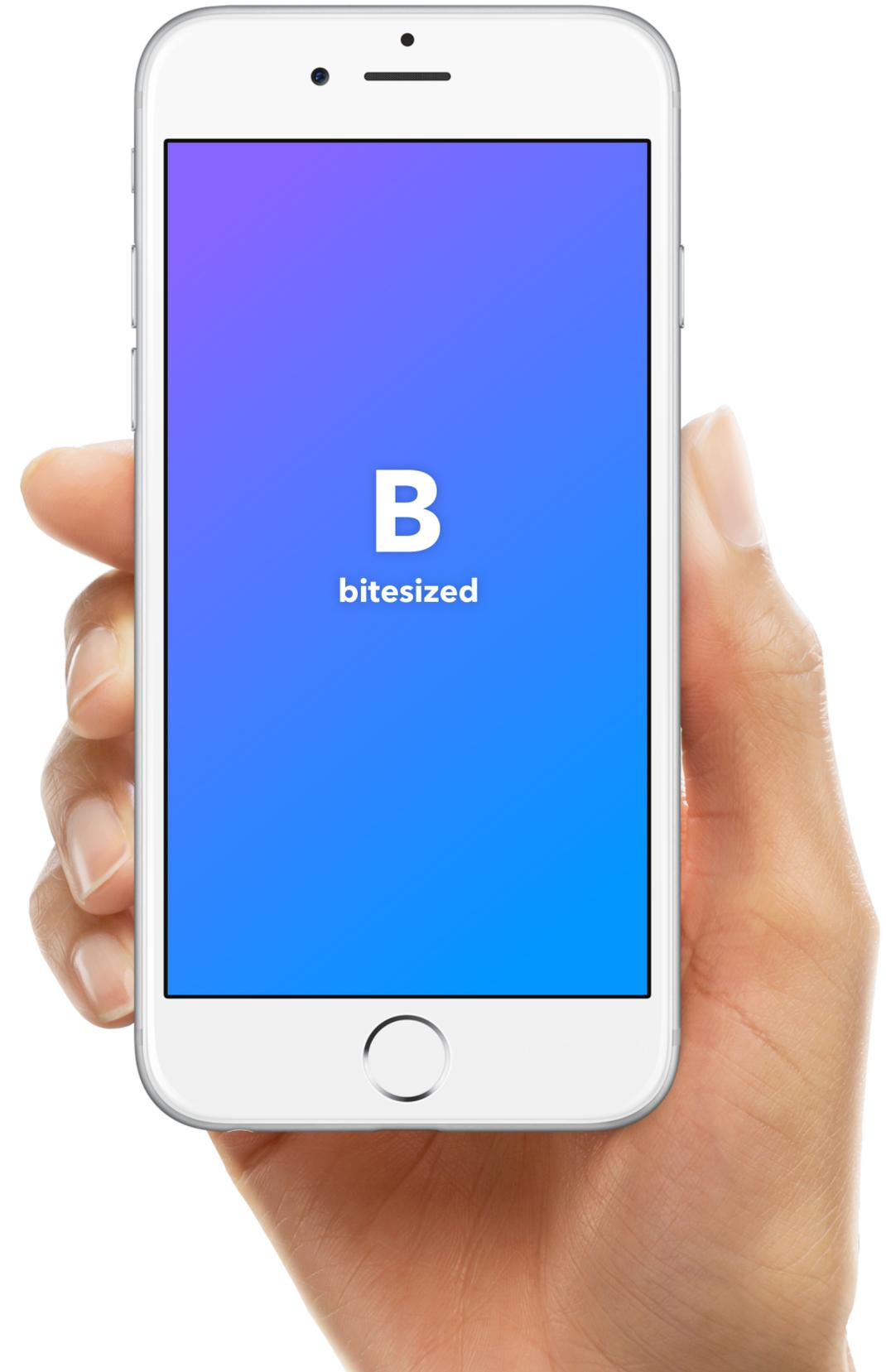


Health,
in **bitesized** increments



According to the Centers for Disease Control and Prevention, ***86 percent of the country's healthcare spending is on people with chronic diseases.***

Heart Disease

27 million Americans
1 out of every 4 deaths

Diabetes

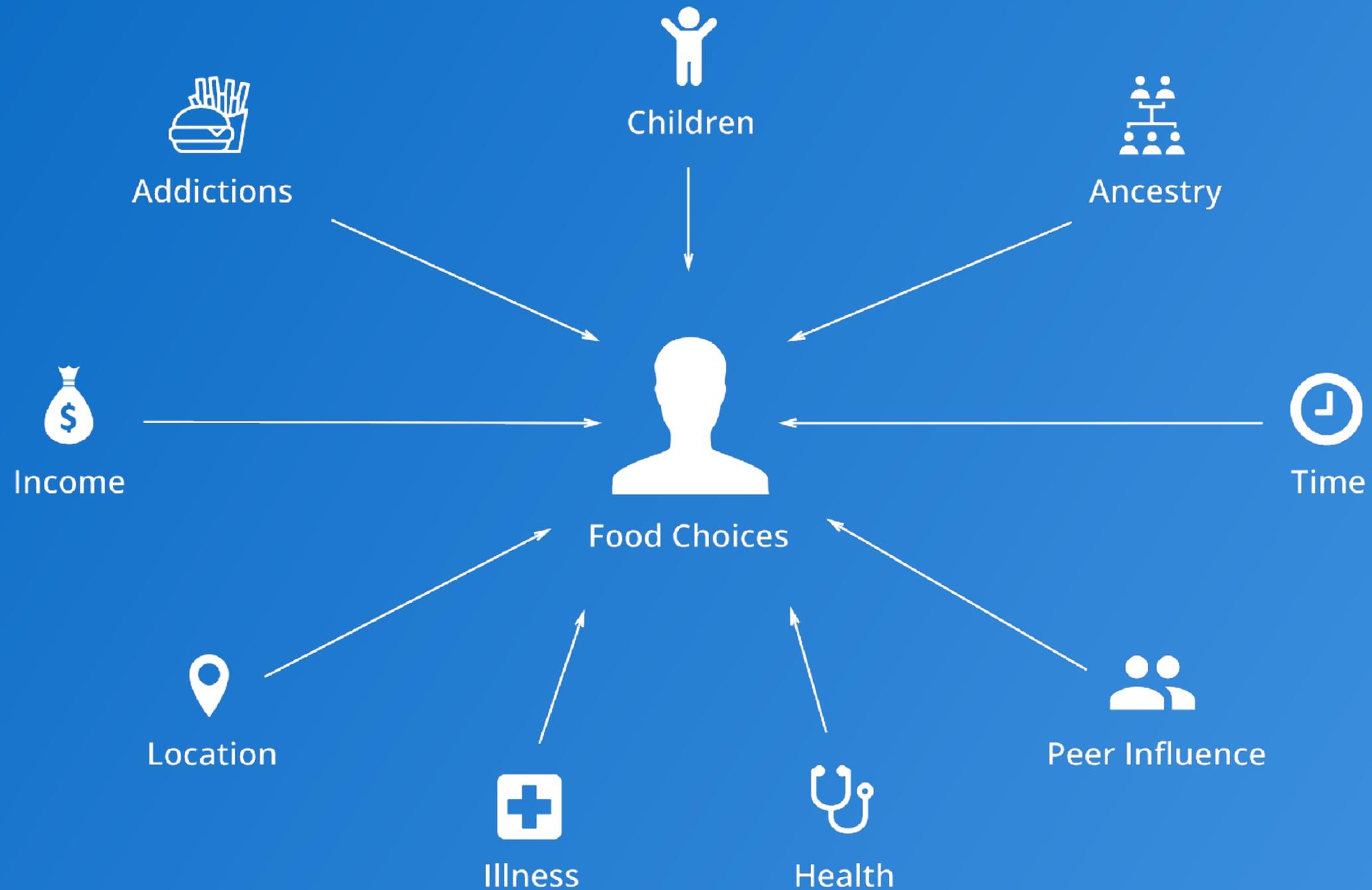
More than 30 million Americans
7th leading cause of death

\$500 billion

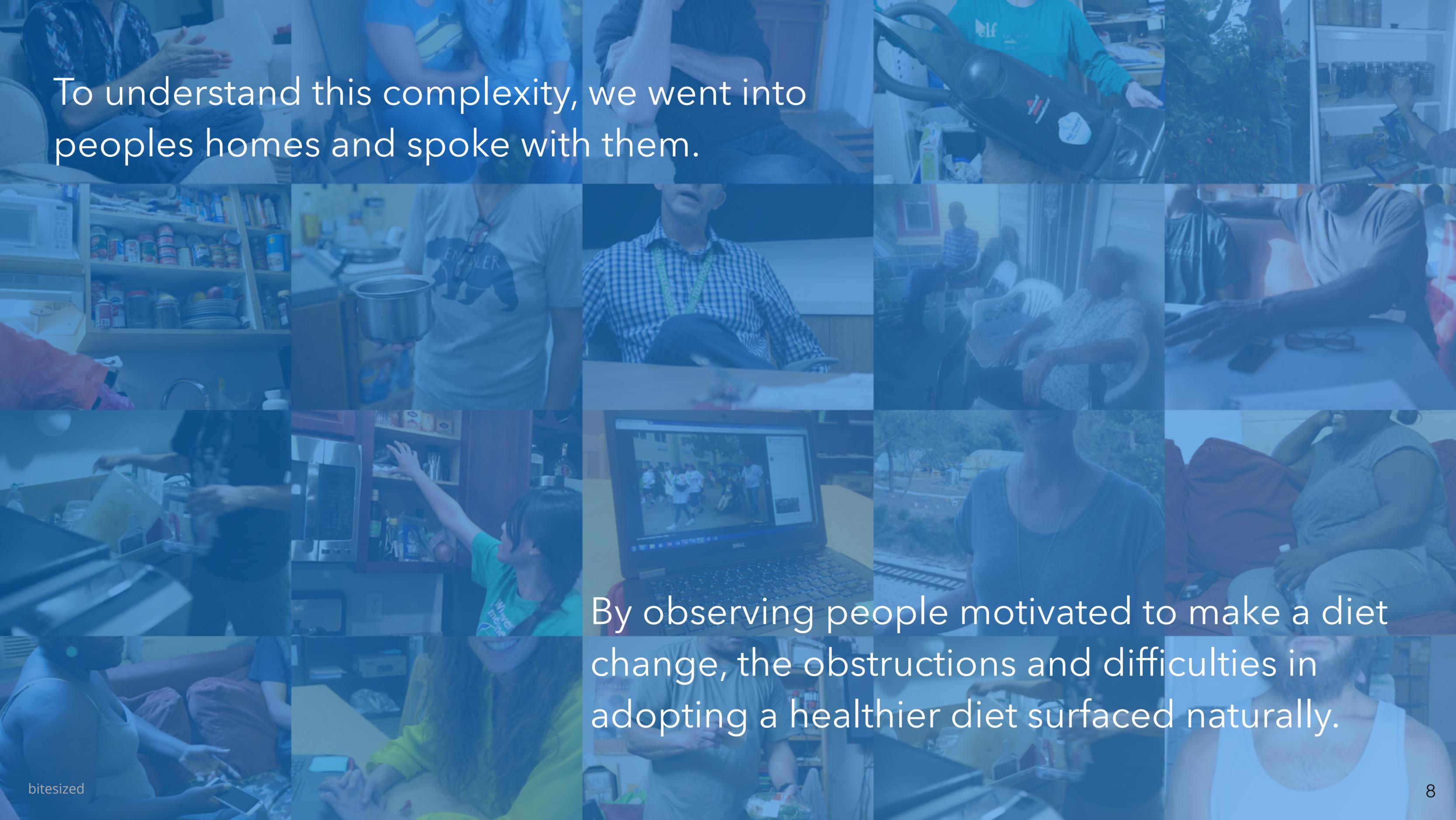
per year in medical costs treating diabetes and heart disease alone

The good news?

These diseases can be alleviated if not prevented through healthy eating.



...the issue is that diet change is exceptionally difficult because of the multiplicity of factors that weigh on our food choices.



To understand this complexity, we went into peoples homes and spoke with them.

By observing people motivated to make a diet change, the obstructions and difficulties in adopting a healthier diet surfaced naturally.

Therefore, bitesized will...

Make dietary support more accessible

Provide structure and guidance around small, incremental changes

Paint a picture of daily diet with minimal effort

Minimize the confusion often involved in adopting a healthier diet

Cultivate human-to-human support

...that's when we brought in the dietitian...



Dietitians provide...

the highest level of
nutrition counseling

personally tailored advice

intuitive guidance

emotional support

practical steps

The problem is that...

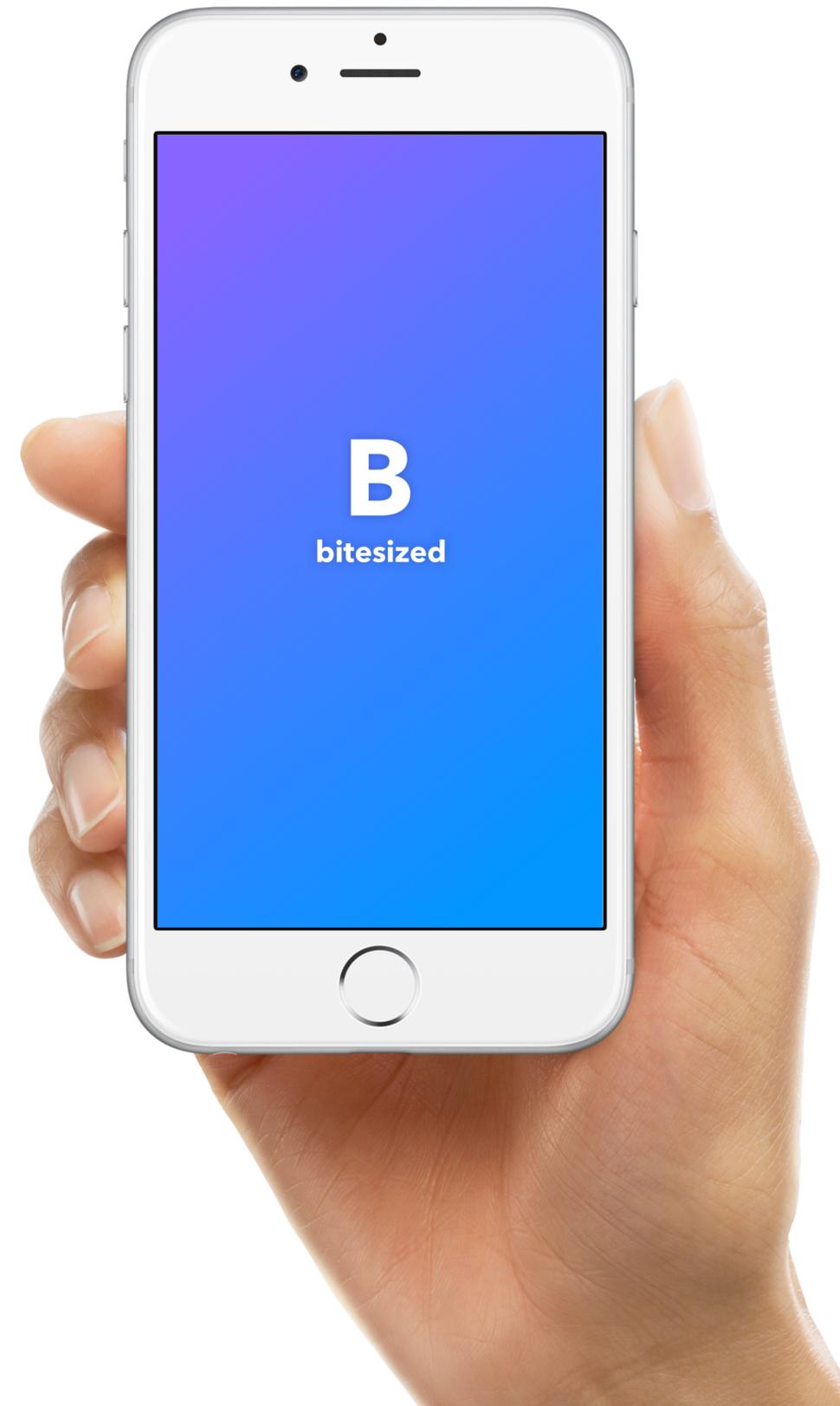


The average meeting between a dietitian and a client is between 30 and 90 days.

Dietitians rarely have a full understanding of what their clients eat.

Introducing bitesized

A mobile application that allows dietitians to provide clients with consistent, personal support





Pair with a Dietitian

Through an existing or new relationship



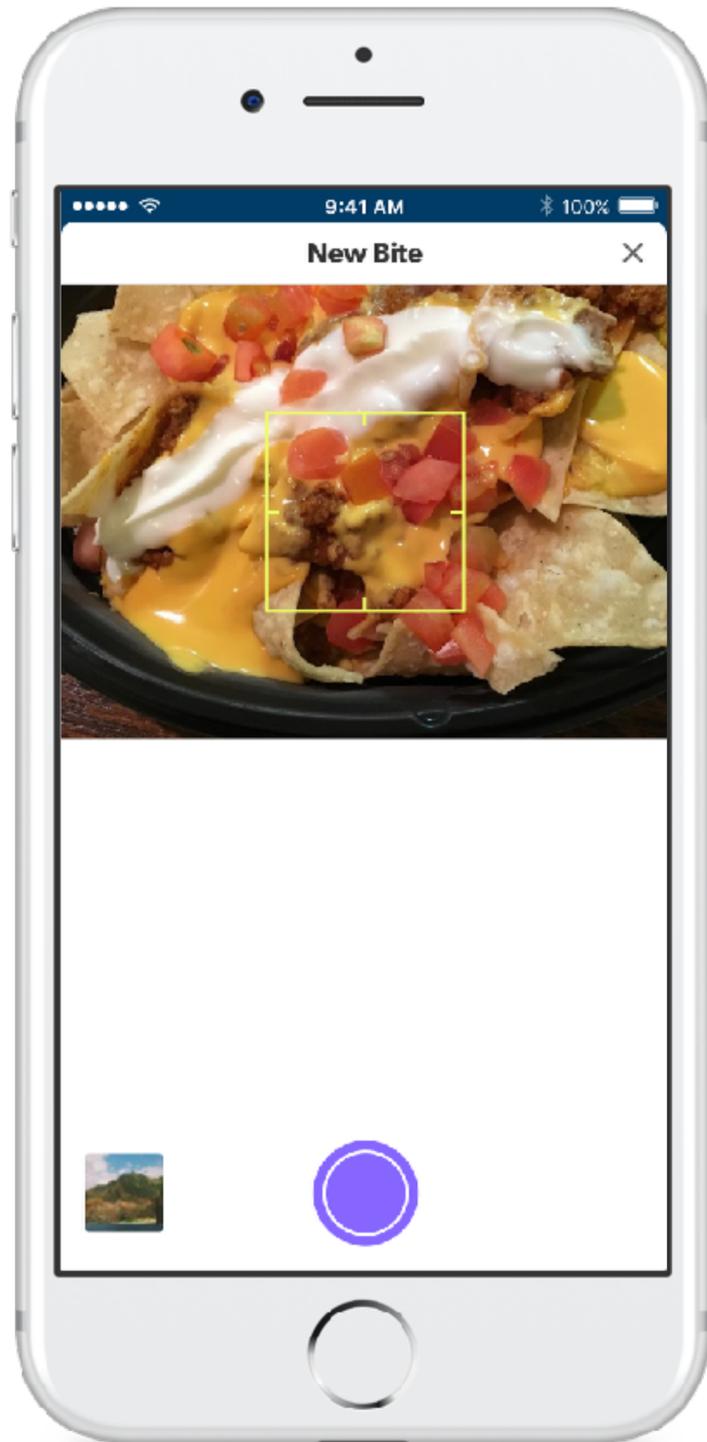
Initial Meeting

Create rapport and an understanding of current habits with food

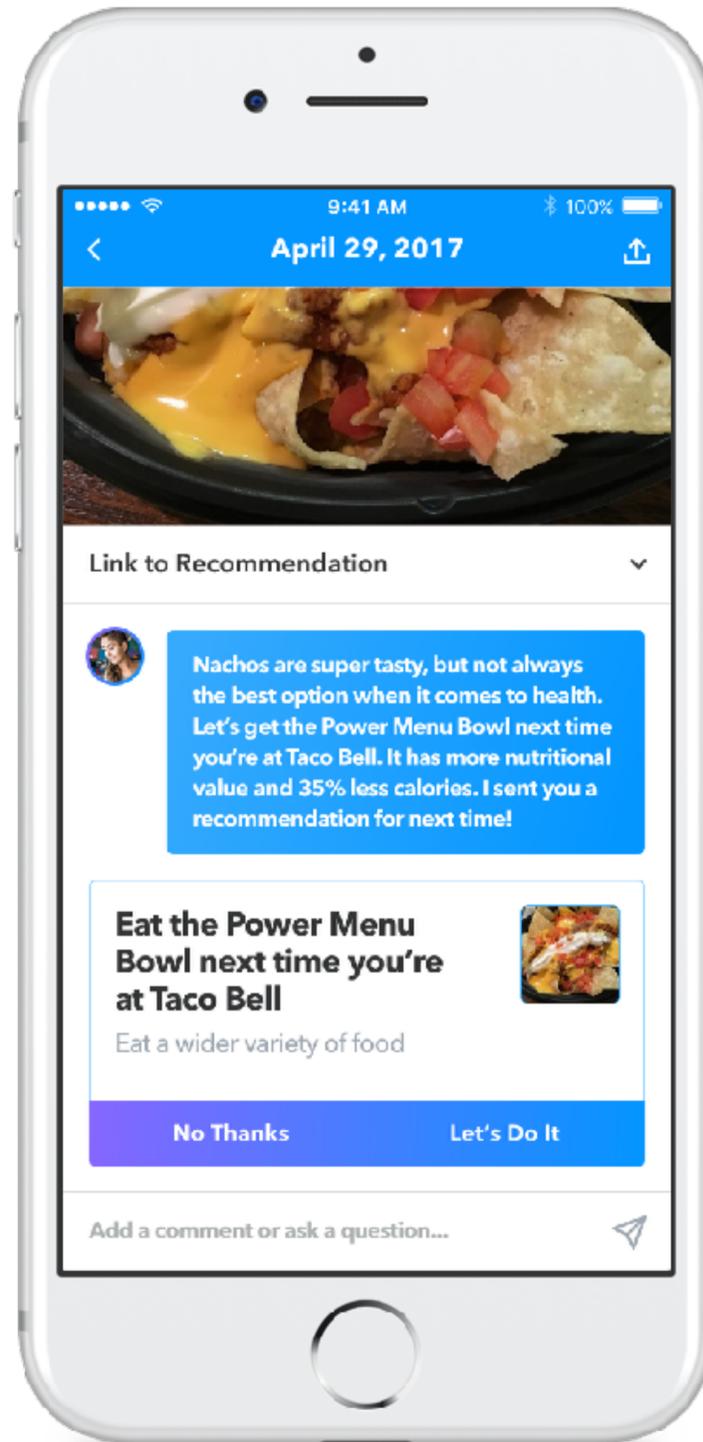


Establish Goals

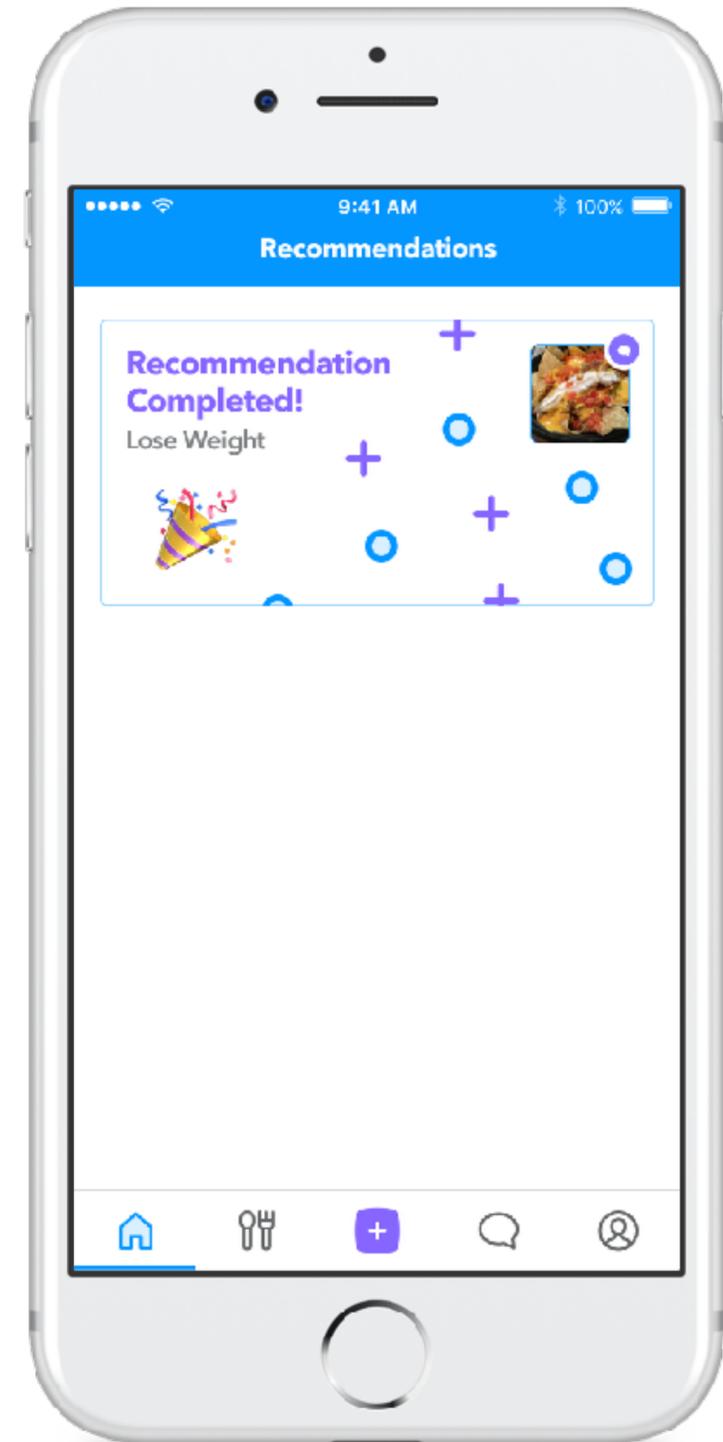
Discuss desired results from the experience



Client takes photos of their food



Dietitian comments on photos and makes recommendations



Client adopts recommendations

Value Promise

We promise to provide a path of incremental change towards a healthier diet

Pilot: Testing the Core

Does it work?

The Test

We ran a test with 1 dietitian supporting 3 clients for 7 days

Pilot Highlights - *Riley*

Tue

Wed

Thu

Fri

Sat

Sun

Mon



9:42 AM

Jess

Nice choice on the fresh berries they are a great way to eat your rainbow! Granola can be a very calorie dense option. If you do go for it keep serving to ~1/4 cup.



3:12 PM

Riley

Afternoon snack. Peach Greek yogurt, with less than 1/4 cup granola :))

Pilot Highlights - Casey

Tue



3:00 PM

Jess
Don't forget to drink some water!
Coffee can be dehydrating.



4:46 PM

Casey
2 of these (chugged)

Wed

Casey
Coffee. And I will chug a water!

Thu

Fri

Casey
Coffee and water

Sat

Sun

Mon

Pilot Highlights - Mark

Tue

Wed

Thu

Fri

Sat

Sun

Mon



8:46 AM



12:35 PM



12:10 PM



3:37 PM

Jess

Let's try to reach for a whole fruit, nuts or veggie if you are looking for a mid morning snack. That will help to balance your blood sugar until lunch.

Jess

Would love to see some fresh fruit or veggies on that plate :)

Jess

Today let's shoot for 4 1/2 cup servings of veggies. Happy Monday!



11:55 AM

Pilot Highlights - Mark

Tue

Wed

Thu

Fri

Sat

Sun

Mon



8:46 AM

Jess
Let's try to reach for a whole fruit, nuts or veggie if you are looking for a mid morning snack. That will help to balance your blood sugar until lunch.



12:35 PM



12:10 PM

Jess
Would love to see some fresh fruit or veggies on that plate :)



3:37 PM

Jess
Today let's shoot for 4 1/2 cup servings of veggies. Happy Monday!



11:55 AM

"It kept me conscious about what I was actually eating next."

-Mark

Pilot Highlights - Mark

Tue

Wed

Thu

Fri

Sat

Sun

Mon



8:46 AM

Jess
Let's try to reach for a whole fruit, nuts or veggie if you are looking for a mid morning snack. That will help to balance your blood sugar until lunch.



12:35 PM



12:10 PM

Jess
Would love to see some fresh fruit or veggies on that plate :)



3:37 PM

Jess
Today let's shoot for 4 1/2 cup servings of veggies. Happy Monday!



11:55 AM

"At first it was hard to remember to take pictures, but then I got into the groove."

-Mark

Dietitian feedback

"It doesn't feel like [the client] is making a huge time and effort commitment. Feels like an easy step into making healthy choices."

-Jess

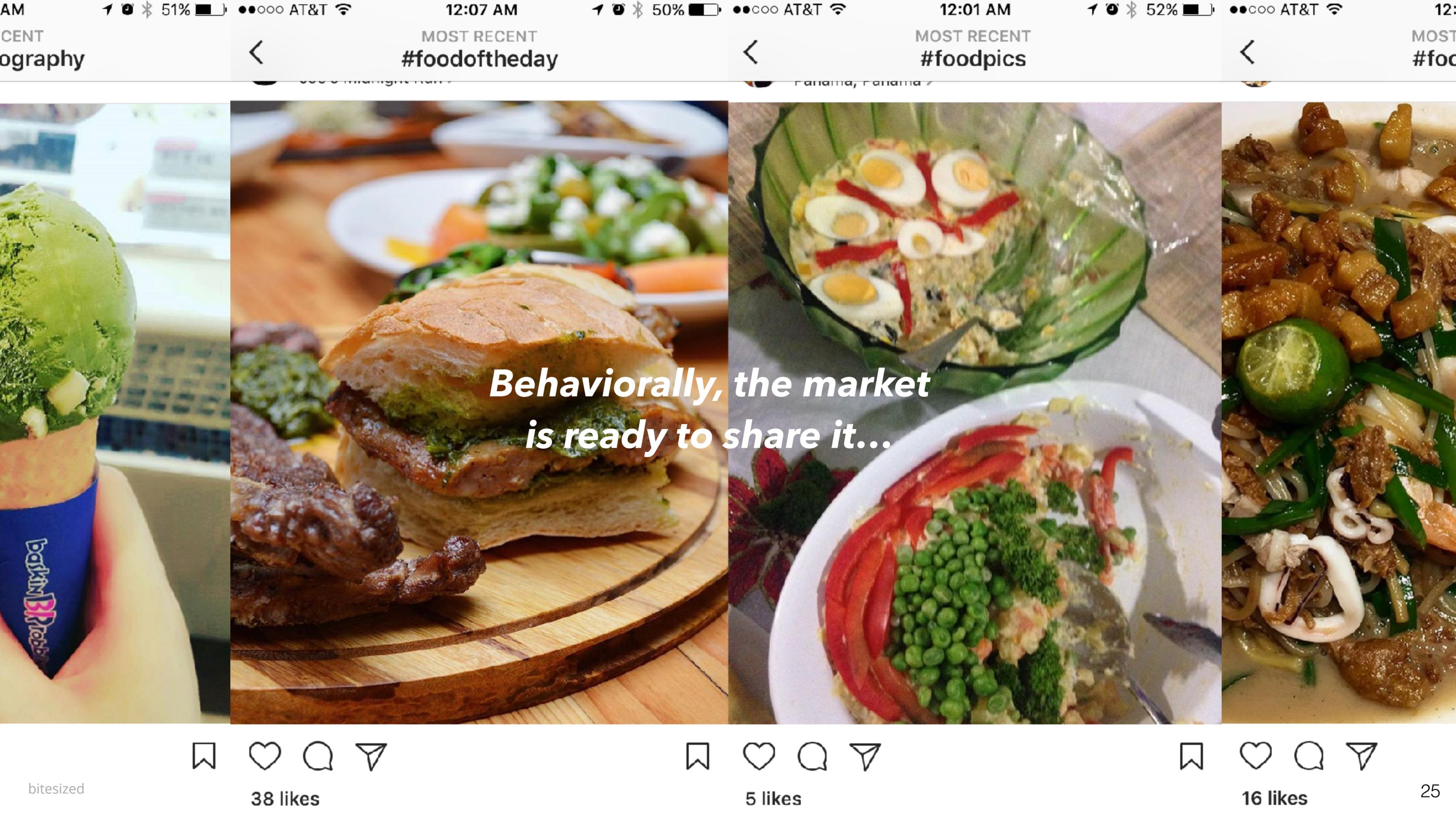
Dietitian feedback

"It's tough when you meet people once a month, or once a week. I don't have any insight if they have made any progress, especially if they didn't keep a log. But **to see the difference when they do take the recommendations, it's rewarding for me.**

I wasn't able to see that before."

-Jess

Dietitians want to see their impact...



MOST RECENT
#foodoftheday

MOST RECENT
#foodpics

MOST RECENT
#fo

*Behaviorally, the market
is ready to share it...*



38 likes



5 likes



16 likes

bitesized

25

Thank You

If you would like to take part in a future pilot, please let us know

elijahglavinparker@gmail.com

