



Logging is looking at the past. OnTrack prevents what's next.

The first autonomous AI dietician for diabetes — built for the foods the world actually eats.



THE PROBLEM

**537 million people have diabetes.
Not one major app was built for them.**

Reactive, Not Preventive

Apps like mySugr and Glooko log what already happened. They never tell users what to eat before the next glucose spike.

Built for the Wrong Population

Every major diabetes app was designed for Western diets — hamburgers and salads. They have no idea what kenkey, jollof rice, or biryani is.

Ignoring the Fastest-Growing Markets

Sub-Saharan Africa faces a 134% increase in diabetes cases by 2045. Zero clinically-aware apps exist for these populations.

Generic Advice Is Dangerous

Without culturally-aware AI, diabetic patients receive meal recommendations that are medically inappropriate for their actual diet.

THE SOLUTION

OnTrack: The autonomous AI dietician for diabetes that speaks your language.

Proactive Meal AI

Generates medically-constrained meal plans before users eat — not after a spike occurs.

5-Layer Safety Engine

Deterministic safety architecture with 70+ forbidden foods database and medical claim scanning.

Emergency Protocols

Automatic safety alerts for hypoglycemia (<70 mg/dL) and hyperglycemia (≥400 mg/dL).

Cultural Localization

Understands 10+ global cuisines including West African, South Asian, Middle Eastern, and more.

Real-Time Intelligence

Detects user location, adapts to cuisine preference, cross-references glucose trends and lifestyle data.

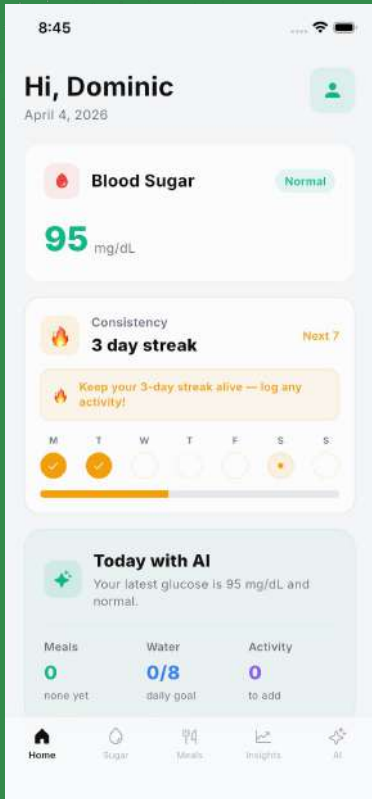
Holistic Tracking

Blood sugar, A1C estimation, exercise, sleep, stress, and medication — all in one platform.

THE LIVE APP (WALKTHROUGH)

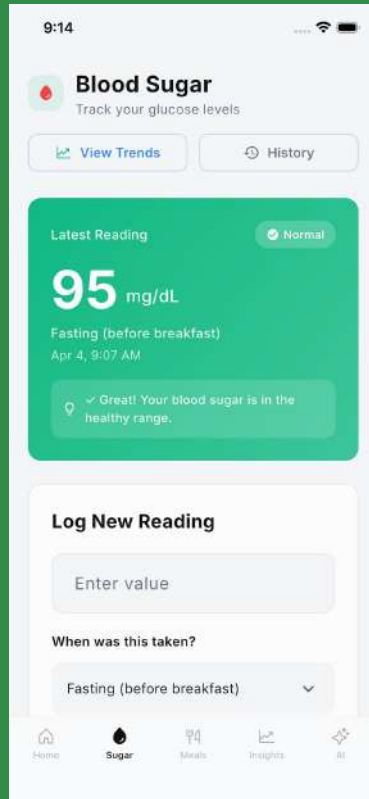
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HABIT (Home)



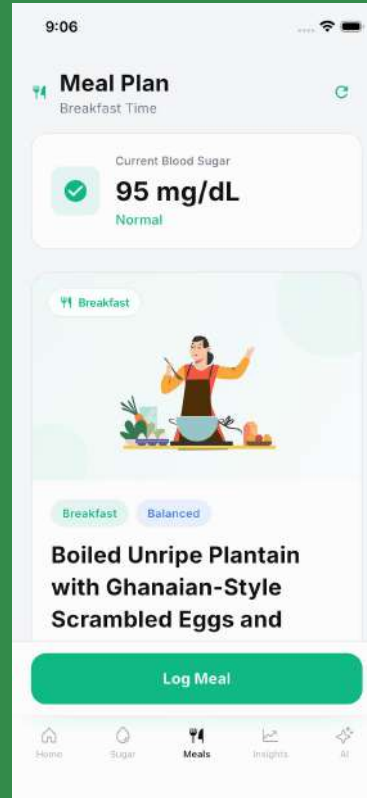
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DATA (Sugar)



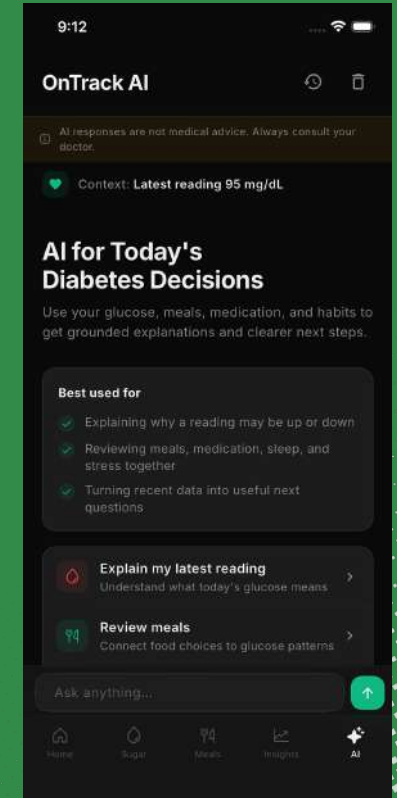
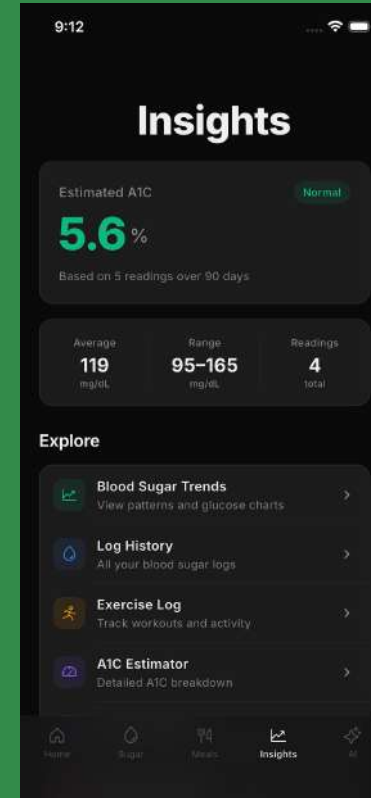
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ACTION (Meals)



04

SUPPORT (AI)



MARKET OPPORTUNITY

A global problem. An underserved market.
An inevitable product.

537M

People with diabetes globally

\$1.3T

Global economic cost of diabetes

134%

Projected increase in Sub-Saharan Africa by 2045

20%

Adult diabetes prevalence in UAE

\$26B

Digital diabetes management market by 2030

0

Culturally-aware AI diabetes apps for Africa

BUSINESS MODEL

Usage-gated freemium.

Built to create dependency before conversion.

FREE FOREVER

\$0

- 1 AI meal plan/day
- 3 AI chat messages/day
- Blood sugar logging
- Emergency protocols always on

PREMIUM

\$7.99/mo

- Unlimited AI meal plans
- Unlimited chat
- PDF health reports
- Advanced predictive insights
- Week-over-week trend analysis

ANNUAL

\$49.99/yr

- All Premium features
- Save 48% vs monthly
- Priority support

LIFETIME

\$79.99

- All Premium features
- One-time payment
- Early adopter pricing

Year 2 B2B: Clinic & insurer contracts targeted at \$500–\$1,000/month per institution · Geographic pricing tiers for West Africa (\$1.99/mo) and GCC (\$7.99/mo)

TRACTION

Built without funding. Shipped without excuses.

- Oct 2024 Orange LabX incorporated in Ghana
- Apr 2026 **OnTrack v1.0 — first build shipped**
- Apr 20, 2026 **v1.0.3 pushed — dashboard redesigned**
- Apr 29, 2026 **12 testers, 12 days — Play Store criteria met**
- Apr 30, 2026 **Applied for Google Play production access**
- May 2026 Public launch — available to 3B+ Android users

COMPETITIVE LANDSCAPE

Every competitor built a logbook.

We built a dietitian.

| Feature | mySugr | Glooko | Glucose Buddy | OnTrack ✓ |
|-------------------------------|---------|--------|---------------|-----------|
| Proactive meal AI | X | X | X | ✓ |
| African food support | X | X | X | ✓ |
| Cultural localization (10+) | X | X | X | ✓ |
| 5-Layer safety engine | X | X | X | ✓ |
| Emergency hypo/hyper protocol | Partial | X | X | ✓ |
| Freemium model | ✓ | X | ✓ | ✓ |
| CGM integration | ✓ | ✓ | X | Roadmap |

GO TO STRATEGY

Local depth. Global scale.

PHASE 1 — 2026

Dubai & Ghana Launch

CreateApps accelerator network
Healthcare professional partnerships
Expat Facebook & WhatsApp communities
Korle Bu Teaching Hospital outreach
Target: 500 users, zero ad spend

PHASE 2 — 2027

GCC Expansion

UAE & Saudi Arabia scale-up
iOS launch (35% of raise)
Clinical validation study
B2B clinic partnerships begin
Target: 50,000 users

PHASE 3 — 2028

West Africa & Global

Nigeria, Ghana, Kenya roll-out
Local pricing tiers activated
Insurance & employer contracts
Sub-Saharan Africa dominance
Target: 280,000 users

ROADMAP

From launch to global health infrastructure.

CURRENT

Q2 2026

Google Play public launch
500 users — Ghana & Dubai
Dietitian partnership pilot
Google Cloud credits activated

NEXT

Q3 2026

HealthKit & Health Connect
integration
Clinical study begins (UAE)
First B2B clinic pilot
iOS development starts

GROWTH

Q4 2026

iOS App Store launch
Saudi Arabia & Egypt expansion
First 5,000 paying users
Series A preparation begins

SCALE

2027+

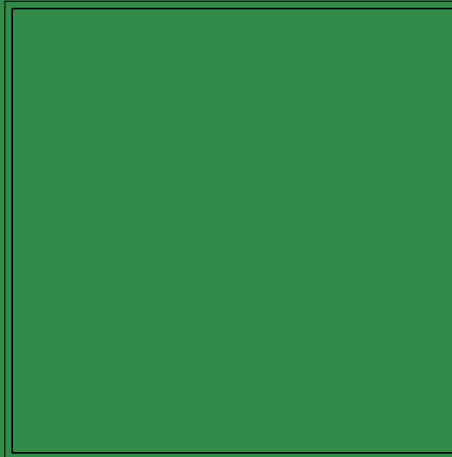
West Africa full launch
Insurance contract model
Clinical validation published
Series A close — \$2M+

OUR TEAM



Dominic Kobina Aidoo (Founder);

- **Computer Engineer & Mobile Lead. Role: Product Architect & Mobile Lead.**
- **Experience: Robotics Engineer at FireflyIO | Mobile App Developer at RS Group of Companies**



Abraham Ayitambu (Co-Founder);

- **Data Analysis Lead.**
- **Experience: Robotics Engineer at FireflyIO | Freelance Data Analyst.**



Rose Tetteh (Co-Founder);

- **Senior Backend Developer. Managing secure API integrations & ecosystem.**
- **Experience: Project Support (Scrum/PO) at Amalitech**

All Founders hold degrees in Computer Engineering

THE ASK

\$75,000 Pre-Seed · Equity

USE OF FUNDS

| | | |
|-----------------|-----|---|
| \$20,000 | 32% | Working Space + development tools |
| \$15,000 | 20% | AI API & cloud infrastructure (18 months) |
| \$15,000 | 20% | iOS development & App Store launch |
| \$15,000 | 20% | Clinical validation study — UAE endocrinologist |
| \$10,000 | 13% | Marketing & first 500 user acquisition |

THANK YOU

