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Mumbai-based startup Alpha Coach introduces diet-coaching app

First-of-its-kind application best suited for people who want to manage their body weight through a healthy combination of proper nutrition and activity

By **Manbeena Chawla** | October 6, 2022



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Alpha Coach, a Mumbai-based fitness technology startup, has launched an entirely free diet coaching app – "Alpha Coach Evolve". This is their second product after their flagship premium hyper-personalized one-to-one coaching – Alpha Coach Elite.

Alpha Coach Evolve claims to be one of the fastest food logging apps and comes with an automated engine that helps users make the best food choices based on their metabolism. The application programme uses AI/ML technologies that account for user habits, lifestyles, eating preferences, and other relevant parameters.

The application adapts with the user over time. The algorithm also predicts a timeline for the user to reach their body-weight goals, following the recommended plan. With a goal-based approach, Alpha Coach Evolve helps users lose weight, gain weight, or maintain weight.

The patent-pending algorithm uses food and body-weight logs to accurately calculate metabolism, a method used by coaches and athletes. Then, the system also makes programme adjustments for the users each week, based on progress. The application seamlessly integrates with multiple wearables for activity tracking and other metrics.

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