



**“As a start-up with a unique mobile app, saving £8k+ in tax is a big deal.”**

**Joel Burgess - Founder & CEO, Nutrifix**

# THE CLIENT

In 2017 Nutrifix launched its innovative nutrition app. It enables users to locate healthy meals available nearby, that are tailored to their nutritional needs.

The vision of the business is to make healthy eating easy - even with a busy lifestyle. It's all about giving consumers the ability to find their ideal well-balanced meal while out and about on the high street. The app becomes your very own personal pocket nutritionist. But it goes further than that. Nutrifix can also help you with a recipe to make for dinner or ordering delivery too.

[www.nutrifix.co.uk](http://www.nutrifix.co.uk)

## THE R&D PROJECT

The research and development work for Nutrifix focused on mobile app development and the creation of recipes.

The app records your age, height, weight and health goals and calculates your recommended daily allowance. It then gets to work locating meals nearby tailored to your nutritional needs.

In order to offer recipes, the chef undertook the development of recipes that would suit the various users' nutritional needs.

## THE SOLUTION

Joel Burgess, the Founder and CEO at Nutrifix, met Simon and was delighted to find out that their research and development work did qualify for tax relief.

*"It was a no-brainer to work with Simon. He explained the tax relief scheme and overall process very well and we had seen recommendations to use him on social media platforms. The process has been painless - it has not involved much time and effort on our part."*

## THE £8k+ SAVING

The tax relief is a direct saving and impacts Nutrifix's bottom line. It's a real bonus for a start-up business to keep that cash in the business.

Joel added *"We absolutely recommend Simon Bulteel at Cooden Tax Consulting for R&D tax relief services. We have already advised other businesses to use him. You can be very confident in his expertise and he has a 100% success rate to maintain!"*

### Get in touch

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