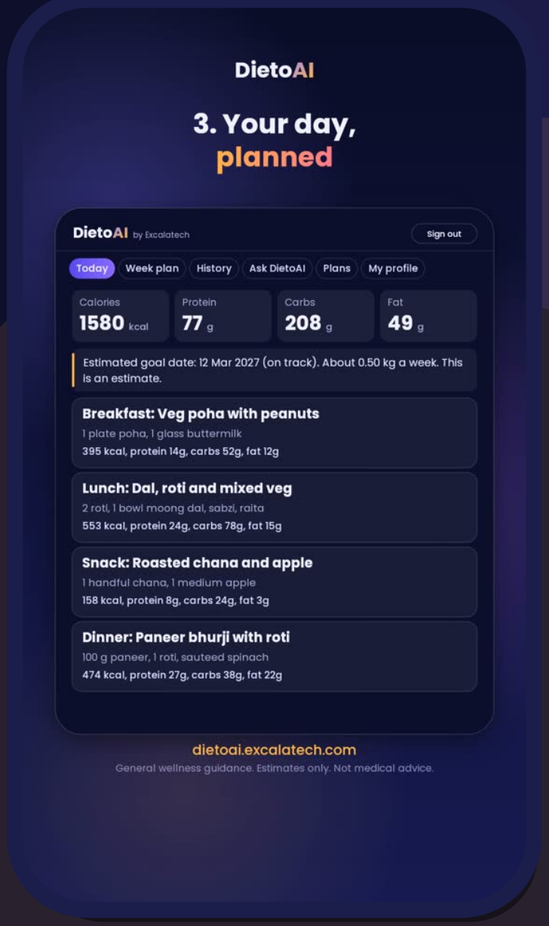
Excalatech

DietoAI

The AI diet planner that builds your meals around your body, your food and your day, then rebalances itself when life gets in the way.

Seed funding deck | 2026

dietoai.excalatech.com | founder@excalatech.com



THE PROBLEM

Diet advice breaks the moment real life starts

101M

Indians live with diabetes, and another 136M with prediabetes

ICMR-INDIAB, Lancet Diabetes & Endocrinology, 2023

315M

Indians live with hypertension, and 254M with obesity

ICMR-INDIAB, Lancet Diabetes & Endocrinology, 2023

$$$

Personal dietitians are out of reach for most people

Cost and access barrier

Generic charts

One-size plans ignore your food, spice level, budget and health condition.

One missed meal

The plan collapses, guilt kicks in, and people quit within weeks.

Trackers only count

Calorie apps record what you ate. They do not tell you what to eat next.

Most people do not fail at dieting. Their plan fails at real life.

THE SOLUTION

DietoAI is a personal dietitian that adapts to your day

1

Tell us about you

Body, goal, eating style, spice, cooking time, allergies

2

Plan in 20 seconds

Calories, protein and meals set for you

3

Live your day

Mark meals eaten, skipped, or log what you ate by text or voice

4

We adapt

Skip a meal and the rest of the day rebalances, with no guilt

Personal

Built from your profile, local food, spice level and cooking time

Adaptive

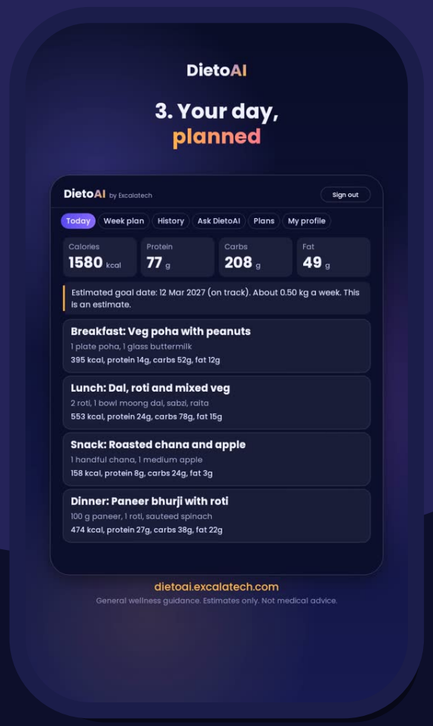
Rebalances in seconds, swaps meals, tracks water, weight and groceries

Safe by design

Guardrails for diabetes, PCOS, BP, thyroid and GLP-1. Dangerous readings stop the plan and point to a doctor

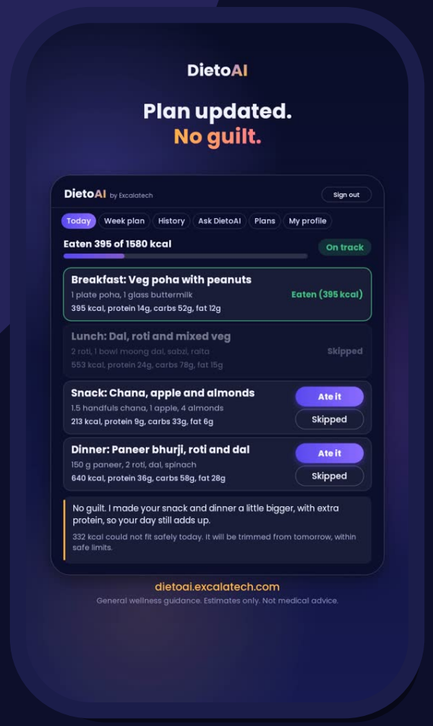
PRODUCT

The product is live, paid and working today



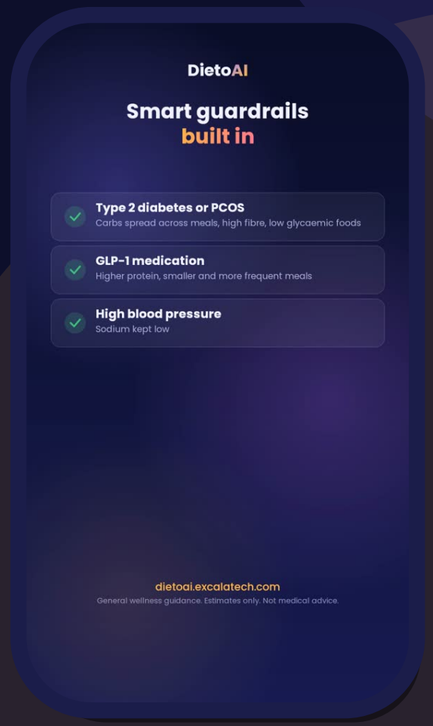
Plan in 20 seconds

Profile in, personal day plan out



Skip a meal, day rebalances

Snack and dinner adjust within safe limits



Real life, real health

Modes, guardrails, sugar and BP aware

Live at **dietoai** .excalatech.com

MARKET

A large, fast-growing market with a clear gap in India

Global diet and nutrition apps

$5.8B in 2025

$10.2B by 2030 (12% CAGR)

Subscriptions already earn about 45% of revenue, and B2B licensing is the fastest-growing model (15% CAGR).

Source: Mordor Intelligence (2025). Other analysts estimate higher.

India: where the need is biggest

237M

adults with diabetes or prediabetes (101M + 136M)

Illustrative bottom-up: if just 0.1% of them subscribe at $99 a year, that is about 237,000 paying users and roughly $23M in annual revenue.

Every 100,000 subscribers at the yearly price is about $9.9M in annual recurring revenue.

Arithmetic on our current price. Not a forecast.

POSITIONING

Why DietoAI wins: it plans, adapts and protects

	Typical calorie trackers	Typical coaching apps	DietoAI
Core job	Log what you ate	Program with a human coach	**Complete plan, then adapt it**
Skipped a meal	Nothing happens	Guilt or a coach message	**Day rebalances automatically**
Health conditions	Generic targets	Varies by program	**Built-in guardrails, sugar and BP aware**
Local food	Global databases	Varies	**Indian home portions, spice, budget**
Retention loop	Daily logging	Coach check-ins	**Weekly report and morning plan emails**

Positioning based on typical products in each category, not a feature-by-feature audit. Named players include MyFitnessPal, Noom, Lifesum, Cal AI and HealthifyMe.

BUSINESS MODEL

Simple subscription, software-like economics

$9.99

per month

30 days of access, one-time payment

$99

per year

365 days, saves 17% vs monthly

Prices are set from our admin dashboard and shown in local currency (INR, USD and more) at checkout.

Retention engine — Morning plan email, weekly coach report, renewal reminders, welcome flow

Low variable cost — About one AI plan generation per user per day. Margins to be validated on live data

Trust-first billing — Pay per period, no surprise auto-charge. Auto-renew planned for scale

Growth levers

- **Yearly plans**
  Higher cash up front, lower churn
- **B2B licensing**
  Clinics, dietitians, corporate wellness (white-label)
- **Excalatech AI services**
  Agents, RAG and automation for businesses: a second revenue line and a sales channel
- **Referral and creator content**
  Short demo videos already produced

PROGRESS

Built and shipping, with a clear 12-month roadmap

Built so far

- Live AI planner with Google sign-in and a paywall
- Razorpay payments, welcome and renewal emails
- Daily plan rebalancing, swap meal, water, grocery list
- Food logging by text or voice, weight journey
- Sugar and BP readings that adjust meals
- Weekly coach report and 6 AM plan emails
- Admin dashboard: prices, users, payments, audit log
- Terms, privacy and refund pages for compliance

Roadmap

0 to 6 months — Phase 2

Photo meal logging on an Indian food database. Hindi. WhatsApp reminders. Mobile app

6 to 12 months — Phase 3

Fridge and menu photo help, doctor-share report, barcode scan, coupons and refunds

12 months + — Scale

B2B pilots with clinics and corporate wellness. More languages and regions

TEAM

A hands-on founder who ships AI products

SHADAB

Founder, Excalatech

10+ years in the IT industry across software development and management, with deep experience in AI agents, retrieval-augmented generation (RAG), large language models and Dynamics CRM.

founder@excalatech.com

Skills behind DietoAI

Product and engineering
Planner, payments, admin and email operations built in-house

Applied AI
AI agents, RAG and LLM workflows for real business use

Delivery discipline
Years of managing software teams and projects

Hiring and advising with this round

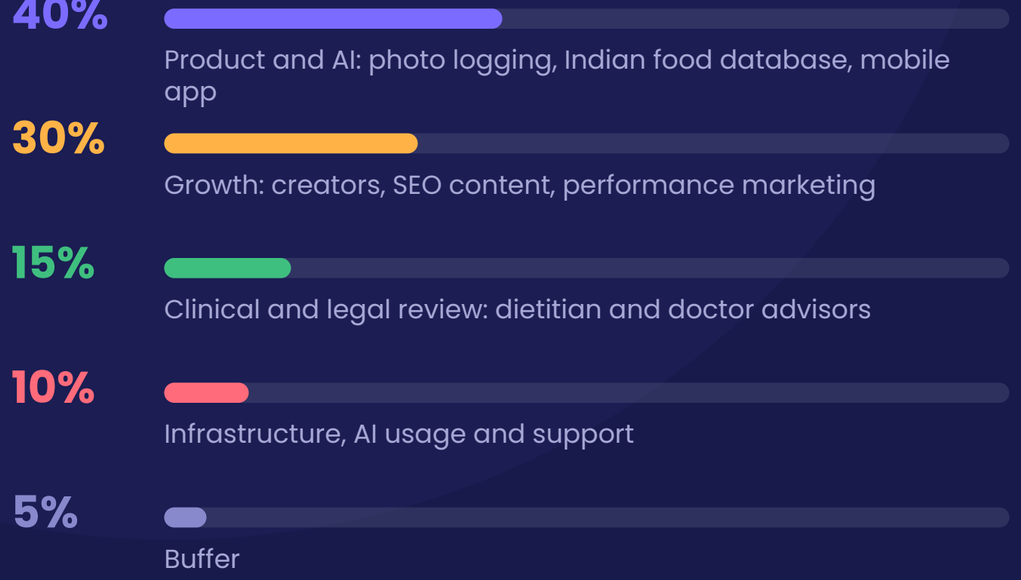
Registered dietitian and endocrinologist advisors, a growth marketer and a mobile engineer.

Excalatech is an AI solutions company (agents, RAG, automation, apps). DietoAI is its flagship product.

THE ASK

The ask: $250K pre-seed to reach product-market fit

Use of funds



12-month targets

10,000	registered users
1,000	paying subscribers
~$100K	annual recurring revenue run-rate
2	B2B pilots with clinics or corporates

Contact: founder@excalatech.com | dietoai.excalatech.com

Targets and the round size are plans, not guarantees. Calorie and nutrition values in DietoAI are estimates, not medical advice.