



*Condition-aware nutrition intelligence.*

# Can I eat this?

Trace turns one photo of a meal into a decision — read against your condition, across your whole day.

Singapore-incorporated · In closed testing on Google Play · Built in 5 languages



## THE PROBLEM

# Over a billion adults manage a chronic condition three times a day.

The clinical advice is always the same — **watch your diet**. The only tools are calorie counters: blind to the condition, and weakest on the food people actually eat.

### HYPERTENSION

# 1.3B

adults worldwide live with hypertension — about 1 in 3 aged 30-79. **WHO**

### DIABETES

# 830M

adults now live with diabetes — prevalence has doubled to 14% since 1990. **WHO / Lancet**

### SODIUM

# 4,310mg

global average daily sodium intake — more than double the WHO 2,000mg guideline. **WHO**

## HOW IT WORKS

# Photograph the meal. Trace tells you where your day stands — for your condition.

### 01 Snap the meal

Vision model identifies every ingredient and portion — tuned for the mixed, home-style and Asian dishes generic models read worst.

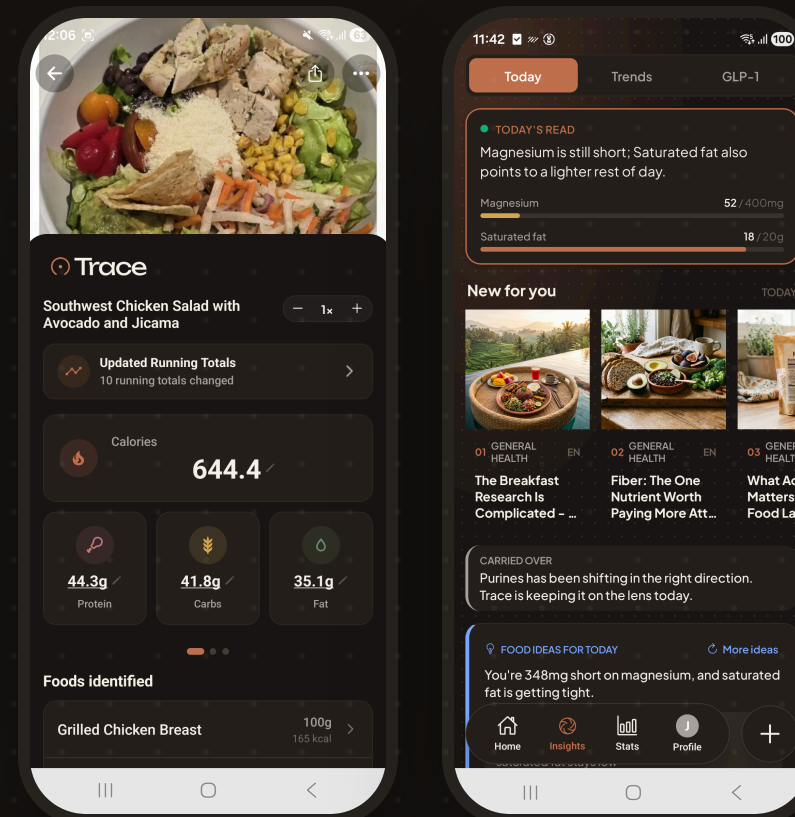
### 02 Running totals update

Every relevant nutrient rolls into the day — no per-meal scolding, no calorie-only view.

### 03 Today's Read interprets the day

#### • TODAY'S READ

*“Balance point today: build Magnesium without pushing Saturated fat higher.”*



WHY IT'S HARD TO COPY

# Same camera. Different intelligence.

A condition engine that maps recognised food to per-condition nutrient targets — the part a calorie counter can't bolt on.

## Hypertension

Sodium budget **2,000 mg** + potassium & magnesium floors

## Gout

Purine ceiling **400 mg/day** — animal-source only

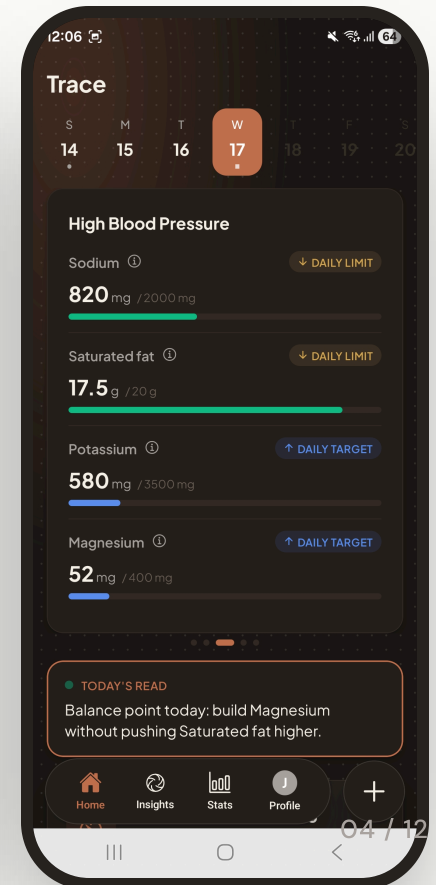
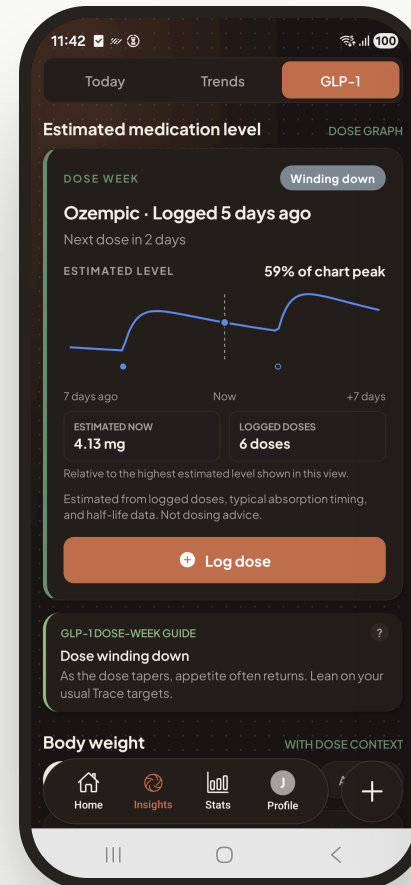
## GLP-1 · free

Dose-week guide + weight-vs-dose curve + protein / B12 / fiber protection

## Type 2 Diabetes

Carb ceiling = **40% of daily calories**, scaling per user

Competitors must rebuild their core scan-and-target pipeline to copy this.



WHY NOW

# Three waves are converging.

*Chronic disease rising*

**4x**

Global diabetes cases have more than quadrupled since 1990; condition-aware nutrition is becoming an everyday mass need. **WHO**

*GLP-1 adoption*

**new wave**

Wegovy/Ozempic demand has turned appetite suppression into a nutrition-protection problem – already live and free in Trace.

*Food as medicine*

**3 meals**

Diet is the most repeated health intervention on earth. AI finally makes it personal at meal speed.

# A vision pipeline, a condition engine, and a data flywheel others can't seed.

Proprietary condition logic on a vision pipeline today; a compounding data asset tomorrow — **deep-data by design, not deep-tech theatre.**

## LAYER 1 · LIVE

### Vision + condition engine

Photo → ingredient & portion recognition  
→ deterministic mapping onto per-condition nutrient targets. Rules-driven and auditable, not a black box.

## LAYER 2 · BUILDING

### Our own food-vision model

Fine-tune a domain food model on our condition-tagged meals — sharper on the mixed and regional dishes generic models miss. Served on NVIDIA-accelerated inference (Triton · TensorRT).

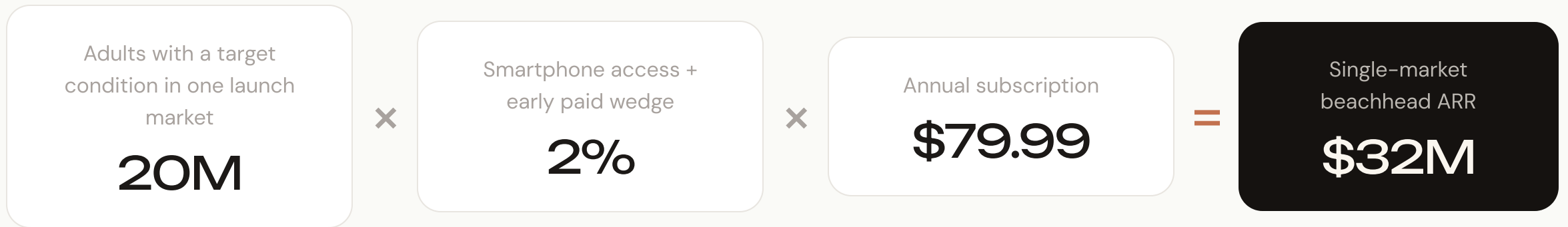
## LAYER 3 · AHEAD

### Personalised prediction

Per-user nutrient response, adherence patterns and forward guidance — the compounding asset no generic calorie counter is positioned to collect.

**Compute path:** photo meal-recognition is our heaviest workload — moving from hosted models to NVIDIA GPUs (Triton + TensorRT serving), then fine-tuning our own model as the dataset grows.

# A market built from arithmetic, not a trillion-dollar headline.



Illustrative single-market beachhead: 20M people x 2% penetration x \$79.99 annual plan. The same arithmetic compounds across markets and conditions — **1B+** adults manage a target condition worldwide (WHO).

# Subscription today. The condition-data layer tomorrow.

## Free

Intermittent-fasting timer · water · manual exercise · history · **GLP-1 companion (fully free)**

## Pro

3-day free trial

Every food-logging path — scan, database, barcode, Today's Read depth.

**\$9.99** / month    **\$79.99** / year · \$0.22 a day

## *Then* →

Insurer digital-health riders · clinician reporting layer · food-brand partnerships. Condition-tagged meal logs are training data no generic tracker collects.

TRACTION — PRE-LAUNCH, HONEST

# A complete, shipped product — ready for its first market.

12 medical conditions

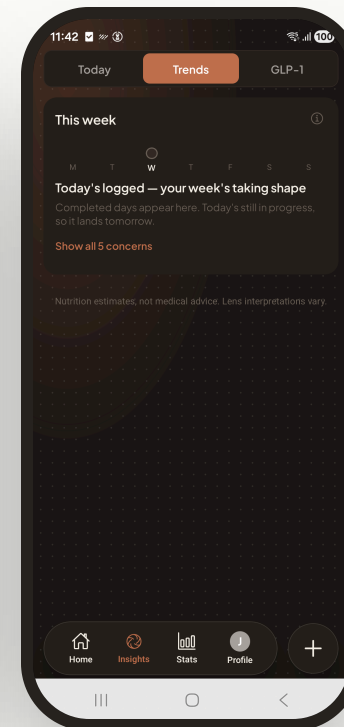
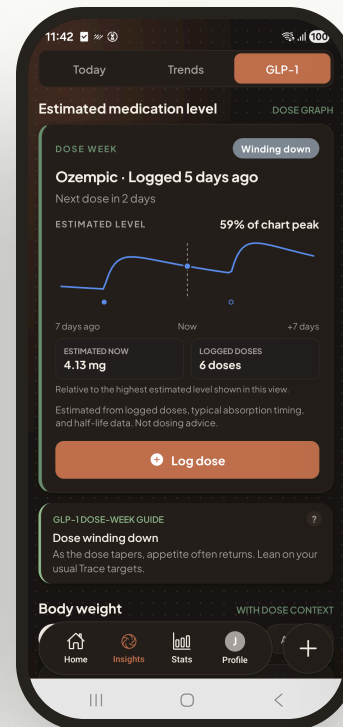
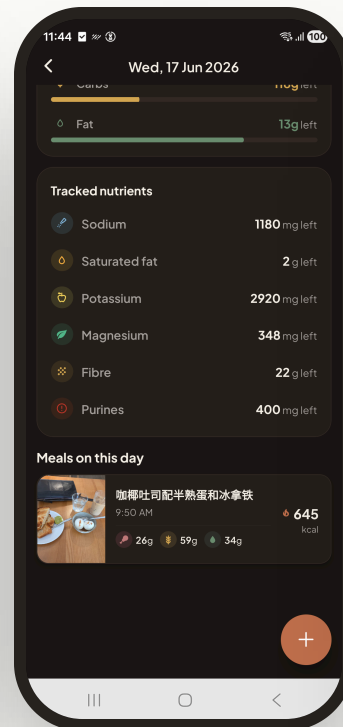
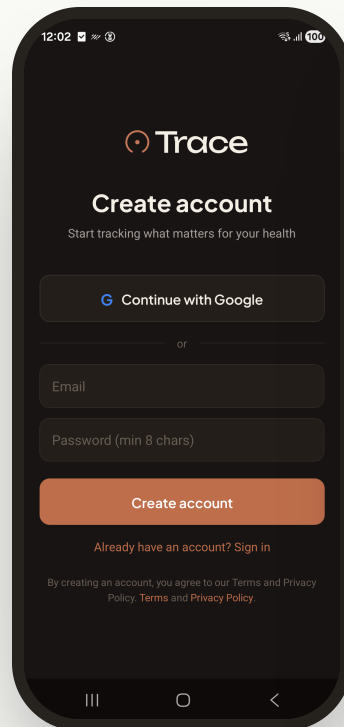
Body-goal & wellness profiles

Photo-scan engine

GLP-1 companion

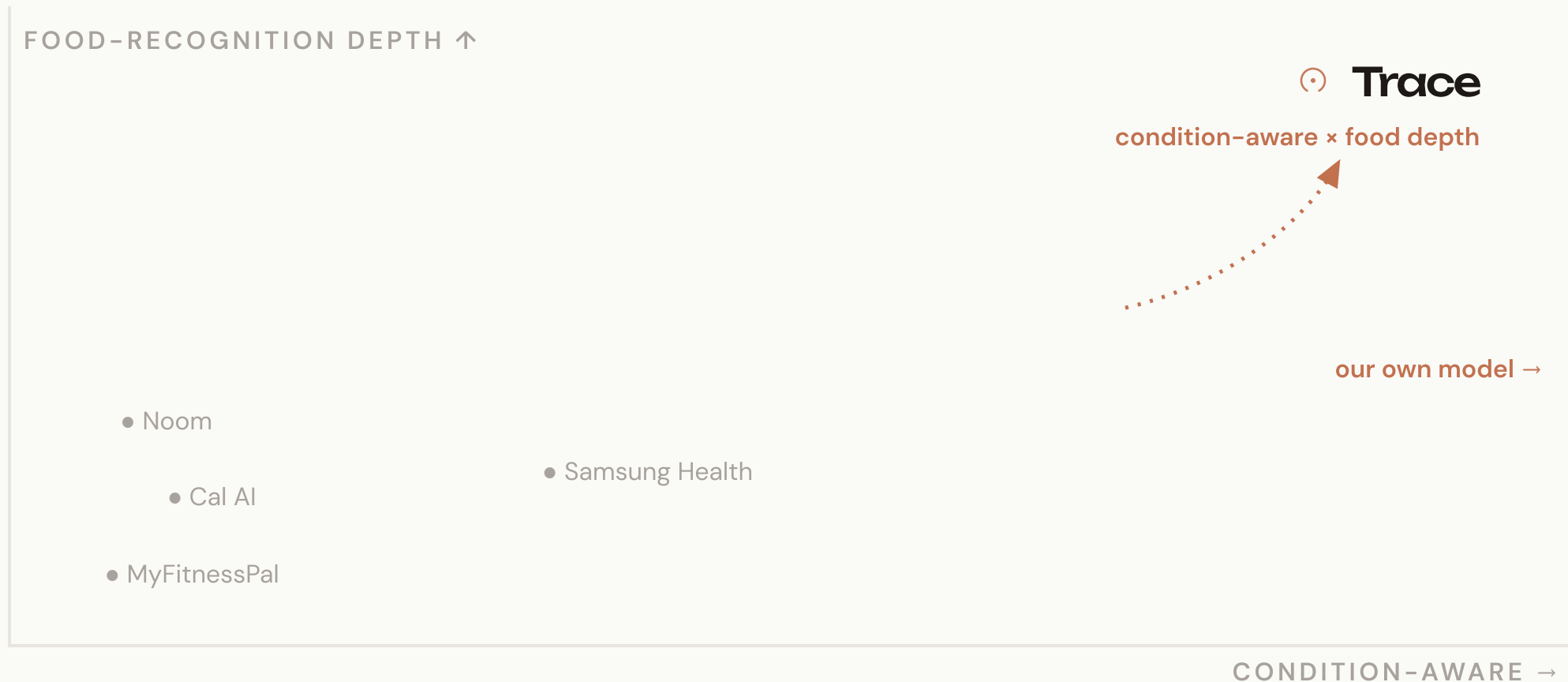
5 languages

In closed testing



COMPETITION

# Everyone scans food. No one understands conditions.



## TEAM

# Built across four Asian markets by an operator who ships.

James is building Trace from lived need: gout in his own life, high blood pressure in his family, and consumer-product experience across Asia.

### James · CEO & Founder

Singaporean national · founder-led product and GTM

Multilingual GTM team — operating today

Engineering across SG · VN · KR · TW

Trace is already built, localized, and ready for its first market.



THE ASK

# Building the condition-aware layer for how the world eats.


Strategic partners — insurers · food brands · GLP-1 clinics

Compute & AI-infrastructure partners

Capital for market entry & growth

*Three meals a day. A billion-plus people. One question —*

**can I eat this? Trace is the answer.**

 **Trace** [tracenutrient.com](https://tracenutrient.com)