

# Fortael & NourishIQ

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Founder & AI-Augmented

Developer

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Health intelligence platform & AI explorer engine — built with AI-augmented development



## Built a Production SaaS with AI Agents

Orchestrating parallel AI agents to architect a full-stack health intelligence platform spanning consumers, health plans, and government

### Full-Stack

SAAS PLATFORM

### Leif

AI EXPLORER ENGINE

### HIPAA

COMPLIANT

### 3 Audiences

B2C · B2B · GOV

## THE CHALLENGE

Existing health and nutrition apps focus on calorie counting — not health intelligence. Families with different dietary needs have no platform that adapts to each member individually while keeping everyone coordinated.

- No platform supports multiple dietary approaches within a single household
- Current tools lack educational depth — they track numbers without teaching the science
- Health data stays siloed — no interoperability between patients and providers
- SNAP/EBT recipients have no free, evidence-based meal planning tools

## WHAT I BUILT

- **Multi-member architecture** — individualized settings within a unified household
- **Leif AI explorer engine** — proprietary LLM fine-tuned on nutrition science with automatic complexity routing
- **Integrated LMS** — structured education built with instructional design methodology
- **Four proprietary engines** — Correlation, P:E Ratio, Ingredient Chemistry, Recipe Conversion
- **Tiered SaaS model** — free to premium with SNAP/EBT full access at every tier
- **Behavior-first gamification** — celebrating consistency over perfection

## AI DEVELOPMENT WORKFLOW

Systematic, context-managed software development using parallel AI agents:

01

### Claude Desktop

Ideate, design & visualize

02

### Claude Projects

Context management

03

### Claude Code

Agentic development

04

### Orchestration

Parallel multi-agent builds

## LEIF — AI EXPLORER ENGINE

Fortael's proprietary AI engine deciphers health data by finding hidden patterns in nutrition science.

- Built on open-source models, fine-tuned on proprietary nutrition science database
- RAG-augmented with USDA, peer-reviewed research, and dietary guidelines
- Automatic complexity routing — instant lookups to deep pattern discovery
- Every response grounded in cited sources with transparent reasoning

## CLINICAL COMPLIANCE & INTEROPERABILITY

<b>HIPAA</b> AES-256-GCM, audit logging	<b>FHIR R4</b> Blue Button 2.0, Smart Health Cards	<b>NIST 800-63-3</b> IAL2/AAL2, passkeys
<b>GINA</b> Genetic data as Tier 3 PHI	<b>COPPA</b> Teen safety, parental consent	<b>CMS Ecosystem</b> Kill the Clipboard, Medicare App Library

## THREE AUDIENCES

- **Individuals & Families** — personalized meal planning, health tracking, cooking courses, SNAP/EBT full access
- **Health Plans** — 12 chronic condition mappings, 5 HEDIS Star Measures, 3 partnership models
- **Government & CMS** — MAHA alignment, Kill the Clipboard FHIR flows, D&O Prevention capability

## SCIENCE & EVIDENCE

- 140+ year evidence timeline from 1797 through modern RCTs
- 30+ publications backing the research foundation
- 8 institutional research foundations with canonical researchers
- Active clinical trials at Harvard, Stanford, and Edinburgh

### Integrated LMS

NourishIQ includes a built-in Learning Management System designed using instructional design methodology — progressive learning pathways and competency-based content delivery. This directly maps to my Master’s coursework at UCF — EME 6613 (Instructional Systems Design) and EME 6507 (Multimedia for Education & Training). I’m not just studying instructional design. I’m building one.

### Why This Matters

I don’t just recommend AI adoption — I’ve lived it. I direct AI agents to build production-grade applications, which means I can design realistic adoption strategies because I understand the actual capabilities and limitations firsthand. “Technology adoption isn’t a slide deck problem — it’s a build problem.”

## SKILLS DEMONSTRATED

AI-Augmented Development	Claude Code	Claude Projects	Leif AI Engine	Instructional Design	LMS Architecture	
Full-Stack SaaS	HIPAA	FHIR R4	SNAP/EBT Access	B2B Health Plans	UX Design	Gamification
Change Management						

## KEY TAKEAWAY

I've spent 25 years building things — trade schools, software systems, training programs, marketing campaigns, operational workflows. Fortael and NourishIQ represent the full synthesis: identify a gap, learn the domain, build the solution, and architect it for scale across consumers, enterprise, and government. AI-augmented development didn't change what I do. It accelerated how fast I can do it.

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