



**NutriStyle, Inc.**

C-corporation  
Seattle, WA

Todd Albro, CEO & Co-founder  
360-356-6861  
talbro@nutrystyle.com  
<https://nutrystyle.com>

**Industry:**  
Digital Health

**Management/Founder Team:**  
Scott Murdoch, CNO & Co-founder  
Lee Brillhart, COO  
Steve Safran, EVP

**Advisory Board:**  
Eric Hamborg  
Ralph Lombardo, MBA; RD  
Daniel Omura, PhD  
Sean McCluskey, MBA

**Scientific Advisory Board:**  
Toree Malasanos, MD  
Cynthia LeRouge, PhD



**Number of Employees:** 7

**Funding to Date:** \$3.7M  
Source1: \$900K  
Source2: \$2.8M

**Funding Sought:**  
Up to \$1M for sales/marketing; added team members; data integrations

**IP:**  
Patents applied for; Extensive trade secret library

**Legal:**  
IP: Robert Auerbach, Rowan TELS LLC



**Company Description / Background:**

NutriStyle empowers health organizations to help their patients/clients manage nutrition-related conditions with diagnosis-specific meal plans and shopping lists that adapt to use and increase engagement by connecting to local grocers. The company’s co-founders are a PhD professor of nutrition and human performance and food and grocery industry expert.

**Problem:**

NutriStyle was founded to solve a problem faced daily by healthcare providers, who tell us that when they prescribe a drug and recommend eating healthier to address a health condition the patient always asks: “What do I eat?” Typically, the only tools available are a few recipes and handouts listing good and bad foods. The disconnect in the path from diagnosis to the grocery store results in confused and frustrated patients and impotent clinicians, who aren’t trained in nutrition, with the end result being unabated growth in nutrition-related disorders, including obesity, diabetes, heart and liver diseases, and cancer.

**Solution:**

AI-powered nutrition software accessible across operating systems and platforms that we sell to businesses who want their users to live healthier. **Key value propositions:**

1. Customization: Health & wellness pros can use the science-based nutrition rules they choose to generate personalized meal plans for any health condition or objective.
2. Telehealth: Health advisors (e.g., dietitians) work remotely with multiple users to support engagement and other goals (e.g., log foods; medication adherence).
3. Pharma: Tailor plans to specific medications for patient support programs.
4. Personalize: Users can easily modify plans with recipes & foods to meet personal tastes.
5. Fulfillment: Uniquely link shopping lists with branded products to grocers.

**Market:**

**\$8.3B** obtainable market:

Health & Wellness (providers & payers)	<b>\$6.5B</b>
Retail (grocery & pharmacy) & Data	<b>\$1.6B</b>

**Competition / Competitive Advantage:**

No other clinical grade nutrition software uses AI to automate clinical grade meal planning with foods at local grocers to maximize precision, customization, and engagement.



**Traction and Progress:**

Have launched what Microsoft calls a “nutrition operating system” that uniquely links healthcare organizations, retailers, and patients/consumers to make “food as medicine” a reality. Vetted & selected by Global Liver Institute who pays for access by members with NAFLD/NASH and Academy of Nutrition and Dietetics for study of how grocery dietitians can positively impact health and shopping behavior of customers.

**Contracts & Selections:** Academy of Nutrition & Dietetics; Microsoft Retail Health Innovation team; American Council on Exercise; MOBE; Global Liver Institute; Computrition; Hy-Vee; National Community Pharmacists Association.

**Discussions:** Allina Health/Aetna; Wellbeats; Swift MD; Kroger; Novartis; Pfizer; AllianceRx Walgreens Pharmacy; PhRMA; Eli Lilly; H-E-B. Others under NDA.

**Future Plans and Milestones:**

*Commercial:* Close multiple deals in pipeline and expand current dietitian users.

*Technical:* Key grocery data and delivery integrations (initial contracts in place or discussions underway).

**Financial Forecast:**

(in millions)	2023	2024	2025	2026	2027
Net Revenue	\$3.20	\$20.28	\$30.36	\$44.00	\$62.85
Operating Expenses	\$4.63	\$13.86	\$15.67	\$18.10	\$23.30
<b>Pretax Net Income</b>	<b>(\$2.08)</b>	<b>\$3.19</b>	<b>\$9.92</b>	<b>\$19.07</b>	<b>\$29.86</b>