

MYALLERGIES

Presented by Mason C. and Chase C.



PO Box 492, Rockwall, TX 75087

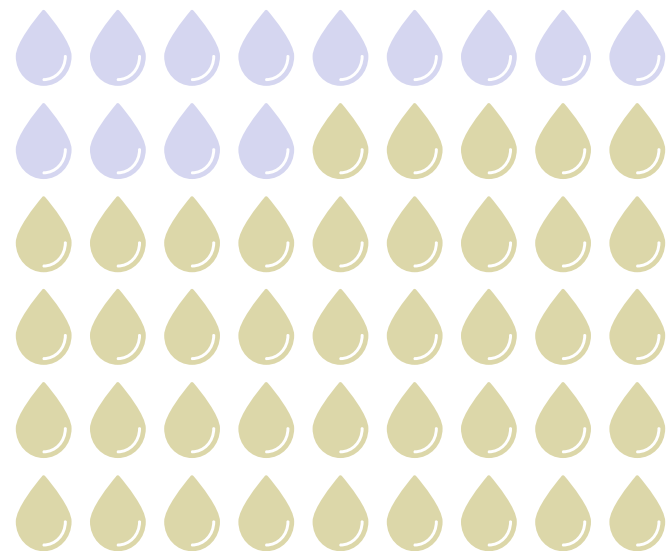


contact@myallergies.info

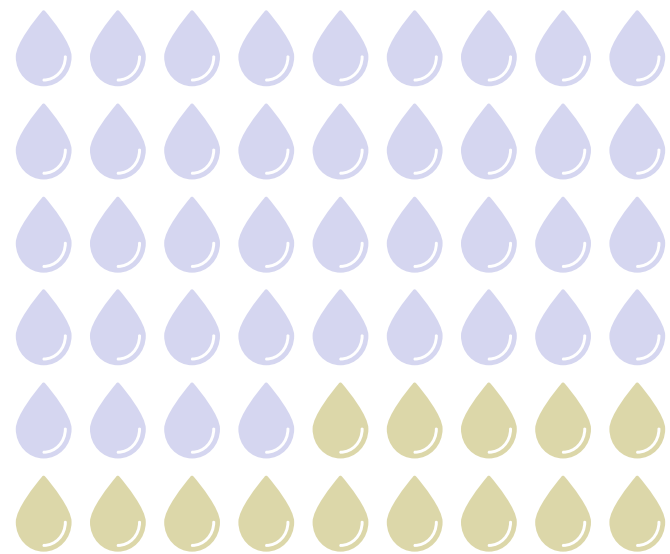


www.myallergies.info

PROBLEM



Living with food allergies can be a daunting experience, affecting every aspect of daily life. Many individuals struggle to find reliable information and resources, leading to anxiety and uncertainty when it comes to food choices. The lack of accessible tools for allergy management can result in serious health risks, making it essential for individuals to have a dependable support system in place.

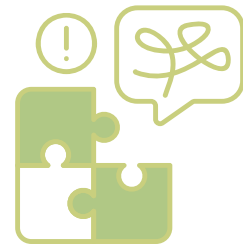


Moreover, the existing solutions often come with high costs or limited features, leaving many people feeling unsupported. This gap in the market highlights the urgent need for a comprehensive platform that prioritizes safety and accessibility for everyone, regardless of their financial situation.

SOLUTION



MyAllergies is here to change the game. We provide a user-friendly platform that offers free digital allergy cards, empowering individuals to manage their allergies with confidence.



Our AI assistance feature allows users to review food substitutions and find safe restaurants, making dining out a stress-free experience. By leveraging technology, we aim to eliminate confusion and provide clarity in allergy management.



With a focus on continuous improvement, we are committed to evolving our platform based on user feedback and medical insights. Our goal is to create a reliable resource that adapts to the needs of the allergy community, ensuring safety and peace of mind.

MARKET OPPORTUNITY

GLOBAL MARKET SIZE

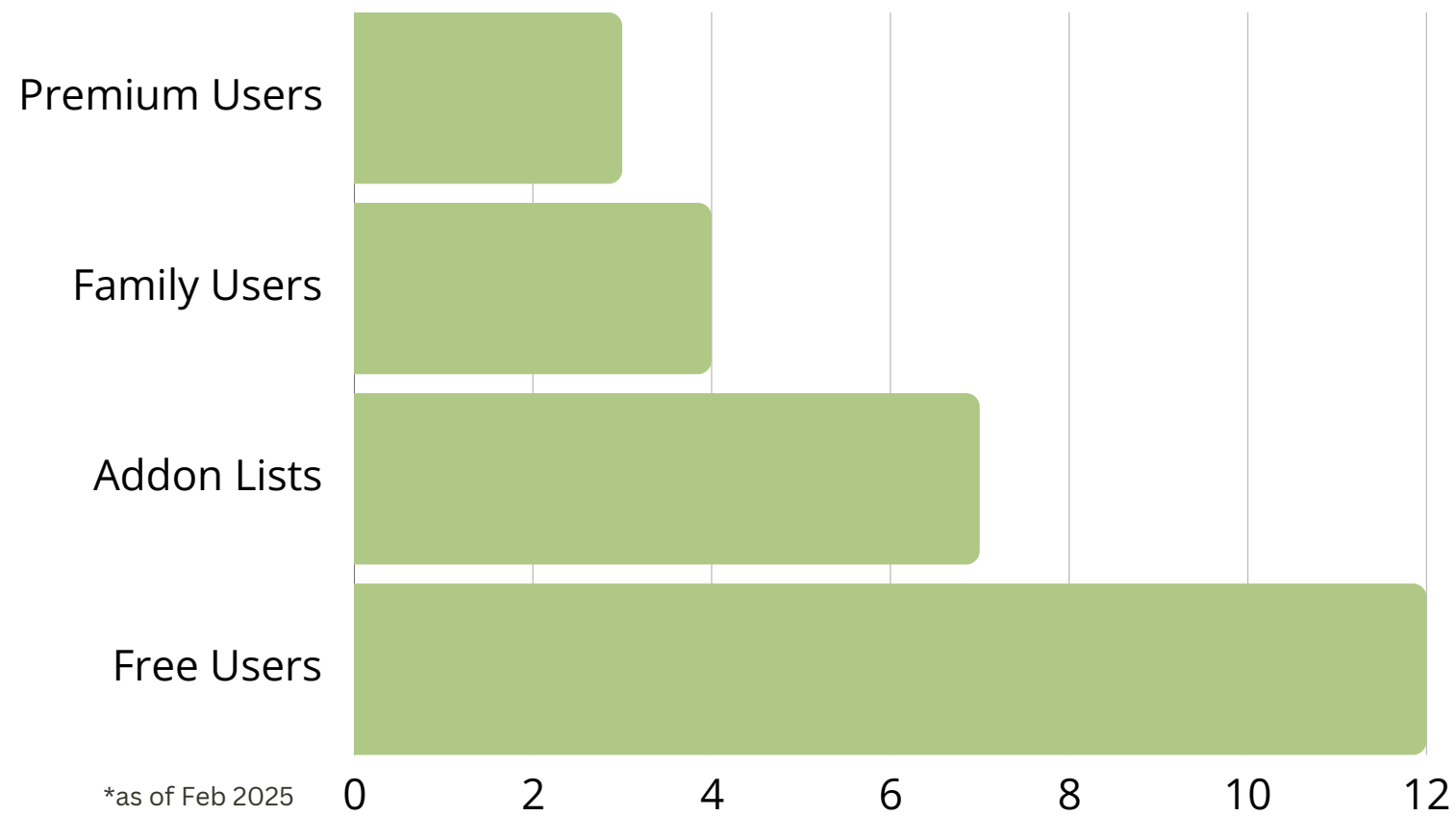
The global allergy management market is rapidly expanding, driven by increasing awareness and prevalence of food allergies. As more individuals seek effective solutions, the demand for accessible and reliable allergy management tools continues to grow.

OUR INITIAL FOCUS

We are starting with digital allergy cards, providing users with a convenient way to manage their allergies. In the future, we plan to expand our offerings to include physical cards and additional resources, ensuring comprehensive support for our users.



BUSINESS MODEL



Our business model is centered around providing free core features while exploring additional revenue streams through premium services and partnerships. By keeping essential tools accessible, we aim to build a loyal user base that values our commitment to safety and support.

We will also explore collaborations with restaurants and food brands to enhance our offerings, creating a win-win situation that benefits both our users and partners. This approach allows us to maintain our mission of accessibility while generating revenue to sustain and grow our platform.

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GO-TO-MARKET STRATEGY



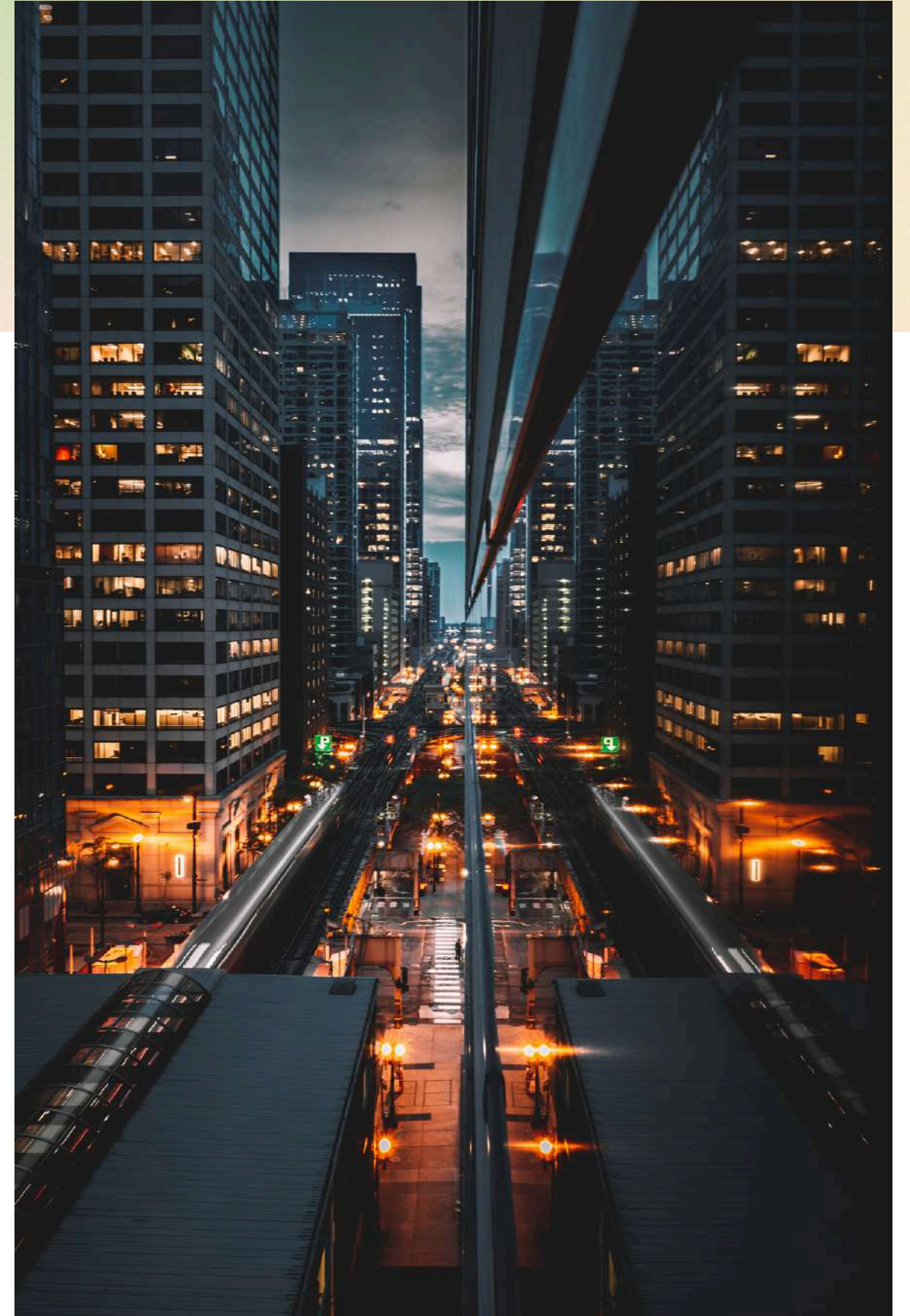
Our go-to-market strategy focuses on building a strong online presence through social media and community engagement. We will leverage partnerships with allergy advocacy groups and influencers to raise awareness and drive user adoption.



Additionally, we will implement targeted digital marketing campaigns to reach individuals actively seeking allergy management solutions. By highlighting our unique features and commitment to safety, we aim to attract a diverse user base and establish MyAllergies as a trusted resource in the allergy community.

COMPETITION

While there are a few other platforms in the allergy management space, most do not offer a free tier or the comprehensive features that MyAllergies provides. Our competitors often focus on paid subscriptions, limiting access for those who need support the most. By prioritizing accessibility and user experience, we differentiate ourselves and fill a critical gap in the market.



FINANCIALS AND ASK

FINANCIAL PROJECTIONS



We anticipate steady growth in user acquisition, projecting a significant increase in our user base within the first year as we launch our marketing initiatives.



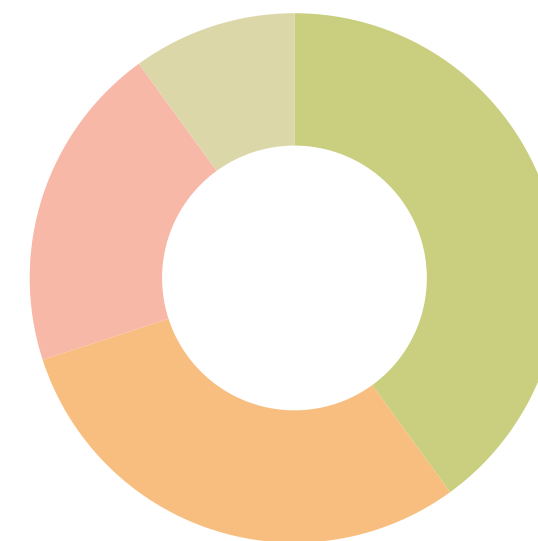
Our revenue model will evolve as we introduce premium features, with projections indicating a healthy return on investment as we expand our offerings.



We expect to find partnerships with doctors and restaurants generating additional revenue streams that will support our mission and platform development.

USE OF FUNDS

The funds raised will be allocated as follows:



- 40% for product development
- 30% for marketing
- 20% for operational costs
- 10% for community engagements

MEET OUR TEAM

Mason Cooper
CEO

Chase Claar
COO

We are passionate about creating a safer world for individuals with allergies. With our combined experience and personal insights into the challenges of allergy management, we are dedicated to building a platform that truly meets the needs of our community. Our commitment to accessibility and innovation drives us to continuously improve and expand MyAllergies, ensuring that everyone can manage their allergies with confidence.

THANK YOU



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