



Dr.Barbara is a medical APP that cares for health & proper nutrition of its user via website, smartphones & tablets.

Application controls user's health by examining current medical tests in order to set up a diet plan and prevent diseases.

The application uses the subscription system that enables its users to choose between 3, 6, 12, 24, and 36 months period.



Main functionalities:

- Providing a nutrition plan based on the result of medical examination and user's taste preferences.
- User is taken care of by a team of professional doctors who watch over his diet plan.
- APP prompts user about the coming meals, produces shopping lists and shows weight loss changes.

Business model structure:

