

Wonder

Group 5

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Agenda

Problem & Insight

Solution & Value Proposition

Market Opportunity

Execution Roadmap & Feasibility

Product & Execution

Problem

Millions of people follow dietary preferences and restrictions for a variety of reasons, such as medical, lifestyle, or religious. However, nutritional guidance stops at the grocery store. When you're eating out there's no tool that bridges your personal health needs with real restaurant menus.



51%

Of US Households have dietary restrictions

9M+

affected in France alone

537M

people with diabetes worldwide

220M+

suffer from food allergies

Problem

- + Platforms show restaurants – not which dishes are safe
- + Result: uncertainty, wasted time, **broken diets**
- + People avoid eating out entirely – or **compromise their health**

Insight

- + The problem isn't finding a restaurant – it's dish-level certainty
- + Users need to know which specific meal **aligns with their health goals**
- + Opportunity: be the layer between health needs & restaurant menus

it's not just "can I eat here" — it's "will eating here move my health forward."

Solution & Value Proposition

- + Instead of consumer-based reviews such as Google Maps and Yelp, Wonder enables restaurant and meal discovery based on dietary profile
- + Instantly discover what you can eat, safely, personalized, and deliciously to enable better decisions for your health and lifestyle



Dish-level intelligence

Analyzes menus to flag which specific dishes match your needs



Multi-constraint matching

Combines medical, religious & lifestyle needs simultaneously



AI-powered analysis

Interprets menus via text/PDF to classify ingredients & suitability



Compatibility score

Clear ranked output — not just info, but actionable decisions

Wonder

Removes Uncertainty

Saves Time & Effort

Restores Control &

Enjoyment



Market Size

\$300B+

Food delivery &
restaurant tech

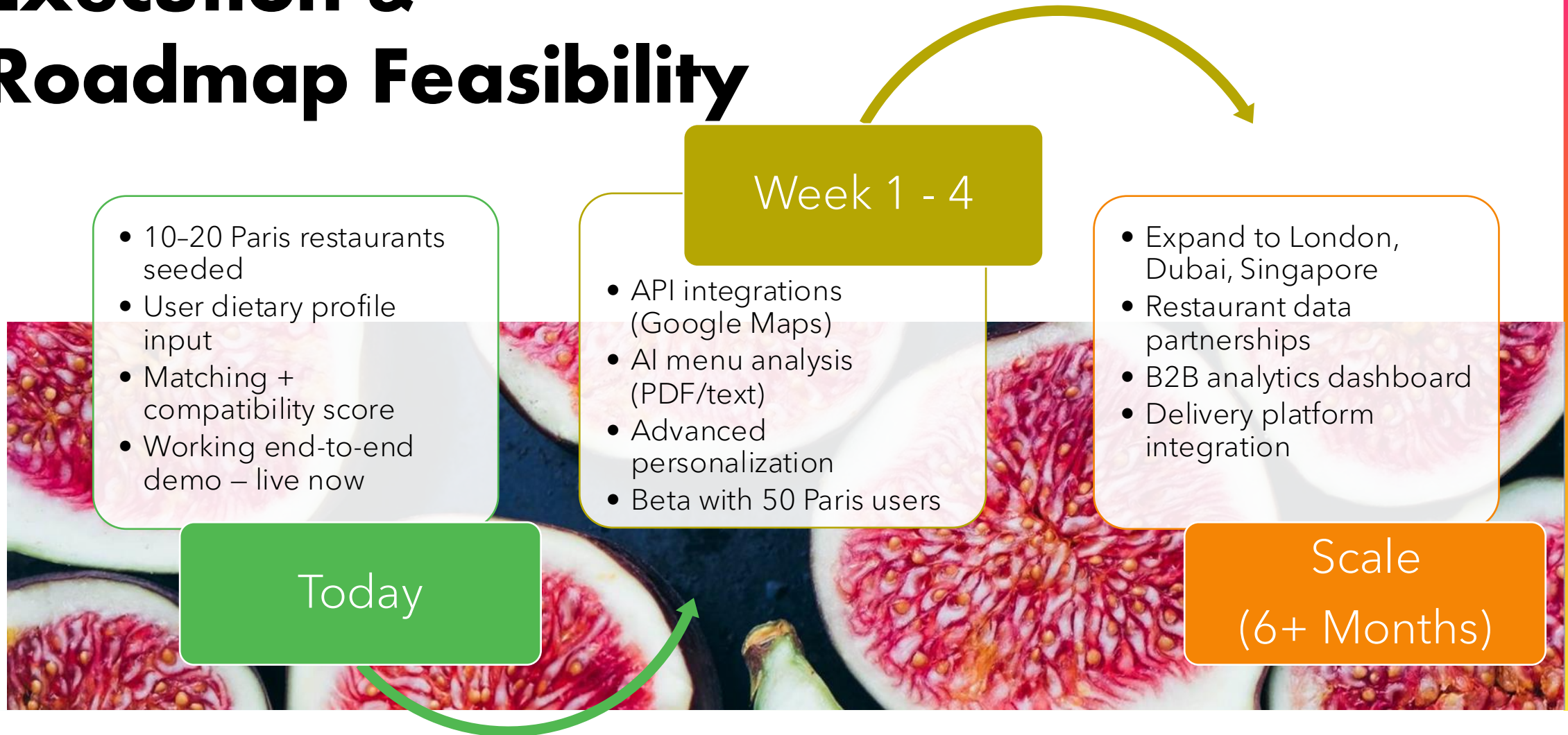
\$500B+

Digital health &
nutrition

- + 52% of people with dietary restrictions struggle to find safe meals when eating out
- + 51% of consumers want AI to help them make safe food choices
- + \$2.95 trillion **halal food market** growing at 9% annually



Execution & Roadmap Feasibility



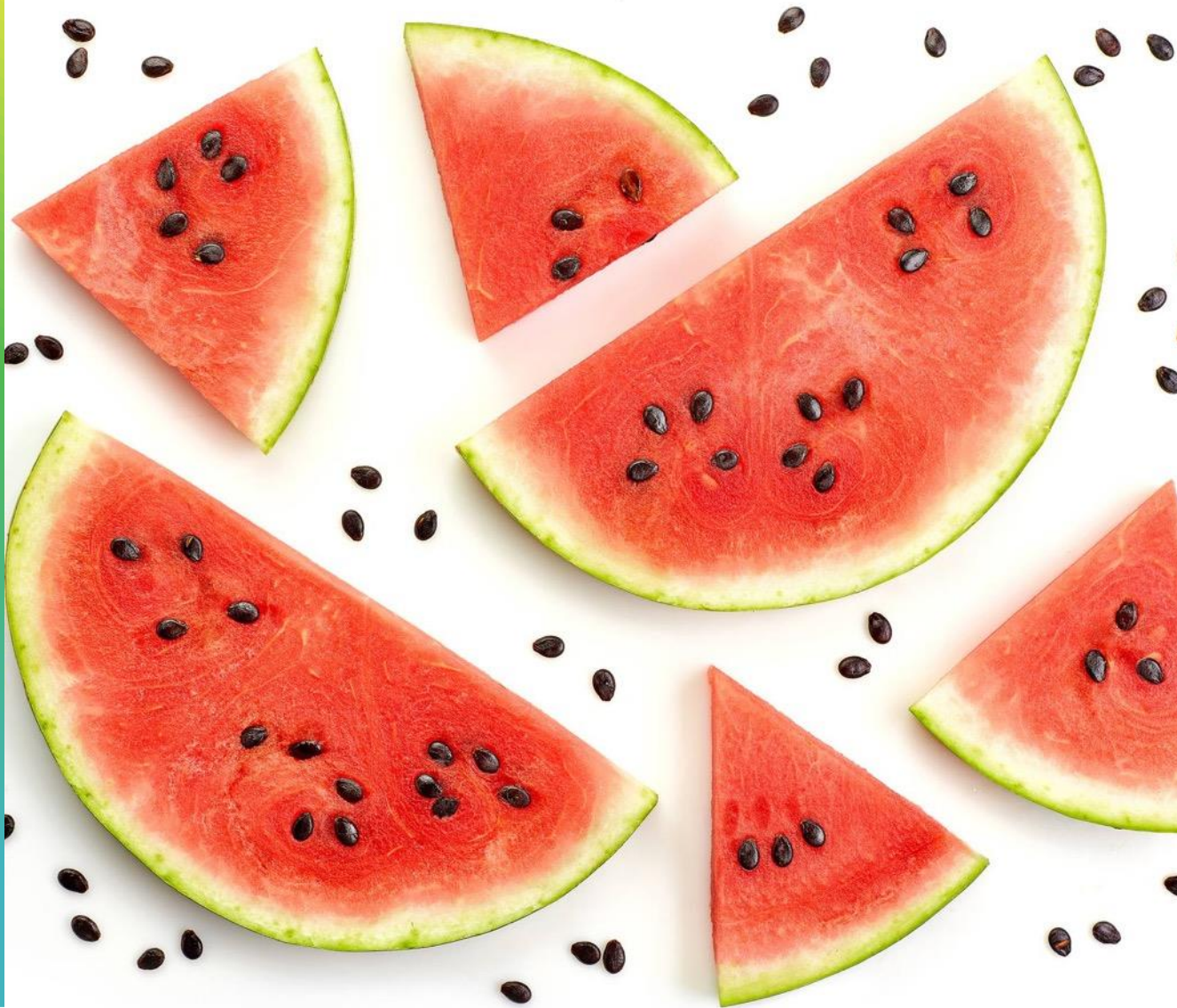
Go to Market Strategy

- + Launch in dense urban areas with **high concentrations of target users** – diabetic, halal, vegan, and allergy communities already active and vocal online
- + Partner **directly with restaurants for early data and visibility** – offer access to the consumer insights
- + Acquire first users **through community-specific channels**: diabetes associations, halal food influencers, vegan Facebook groups, and expat communities where dietary friction is highest
- + Expand to London and Dubai in months 3-6, leveraging the GCC halal + diabetes overlap (**UAE has a 17% adult diabetes rate**)
- + B2B revenue layer activates at scale: **sell anonymized dietary trend data and menu optimization insights** to restaurant groups and food delivery platforms



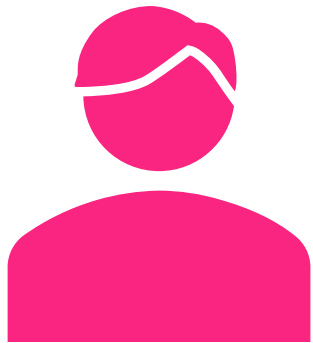
Risks & Mitigation

- + **Menu data quality** → start with **manual curation**, scale with **AI scraping** + restaurant APIs
- + **Restaurant adoption** → offer free **insights dashboard** first, ask for data second
- + **User trust** → transparent **matching logic**, no clinical claims, preference-based language only
- + **Data moat** → proprietary **dish-level data compounds** with every restaurant and user added
- + **Regulatory** → positioned as a **discovery tool**, not a medical device



Product & Execution Quality

Demo



Bob is diabetic & only eats Halal

Your health profile

Select any conditions so we can personalize your recommendations.

DiabetesIron DeficiencyHigh CholesterolHypertension

Dietary preferences

How do you like to eat? We'll tailor restaurant picks to match.

- Halal
- Kosher
- Vegan
- Vegetarian
- Pescatarian
- Keto
- Paleo

Bob is given advice on what food he should prioritize and a match score for potential restaurants and meals that fit his needs

Your wellness goals

What are you working toward? We'll highlight meals that help.

Weight LossMuscle BuildingIncrease FiberHeart HealthyGut HealthAnti-inflammatoryEnergy BoostBetter SleepReduce Sugar

Bob inputs his preferences & goals

The Steady Fueeler

Keeping your energy smooth & steady

"I'm all about balance — no spikes, no crashes. Let's keep that blood sugar cruising nice and even!"

Diabetes
A condition where your body has trouble regulating blood sugar levels.

Watch out for

- Refined sugars & white bread
- Sugary drinks & fruit juices
- Processed snacks

Your hero fuels

- Leafy greens & non-starchy veggies
- Whole grains & legumes
- Lean proteins & healthy fats

For You

Tastes Changed

Restaurants matched to your health profile

Search a restaurant or dish...

Green Bowl Kitchen

Mediterranean · 0.3 mi

96% match

Quinoa Power Bowl
480 cal · \$14.50

- Vegan
- High Iron
- Low GI

Grilled Salmon Plate
520 cal · \$18.00

- Keto-friendly
- Heart Healthy
- High in saturated fat