This is a point-in-time snapshot. Come back after you've made changes -- I'll compare this against your current state and tell you exactly what improved.

4.8 /10

First Consult Score   *Needs work*

The Roast

Oh look, another AI-powered scanning app that's going to 'revolutionize' how we read labels -- because apparently humanity survived thousands of years without knowing that Red Dye #40 has a scary chemical name. CornStarch AI positions itself as your 'pocket health inspector,' but let's be real: this is a feature masquerading as a product. The entire value proposition boils down to 'we use OCR to read labels and then tell you things Google could tell you for free.' The homepage screams 'we're trying VERY hard to justify an app subscription' with vague claims about 'science-backed analysis' and 'curated health data' without once explaining what makes their analysis better than the seventeen other ingredient-scanning apps that already exist. The founder story is peak 2025 startup theater -- 'I unknowingly consumed petroleum-based dyes!' -- as if this revelation required building an AI company instead of, you know, reading the back of a Gatorade bottle. And that tagline 'Labels Hide, CornStarch Reveals'? What exactly is being hidden when the ingredient list is literally printed on the package by law?

The positioning is all over the place. Are you for pregnant women? Parents? Pet owners? Fitness enthusiasts? Clean beauty fans? When you're for everyone, you're for no one. Each user persona gets exactly one sentence of attention, like they're checking boxes on a 'total addressable market' slide deck. The testimonials are suspiciously generic and conveniently dated across 2025, with gems like 'This app saved my life' (really, Joey-Rod?) and reviews that sound like they were written by people who've never actually been concerned about ingredients before ('It is just great to know that with a click of button...'). Half the reviews are duplicated twice on the page, which is either lazy implementation or padding to look more legitimate. The 'Trusted by 5,000+ users' with a 4.8* rating feels like they're celebrating what should be MVP-stage traction for a consumer app in year two.

Here's the fundamental problem: CornStarch doesn't explain why their 'science-backed analysis' is trustworthy or different. Every ingredient app claims to be 'science-backed.' What's your methodology? Who curates your 'curated health data'? What qualifies someone to decide that an ingredient is concerning? The app promises to flag 'endocrine disruptors' and 'allergens' and 'cross-contaminants' -- but those are wildly different levels of scientific consensus. Some are FDA-recognized allergens with clear definitions; others are emerging research that legitimate scientists still debate. Lumping them all together as 'concerns' without nuance is exactly the kind of 'alarmism' they claim to avoid. And the disclaimer at the bottom -- 'For informational purposes only -- not medical advice' -- is doing some HEAVY legal lifting while the marketing screams 'protect your family!' You can't have it both ways. Either you're confident enough in your data to stand behind health recommendations, or you're just another app that reads labels and Googles ingredients with extra steps.

The Bright Side

"At least the 'no barcodes required' feature means it'll work on the artisanal farmer's market products where people who'd pay for this app actually shop."

Top Issues

1. Zero differentiation explained -- Claims 'science-backed analysis' and 'curated health data' but never explains methodology, sources, or what makes their analysis better than existing free alternatives like Yuka,

Think Dirty, or literally just Googling 'sodium benzoate safety'

2. Trying to serve everyone serves no one -- Targets parents, pregnant women, pet owners, fitness enthusiasts, clean beauty fans, and allergy-conscious people with equal lack of depth. No specific features for any group, just generic 'scan and see' that could apply to anything

3. Suspiciously vague safety claims -- Promises to flag 'allergens,' 'endocrine disruptors,' 'cross-contaminants,' and 'hormone-disrupting chemicals' without explaining criteria, thresholds, or scientific consensus. These range from FDA-mandated allergen labels to fringe health concerns

4. Founder story is startup theater -- The origin tale of 'unknowingly consuming petroleum-based dyes' doesn't justify an AI company. This reads like someone discovered ingredient lists exist and decided that warranted venture funding rather than 30 seconds of label reading

5. Testimonials feel manufactured -- Half are duplicated, dates span throughout 2025 (this product launched recently?), reviewers have suspiciously similar naming patterns (Dieterreviews, kmoney1996), and quotes like 'This app saved my life' strain credulity for a label-reading tool

Receipts

> ""CornStarch AI uses OCR and curated rules to seamlessly translate ingredients" -- Cool, so it's OCR plus a database. That's not revolutionary AI, that's a feature that Lens/Photos apps have built-in. The word 'curated' is doing Olympic-level heavy lifting here with zero explanation of who curates or based on what standards"

> ""After years of unknowingly consuming products loaded with petroleum-based dyes and hormone-disrupting chemicals, he realized: if you don't read the fine print, you don't know what you're putting in your body" -- This is the origin story? Someone discovered ingredient labels exist? This could justify reading labels more carefully, not building an AI company"

> ""Before I started scanning my packaged foods with this app I was accidentally eating a ton of glyphosate and allergen contaminated, highly processed foods" -- This testimonial from 'kmoney1996' claims they were eating glyphosate-contaminated food but somehow an ingredient scanner (not a pesticide residue test) solved this? That's not how contamination works"

> ""Trusted by 5,000+ health-conscious users (4.8* rating)" -- For a consumer health app, 5,000 users is barely past MVP stage. Yuka has 45 million. Framing early traction as 'trusted by thousands' reveals the scale problem"

> ""We Decode Ingredients -- Not Diagnose" -- This disclaimer directly contradicts the marketing message of 'Know exactly what every ingredient does before it harms you' and 'Make Healthier Choices.' You can't simultaneously claim health impact insight and disclaim health advice"

How to Fix This

-> Define your niche and go deep -- Pick ONE user group (pregnant women seem most willing to pay for safety) and build specific features: trimester-based warnings, OB-GYN approved guidelines, integration with pregnancy apps. Stop being a generic scanner trying to be everything

-> Prove your methodology publicly -- Publish your ingredient evaluation framework. Name your scientific advisors. Show example analyses with cited sources. Create a public database of your ingredient ratings with explanations. Transparency builds trust better than 'science-backed' claims

-> Differentiate with specific capability -- If you're truly AI-powered, show it: 'We can detect ingredients in handwritten labels with 95% accuracy' or 'We cross-reference 15 peer-reviewed databases in real-time' or 'We identify reformulations before database updates.' Give people a reason they need YOU specifically

-> Replace generic testimonials with specific use cases -- Show before/after of actual confusing labels. Feature a real parent finding a hidden allergen. Interview a dermatologist about why certain skincare ingredients matter. Real stories with real specificity beat 'this app saved my life' from Joey-Rod

-> Clarify your claims or soften your marketing -- Either stand behind specific health recommendations with medical/scientific backing (and accept the liability), or tone down promises like 'before it harms you' and focus

on transparency/information rather than protection. The current mix of bold claims plus legal disclaimers undermines credibility

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"They 'decode ingredients' but can't decode why anyone needs this instead of Google."

Come back when you've fixed something.

I'll run a Performance Review and compare this snapshot against your updated version. I'll be especially unimpressed if you left the same headline.