diet creator

Nutrition Software

SaaS Software as a Service

Digitalization of nutrition

For nutritionists, doctors, personal trainers, chefs and Food Industry

Diet Creator S.L
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Problem

Nutritritionists used papers and face to face consultation.
The worldwide healthcare system needs to be more efficient and use technology.
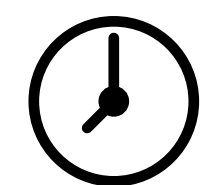
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Traditional consultation
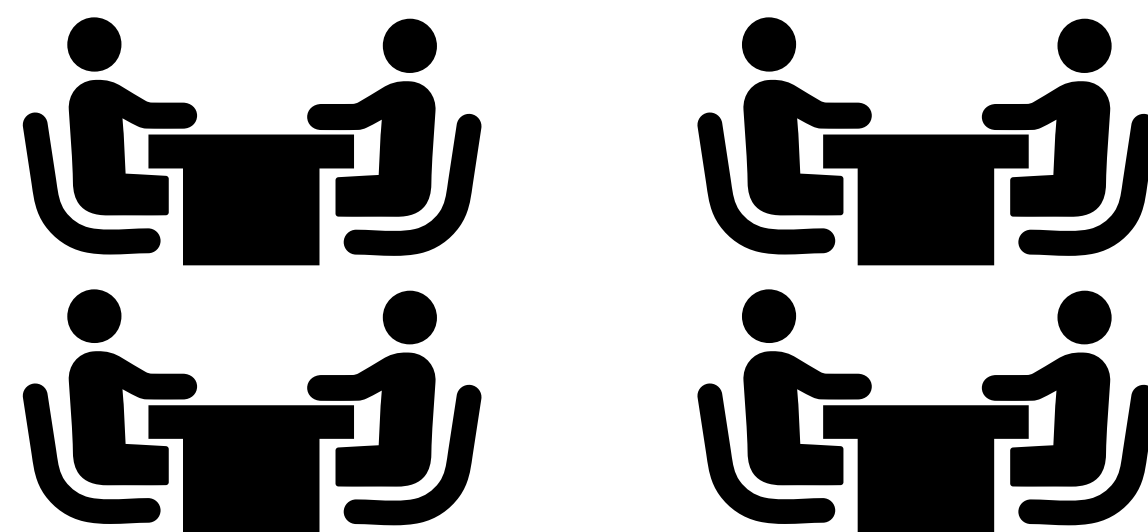
Solution

For this purpose DIET CREATOR has the most advanced technology
in the nutrition environment

Features

- 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.

- Allows create nutrition labels (etiquetas nutricionales) in minutes for food industry including allergens for restaurants according to the new regulation, saving time and money.

- Allows connection to professional body composition scales such as Tanita or Inbody and with any wearable (e.g., smartwatches, bands, robots, etc.).

Market

Diet Creator allows different user levels for administrators, team leaders and participants. Invitations can be sent between them, becoming a viral system

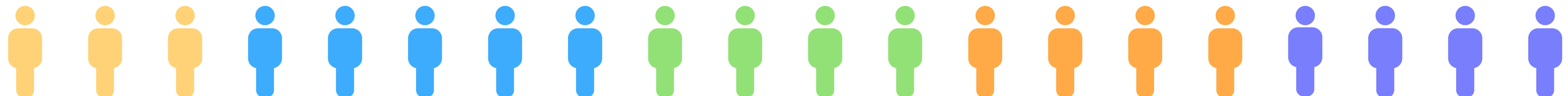**Food Industry**   **Hospitals**   **Nutritionists**   **Gyms**   **Education**

Participants

Portable food labelling solution for everyone

(food producers, food delivery, restaurants and foodies)
According to the EU regulation1169/2011 and includes allergens
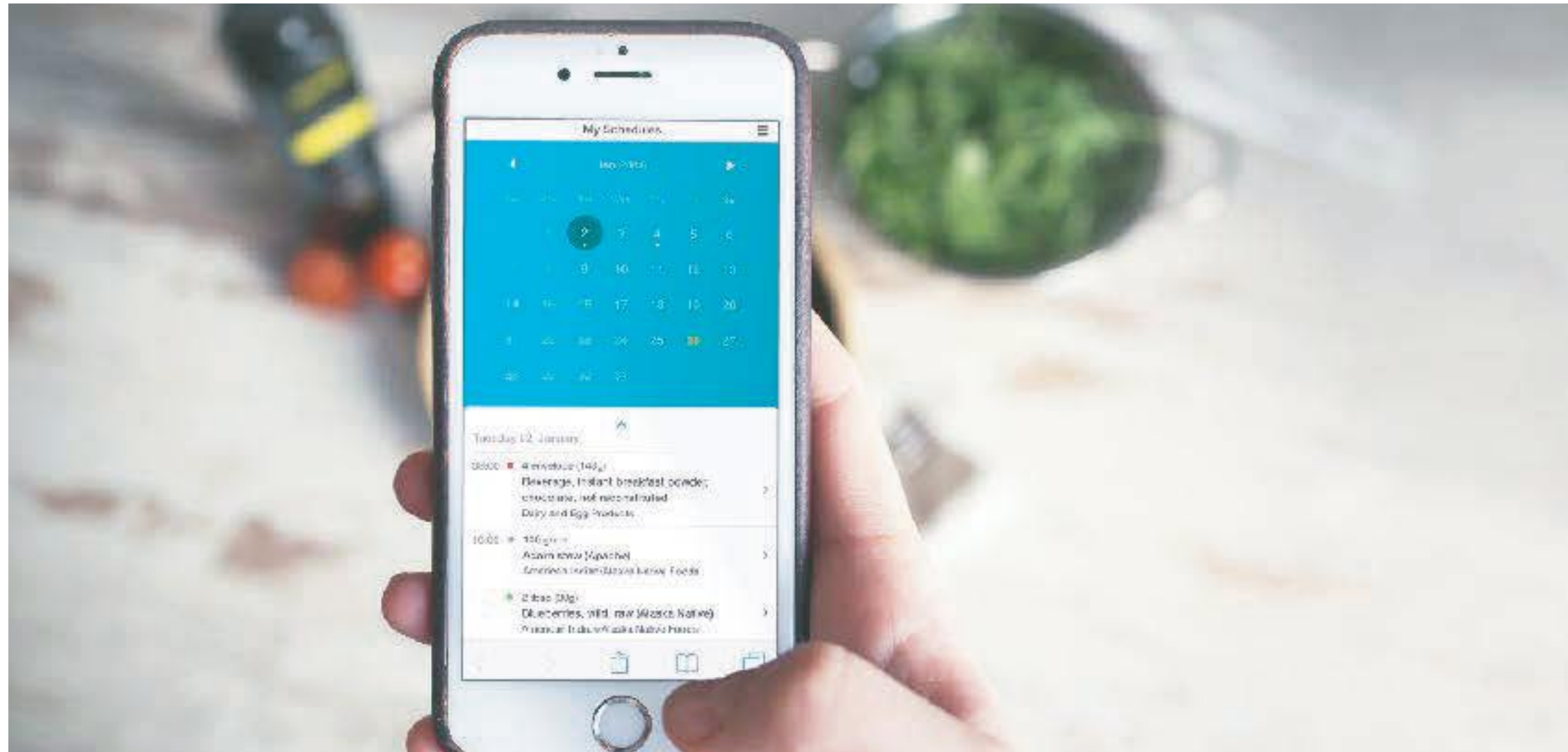
Connectivity

Nutritionists, personal trainers and chefs sharing their contents in the Internet of Things.
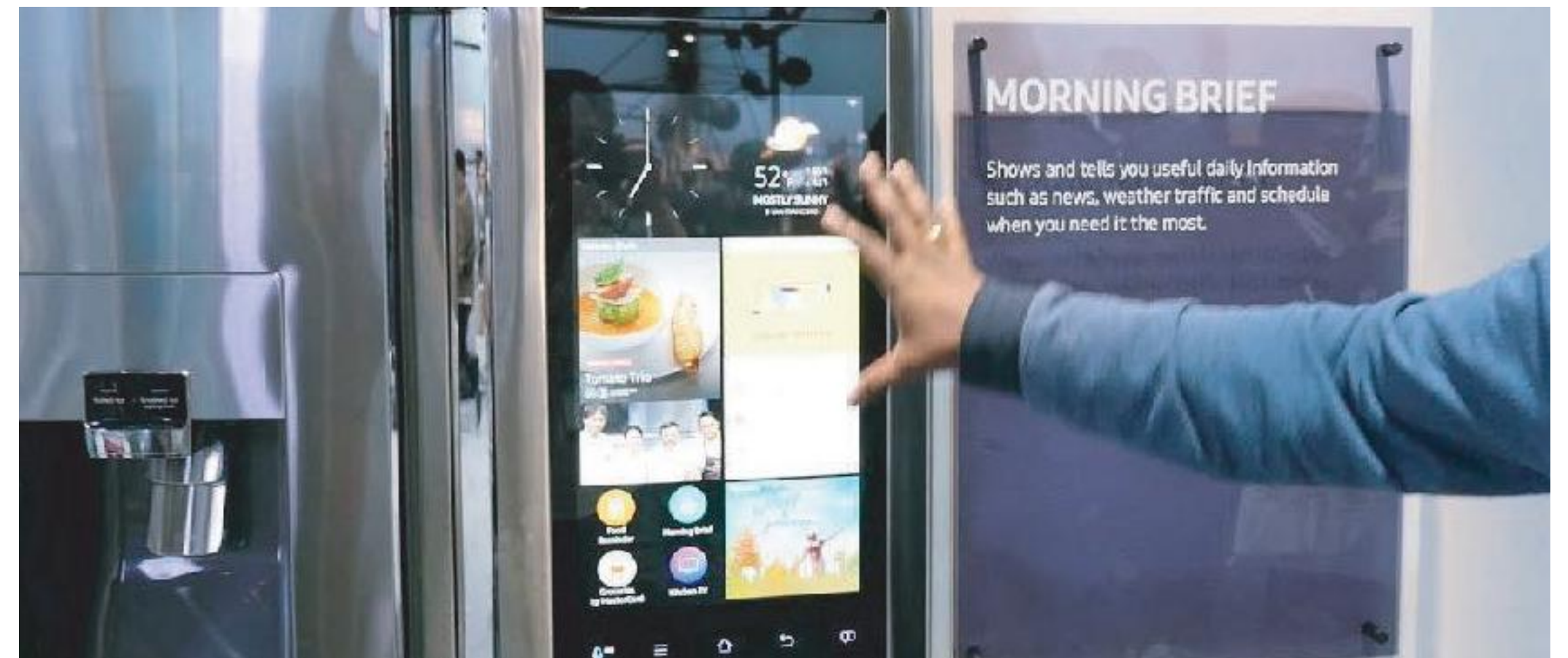
At your Smartphone

Robots

Health devices such as body scale composition and wearables

Smart kitchen

Competitors

Diet Creador integrates Software (API) + APPs + internet of the things

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Our competitors have a software without user experience. They have not solved internet of things and do not use machine learning.

OVIVA
oviva

i-Diet
i-diet

NUTRITICS
NUTRITION ANALYSIS SOFTWARE
Nutritics

nutrium
nutrium

DAFO

STRENGTH	WEAKNESSES	OPPORTUNITIES	THREATS
Diet Creator has the most advanced user experience. Our Semantic knowledge and Machine learning that allow us to learn, is our major strength	Our investment in high technology left us in a weak financial situation that make us difficult to invest in marketing	We are the only nutrition collaborative software that integrates nutrition, physical activity and connectivity, that can be connected with body scales composition and wearables that make us scalable. This is a competitive advantage giving us the opportunity of being dominant player in this sector	Our software needed 2 years time in being finished. During this time our competitors got a position in the market. We need a double effort to achieve critical mass according to our technological advantage.

Our business model is B2B and B2C SaaS

Teamwork

70€
/ Month

Sign up

Up to 35 users

Full features

Image recognition

App for clients

Unlimited participants

Full list wearables synchronization:

see list

Standard Subscription

238€
/ Year

Sign up

Full features

App for your clients

Up to 200 participantes

4 x wearables synchronization:

- Inbody
- Tanita
- Fitbit
- Polar

Food Industry

312€
/ Year

Sign up

3 users

Up to 400 recipes

Nutrients customization

Label print option

Flavor Palette

Financials

Income forecast for the next 3 years

Year	2017	2018	2019	2020
Product type	Sales			
Licenses (subscriptions) (each = 228.- €)	30	493	5.117	24.315
Revenues	6.868 €	133.054 €	1.384.414 €	6.345.970 €
EBITDA	-86.578 €	-622.816 €	352.649 €	4.685.374 €
Amount of investment required		500.000 €		

Meet us

We are specialised in technological solutions for nutritional needs

Joaquin Torres

CEO & Founder

Serial entrepreneur

Toni Petrović

CTO

Toni is an Engineer with a Masters in Information systems and technologies from the University of Belgrade.
Have more that 10 years experience in IT industry

Izaskun Valdazo

CFO

Degree in Economics and a Masters in Finance in ESADE

Eva Núñez Marmol

Nutritionists

Eva holds a Bachelor of Science in Nutrition from Blanquerna University in Barcelona with 8 years experience

Stanislav Petrović

Engineer

An Engineer from University of Belgrade

Jonathan Montes

Graphic Design

Degree in Graphic Design from BAU, Design College of Barcelona

... Diet Creator in the news

LA VANGUARDIA

Diet Creator participará en el programa Prometheus, donde podrá reunirse con empresas del sector Food-tech y mostrar sus innovaciones.

La Vanguardia, VIDA.
6 DE ABRIL DEL 2016

El Referente
*Conectando el ecosistema emprendedor*

Diet Creator es un software online que cumple una doble función, gestionar pacientes y la interacción entre estos y los nutricionistas.

El Referente, TECNOLOGICOS.
26 DE ENERO DEL 2017

el Periódico

Diet Creator es elegida una de las cinco start-ups indicadoras del futuro más inmediato de la alimentación en la edición Alimentaria 2016.

El Periodico, ECONOMIA.
28 DE ABRIL DEL 2016

diario de gastronomía
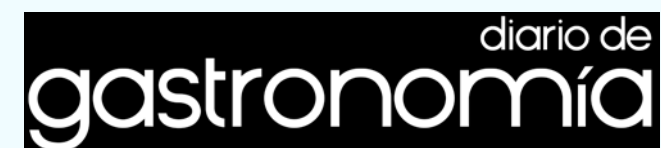
Diet Creator está contribuyendo a la transformación digital del sector de la alimentación, cambiando el modo en que nos relacionamos con la comida.

Diario de Gastronomia
28 DE ABRIL DEL 2016

ARAL REVISTA DEL GRAN CONSUMO

Diet Creator una plataforma online muy healthy, en la que machine learning (aprendizaje automático) y big data (datos masivos) son la pareja perfecta.

Revista ARAL
6 DE ABRILDEL 2017

EFE EMPRENDE

Diet Creator ha sido galardonada con el premio FoodTech como una de las mejores Start up dentro del programa Prometheus de Reimagine Food.

EFE EMPRENDE
28 DE ABRIL DEL 2016

PREMIO RURALAPP 2016
FINALISTA

EURECAT MOBILE FORUM

PREMIO BARILLA 2016
MEJOR START UP

Barilla

Prix Entrepreneur Tech 2016
FINALISTA

CCI FRANCE ESPAGNE CÁMARA DE COMERCIO FRANCESA desde 1883

Milestones and next steps

◼ Thanks to our new version we have 550 new users.

◼ We are in advanced conversation with Inbody *www.inbody.com* to connect our software with their Scales.

◼ We are in advanced conversation with Grupo Vips (That has Starbucks, Ginos, Vips, Waga- mama in Spain and Portugal). We have as clients Fotawa, Veritas... and others caterings.

◼ We have 10 secondary schools that use our software for education.

◼ 4.000 EUR revenues first month September.

Investment Required

- 300.000 EUR Private Investment (15% equity) + 200.000 EUR ENISA

Destination of investment

- Build up a sales team

- Invest in SEO, SEM and ads

- 2 engineers to develop native app for patients.