

The problem

Sofia has a food allergy

Difficult to decide

Time consuming to read

No instant alternatives



The problem is worldwide



The average American spends 120 mins per week at a supermarket

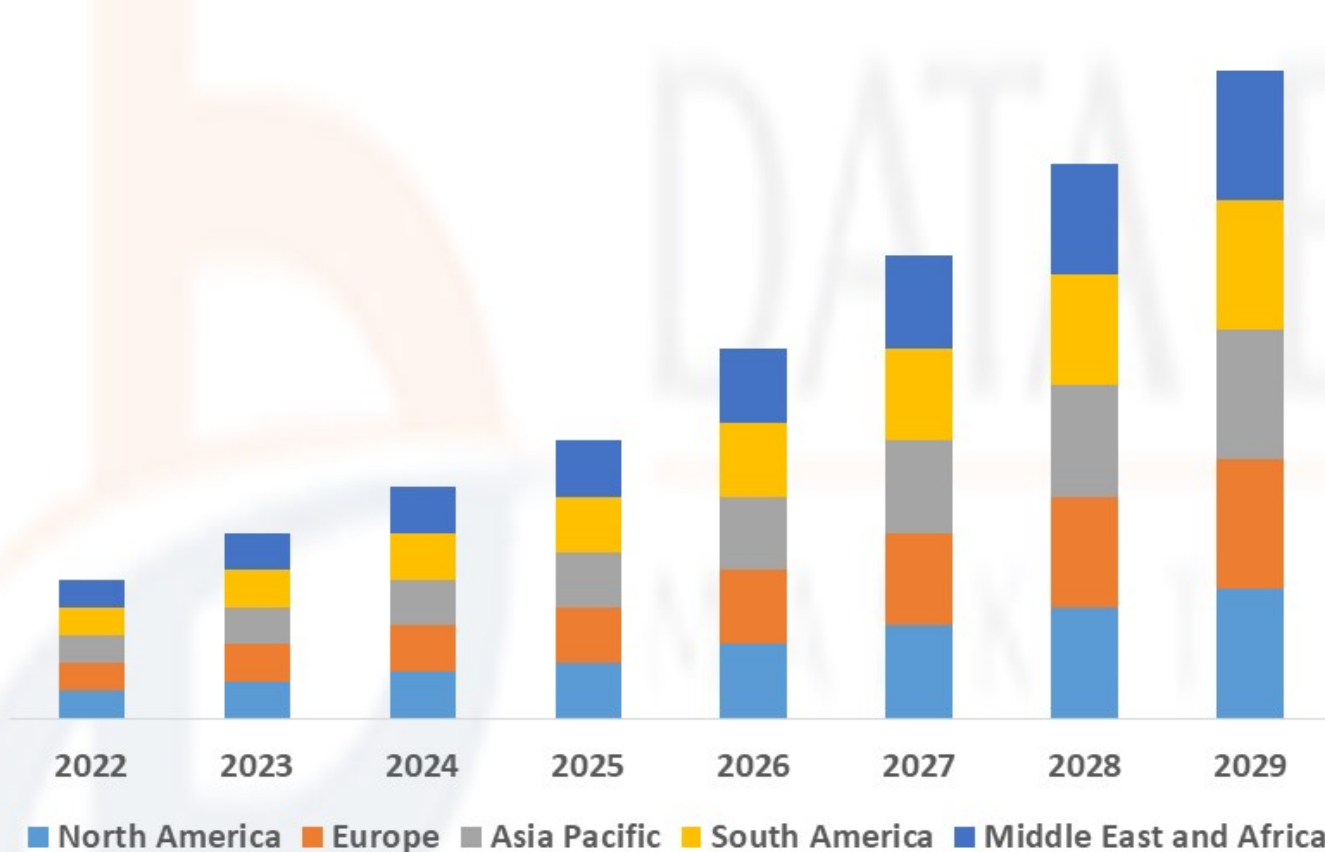


Lactose-free market size is expected for \$30 billion by 2029



220M suffer from some food allergy worldwide

Global Lactose-Free Market is Expected to Account for USD
32.21 Billion by 2029



Global Lactose-Free Market, By
Regions, 2022 to 2029



DATA BRIDGE MARKET
RESEARCH



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Source: Data Bridge Market Research Market Analysis Study 2022

Source: databridgemarketresearch.com

The solution

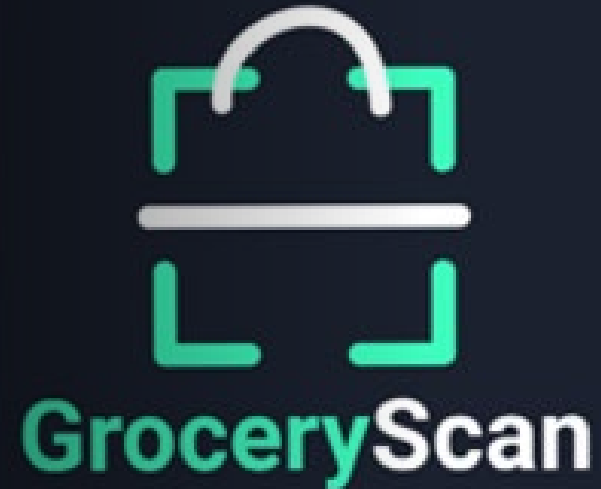
iOS/Android app

Download

Register

Scan

Be happy!



USP

Provide

- Provide valid answer based on the ingredients

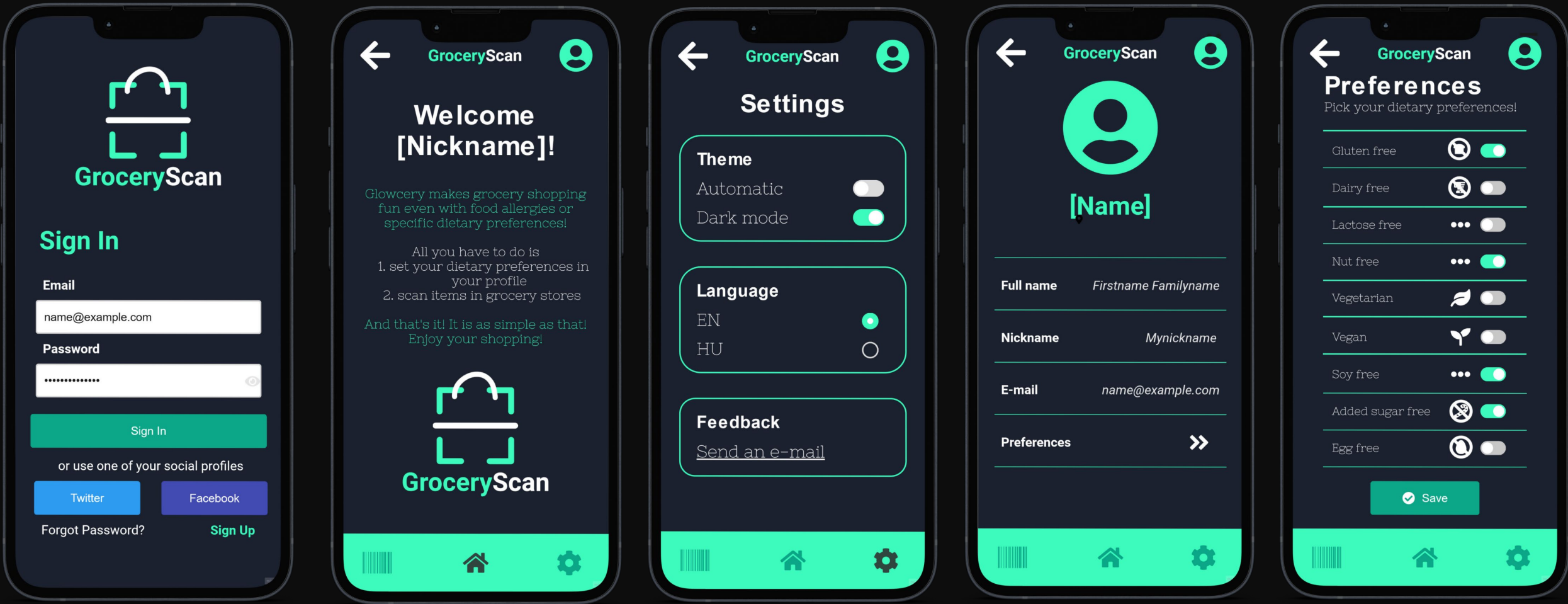
Make

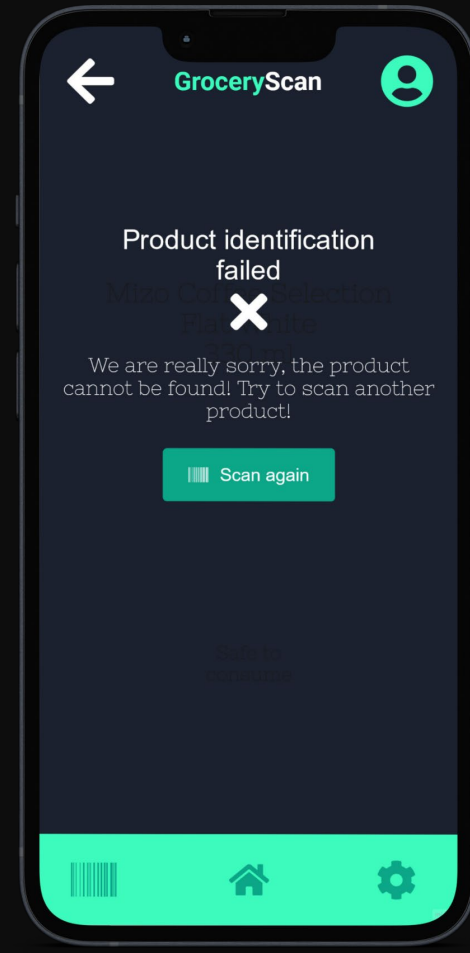
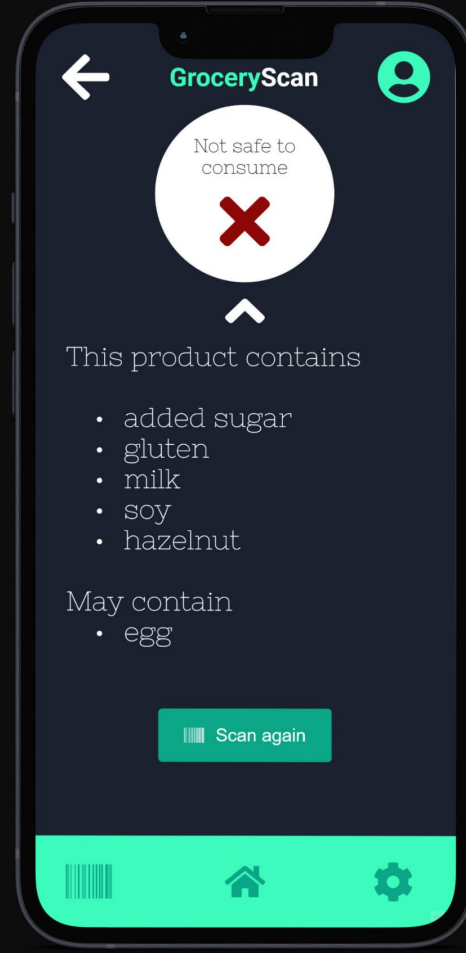
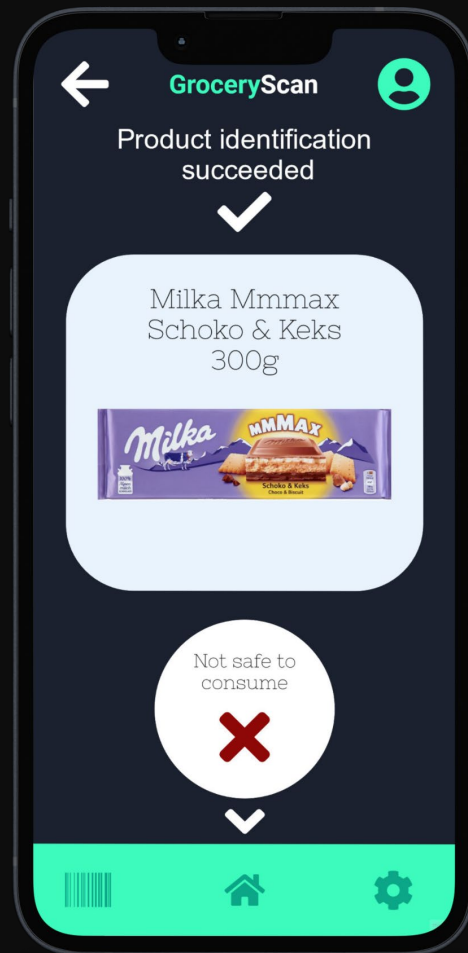
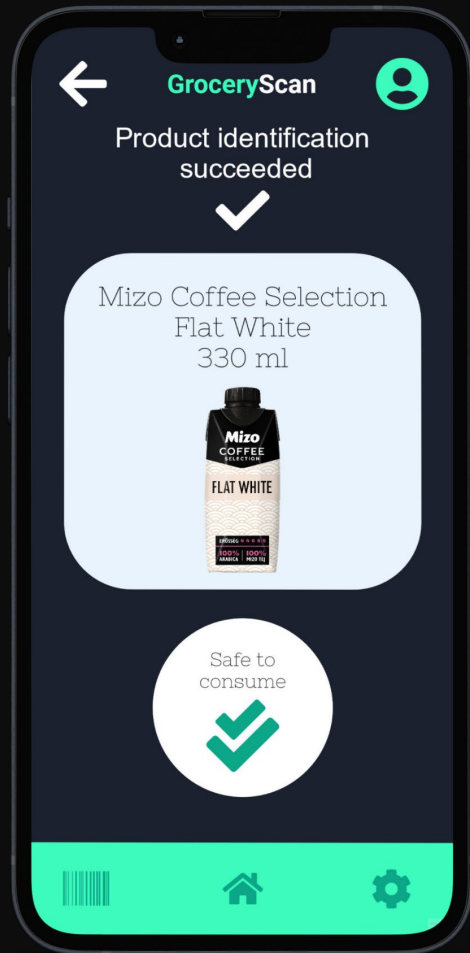
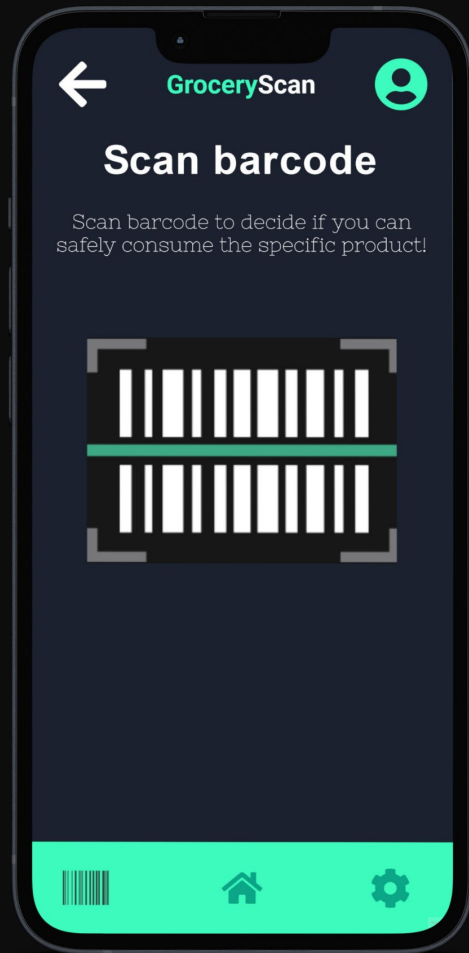
- Make life with allergies easier

Spare

- Spare time & money on shopping

Mockup





MoSCoW



- Integrate a dynamic price-checking feature that compares product prices across different stores in real-time.

- Utilize data analytics to provide users with insights into price trends and fluctuations.

- Integrate an intelligent recommendation system that suggests alternative products based on user preferences and dietary restrictions.

- Utilize machine learning algorithms to enhance accuracy in suggesting viable substitutes.

Barcode Scanner
Up-to-date data

Alternative suggestions
Learning about

- The app is focused on information and guidance rather than serving as a transactional platform.

Ordering through

- Develop an algorithm that considers both product prices and user preferences to recommend stores offering the best value for money.

- Implement a user-friendly interface for easy access to these recommendations.

Warning system that alerts users of potential allergens or ingredients that may not be mentioned in the ingredients list.

- Utilize AI algorithms to analyze ingredient lists and provide context-aware warnings for enhanced user safety.

Pseudocode

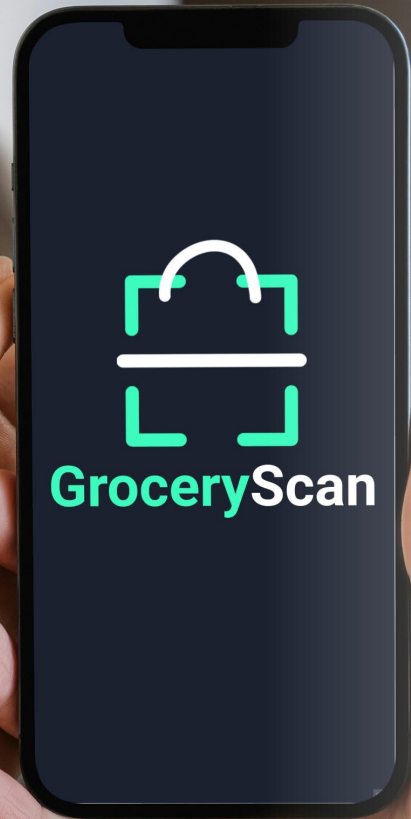
Mapping of allergenic ingredient from database

1. Fetch the ingredients from DB for a given barcode
2. Check whether it contains allergenic ingredient or not

```
function fetch_grocery_element_by_id(barcode_id):
    query_result<-db_query("SELECT name, ingredients FROM grocery_elements
WHERE barcode_id<-" + barcode_id)
    IF query_result is not empty
        THEN
            row<-get the first row from query_result
            return {
                "name": row["name"],
                "ingredients": split(row["ingredients"], ",")
            }
        ELSE
            return null // No matching element found FOR the barcode ID
//Pseudocode can't handle this
ENDIF

function contains_allergenic_ingredients(element, allergenic_ingredients):
    FOR ingredient in element["ingredients"]: //Pseudocode can't handle
this
        IF ingredient in allergenic_ingredients
            THEN
                return true // Element contains an allergen
        ENDIF
    return false // Element does not contain any allergen

barcode_id<-get_barcode_id_from_app()
grocery_element<-fetch_grocery_element_by_id(barcode_id)
IF grocery_element is not null
    THEN
        allergenic_ingredients<-["milk", "peanuts", "eggs"]
    ENDIF
    contains_allergen<-contains_allergenic_ingredients(grocery_element,
allergenic_ingredients)
    IF contains_allergen
        THEN
            result<-"contains_allergen"
        ELSE
            result<-"does_not_contain_allergen"
    ELSE
        ENDIF
    result<-"invalid_barcode_id"
```



**Thank you for
Your attention!**

Are there any questions?

Backup slide

- <https://endallergiestogether.com/research/food-allergy-statistics/>
- <https://www.nasdaq.com/articles/the-average-american-spends-this-much-driving-to-the-grocery-store>
- <https://www.databridgemarketresearch.com/reports/global-lactose-free-market>