Edamam

Nutrition Data Solutions

Victor Penev, CEO

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Mission

- Organize the world's food knowledge
- Be the premier provider of nutrition data to businesses worldwide
- Become THE trusted brand in nutrition

Value Proposition

For providers who manage and monitor their clients' nutrition intake, Edamam offers real-time nutrition analysis and a meal recommendation engine.

We improve the efficiency and effectiveness of managing patients' diets.

Challenges and Solutions

Challenges

- Nutrition analysis is slow and cumbersome (done semi-manually)

- Providers lack a rich source of diet specific meals to offer to patients

Solutions

- Real Time **Nutrition Analysis** – each meal analyzed in < 1 second

- **Database** of 1.5 million nutritionally analyzed and tagged recipes

- Diet-based **Recipe Search**

Product

Nutrition Wizard – one click nutrition analysis of any meal or ingredient list

https://www.edmam.com/nutrition_wizard

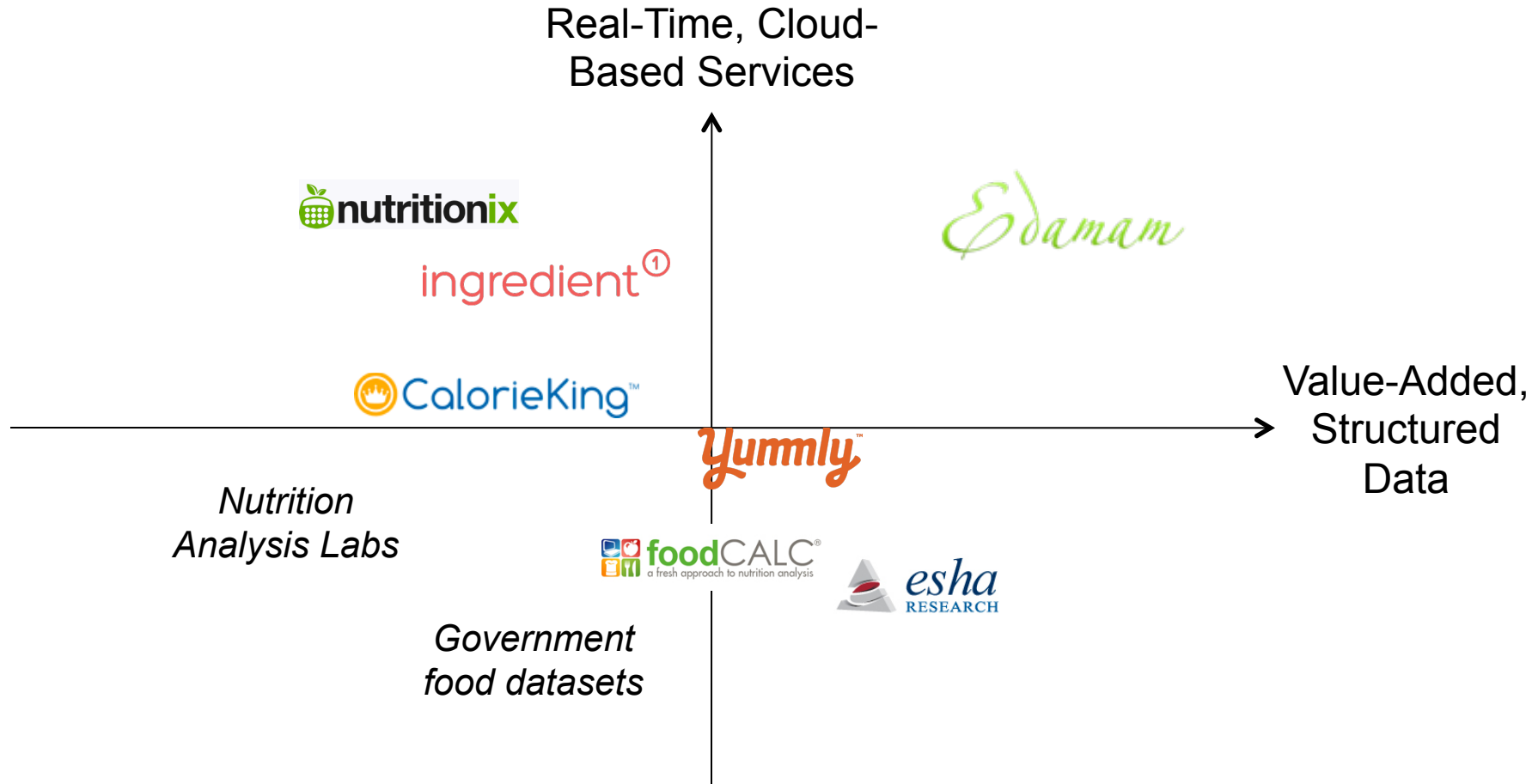**Recipe Search** – instant discovery of numerous recipes to fit specific caloric or diet needs (30+ diets)

https://www.edmam.com

Nutrition

263	9%	4
CALORIES / SERVING	DAILY VALUE	SERVINGS

Dairy-Free, Gluten-Free

▶ Fat	12g	12%
▶ Carbs	17g	4%
Protein	18g	23%
Cholesterol	40g	9%
Sodium	1833mg	50%
Calcium	84mg	6%
Magnesium	46mg	8%
Potassium	650mg	12%
Iron	2mg	6%

Unique Proposition

Real-Time, Cloud-Based Services

Value-Added, Structured Data

Nutrition Analysis Labs

Government food datasets

nutritionix
ingredient①
CalorieKing™
Yummly™
Edamam
foodCALC® a fresh approach to nutrition analysis
esha RESEARCH

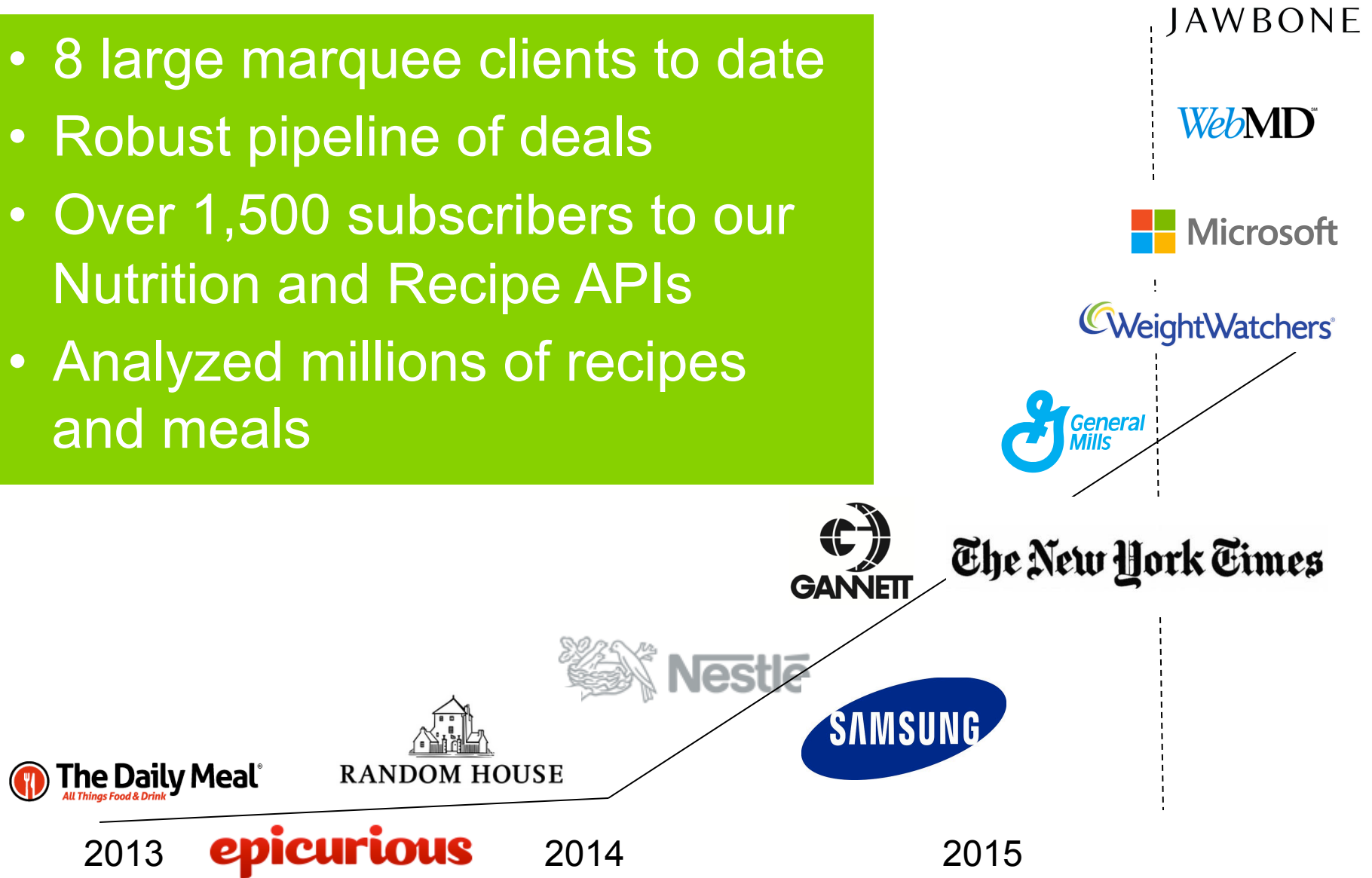## Edamam uniquely delivers cloud-based, real-time accurate nutrition analysis and meal recommendations.

Traction

- 8 large marquee clients to date
- Robust pipeline of deals
- Over 1,500 subscribers to our Nutrition and Recipe APIs
- Analyzed millions of recipes and meals

JAWBONE

WebMD

Microsoft

WeightWatchers

General Mills

GANNETT

The New York Times

Nestlé

SAMSUNG

The Daily Meal
All Things Food & Drink

RANDOM HOUSE

epicurious

2013

2014

2015

SANOFI

Edamam

Sanofi-Aventis needed large number of recipes for people with kidney diseases

Challenge

- Provide meal recommendations for people with kidney diseases

- Very few available recipes (< 200) that fit requirements

- No apparent source to buy or license more recipes

Solution

- Take required levels of phosphorus, potassium and sodium

- Develop custom "kidney-friendly" filter to database

- Produced 100K+ recipes that fit the requirements

Payment Model

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Subscription

- Monthly flat rate of $6-12 for individual accounts

- $49 to $1,299 per month plans for API access for larger clients

- API charging is volume based per API call or per unit of licensed data

Team

Victor Penev, CEO
Founded and sold Bulgaria's largest Internet company

Ianko Ignatiev, COO
Leadership positions in 4 startups for 15+ years

Dinko Tenev, CTO
20+ years in architecture, optimizations, search

We hire food experts and nutritionists with specific expertise as needed.

Advisors

STARTUP +HEALTH

Amit Sheth, PhD
W3C Semantic Advisory, Kno.e.sis Exec. Dir.

Brita Rosenheim
Food Technology Industry Advisor

Eric Gillin
Head of Product, Epicurious

Healthcare   **Technology**   **Food**   **Client**

The Ask

Create a program for <u>providers and patients to use Edamam's nutrition analysis and meal recommendation tools</u>.

Focus on measuring results for both providers and patients:

- Provider and patient engagement and usage
- Nutrition intake improvement
- Time saved by providers

Edamam

Thank you!

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