



# Plan smarter. Waste less. Live better.



**Julia Leskovets**  
Founder & CEO

# Executive Summary



01

MealFlow is an AI-powered family food operating system that helps households plan meals, manage groceries, and reduce food waste through a single connected workflow.

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Unlike traditional recipe or meal-planning applications, MealFlow starts with the family. By understanding household preferences, dietary needs, budget goals, and pantry inventory, the platform generates personalized meal plans, smart grocery lists, and contextual recipe recommendations.

03

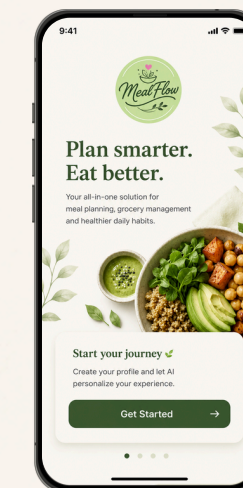
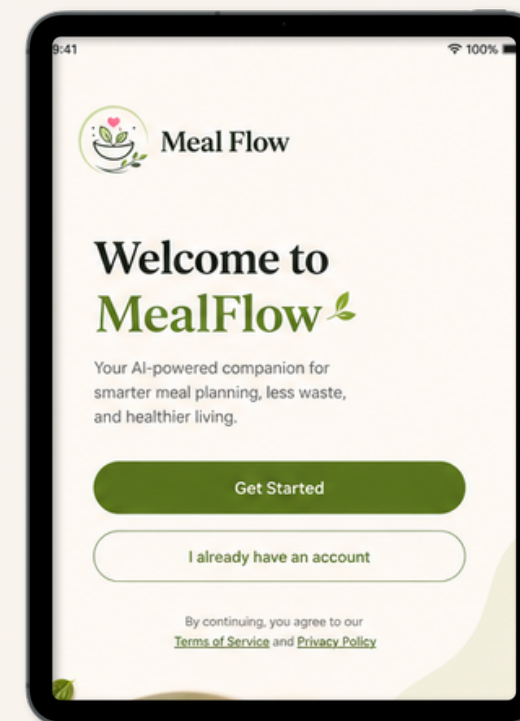
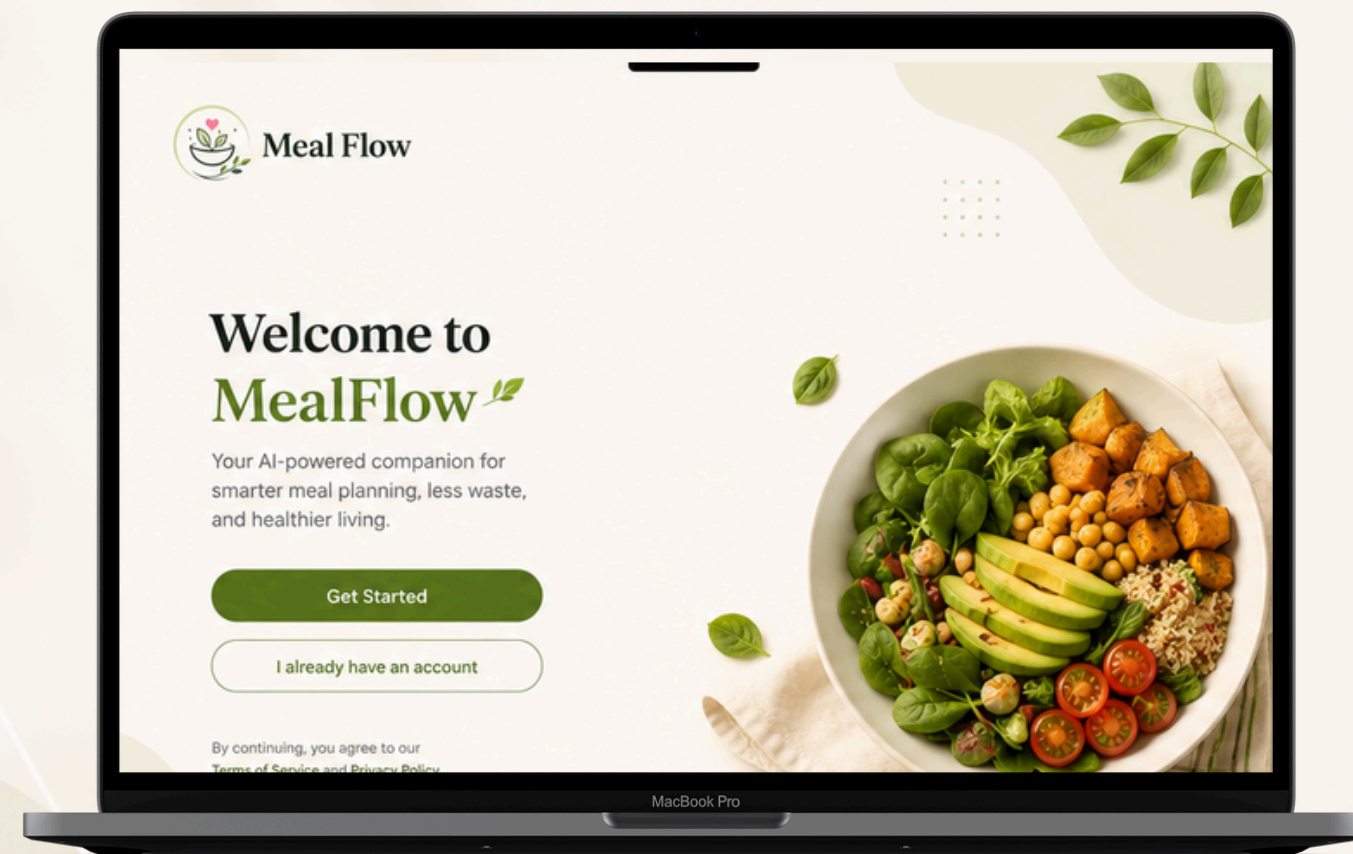
We believe better food decisions lead to less waste, healthier habits, and happier families.

Our mission is simple: **Plan smarter. Waste less. Live better.**



# Product Mockups

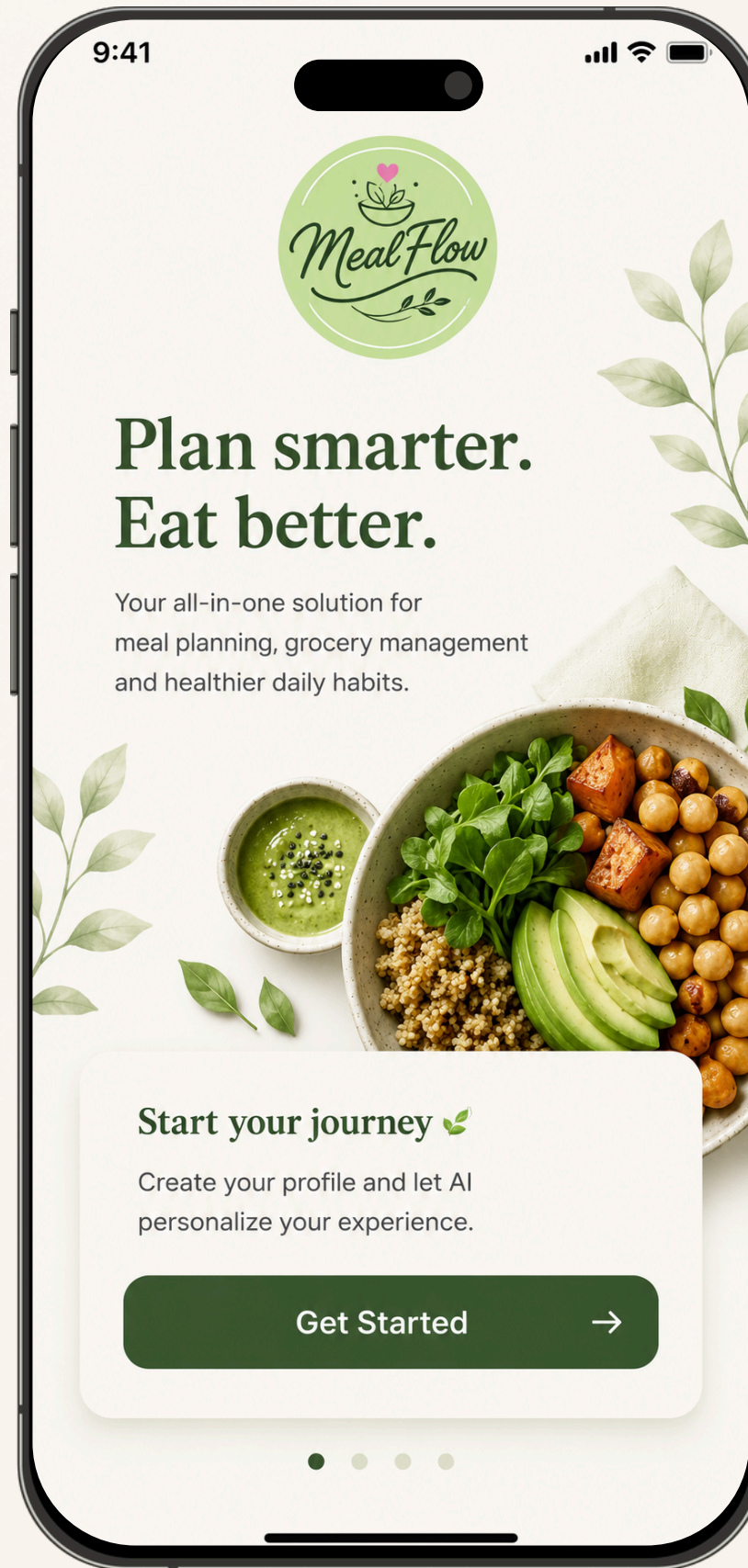
Cross-platform concept prototype for mobile, tablet and desktop experiences.





# Welcome

The onboarding experience introduces the product's core mission: helping households plan meals, manage groceries, reduce food waste, and build healthier eating habits.



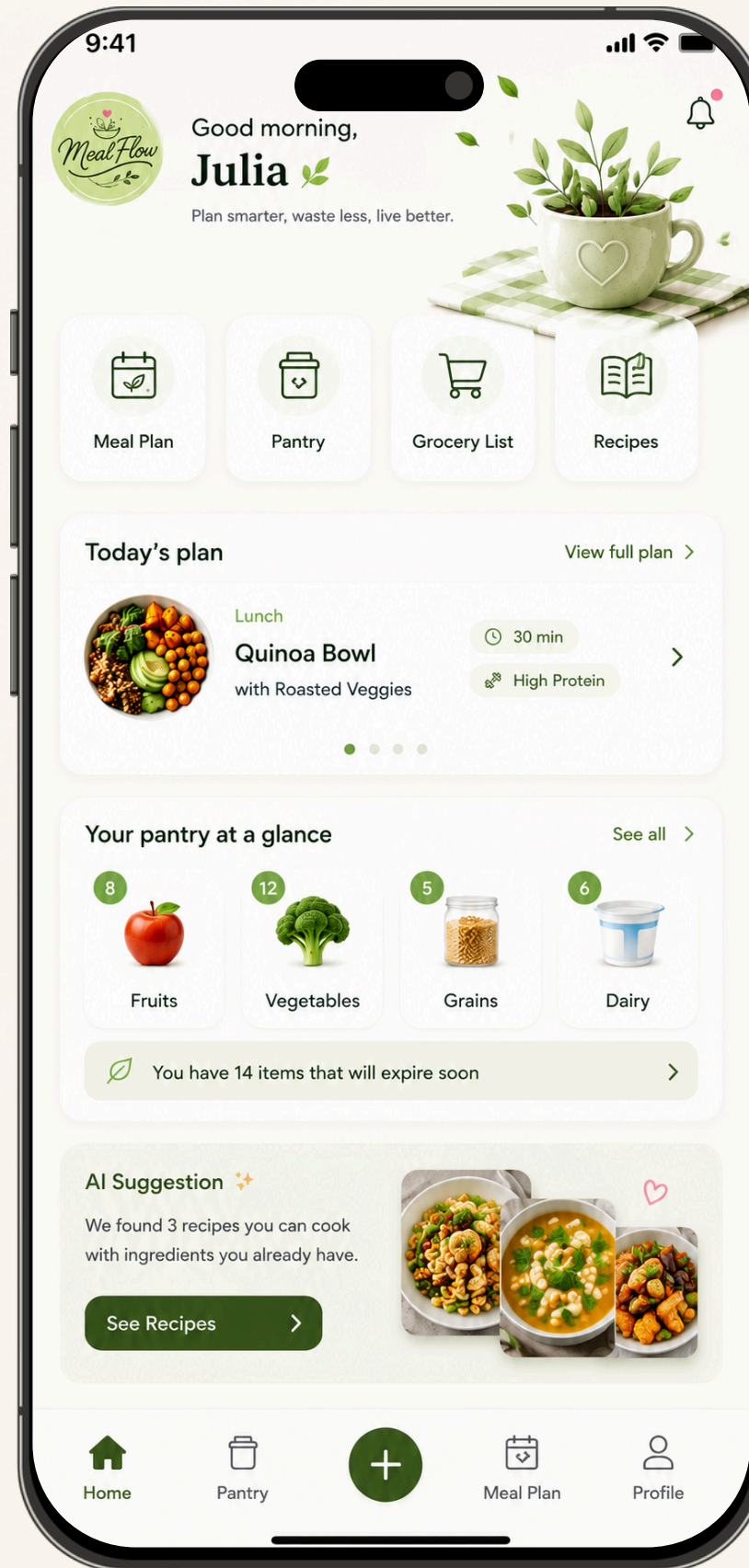
The onboarding process is intentionally simple and welcoming, allowing users to quickly understand the value of the platform and begin creating a personalized household profile.



# Home

## Your Household Command Center

The Home screen serves as the central hub of the MealFlow experience.



Rather than forcing users to navigate between multiple applications and lists, MealFlow provides a clear overview of everything that matters in one place. Users can immediately see the status of their pantry, meal plan, grocery list, and household notifications.

The dashboard is designed around the principle of reducing decision fatigue. Important information is surfaced proactively, while frequently used actions remain easily accessible through quick navigation cards.

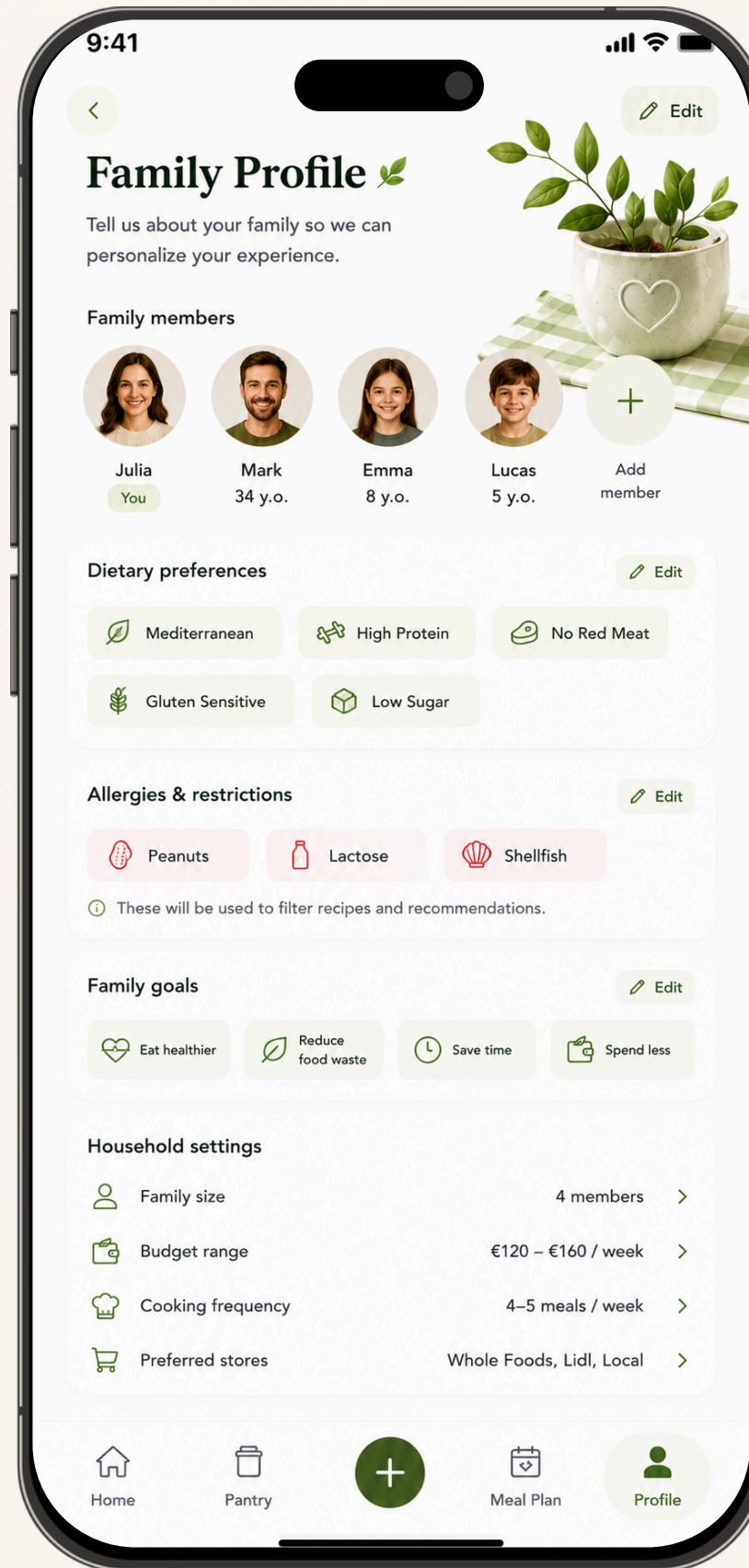
The Home screen helps families stay organized and informed without overwhelming them with data. In just a few seconds, users can understand what needs attention and decide what action to take next.



# Family Profile

## Every Family Is Different

MealFlow begins by understanding the people behind the meals.



The Family Profile captures information about household members, dietary preferences, allergies, food restrictions, lifestyle goals, and budget expectations. This information becomes the foundation for every recommendation generated by the platform.

Traditional meal planning applications often provide generic recipes that fail to consider the realities of a household. MealFlow takes a different approach by creating a personalized context for each family.

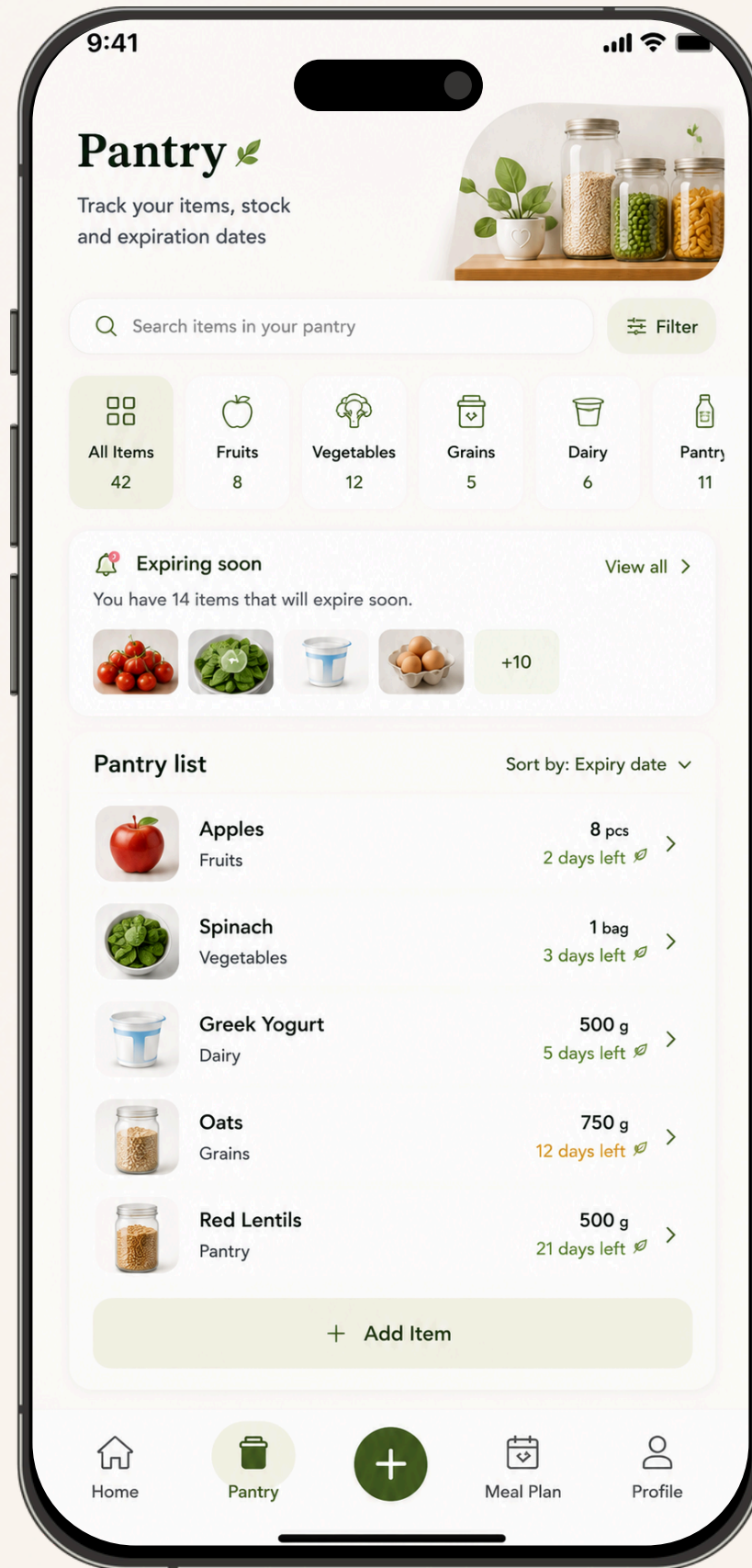
By understanding who lives in the household and what matters to them, the system can generate meal plans, shopping recommendations, and food suggestions that feel relevant, practical, and achievable.



# Pantry

## Your Kitchen, Digitized

The Pantry is the foundation of the MealFlow ecosystem.



MealFlow transforms the pantry into a living, digital inventory. Users can track products, quantities, expiration dates, and categories in one place. The system continuously maintains awareness of available ingredients and highlights products that should be used soon.

Rather than asking families to manually think about every ingredient they own, MealFlow becomes the memory layer of the kitchen.

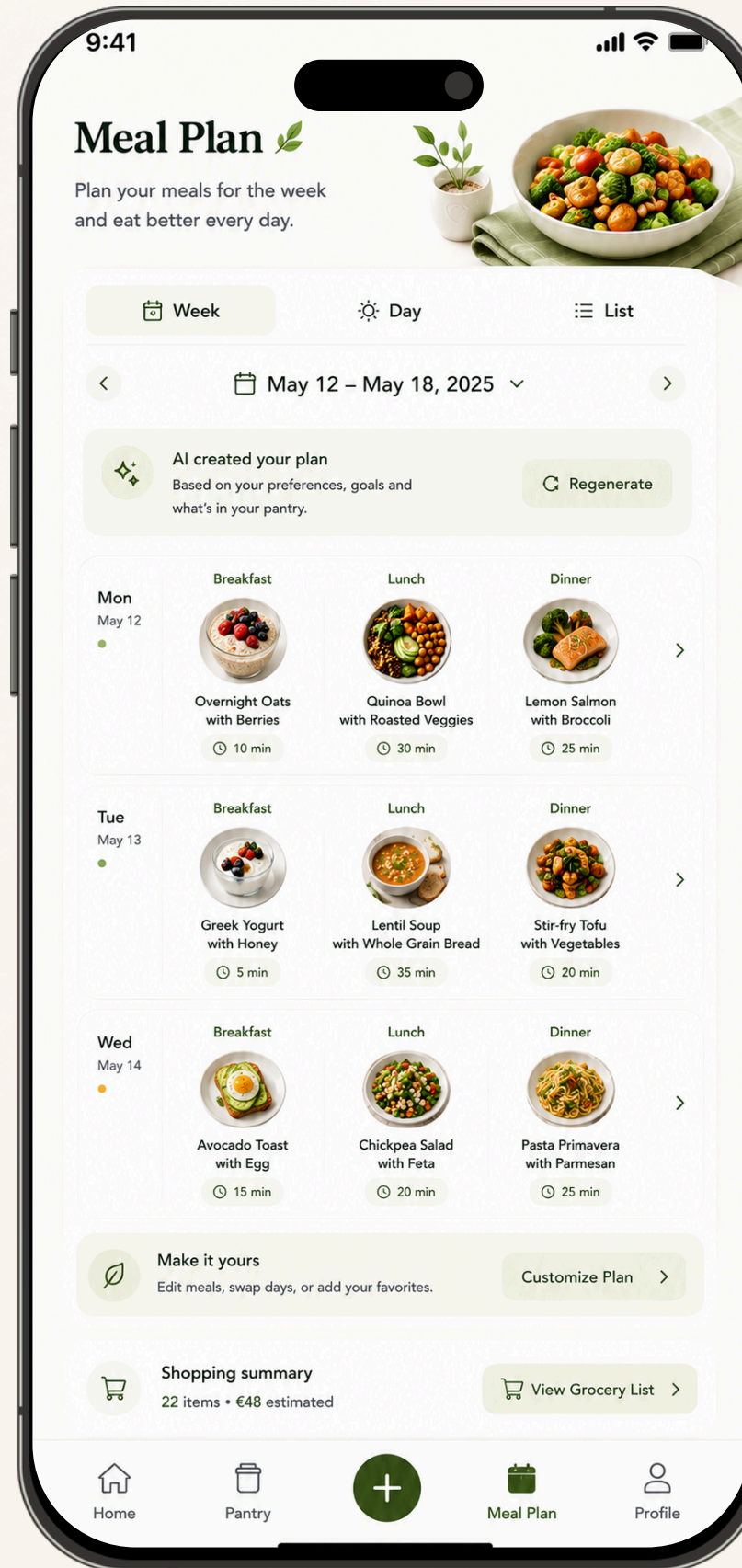
The Pantry is not just a storage list. It is the data source that powers meal planning, recipe recommendations, grocery optimization, and food waste reduction throughout the platform.



# Meal Plan

## Personalized Planning, not random recipes

Meal planning is one of the most repetitive and mentally demanding household activities.



Every week families face the same questions: What should we cook? Do we have the ingredients? Will everyone eat it? Does it fit our budget? What needs to be used before it expires?

MealFlow removes this burden by generating personalized meal plans based on real household context.

Instead of searching through hundreds of recipes, users receive a curated weekly plan designed specifically for their household.

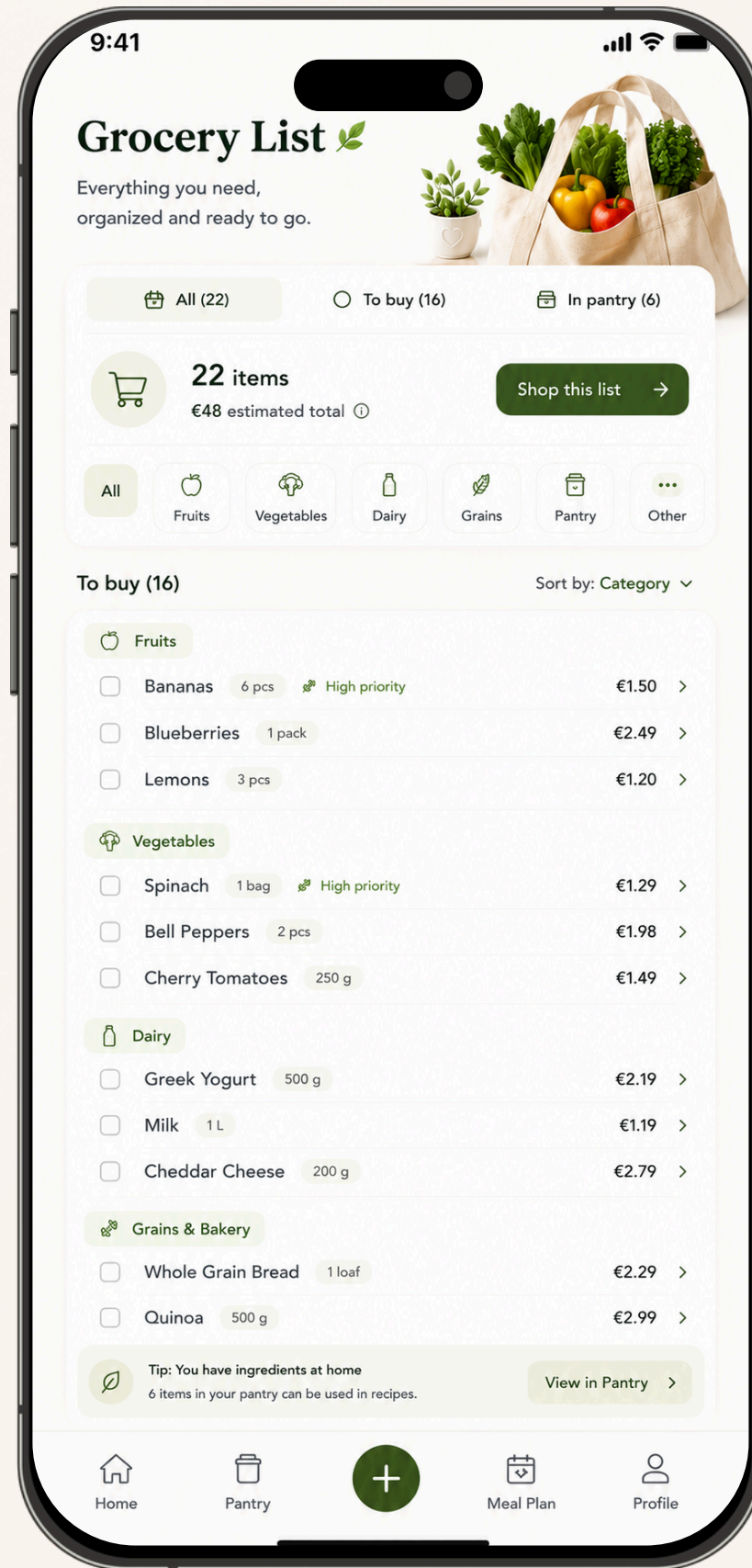
The result is less decision fatigue, better meal variety, healthier eating habits, and a more organized week.



# Grocery List

## Shopping With Purpose

Traditional shopping lists are often disconnected from what already exists at home. This leads to duplicate purchases, forgotten ingredients, unnecessary spending, and additional food waste.



MealFlow automatically generates grocery lists based on the selected meal plan and current pantry inventory. The system understands which ingredients are already available and only suggests products that are actually needed.

Shopping becomes a natural extension of the planning process rather than a separate task.

By connecting inventory, meal planning, and purchasing decisions, MealFlow helps families spend less time creating lists, avoid unnecessary purchases, and shop with greater confidence.

Every item on the list has a purpose.

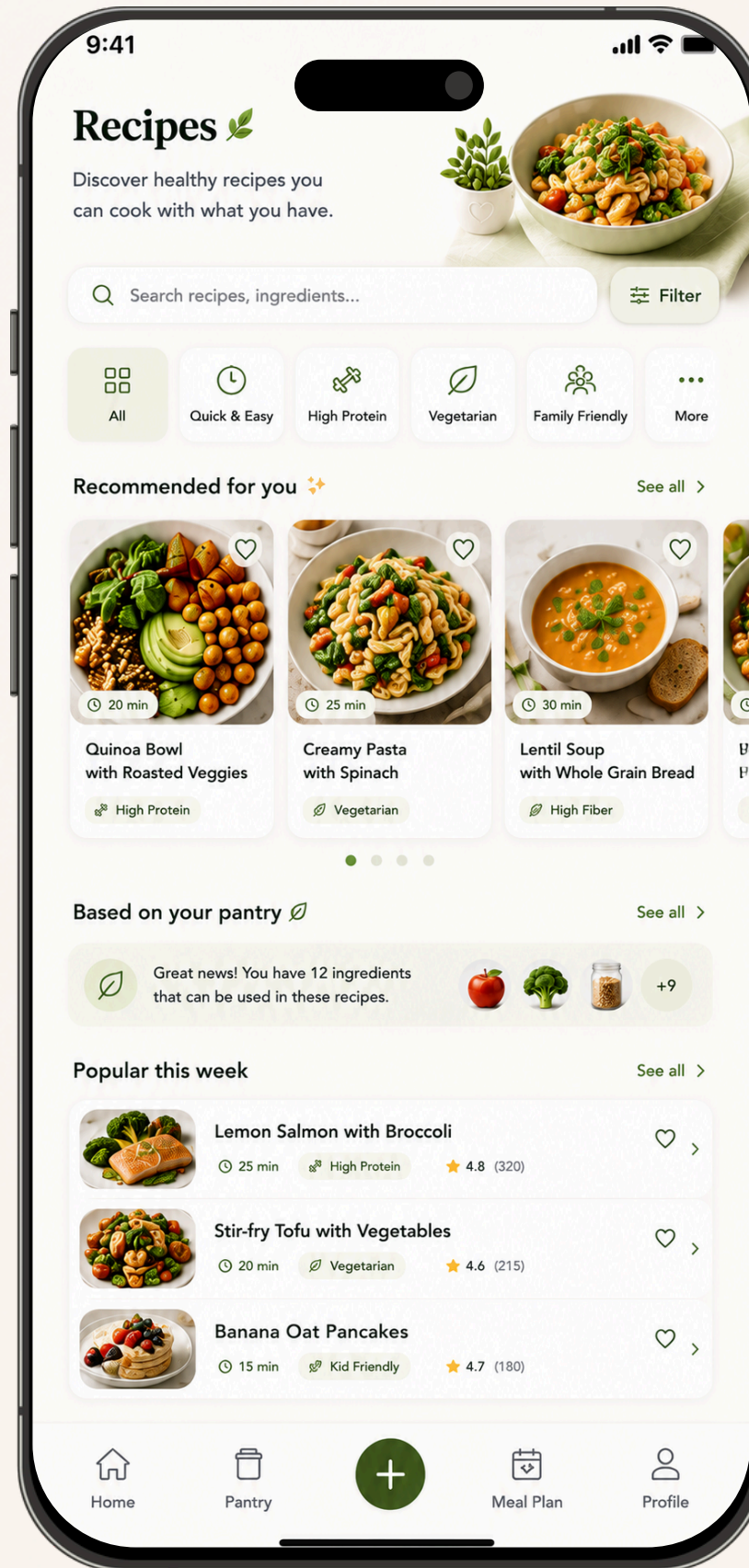


# Recipes

## Recipes That Start With What You Have

Most recipe applications begin with a dish.

MealFlow begins with the household.



Instead of asking users to search endlessly for recipes, the platform generates recommendations based on available ingredients, family preferences, dietary requirements, nutritional goals, and budget considerations.

The system prioritizes ingredients that are already available in the pantry and identifies products approaching expiration, helping families make better use of what they already own.

Recipes become part of a larger decision-making system rather than isolated pieces of content.

The goal is not simply to help users cook. The goal is to help families make smarter food decisions every day.



# Thank You

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