



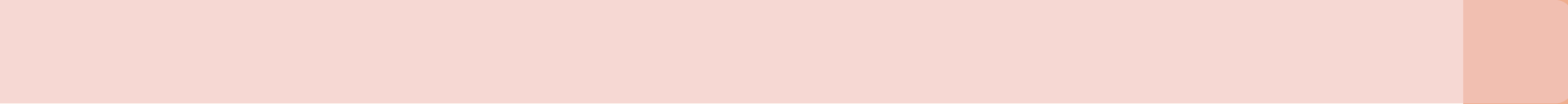

How much vitamin E
do you need to take
in on a daily basis?



How does insufficient
vitamin E affect you?

The Problem

Do you really know how
food affects your
health and wellbeing?



sesamo

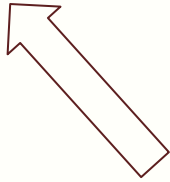


How it works

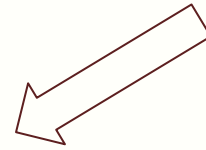
Once: User inputs personal information, Daily: food intake, health symptoms



Algorithm: breaks recipes down to micro & macro nutrients, determines ideal nutrient composition



Recommends foods in the form of recipes




Purpose

Ensure
adequate
nutrient
intake

Assist in
incorporating
healthy eating
into your life

Make healthy
eating
accessible



Barbara is...



healthy weight

vegetarian

lactose intolerance

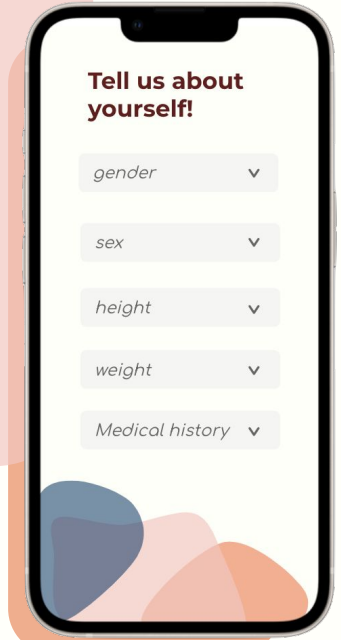
dislikes store-bought bread

fatigue

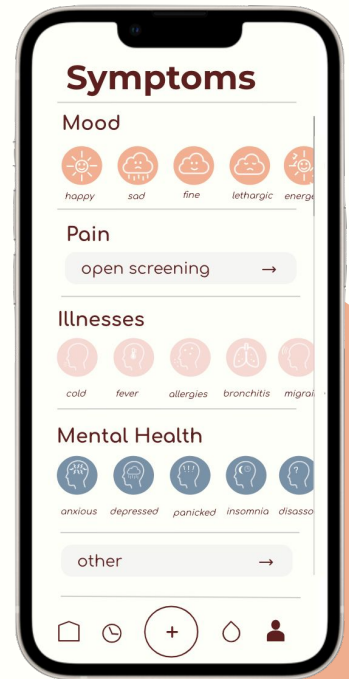
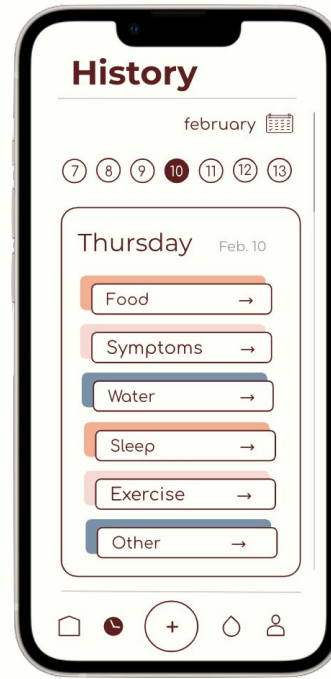
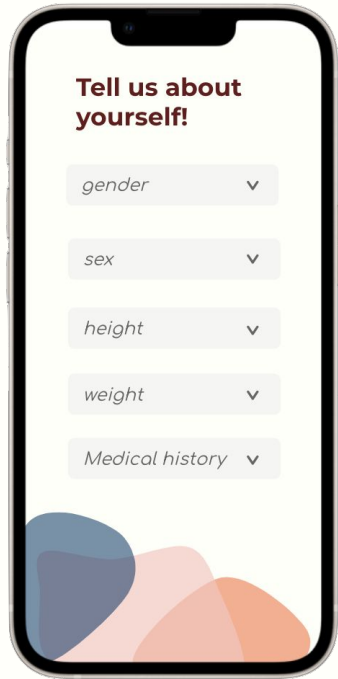
loss of appetite

irritability

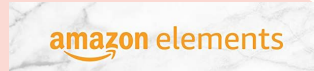
- ❏ **sesamo detects** possible lack of Vitamin B1
- ❏ **sesamo suggests** alternate foods containing Vitamin B1
- ❏ **sesamo educates** her on nutrition



The UI



dietary supplements







healthcare



noom

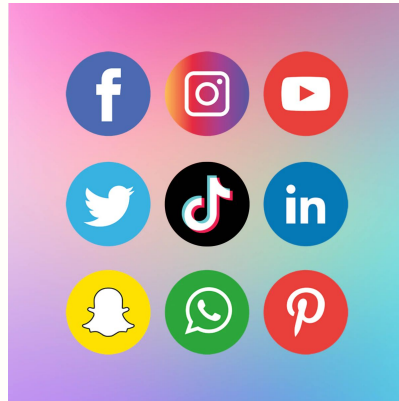
nutrition & fitness

It's better because ...

Feature		noom			
No Calorie Counter	✓	✗	✗	✓	(✓)
Goal: Long-Term Health	✓	✓	✗	✗	✗
Symptom Analysis	✓	✗	✗	✗	✓
Food Recommendation	✓	✓	✓	✗	✗
Science based	✓	✓	✗	✗	✓

First Customers

- ❑ Providing app for free to beta-testers
- ❑ Having testers promote app on social media
- ❑ Reaching people who are actually interested in nutrition and value their health



Investment to launch

Data

Development

Testing

\$2 million

Financing:

1 week trial

Monthly: 8\$

Yearly: 90\$

subscription



sesamo

Eat Well, Feel Well



It's better because ...

- ❑ Personalized
- ❑ No restriction
 - No calorie counter
 - Not promoting weight loss
 - Improves perception of and relationship with food
 - Focused on user's overall health and wellbeing
- ❑ Makes healthy eating accessible

Financing

- ❑ Subscription: \$8/month (~\$90/year)
 - ❑ No free version (1 week trial)
- ❑ Development Time (Estimate)
 - Coding the basic AI & Interface: ~6-12 months
 - Training independent algorithm: ~2 years
- ❑ Technical/medical professional salary (multiple, annually)
 - Nutrition advisor: ~\$45k
 - Software engineer: ~\$125k
- ❑ Training data: up to \$135k
 - Preexistent Symptom Analysis API - ~\$12k (annual)
- ❑ Investment to launch framework app in one year: ~\$1 million
- ❑ Investment to launch full app in two years: ~\$2 million

WHAT IT DOES NOT DO

WHAT IT DOES INSTEAD

<ul style="list-style-type: none">● Restrict food/consumption	→ Recommends foods and quantity estimates that should be eaten
<ul style="list-style-type: none">● Diagnose a person with a nutrient deficiency	→ Prevent intake-based deficiencies from developing → Early discovery of insufficient nutrient intake → recommend seeing a doctor if you have severe symptoms
<ul style="list-style-type: none">● Force users to adhere to recommendations	→ Regular use is helpful for algorithm but completely up to user
<ul style="list-style-type: none">● Diagnose users with serious vitamin deficiencies	→ Early discovery and prevention is the idea

Logging Foods

Cooking recipes recommended on the app → press “Cooked it”

select the restaurant you went to and the food you ate

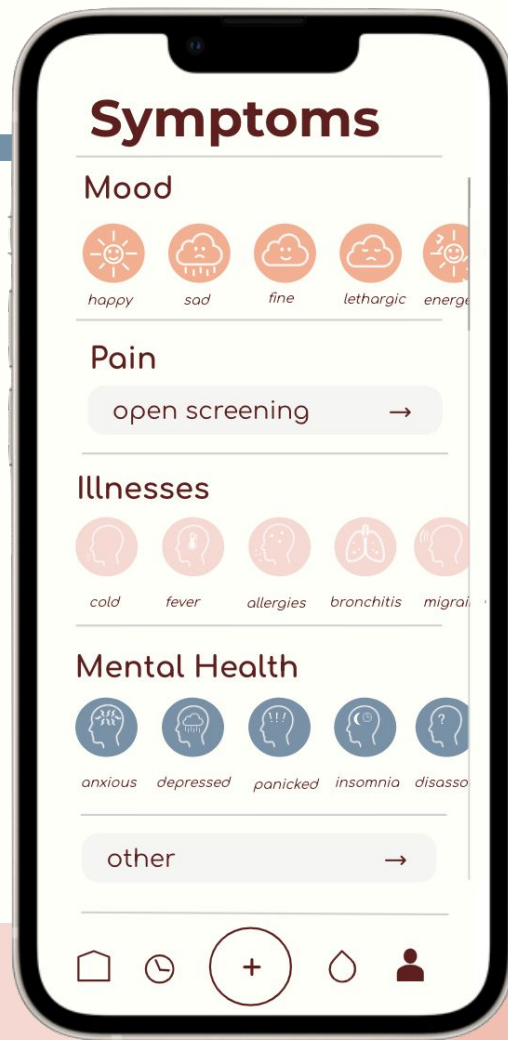
scan recipes you cooked from cookbooks

Enter rough estimates

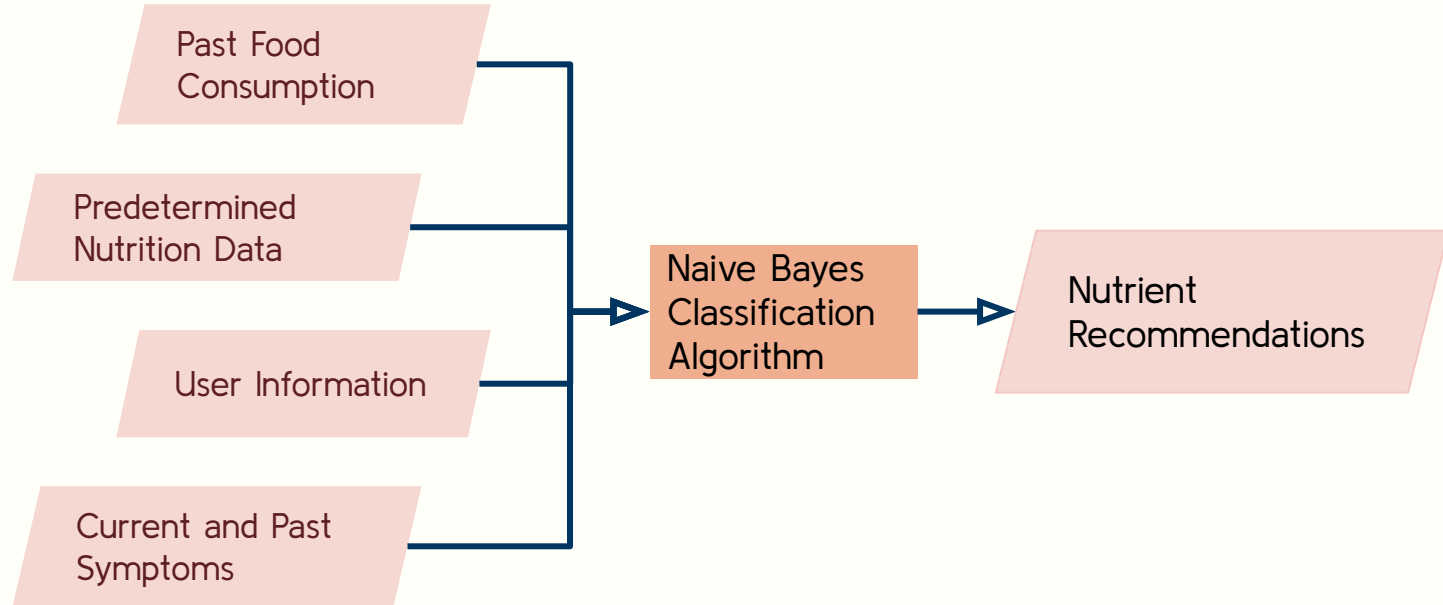
(as an exception) not log at all → not a huge problem

Logging Symptoms

- ❑ 5 min questionnaire when you wake up
- ❑ “Log” button → log any symptoms that come up during the day



How it works



How it works

