



# FEAST.

*Eat Like You're Alive*

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## **Value Proposition:** Eat Like You're Alive

### **The Problem:**

Young diabetics often struggle with incorporating health limitations into their identity, which is brought to a head around food because eating out is often a significant portion of social time and personal expression. Accurate sugar and carbohydrate data is often unavailable, which forces diabetics to choose between prioritizing their health and “having a life,” which means both sharing and documenting their experiences.

### **The Solution:**

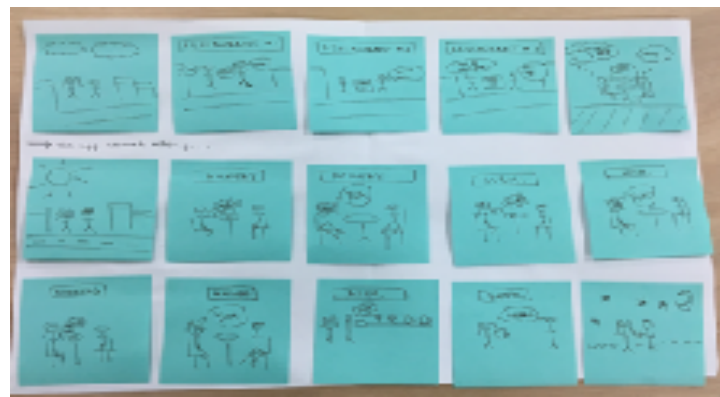
Feast resolves this conflict by giving diabetics fast access to information of the carbohydrate profiles of different foods, facilitating tracking blood sugar data over time, and enabling users to share their foodie adventures.

## What Do Diabetics Do?

**Task #1:** Checking the carbohydrate information about a food to figure out how much insulin to take.

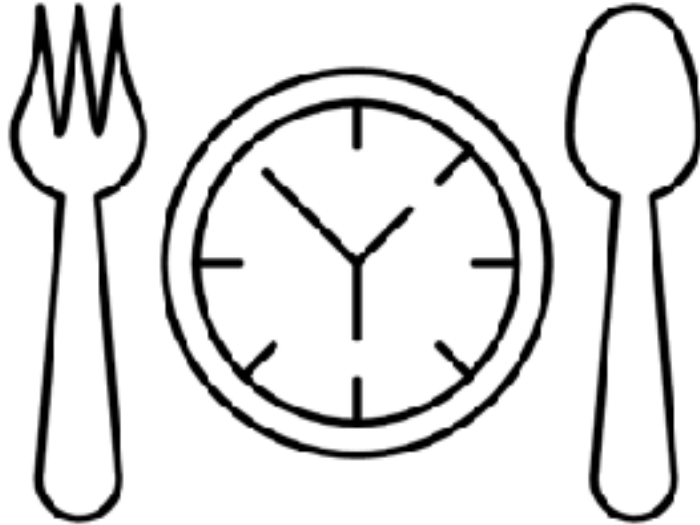
**Task #2:** Sharing food experiences with others and socializing around food.

**Task #3:** Keeping track of health statistics over time, including information about blood sugar fluctuation trends and the effects of certain foods on blood sugar.



**A Few Ways of Telling the Feast Story...**

**Time to Check it Out!**





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