

**Kittitat Jaidee, 6878301130**

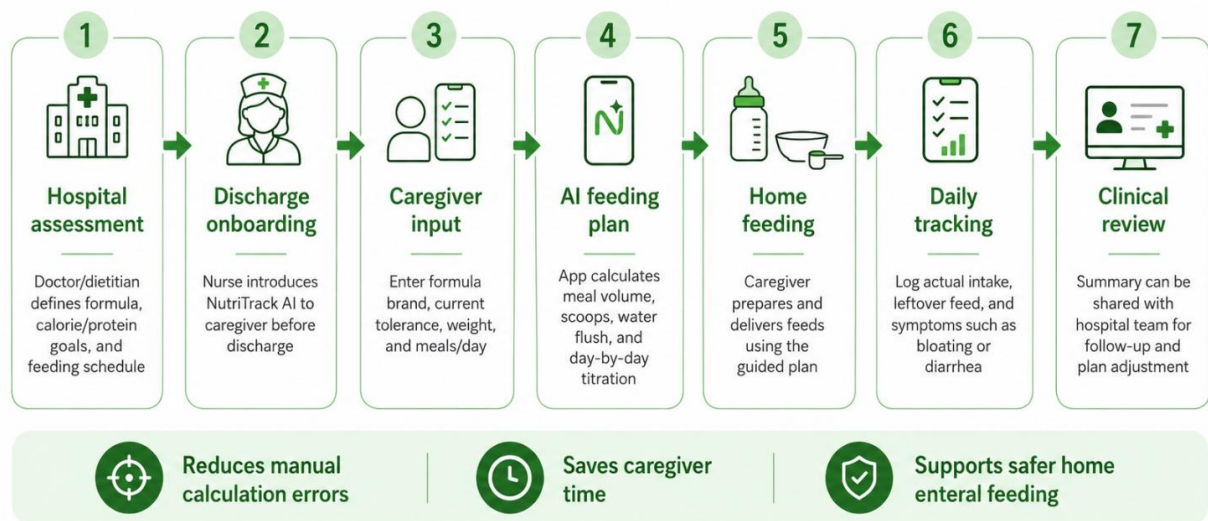
## **Additional Comment Response Document**

**1. Workflow Integration:** Show exactly how this integrates into the daily workflow.

Location: Pitch deck slide no.15

### **Workflow Integration**

From discharge planning to home monitoring and follow-up



**2. Caregiver-Centric Design:** Design the dashboard and input infographics specifically for caregivers, keeping in mind that they may have lower health literacy or education levels, especially in Thailand. Keep it intuitive.

Revise: Add graphic for easier use, Pitch deck slide no.13-15

#### **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

**What the Plan shows**

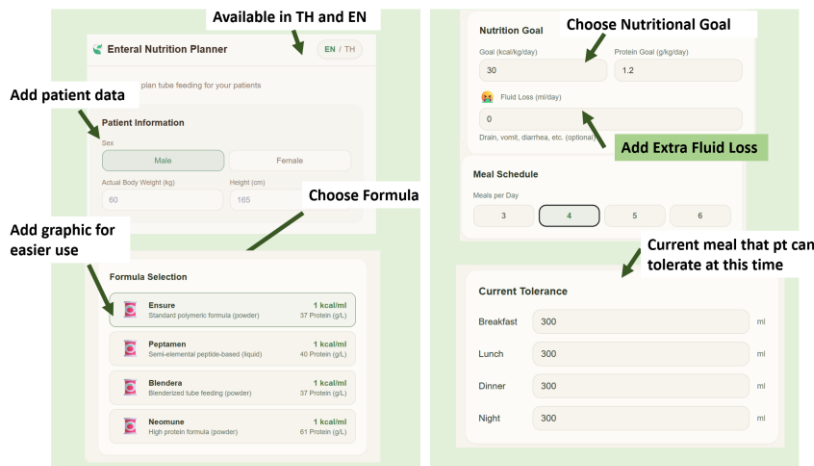
Target vs current intake

Meal preparation instructions

Step-up titration plan

**Diary tab**

Record actual feed/day to track progress



**3.Competitor Analysis:** Provide a much deeper, spec-by-spec and benefits (such as reducing error or time) comparison between your technology and existing competitors

Revise: Pitch deck slide no.11, full report page 10

| 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”<br>Supports safe nutrition decisions |
| Formula calculation    | Matches medical food brand with kcal/protein profile         | Tracks volume and calories           | ✓ Reduces manual calculation error<br>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<br>Personalized and evidence-based                   |
| Nutrition target       | Compares current intake with calorie/protein target          | Shows daily feeding overview         | ✓ Helps patients reach nutritional goals faster<br>Better outcomes, faster recovery  |
| Caregiver support      | Meal volume, scoops, water flush, preparation guidance       | Reminders and logs                   | ✓ Saves caregiver time and reduces confusion<br>Clear, step-by-step guidance         |
| Healthcare integration | Planned hospital database connection & intake submission     | Mainly patient/caregiver use         | ✓ Better follow-up with clinical team<br>Continuity of care                          |
| Local adaptation       | Thai language, Thai hospital workflow, Thai formula database | General tube-feeding app             | ✓ More practical for Thai caregivers<br>Designed for local needs                     |



## NutriTrack AI vs Tubie

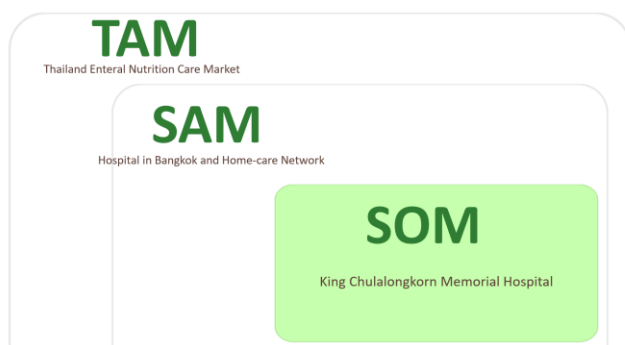
From Tracking to Clinical Nutrition Planning



**4. TAM/SAM/SOM:** You must provide concrete numbers for your TAM/SAM/SOM. Global expansion might be too ambitious, you can focus launching in Big Cities with needs of caregivers, then expanding to other provinces that have the potential. Considering the developed countries might have different requirement.

Revise: Pitch deck slide no.8, full report page 3

### Market Opportunity



**5.Strategic Partnerships:** Your customer acquisition strategy needs work. Both judges strongly recommend collaborating with dietary product companies, pharmaceutical companies, or nutritionists to drive growth.

Revise: Pitch deck slide no.10

### 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

## 6. Missing business details:

- **Your pricing strategy:** subscription, pay per use, sponsorship, etc.
- **Go-to-market:** how can you promote and attract the customers to use your services

Revise: Pitch deck slide no.9, full report page 10

### 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