

BIKI - Expert Diet App Uses Food Selfies - Launches on Indiegogo

Published on 10/10/14

California based A Personal Dietitian, LLC has announced that their BIKI "Your Personal Diet Assistant" campaign was launched 10/7/14 on Indiegogo, with the goal to be the first diet app to give self-help dieters what they need and what they want. BIKI is a true professional diet assistant that helps people create an eating style that's more natural and meets their personal weight and health goals. BIKI's Indiegogo campaign aims to raise \$20K in crowdfunding to finalize production.

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BIKI is not another food tracking app that only tracks what users eat; it's a true professional diet assistant that helps people create an eating style that's more natural and meets their personal weight and health goals. Because BIKI offers best fit diets, extensive customization & the simplicity of Food Selfies tracking, BIKI is better positioned than traditional diets and popular app calorie counters to help people stick to their goals and make lasting changes for long term success.

What makes BIKI unique is an exclusive tracking tool called Food Selfies and the unique programming that delivers expert nutrition help to guide users in their food choices. The degree of customization allows dieters to quickly track and optimize their food choices as their day changes - using food photos and other tools.

BIKI's Indiegogo campaign aims to raise \$20K in crowdfunding to finalize production with a target completion period of 9 months. Completion will result in updates to Food Selfies, expanded diet types and increased efficiencies. Pledge perks include getting your own diet completely customized by BIKI's creators, a professional diet assessment, and support for physicians who don't have an office dietitian and need help addressing weight loss with their patients.

Device Requirements:

- * iPhone, iPad, and iPod touch
- * Requires iOS 5.1 or later
- * 27.2 MB

Pricing and Availability:

BIKI: Custom Diet Plan & Tools 1.3 is \$2.99 USD (or equivalent amount in other currencies) and available worldwide exclusively through the App Store in the Health & Fitness category. For more information on BIKI, or to pledge, visit their Indiegogo campaign online.

BIKI: Custom Diet Plan & Tools 1.3:
<http://www.personaldiets.com>

Purchase and Download:

<https://itunes.apple.com/app/biki-custom-diet-plan-tools/id683059872>

Indiegogo Campaign:

<https://www.indiegogo.com/projects/biki-your-personal-diet-assistant>

prMac: Publish Once, Broadcast the World :: <http://prmac.com>

Media Assets:

https://docs.google.com/document/d/1TyHSjc7qzcUynxcm0XzJ1ZasGNVQ_KdDJSSZ-Mm0Vdk/edit?pli=1

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