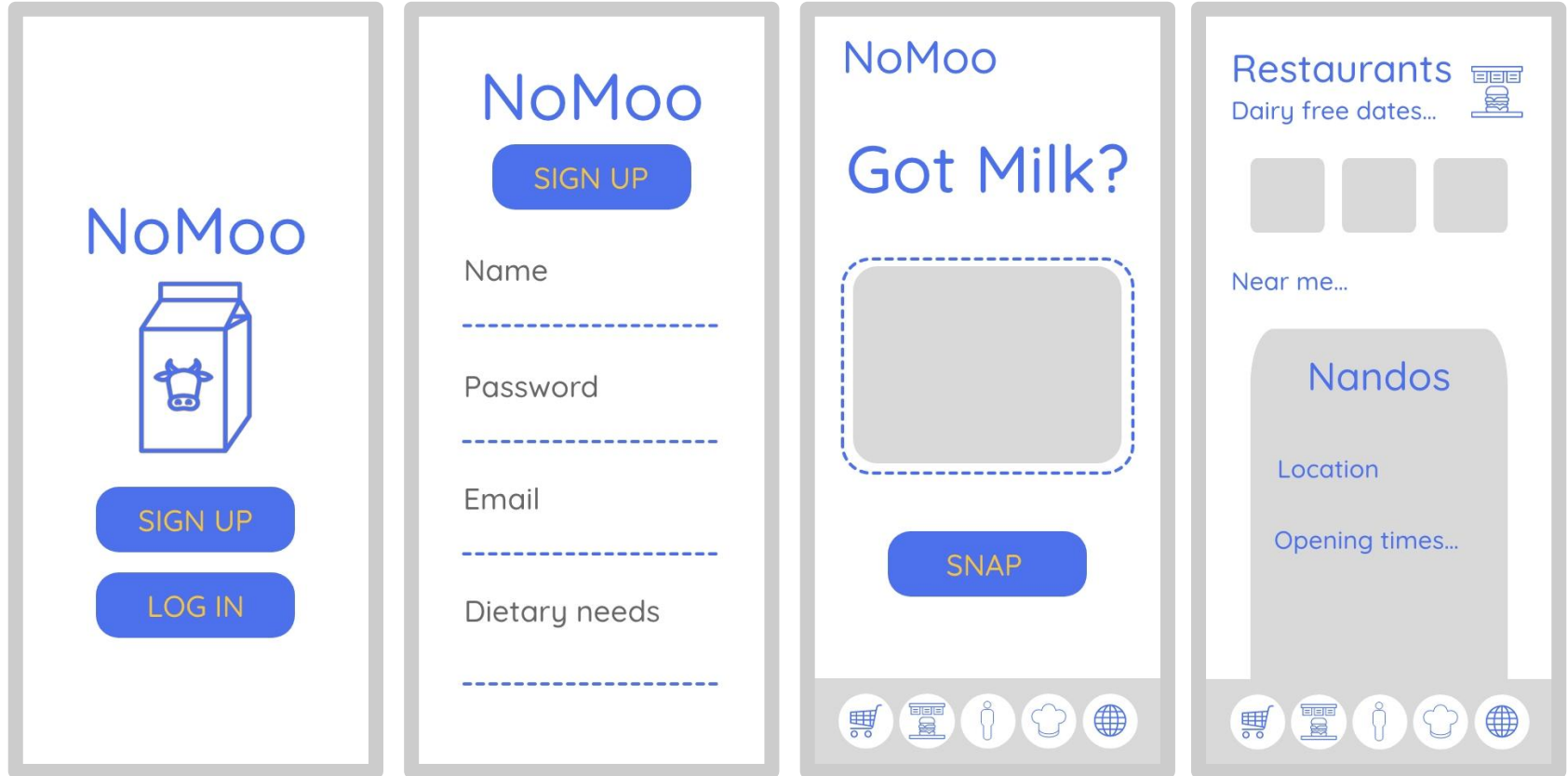
PROTOTYPING - WIREFRAMES



FEATURES...



HIGH RESOLUTION PROTOTYPES



TIMELINE

I am here!



RESEARCH

PLANNING

PROTOTYPING

DESIGNING

DEVELOPING

TESTING

LAUNCHING



FUTURE GOALS...

- To make NoMoo the leading app for dairy-free consumers.
- To expand the app, specialising in other food intolerances/required diets, for example, Nut allergies and gluten Intolerances.

Thanks for listening

