



DIABUDDY

Pitch Deck

From highs to lows—stay steady with your DiaBuddy!



Our Story

Why DiaBuddy?

Diagnosed with diabetes at 8, I carry the weight of a family tragedy—my uncle, whom I'm named after, lost his life to hypoglycemia at the same age. Years later, a close friend of mine also died from low blood sugar, a reminder of how fragile this journey can be. Through countless encounters with others living with diabetes, I saw the overwhelming struggle: too many tools, too much conflicting advice, and nowhere to turn for real, trusted support. DiaBuddy isn't just a business—it's a lifeline. A community that turns pain into power, where we face the highs and lows together, making every step a little brighter.

A vertical rectangular area on the left side of the slide with a light-colored, marbled pattern in shades of grey and white. The word "Problems" is written in a large, dark grey, sans-serif font within this area.

Problems

01

Limited Personalized
Support

02

Psychological Struggles

03

Lack of Centralized
Guidance

04

Lack of Specialized
Platforms

Solution

01

Personalized Diabetes
Journey Advisor

02

Peer to peer knowledge
Hub

03

Diabetic community
assistant

04

Buddy Matching System

How Our Solution Works

- Tailored advice based on individual needs.
- A supportive community and mental health tools.

- Reliable, all-in-one diabetes management resources.
- Built specifically for diabetics, with focused tools and content.

Value Proposition

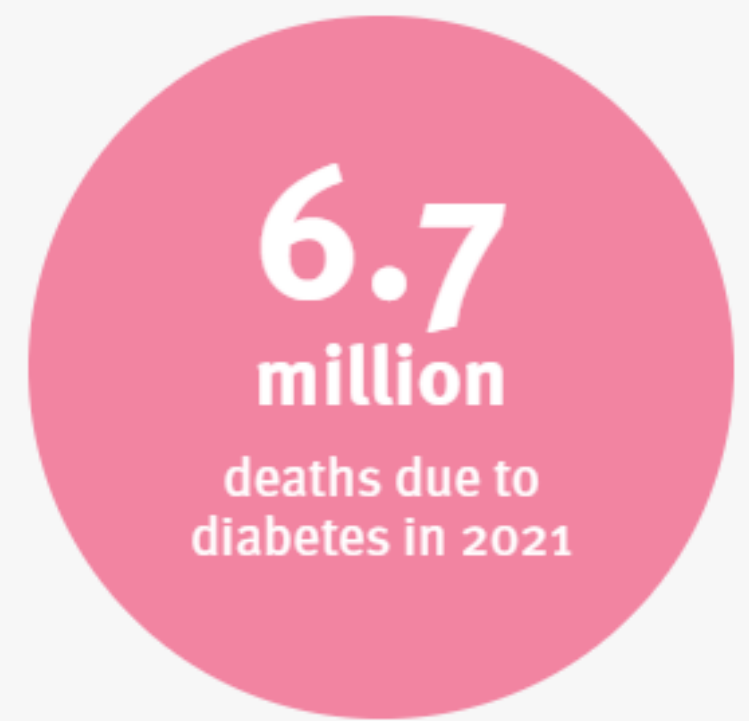
- Personalized Support and Connection
- Empathy and Emotional Empowerment
- Actionable, Real-World Insights
- Community-Driven Knowledge Hub

Targeted Customers

- People with diabetes (Type 1, Type 2, gestational)
- Parents managing diabetes for children.

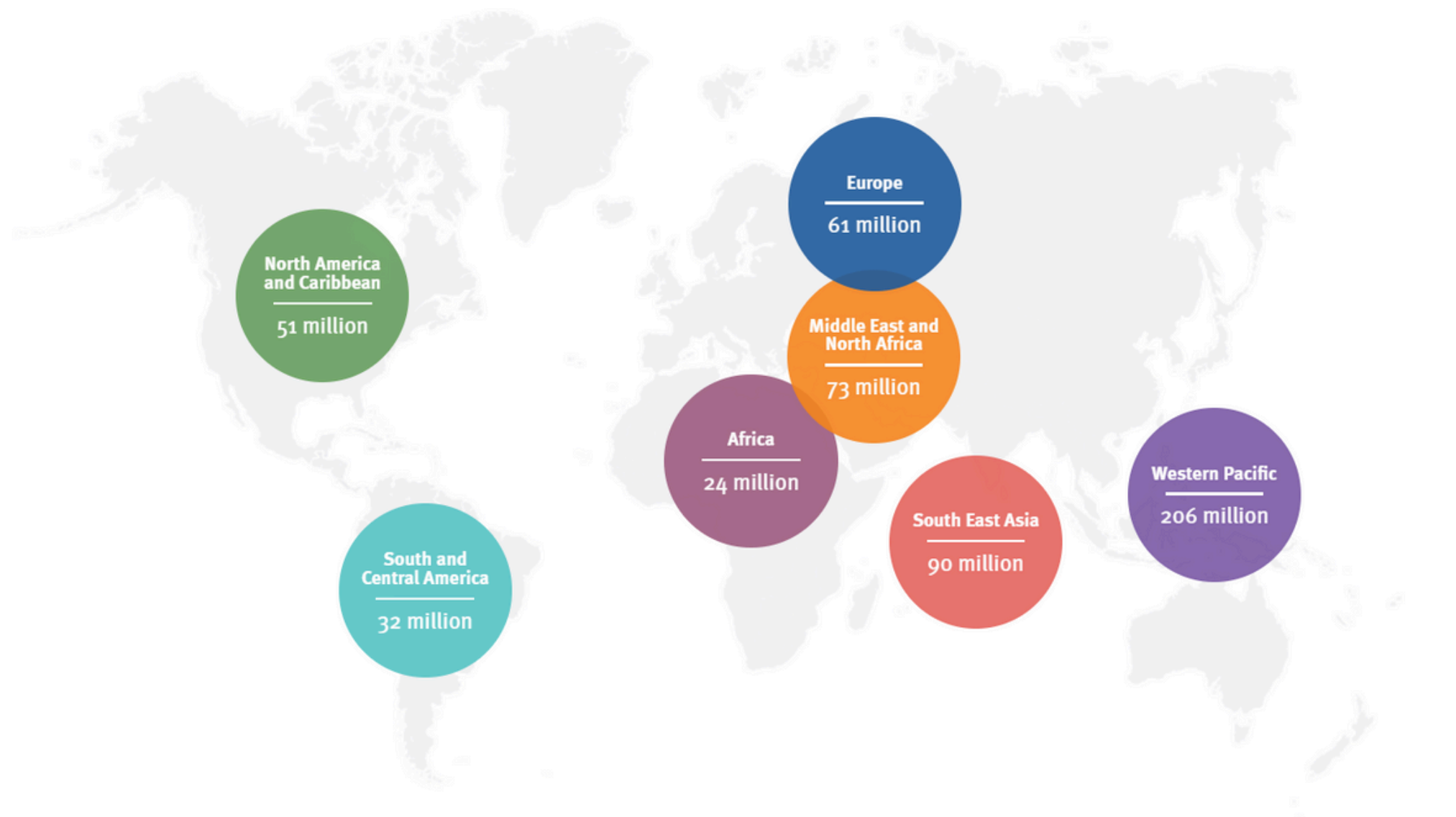
Market Size

Lithuania had nearly 150,000 diabetes patients in 2021



541 million adults have Impaired Glucose Tolerance (IGT), which places them at high risk of type 2 diabetes..

Diabetes around the world in 2021



Europe



1 in 11 adults (61 million) are living with diabetes.



The number of adults with diabetes is expected to reach 67 million by 2030 and 69 million by 2045.



Over 1 in 3 (36%) adults living with diabetes are undiagnosed.



























USD 189 billion spent on diabetes in 2021.



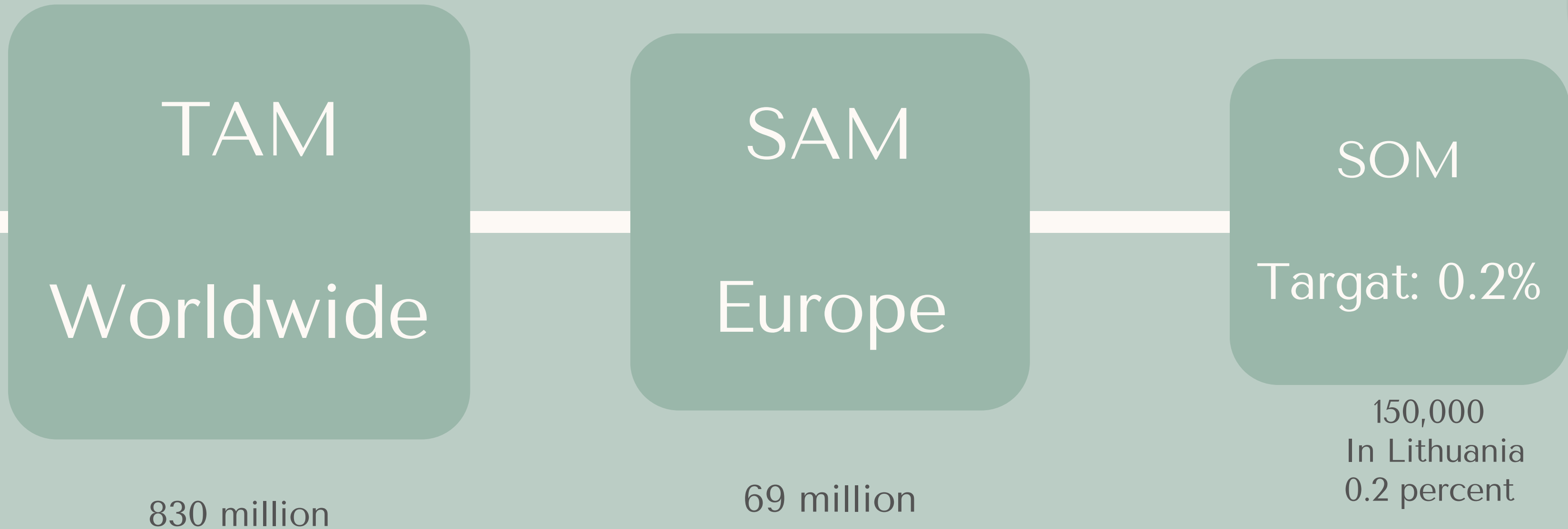
1.1 million deaths due to diabetes in 2021.

Our Competitors

Type	Examples	Advantages	Disadvantages
Social Media Groups	Facebook, Reddit	Free, large communities, easy to access.	Impersonal, prone to misinformation, lack privacy.
Tracking Apps	MySugr, Dexcom	Excellent for data tracking and device integration.	No emotional or peer support; purely medical-focused.
Coaching Platforms	Livongo	Personalized coaching and monitoring for diabetes.	Expensive; limited peer interaction or community building.
Online Communities	HealthUnlocked, Beyond Type 1	Supportive forums with shared resources.	Generic or Type 1-focused; no real-time or personalized connections.

Features	Our App	Generdl Health Apps	Diabets Trackers	Social Media	Online Forums
Community Support					
Personalized Guidance					
Educational Resources					
Focus on Newcomers					
Centralized Platform					
Cost	Low	Medium	High	Free	Free

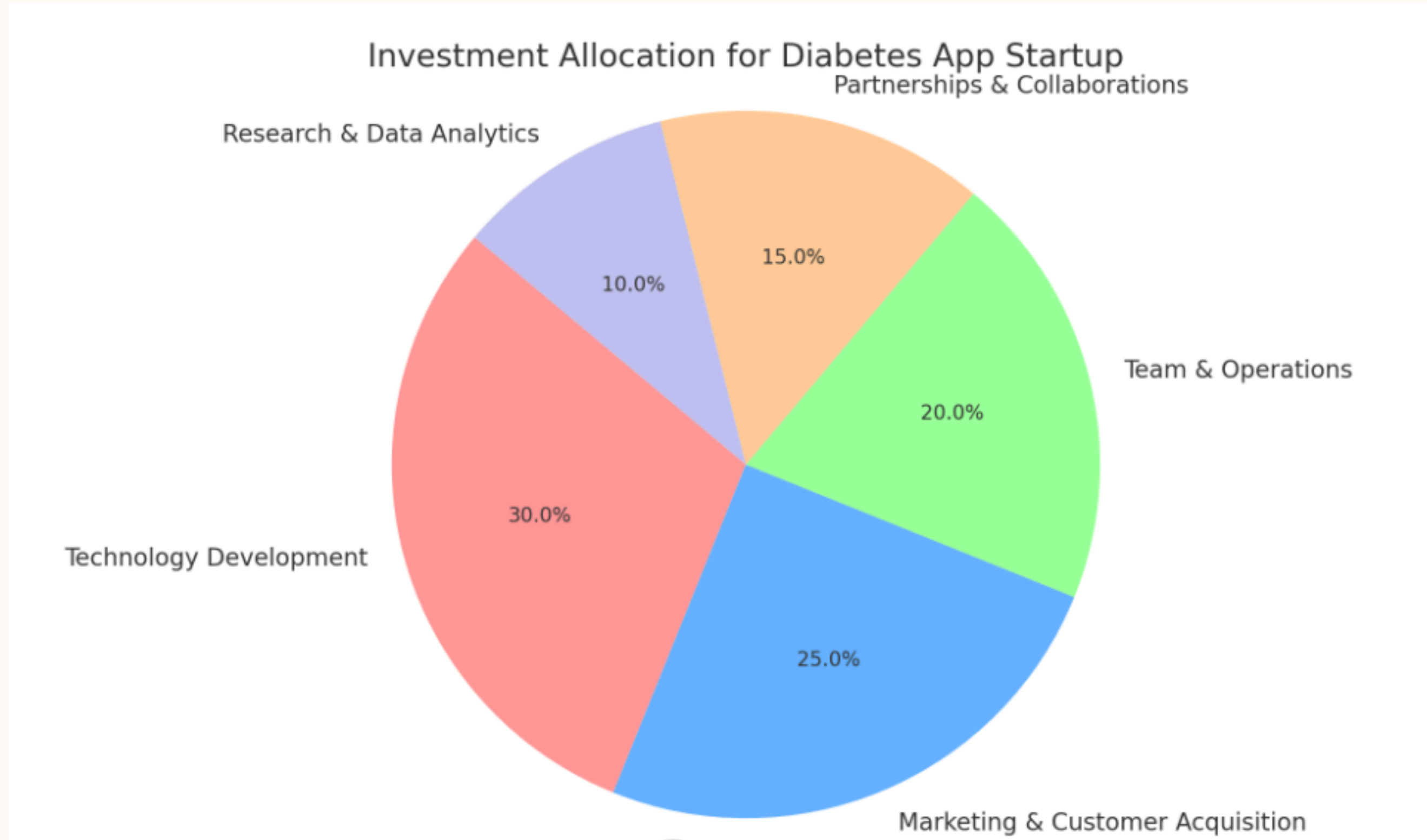
Target Market



Marketing Strategy



Investment



Our Team

DiaBuddy



Delara
Aghayan



Nour Chaieb



Mariia
Pitsenko



Mouad El
Aajjourri



Mounir
Bibeche