

# Combating High Salt Consumption with Personalized Nutrition in China: FreshFun's Tech-Driven Approach to Healthier Eating

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## Abstract:

With adults in China consuming more than double the daily recommended amount of salt, high salt intake is a serious health concern that increases the risk of heart disease, stroke, and hypertension. Extended work hours exacerbate this issue since over 63% of employees between 25 and 35 regularly turn to convenience foods high in sodium. In response, FreshFun offers a full solution via a subscription-based service that includes pre-made meal kits and fresh ingredients, educational videos, and easy-to-use software for counting calories and customizing meals. White-collar workers have time constraints. FreshFun offers convenience and encourages better eating habits.

FreshFun's business model leverages subscription fees, premium app features, and sales of specialty items, differentiating itself through personalized, AI-driven meal planning and integration of diet and fitness. The app offers weekly specials to maintain user engagement and is supported by a marketing strategy involving influencer collaborations on platforms like Bilibili to promote healthy lifestyles. The company seeks \$2 million in seed funding to scale its operations, enhance its app's features, and grow its user base, allocating resources toward marketing, technology development, and logistics expansion.

**Keywords:** health risk; China diet issue; Marketing idea

## 1: The big problem to solve and why it is a big problem

High Salt Consumption and Health Risks

Chinese adults consume more than twice the recommended amount of salt daily, significantly impacting

their health. Excessive salt intake is linked to various health problems, including hypertension (high blood pressure), heart disease, and stroke. Salt, can cause the body to retain water, increasing blood volume and raising blood pressure. Over time, this can lead to chronic conditions and damage vital organs such

as the heart and kidneys.

#### Working Hours and Diet Choices

The average weekly working hours in China, particularly in June, were reported to be 48.6 hours. This extended workweek contributes to a high-stress environment and often leads to long working hours, with over 63% of workers aged 25-35 working past 7:00 p.m. Due to their demanding schedules, many workers resort to convenience foods such as fast food and takeout. These options are typically high in sodium, sugars, and unhealthy fats, further exacerbating excessive salt intake. Less than 50% of these adults regularly consume essential foods like milk, beans, fruits, and vegetables. These foods are crucial for a balanced diet because they provide necessary nutrients, vitamins, and minerals that help counteract the adverse effects of high salt consumption. For instance, fruits and vegetables are rich in potassium, which can help mitigate some of the adverse effects of sodium on blood pressure.

## 2: The solution offered by the company

As one of its missions, FreshFun delivers fresh vegetables and pre-made ingredients with an instructional video; it also provides a user-friendly app for calorie tracking and diet customization, saving time planning the meal for the week. Weekly specials like chocolate dumplings and biangbiang noodles

## 3: What is the value exchange with the customer?

For Customers: More than 84% of white-collar workers do their own grocery shopping, but more than half of them think it takes up one of their few leisure hours. FreshFun works with companies like ShunFeng, providing overnight fresh ingredients shipping to the front door. Over 60% of the younger age working population aren't satisfied with their current diet and lack of exercise due to busy schedules.

For FreshFun: Subscription revenue and premium features. Customer will be charging differently based on how many servings are served per meal and how many meals are served per week. Each meal would be in the range of 7-12 dollars; a subscription would be charged monthly for 10 dollars. (setting goals, getting coupons for next month) All the fresh ingredients are going to be shipped from their organic farm partners, delivered by either ShunFeng or MeiTuan

## 4: Competition and differentiation

Competitors: Traditional Premade Meal Kits: These are available in grocery stores and cater to consumers looking for convenience in meal preparation. However, they often need more personalization and flexibility, providing only fixed meal options.

Grocery Delivery Services (e.g., Food Delivery Apps): These services offer the convenience of having groceries delivered to your door but typically do not provide the same level of meal planning or nutritional guidance. They also need more integration of exercise and diet planning. Differentiation Strategy: The company's primary differentiators are its focus on convenience and its unique value proposition of combining delivery, meal planning, and health tracking into one seamless experience.

Convenience in Delivery and Plan Making: Unlike traditional meal kits, which offer set recipes, the app provides personalized meal plans that are delivered directly to the user. This eliminates the need for grocery shopping or decision-making, streamlining the process of healthy eating. Unique

Weekly Specials: The company's engaging weekly specials keep the app experience fresh and exciting, providing users with new content and meal options that cater to various tastes and health goals. This surprise and variety element helps maintain user interest and encourages continuous engagement with the app.

Integrated App with Calorie Tracking and Diet Customization: The FreshFun app's comprehensive features, including AI-powered meal planning and calorie tracking, provide users with a holistic approach to health management. By offering tailored diet plans and real-time tracking, we empower users to achieve their health goals more effectively than through traditional meal kits or grocery delivery services alone. Overall, this approach combines the best aspects of convenience, personalization, and engagement, positioning its app as a superior alternative in the market.

## 5: The team

FreshFun team will comprise experienced professionals with diverse backgrounds who can support its custom group. Together, they can bring a unique blend of skills and knowledge that drive innovation, efficiency, and success in its endeavors, with specialists in nutrition, AI analysis, and business consultants who are responsible for improving its platform to better create value for both us and customs.

## 6: Business Model

Revenue Streams: Subscription-based fees, Premium app features, Sales of specialty items, and weekly specials.

## 7: Marketing and sales plan

**Influencer Collaboration on Bilibili:** The Company recognizes the power of engaging content and the influence of social media in shaping consumer behavior. To tap into the vast audience of health-conscious individuals and fitness enthusiasts, FreshFun will partner with popular influencers on Bilibili, one of China's largest video platforms, boasting over 300 million users. This influencer will create a series of short, engaging workout videos tailored to different fitness levels and goals, such as weight loss, muscle gain, or overall wellness.

These videos will showcase effective workouts and integrate the FreshFun app's features, highlighting how users can combine exercise with personalized meal plans for optimal results. The content will focus on making fitness accessible and fun, encouraging users to adopt a healthier lifestyle. The company aims to increase brand visibility and drive user engagement on its platform by leveraging the influencer's credibility and reach.

**AI-Powered Personalization:** In parallel with the company's influencer-driven content, they will enhance their app with advanced AI technology to offer truly personalized nutrition solutions. The AI will analyze user data, including dietary preferences, fitness goals, and lifestyle factors, to create highly customized diet plans that meet individual needs.

Moreover, this app will feature a dynamic calorie-tracking tool that integrates seamlessly with the personalized meal plans. This tool will allow users to monitor their daily caloric intake, set nutritional goals, and receive real-time feedback on their progress. The combination of AI-driven customization and easy-to-use tracking features will set the app apart from traditional meal-planning services, making it a vital tool for anyone looking to take control of their health.

**Engaging Weekly Specials:** To keep users excited and engaged, FreshFun will introduce fun and engaging weekly specials within the app. These specials could include themed meal plans, such as "Mediterranean Week" or "High-Protein Week," tailored to specific health goals or dietary preferences. The company will also offer limit-

ed-time recipes and exclusive content encouraging users to try new foods and explore different aspects of healthy eating. By regularly refreshing the content, they aim to maintain user interest and encourage long-term app engagement.

## 8: Funding Needs

The company are seeking \$2 million in seed funding to accelerate their growth. This capital will be allocated as follows: 50% for marketing and customer acquisition to grow the user base, 30% for technology development to enhance the app's functionality, including more robust meal planning tools and AI-powered personalized nutrition recommendations, 20% for operations, including expanding the logistics and delivery network.

## 9: Conclusion

FreshFun is well-positioned to tackle the urgent issues of excessive salt intake and unhealthy eating habits in China, especially among time-pressed professionals. FreshFun helps consumers make better decisions despite their busy schedules by providing a customized, easy-to-use solution that integrates AI-powered meal planning and health tracking with fresh ingredient delivery. In the crowded market for meal kits and grocery delivery services, FreshFun distinguishes out thanks to its unique offer, creative business alliances, and transparent revenue model. To create the conditions for long-term growth and influence in the health and wellness sector, the \$2 million in startup money that has been requested will be essential for growing operations, improving technology, and attracting new clients.

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