



diet creator

NUTRITIONAL SOFTWARE

DIET CREATOR is a powerful, interactive nutrition program that makes the work of nutrition professionals (nutritionists, doctors and personal trainers) easier by connecting them to their clients/patients through applications and wearables, whose business model is B2B and B2C with a marketplace.

OPPORTUNITY

In a favourable environment where Nutrition is experiencing rapid growth not only in developing countries, but in developed ones as well, we saw there was an underserved market niche: that of computer programs for nutrition professionals.

There are many applications that automatically recommend healthy habits related to diet and physical activity without the supervision of professionals, even though they are the best for detecting health problems and safely and efficiently managing a treatment.

Our platform helps to counteract this trend using disruptive tools that help professionals meet the great demand there is for their services rapidly and skilfully.



Diet Creator software is becoming the standard in our sector because it:

- Includes a predictive nutrition calculator that, for example, allows the nutritionist to develop a one-week diet in 15 minutes instead of 4 hours.
- Contains the nutritional information of almost all the world's food composition tables.
- Implements advanced algorithms based on semantic knowledge that provide early alerts of possible adverse effects and incompatibilities of certain foods and medicines in patients, as well as to getting to know patients' tastes and preferences better.
- Is a web app developed in Node.js with the wide range of libraries in its ecosystem, which provide the user a much more advanced and intuitive experience.
- Provides visualisations of patient data generating spatial, dynamic bio-maps.
- Allows connection to professional body composition scales such as Tanita or Inbody and with any wearable (e.g., smartwatches, bands, robots, etc.).

Beyond helping nutrition professionals, our software is used in the education world and the food industry. Current food regulations require companies that prepare "ready-to-eat meals" to put suitable nutritional information on their labels. Small and medium-sized prepared-food companies do not have a tool to do that, and our software produces the nutritional calculation along with the label.

In the near future, all the foodies that want will be able to connect to our API from their favourite recipe web site such as Yummly and calculate nutritional information precisely. In this way we will reach the end user as well.



PRICING

We charge our clients €228 annually for a subscription, plus the cost of the “special features” they choose. The food industry (pre-cooked and restaurants) €450 and universities €450 annually.

B2B and B2C Income forecast for the next four years

YEAR	2016	2017	2018	2019	2020
Product type	Sales				
Licenses (subscriptions) (each = 228.- €)	93	177	3.500	7.650	12.000
Revenues	21.097 €	40.356 €	813.960 €	1.814.666 €	2.903.465 €
EBITDA	-18.237 €	-78.650 €	214.592 €	1.160.252 €	1.263.188 €
Amount of investment required		1.000.000 €			

PARTNERSHIP

We have a technology transfer agreement with the Applied Mathematics Department of the University of Barcelona (Logmeal) for their food image recognition algorithms and lifelogging via AI and big data. The goal of this agreement is to incorporate it into our software in order to:

- Allow patients to upload their images to the platform, so that professionals can know better what they eat and what their habits are. The algorithms process and order the information of thousands of images in seconds to interpret them efficiently.
- Create a wearable scale that recognises the ingredients that form part of the recipes of the foodies who use our software so they can share them on social networks.



OBJECTIVE OF THE INVESTMENT

To date a total of €205,000 has been invested, of which €50,000 has been put in by the founder, €80,000 by a private investor and €75,000 in a participative loan from ENISA, a government-owned company that invests in innovation.

We need €1,000,000 to hire 4 additional engineers, 1 data scientist, 1 more multimedia designer, 1 more nutritionist and 1 expert in physical activity, in addition to 3 Inbound Marketing professionals and 1 translator who can work in five languages. In addition, we need a provision for SEM to allow us to reach the 30 countries in our first stage of internationalisation.

MARKET SIZE

- At least 1 million nutritionists according to data we have collected on LinkedIn, Twitter and Facebook, to which doctors, dietitians, hospitals and personal trainers must be added.
- Thousands of nutrition education centres between vocational training centres and universities.
- 100 million possible users (B2C) that can utilise our applications through our platform and connected wearables.
- Hundreds of thousands of businesses in the food and restaurant sector.

INVESTMENT OPPORTUNITY

Scalable, disruptive nutrition project at the conceptual and technological levels. We have some competitors -- <http://oviva.com/uk>, <http://dietmastersoftware.com/>, <http://i-diet.es/>, but none incorporate predictive nutritional calculation, advanced semantics, artificial intelligence and the Internet of Things.

