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# NUXI NUTRITION - THE CORE OF WELLBEING

NUXI is a life changing, individualised nutritional macronutrient plan for the everyday person



# WHAT IS THE PROBLEM NUXI SOLVES

CALORIE COUNTING **DOES NOT WORK**

NUTRITION PLANS ARE **NOT PERSONAL**

PLANS ARE **OFTEN COMPLICATED TO FOLLOW**, PEOPLE GIVE UP

PLANS ARE **NOT ADAPTABLE TO MY EVERYDAY LIFE CHANGES**

I HAVE TO **COOK SEPARATELY** TO THE FAMILY



AT NUXI OUR “WHY” IS TO HELP  
**SIMPLIFY NUTRITION TO IMPROVE LIFE**

No matter the goal you have ie. weight loss, gaining strength, improving everyday fitness or even running a marathon, our plans will help you feel happier, healthier and be at your best

**THIS “WHY” IS AT THE CORE OF OUR MISSION STATEMENT**



WE ARE ON A MISSION TO  
**SIMPLIFY NUTRITION TO IMPROVE LIFE**



**WE DO THIS AT NUXI BY SIMPLIFYING THE  
SCIENCE OF NUTRITION** INTO PERSONALISED DAILY  
NUTRITION PRACTICES TAILORED TO THE DEMANDS OF  
**YOUR WORKOUTS, LIFESTYLE AND GOALS.**



WHAT WE DO AT NUXI IS BUILD TECHNOLOGY AND  
PROVIDE THE SCIENCE THAT HELPS **YOU EAT  
SMARTER, PERFORM BETTER AND LIVE LONGER.**

# WHAT WE ARE TRYING TO SOLVE

Why does nutrition need to be individual?

Specificity and nuance is everything....

Is calorie counting the answer as its based on the individual and their goals?

Like Slimming World, Weight Watchers and MyFitness

## INTRODUCTION

We compare two diets, identical in **calories, carbohydrates, protein and fats**

### THE BAD



#### BREAKFAST

McDonalds McMuffin, hash brown, Medium Coca-Cola

#### LUNCH

Convenience store meal deal - White bread chicken sandwich, packet of crisps and a Fanta

#### DINNER

4 x KFC Chicken wings, french fries, Mayo dip and a Medium Coca-Cola

### THE GOOD



#### MEAL 1

4 Egg omelette on Rye bread served with Bircher muesli topped with banana and berries

#### MEAL 2

Seasoned chicken breast and brown rice served with broccoli, green beans, cherry tomatoes and half an avocado

#### MEAL 3

Sweet chilli salmon fillet and whole wheat pesto pasta served with mixed leaf side salad

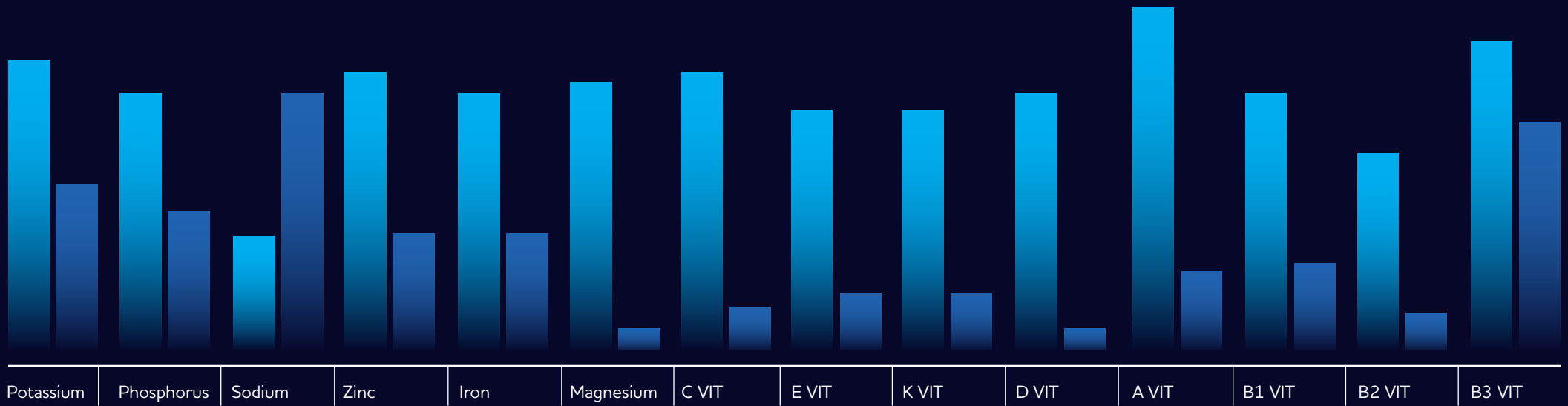
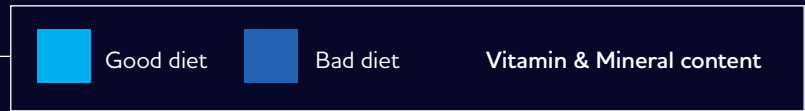
#### MEAL 4

Chilli con carne and brown rice

#### MEAL 5

0% Fat greek yoghurt topped with mixed nuts and dried berries

# COMPARISON - GOOD VS BAD DIET





# THE SCIENCE BEHIND THE APP

Diet structure is built upon the optimal protein feeding strategies



## TOTAL PROTEIN INTAKE

The current recommendations for building muscle mass are to consume a minimum of 1.6 – 2.4g/kg/day of protein

Therefore if you weigh 85kg you need to consume at least between 136g – 170g protein per day



## PROTEIN TIMING

Smaller, more regular protein feedings throughout the day, will maximise muscle protein synthesis and optimise muscle repair and regeneration

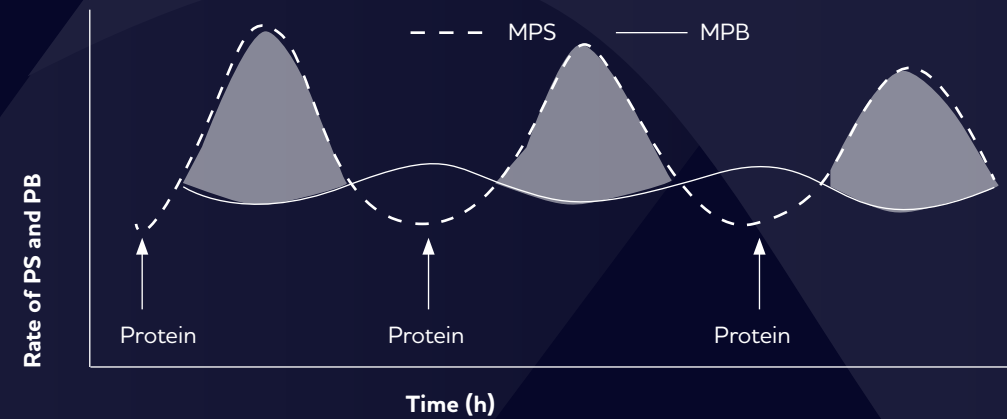
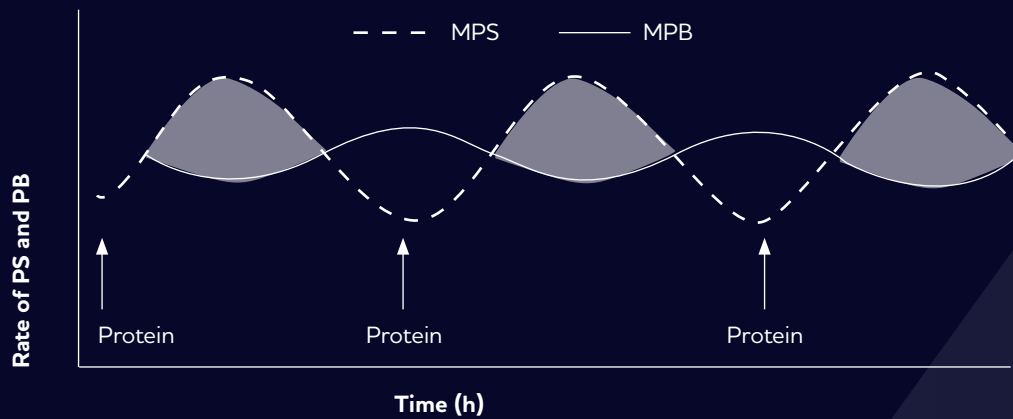
Protein intake should occur every 3-4 hours throughout the day



## PROTEIN HIT BEFORE BED

Consume a slow release protein before bed (casein the major protein found in milk), to help sustain muscle recovery and repair throughout the night

Eat ~30g of protein 30 minutes before bed-time

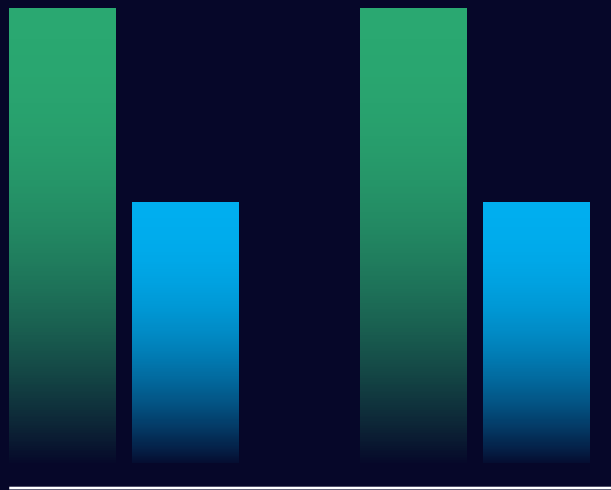


# THE SCIENCE BEHIND THE APP

Daily adjustments are built upon strategic carbohydrate feeding research



Ability to perform in resistance exercise was improved following **pre-exercise carbohydrate feeding**



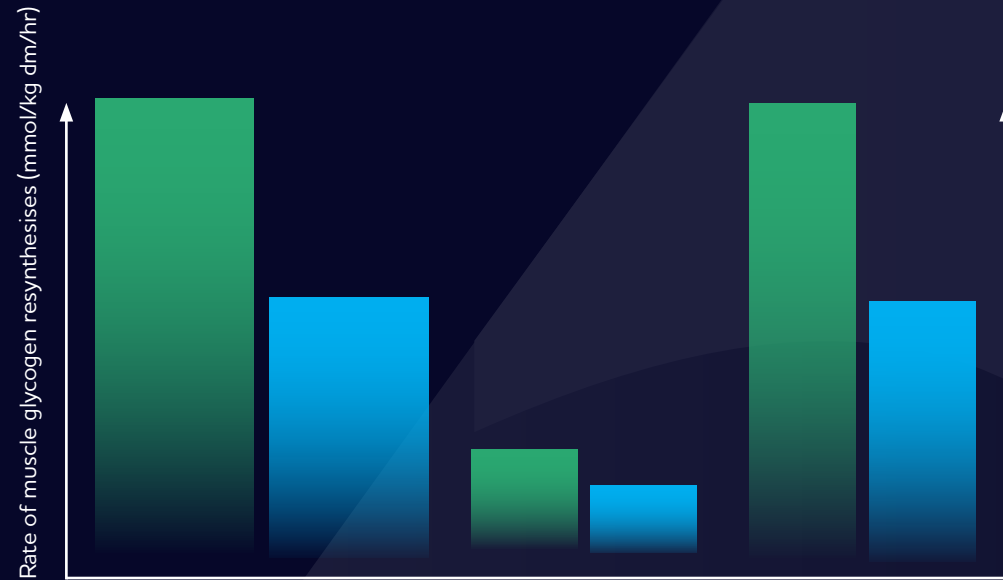
Haff et al., 1999

Number of sets      Number of reps

Carbohydrates      Placebo



Ability to perform in subsequent sessions was improved following **post exercise carbohydrate intake**



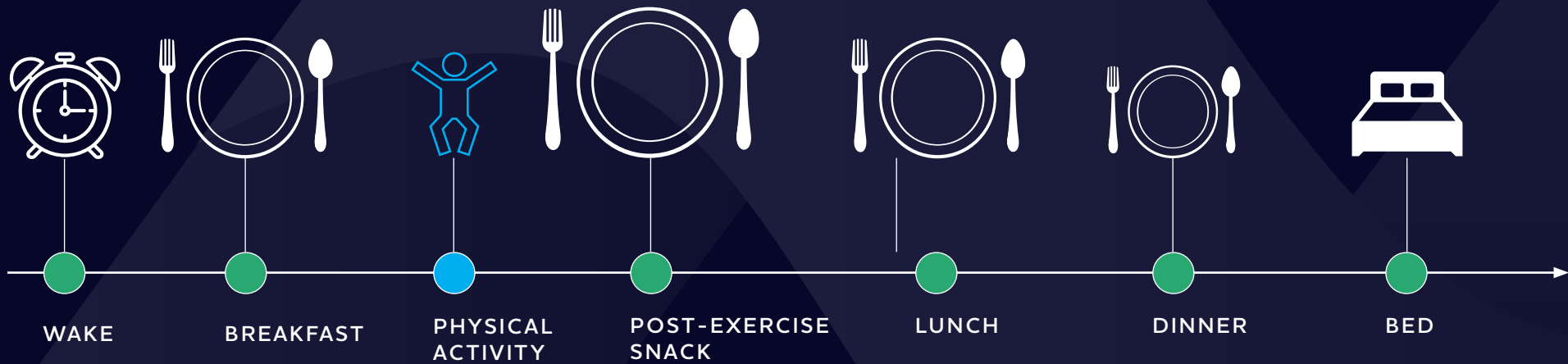
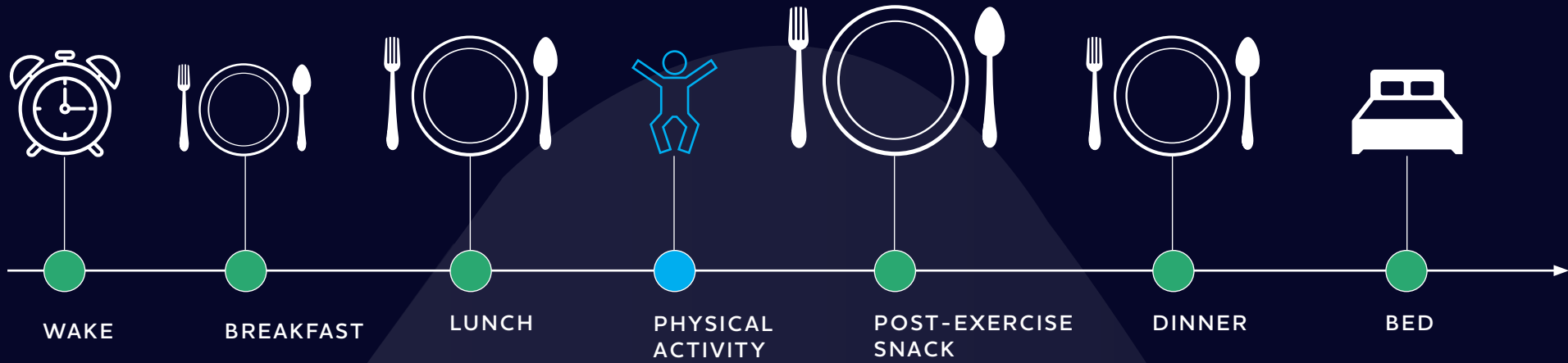
Lambert et al., 1991

Number of sets      Number of reps



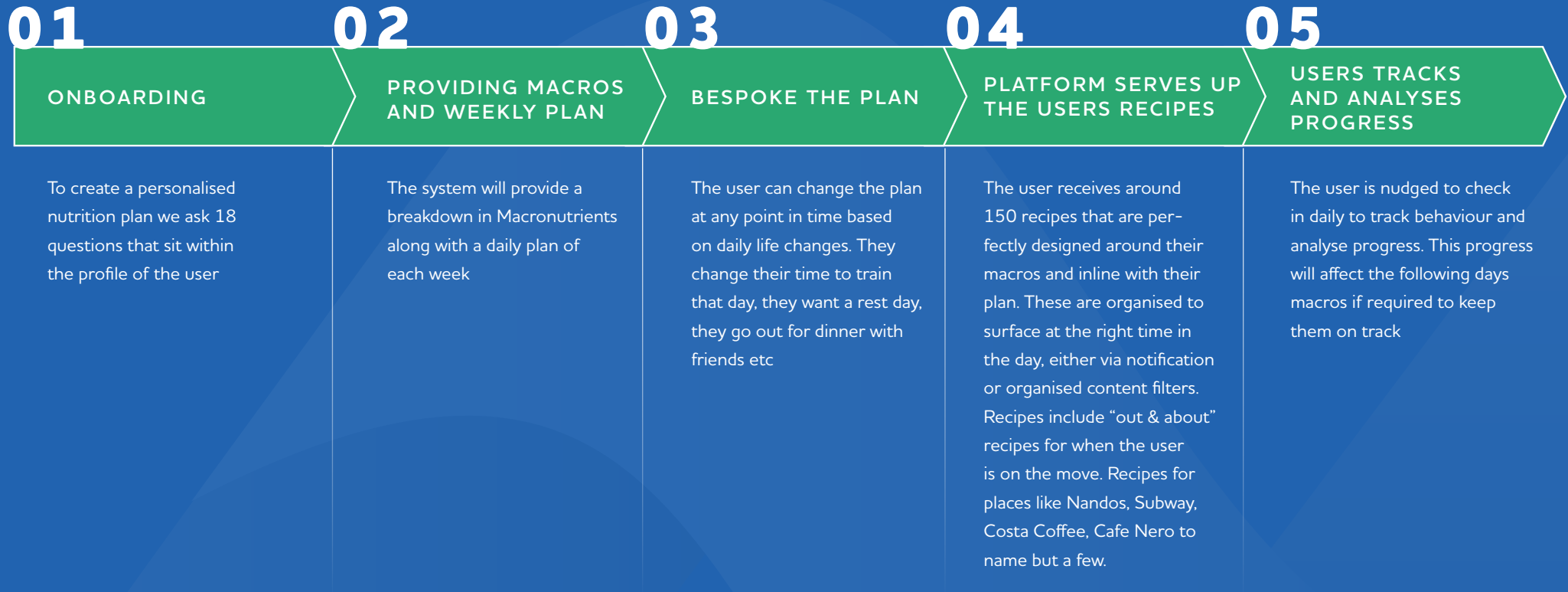
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# THE THOUGHT EXPERIMENT



# STAGES OF USER JOURNEY

These are the stages the user will go through



# UX STAGE ONE - ONBOARDING

To be able to create a personalised nutrition plan we ask a number of questions that sit within the profile of the user

## LOGIN OR SIGN UP

Personal Details

Name address etc

Time you awake  
and sleep time

## TELL US YOUR GOALS

Lose weight  
Gain weight  
Improve body comp  
Exercise performance  
Endurance  
Eat better  
Improve shape  
Etc

What is your target weight

## ENTER YOUR BIO METRICS

Enter your current weight

What is your age

What is your height

What is your gender

## TRAINING STYLE

How do you train?

Gym, weights, running,  
cycling, GX, CrossFit, Swim,  
Competitive sport

What is your level of  
training intensity

Which days do you train  
through the week

What time of day do you train

Do you prefer to eat an hour  
or so before you train

## FOOD PREFERENCES

Do you have any allergies

How many times do you  
prefer to eat a day

Are you a vegan/veg

I want to eat unhealthily  
on weekends

Can you eat at any time  
throughout your working  
day or are you restricted  
to certain times



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# UX STAGE TWO - PROVIDING MACROS AND WEEKLY PLAN

BUILD		
CHO	PRO	FATS
70-80G	20-25G	10-15G

SUSTAIN		
CHO	PRO	FATS
40-45G	20-25G	10-15G

LEAN		
CHO	PRO	FATS
10-20G	20-25G	10-15G

TOTAL FLUID
2.5L - With meals
1.5L - Between meals
1.0L - Extra when exercising

FLUIDS	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
250ml	SUSTAIN	SUSTAIN	SUSTAIN	SUSTAIN	SUSTAIN	LEAN	LEAN
Drink to thirst	GYM	GYM	GYM	GYM	GYM	SUSTAIN	SUSTAIN
250ml	BUILD	BUILD	BUILD	BUILD	BUILD	LEAN	SWIM
250ml	SUSTAIN	SUSTAIN	SUSTAIN	SUSTAIN	SUSTAIN	SUSTAIN	BUILD
250ml	LEAN	LEAN	LEAN	LEAN	LEAN		SUSTAIN
250ml	LEAN	LEAN	LEAN	LEAN	LEAN		LEAN
500ml	MILK	MILK	MILK	MILK	MILK	MILK	MILK
Total = 1750ml	HIGH	HIGH	HIGH	HIGH	HIGH	LOW	HIGH

TOTAL CALORIES	TOTAL CARBOHYDRATES
LOW - 1586Kcal	LOW - 174g
HIGH - 1706Kcal	HIGH - 204g

## UX STAGE THREE - BESPOKE PLAN

The user can change the plan at any point in time based on daily life changes.

They change their time to train that day, they want a rest day, they go out for dinner with friends etc

“

“I WANT AN  
ALTERNATIVE  
TO MILK”

“

“I WANT TO  
CHANGE MY  
LEAN MEAL  
WITH A SUSTAIN  
MEAL”

“

“I WANT TO  
CHANGE MY  
TRAINING DAY”



# UX STAGE FOUR - THE PLATFORM SERVES UP THE USERS RECIPES

The user receives around 150 recipes that are perfectly designed around their macros and inline with their plan. These are organised to surface at the right time in the day, either via notification or organised content filters. Recipes include “out & about” examples for when the user is on the move. Meals for places like Nandos, Subway, Costa Coffee, Cafe Nero to name but a few.

### Granola with Yoghurt & Berries

Serves: 1 | Preparation Time: 5 mins | Level: Quick & Easy

**Ingredients**

- 1/2 cup Granola
- 4 tbsp Low Fat Greek Yoghurt
- 1 tsp Honey
- 1x Handful Blueberries
- 1x Handful Strawberries

**Preparation**

1. Mix all the ingredients together and enjoy!

**Nutrition Information per serving**

Kcal: 431 | Protein: 25g | Carbs: 41g | Fat: 15g



### Egg, Avocado & Tomato Breakfast Pitta

Serves: 1 | Preparation Time: 10 mins | Level: Quick & Easy

**Ingredients**

- 1x Large Wholemeal Pitta Bread
- 2x Eggs
- 3x Cherry Tomatoes, chopped
- 1/2 Avocado
- 1 tbsp Sriracha Chili Sauce
- 1 tsp Extra Virgin Olive Oil

**Preparation**

1. Add the oil to a pan and begin to heat. Whilst the oil is warming, whisk the eggs in a small bowl and season to taste.
2. Scramble the eggs over a medium heat for 2-3 minutes stirring regularly. Once cooked remove from the heat. Whilst scrambling the eggs, toast the pitta in the toaster until warm but not toasted.
3. Cut the warm pitta in half.



### Thai Rainbow Prawn Salad

Serves: 2 | Preparation Time: 20 mins | Level: Quick & Easy

**Ingredients**

- 300g Prawns, raw
- 100g Noodles, dry
- 1 cup Beansprouts
- 1 cup Red Cabbage, slice thinly
- 2x Carrots, ribboned
- 2x Spring Onions, sliced
- 1x Peppers, sliced thinly
- 2x handfuls Spinach
- 1 tbsp Peanut Butter
- 2 tbsp Soy Sauce
- 1 tbsp Honey
- 1/2 Chili, diced
- 1 tbsp Sesame Oil
- 2 tbsp Boiling Water
- 1x handful Coriander
- 1x handful Mint

**Preparation**

1. Cook the noodles according to packet instructions, drain, and set aside to cool.
2. In a pan, heat the sesame oil, peanut butter, chili, boiling water, honey and soy sauce, mixing thoroughly to form a thin sauce before adding in the prawns and cooking for 7-8 minutes or until the prawns are cooked. Now turn off the heat and mix through the beansprouts before leaving to cool.
3. To a large bowl, add the cooked and cooled noodles, carrots, spring onions, coriander, mint, spinach, cabbage and red pepper and toss loosely to combine.
4. Add the cooked prawns, beansprouts and sauce to the salad mix and squeeze over the fresh lime. Mix thoroughly to combine.
5. Season to taste and serve up!

**Nutrition Information per serving**

Kcal: 520 | Protein: 39g | Carbs: 57g | Fat: 13g



### Tomato & Mozzarella Toast

Serves: 1 | Preparation Time: 10 mins | Level: Quick & Easy

**Ingredients**

- 2x Wholemeal Slices Bread
- 125g Low Fat Mozzarella Ball
- 4x Cherry Tomatoes, sliced
- 1/4 Red Onion, sliced
- 1 tsp Balsamic Glaze
- 1 tsp Extra Virgin Olive Oil
- 1 pinch Salt & Pepper

**Preparation**

1. Pop the bread in the toaster. Meanwhile, slice the mozzarella ball into thin slices.
2. Once the bread is toasted, spread the mozzarella evenly on each slice before popping it under the grill for 1-2 minutes or until the cheese is slightly melted.
3. Top each slice with the diced onion and sliced tomatoes before drizzling with balsamic glaze and extra virgin olive oil.
4. Season to taste and enjoy!

**Nutrition Information per serving**

Kcal: 477 | Protein: 33g | Carbs: 39g | Fat: 20g





# UX STAGE FIVE - USERS TRACKS AND ANALYSES PROGRESS

The user is nudged to check in daily to track behaviour and analyse progress.

This progress will affect the following days macros if required to keep them on track.

## CHECKIN

### DAILY CHECK

Changes if you don't exercise

### DAILY CHECK

Did you consume all your water

### DAILY CHECK

Did you hit your numbers

## WEEKLY CHECKIN WEIGHT

If no exercise then plan changes to rest day

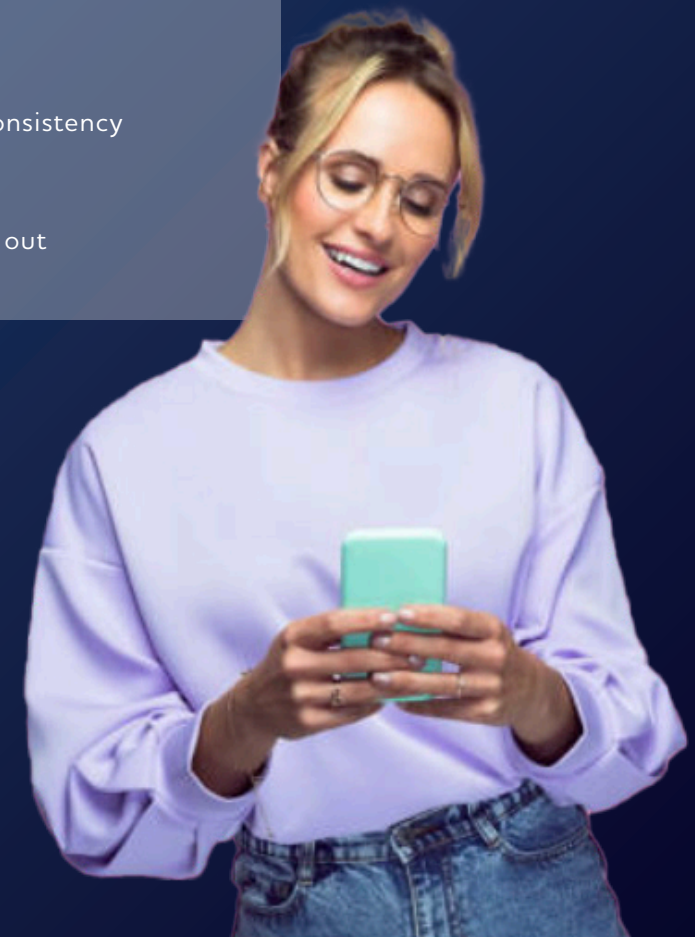
If no, nothing happens

## ANALYTICS

Weight graph

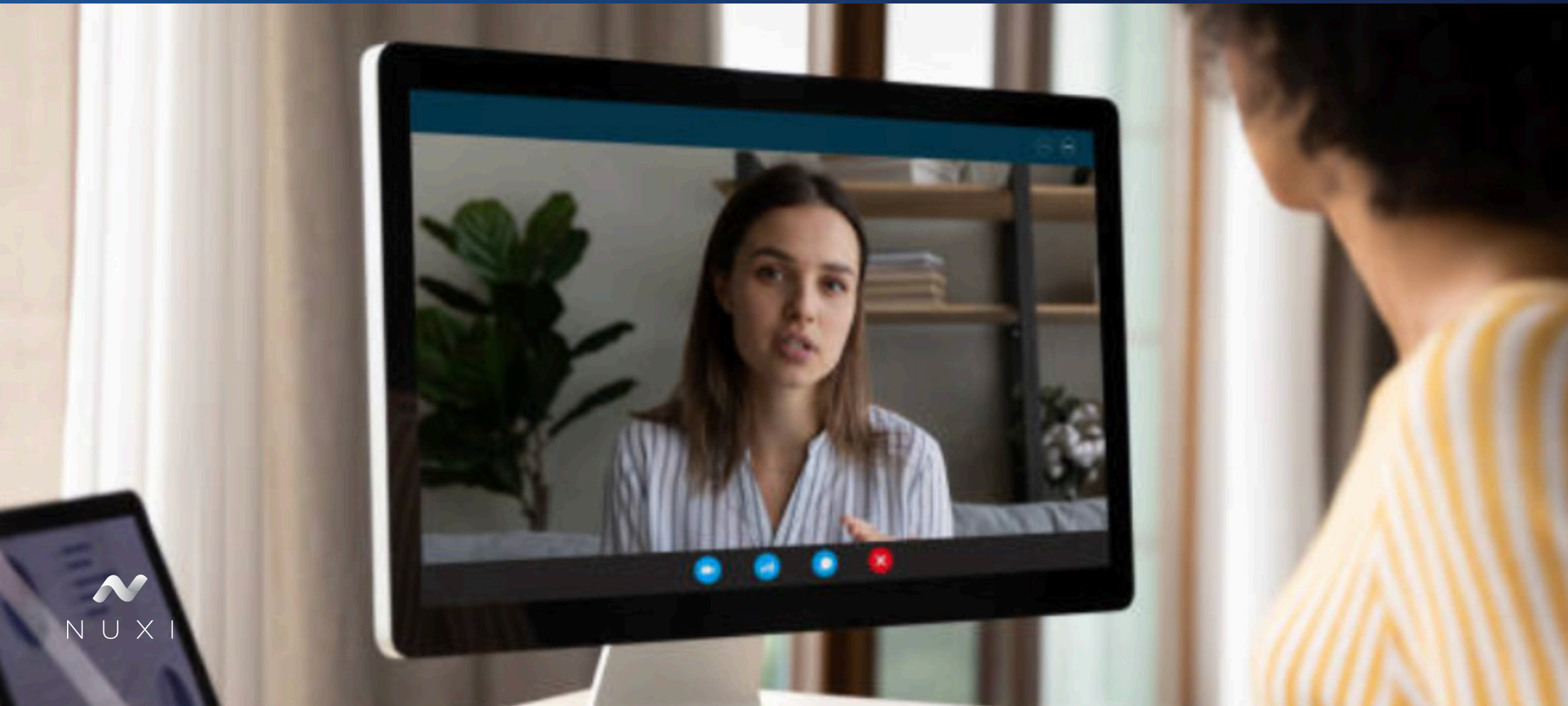
Streaks daily consistency

Calories in and out



## UX STAGE SIX (PHASE 2) - USERS CAN CHOOSE TO ENGAGE WITH PROFESSIONAL NUTRITIONISTS VIA VIDEO CALL

The user can upgrade to premium level in the app to unlock a virtual professional service with expert nutritionists. In this service the nutritionist will be able to discuss and adapt the users plan and recipes following analysis of the users progress.





THANKYOU