



NutriTrack AI

AI for the tracking and precise calculation of enteral feeding



Discharged on Enteral Nutrition: What Now? The Poor State of Outpatient Support for Patients on Enteral Nutrition Support

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Patients with enteral nutrition have a significantly **higher risk** of 30- and 90-day **readmission** compared to those without.

Top three causes is

- Issues with the enteral access device

- GI symptoms from EN

- Sodium imbalance, **related to feed and flush doses**

The Problem

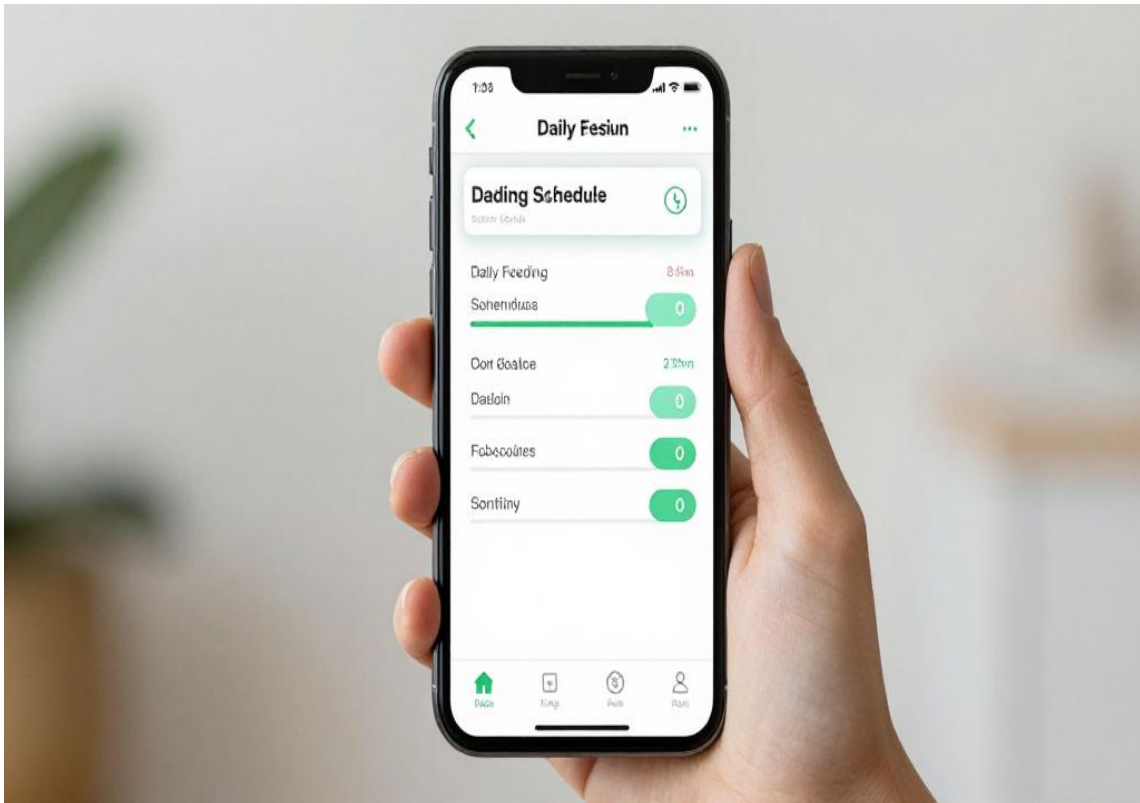
Complex Management: Caregivers struggle with diverse medical food brands and caloric profiles.

Low Tolerance: Initial feeding requires gradual, specific daily adjustments.

Bottlenecks: Waiting for doctor appointments causes delayed support and underfeeding.



Our AI Solution



Smart Companion: Input brand, tolerance, and schedule to generate a safe, tailor-made feeding plan.

Safe Titration: Guides caregivers to adjust volume volume and concentration day-by-day without without hospital visits.

Key Features



Smart Titration




Automatic generation of safe plans based on specific medical food profiles.



Real-time Adjusts

Guides caregivers to modify volumes daily based on patient evolution.

Impact

-  **Empowered Caregivers:** Confidence to manage complex nutrition safely at home.
-  **Faster Recovery:** Patients reach optimal nutritional targets sooner.
-  **System Efficiency:** Reduces hospital burden for minor adjustment consultations.

Market Opportunity

TAM

Thailand Enteral Nutrition Care Market

SAM

Hospital in Bangkok and Home-care Network

SOM

King Chulalongkorn Memorial Hospital

Business Model

Model	Target Audience	Value Proposition
Subscription	Long-term Caregivers	Continuous management & support
Licensing	Hospitals & Distributors	Value-added service for patients



Pricing

- ✓ 14-day free trial after discharge
- ✓ B2C subscription: 99–199 THB/month
- ✓ Pay-per-use: 49 THB / 7-day feeding plan
- ✓ B2B licensing: hospital fee per active patient/month
- ✓ Sponsorship: brand-neutral medical food database partnership



Go-to-market

- ✓ Start with King Chulalongkorn Memorial Hospital pilot
- ✓ Onboard caregivers before discharge via nurse/dietitian
- ✓ Expand to Bangkok hospitals and home-care networks
- ✓ Promote through LINE OA, caregiver groups, Thai tutorials, and medical food distributors

Roadmap

Phase 1: Build food database & AI titration logic.

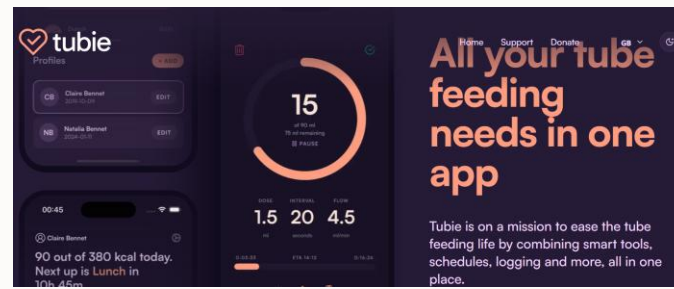
Phase 2: Clinical pilot testing with foregut doctors and GI obstruction patients.

Phase 3: Full healthcare system integration.

Strategic Partnerships

1. Hospital-led acquisition
2. Clinical referral pathway
3. Home-care network expansion
4. Medical food distributor partnership








Competition : Tubie



NutriTrack AI vs Tubie

From Tracking to Clinical Nutrition Planning



Feature	NutriTrack AI	Tubie	Benefit with NutriTrack AI
 Core function	AI-based enteral feeding calculator & management plan	Feeding schedule, logging, reminders	✓ Moves from “recording” to “clinical planning” Supports safe nutrition decisions
 Formula calculation	Matches medical food brand with kcal/protein profile	Tracks volume and calories	✓ Reduces manual calculation error More accurate nutrition delivery
 Daily titration	Generates day-by-day feeding titration based on tolerance	User adjusts schedule manually	✓ Safer step-up feeding at home Personalized and evidence-based
 Nutrition target	Compares current intake with calorie/protein target	Shows daily feeding overview	✓ Helps patients reach nutritional goals faster Better outcomes, faster recovery
 Caregiver support	Meal volume, scoops, water flush, preparation guidance	Reminders and logs	✓ Saves caregiver time and reduces confusion Clear, step-by-step guidance
 Healthcare integration	Planned hospital database connection & intake submission	Mainly patient/caregiver use	✓ Better follow-up with clinical team Continuity of care
 Local adaptation	Thai language, Thai hospital workflow, Thai formula database	General tube-feeding app	✓ More practical for Thai caregivers Designed for local needs

How to use this app

Follow these simple steps



1. Enter patient info

Sex, weight, and height



2. Choose formula

Pick the medical food brand



3. Set goal

Doctor sets kcal & protein goals. Caregiver enters fluid loss (drain/vomit/diarrhea).



4. Set current tolerance

How much (ml) the patient tolerates per meal right now



5. Press Calculate

The app generates your feeding plan

Caregiver-Centric Design: Infographics



What the Plan shows



Target vs current intake



Meal preparation instructions



Step-up titration plan



Diary tab

Record actual feed/day to track progress

Available in TH and EN

Enteral Nutrition Planner

EN / TH

plan tube feeding for your patients

Add patient data

Patient Information

Sex

Male

Female

Actual Body Weight (kg)

60

Height (cm)

165

Choose Formula

Add graphic for easier use

Formula Selection



Ensure

Standard polymeric formula (powder)

1 kcal/ml

37 Protein (g/L)



Peptamen

Semi-elemental peptide-based (liquid)

1 kcal/ml

40 Protein (g/L)



Blendera

Blenderized tube feeding (powder)

1 kcal/ml

37 Protein (g/L)



Neomune

High protein formula (powder)

1 kcal/ml

61 Protein (g/L)

Choose Nutritional Goal

Nutrition Goal

Goal (kcal/kg/day)

30

Protein Goal (g/kg/day)

1.2



Fluid Loss (ml/day)

0

Drain, vomit, diarrhea, etc. (optional)

Add Extra Fluid Loss

Meal Schedule

Meals per Day

3

4

5

6

Current meal that pt can tolerate at this time

Current Tolerance

Breakfast

300

ml

Lunch

300

ml

Dinner

300

ml

Night

300

ml

App will calculate calorie and how far to reach goal

Current Intake
1500
kcal/day
81%

Target Intake
1842
kcal/day
73.7
g protein/day

g protein/day 55.5 / 73.7 g

ml/meal
461 ml
Total ml/day: 1842 ml

Preparation per Meal

Breakfast 10 scoops + water to 421 ml

Lunch 10 scoops + water to 421 ml

Dinner 10 scoops + water to 421 ml

Night 10 scoops + water to 421 ml

Daily Water Plan

Extra water to give between meals

+129 ml / per meal
(4 × 129 = 517 ml/day)

Water Flush (50 ml × 4) 200 ml
Maintenance (Holliday-Segar) 2300 ml
Fluid loss replacement +99 ml

Suggest titration plan

Step-Up Titration Plan

Increase by 50 ml/meal every day

Day	Breakfast	Lunch	Dinner	Night	Total ml/day
1	400 (11 scoops)	400 (11 scoops)	400 (11 scoops)	300 (8 scoops)	1500
2	450 (12 scoops)	450 (12 scoops)	450 (12 scoops)	350 (10 scoops)	1700
3	461 (13 scoops)	461 (13 scoops)	461 (13 scoops)	400 (11 scoops)	1783

Suggest goal and how to prepare meal

Diary for tracking

Feeding Diary

Track daily feeding vs goal

Date

04/22/2026

Given (ml)

800

Goal (ml)

1842

Notes

+ Add Entry

2026-04-22 **Yes**
1800 / 1842 ml (98%)

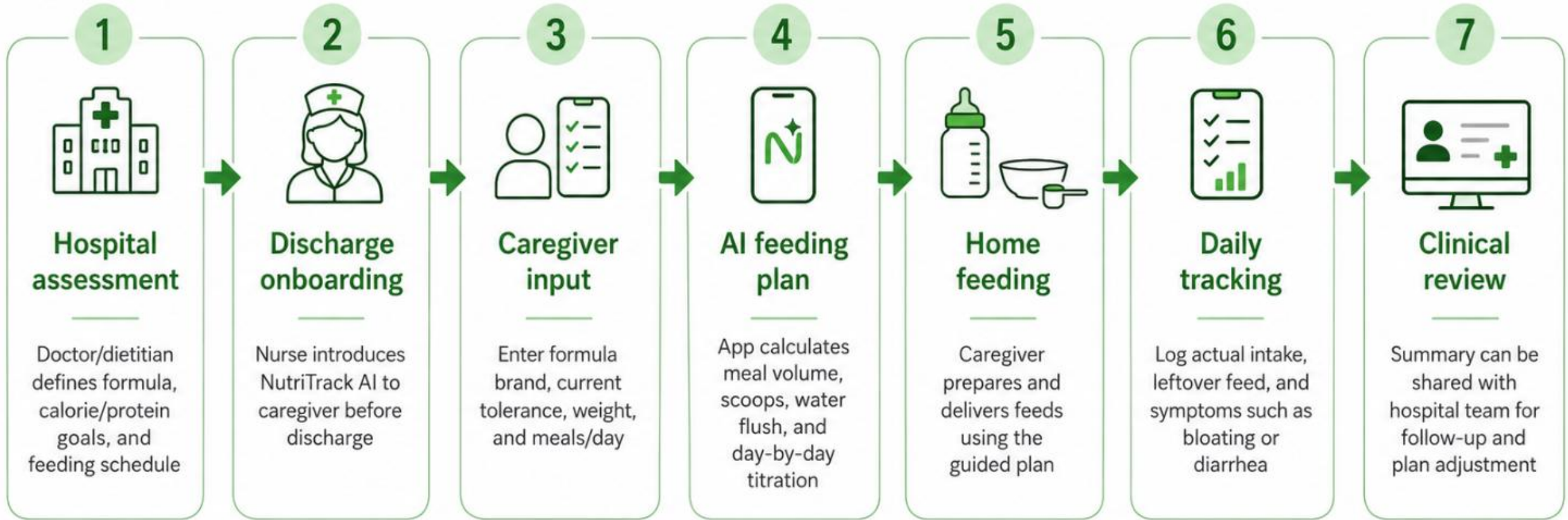
Delete

2026-04-21 **Partial**
1600 / 1842 ml (87%)
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Workflow Integration

From discharge planning to home monitoring and follow-up



Reduces manual calculation errors



Saves caregiver time



Supports safer home enteral feeding