



Team MAKK

# What's the first thing that comes to your mind?



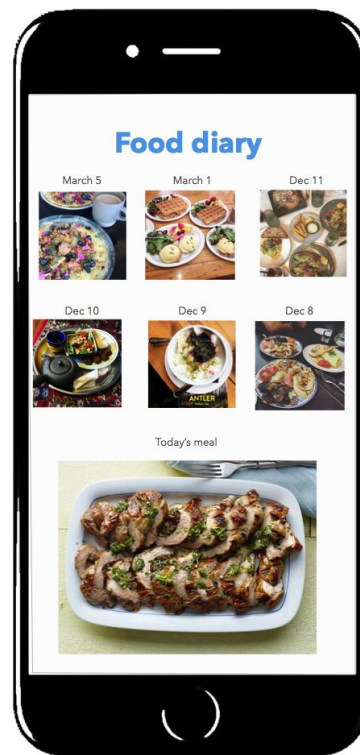
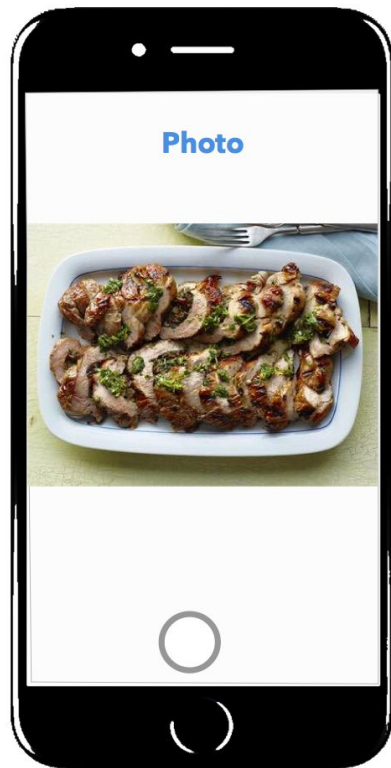
**How do we start  
thinking of our food  
in terms of numbers?**

# Let's track your glucose levels, calories and macronutrients through **image recognition** and **machine learning**



*20 - 64 year olds make up  
**51%** of individuals with  
diabetes in Canada*



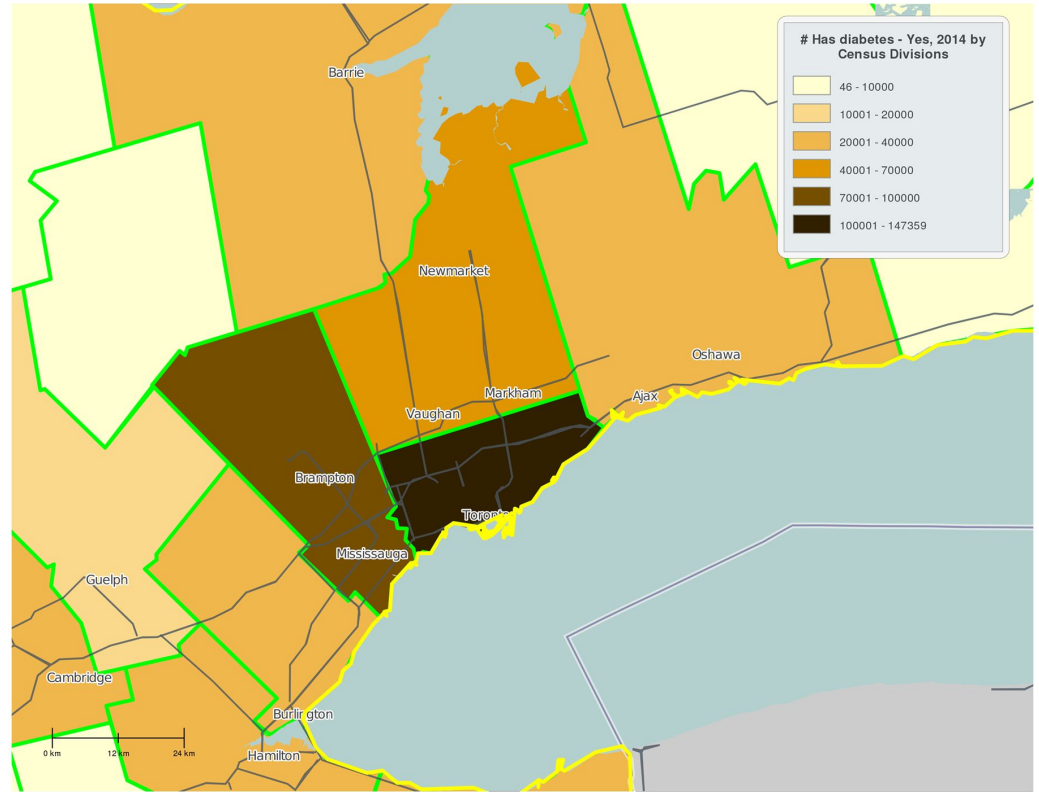


# Market Size

TAM: \$1.7 billion

SAM: \$57 million

SOM: \$1.1 million



# Business Model

## Freemium service

- 1 picture per day for free
- Additional \$0.99 per picture



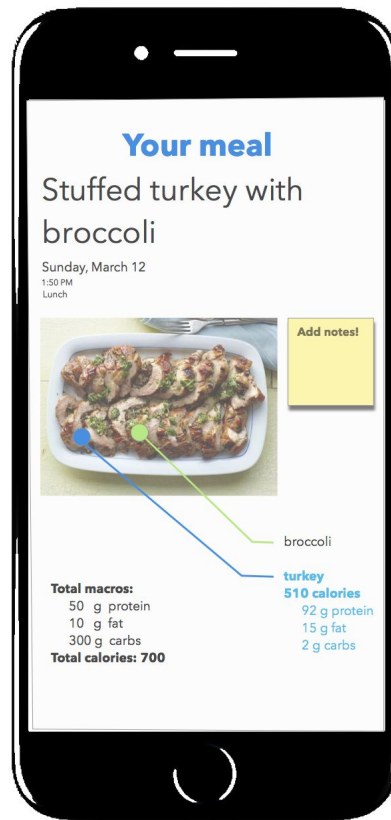
**FREE**



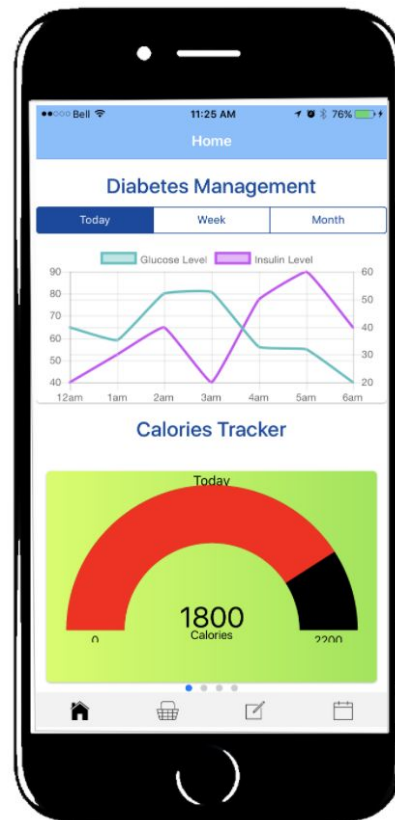
**PREMIUM**

# Proprietary Tech

- Food image recognition
- *Deep Learning algorithm to **train** thousands of datasets based on food images.*
- Data analysis of daily progress based on logged insulin, blood glucose level and meals



Food Image  
Recognition



Data analysis of  
glucose, insulin, and  
calories intake



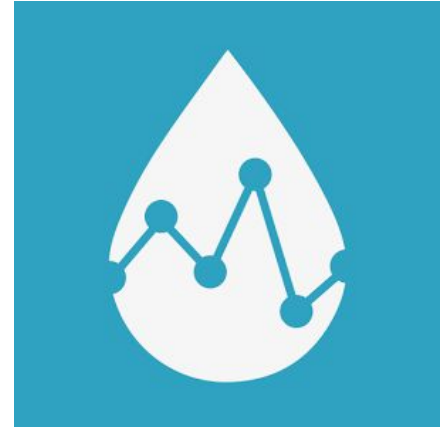
# Competition



mySugr



Diabetes Connect



diabetes:M

# Marketing Plan

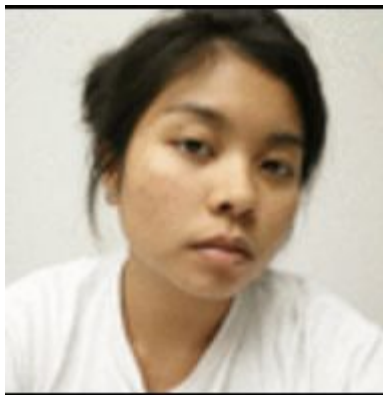
- Partnerships with hospitals and Diabetes Education Clinics
  - Lynn Woods, Manager, Mackenzie Health
  - Tracey Faubert, Registered Nurse, Rouge Valley Health Systems, Rouge Valley Centenary
- eHealth conferences in Toronto
  - HealthTO, HealthAchieve, MobileHealthSummit
- Facebook, Twitter, **radio** and **TV ads!**



# Team



Allen Chang



Mohana Sarmiento



Kelley Tai



Ken Tam

# Use of Proceeds

- Asking for \$500,000
- The proceeds would be use to develop the app and hiring machine learning experts in order to advance the technology
- Start building online presence and marketing strategy
  - First customers are from Diabetes Education Clinics

**THANK YOU**  
**+**  
**QUESTIONS?**

