

# nutract

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make a bet  
change yourself  
feed the world

useappility  
mobile & easy

FEBRUARY 2018

# There are two sides to every coin



## On the one hand ...

The Mediterranean diet of Greece was included in UNESCO's list of Intangible Cultural Heritage of Humanity in November 2010.

64% of travelers want to eat more local food on their trips, and 22% plan to travel to a destination for the food alone (source Booking.com survey 2017)

50% of Americans and Western Europeans are trying to lose weight. 75% of them plan to do so by changing diet (source Nielsen 2015)

## While on the other hand ...

One in nine people in the world are suffering from chronic undernourishment (source UN Food and Agriculture Organization)..



# Targeting a niche (?) market



mHealth market will reach 31 bn USD in 2020, with over 551 million users. 182 million will use diet & nutrition apps – *mHealth App Developer Economics 2016.*



Food Tourism is a 150 billion dollar global industry – *World Food Travel Association.*

Here comes Nutract doo doo doo doo 

# Nutract : The balanced diet challenge



An incentive mobile application for creating and sustaining a healthy diet behavior based on Greek gastronomy, by adopting an empathy-based approach paired with game mechanics, improving at the same time the lives of people in need.



01

**Personalized dietary recommendations**

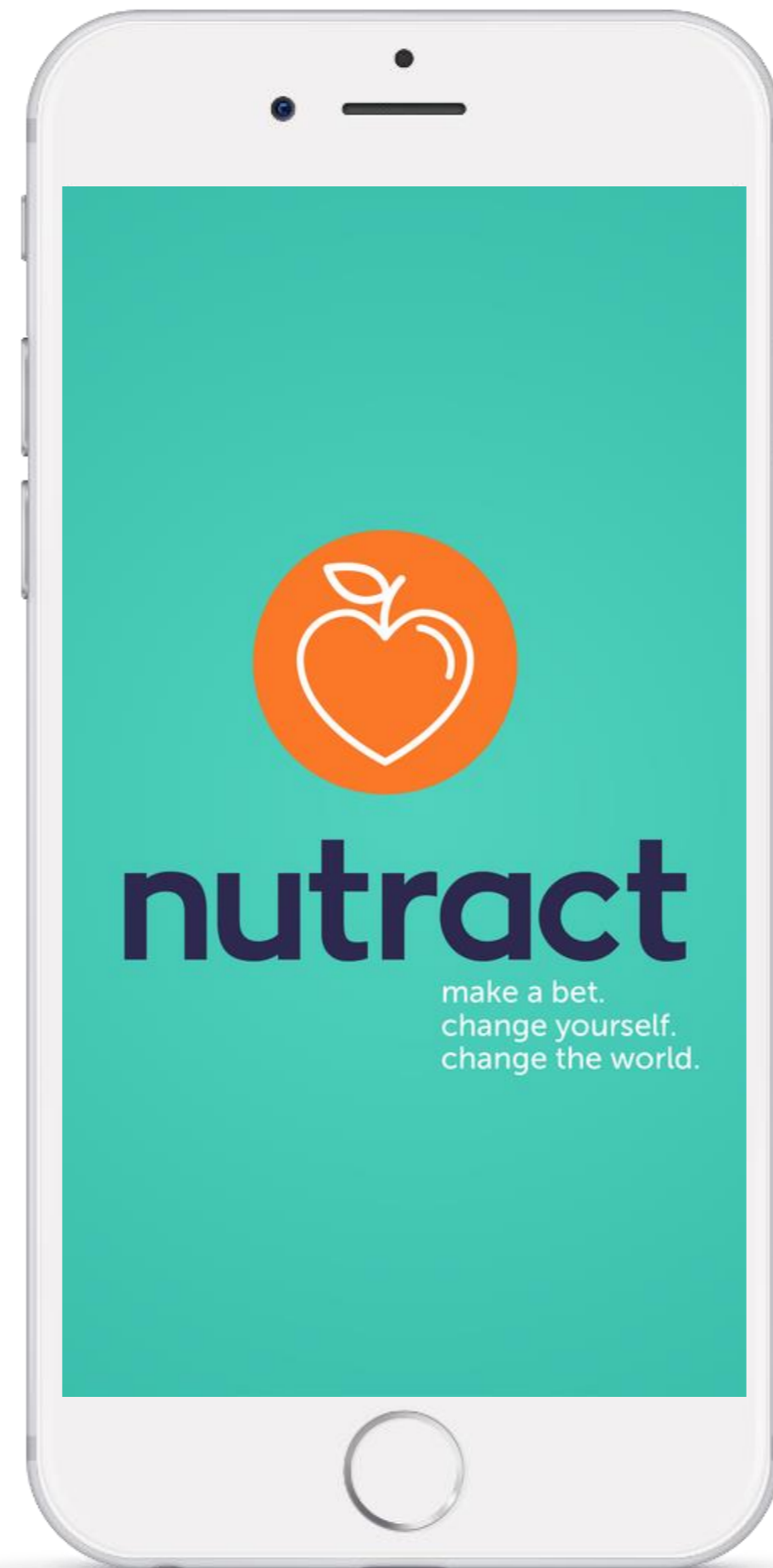
02

**Behaviour based notifications**


03

**Meal suggestions**

# How does it work?




Make a bet + 

 + Tell what you've eaten

Collect medals and level up! + 

 + Small talk with fellow Nutractivists

Make your avatar smile to you + 

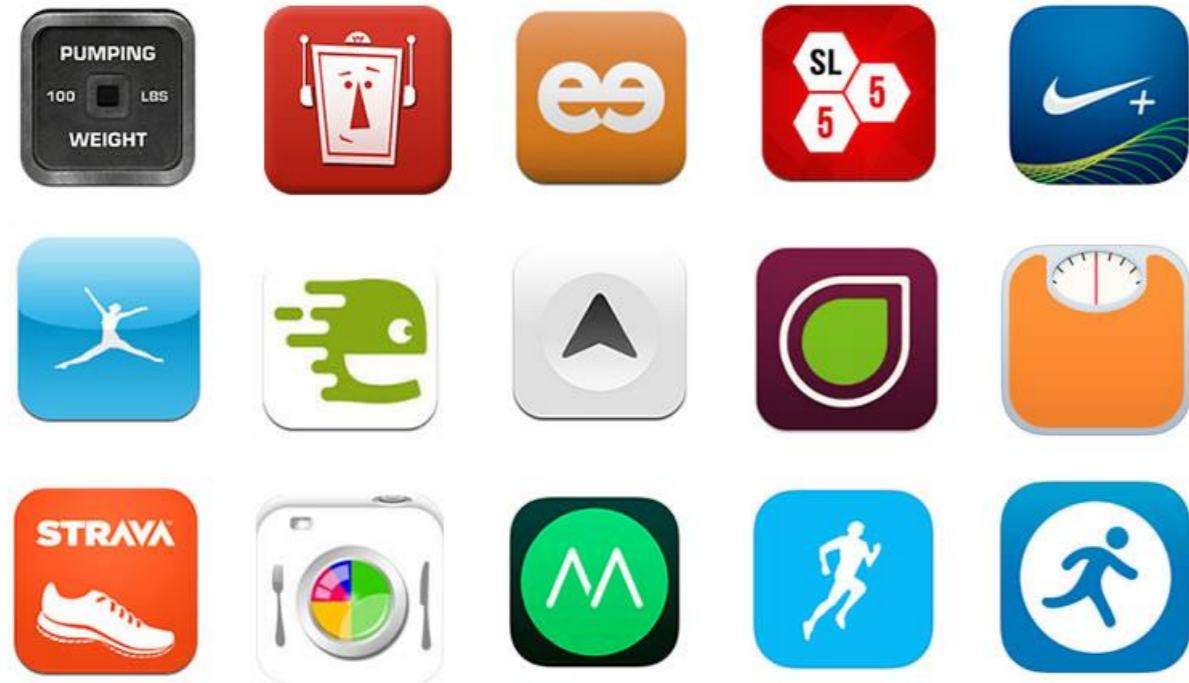
 + Feed the world

A fun and engaging experience

# My big fat nutrition apps market segmentation



## Fitness



**myfitnesspal**

\$18M funding in 2013, acquired by Under Armour for \$475M in 2015, 80M users

## Empathy

**nutrac**  
**t**

**noom.**  
\$26M funding 100M downloads



**stickK**



**PACT**

\$2.44 million funding

**Lifesum**

\$16. million funding, 15 million users

**sb**

\$4.8 Million funding, 350.000 users, \$25 million in bets

**dietbet™**



Seed funding \$2.3 Million, acquired by One Medical for \$20 Million

**Lose It!**

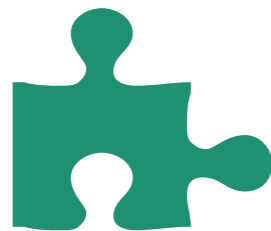
\$7 million funding, 24 million members, 3 million monthly active members



## Bet structure

## Calorie tracking

# Putting the pieces together



### Fun

Making the difference between "have to" and "want to"...



### Sentiment

Empathy blended with community care



### knowledge

When EdTech and HCI met Endocrinology



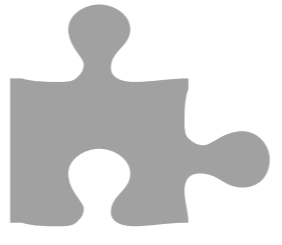
### Technology

Best practice transfer and scientifically sound data.



### Education

...Teach a man to fish and you feed him for a lifetime



### Incentives

Dieting is the only game where you win when you lose!  
(Nutract's ambiguity)



Nutract aims to create a competitive and sustainable edge by capitalizing on existing experience and capabilities and by adopting market breakthrough strategies. Company's position is robust enough to survive on an international environment and sufficiently acute to claim a position on this environment.

# First we take London...



Mobile app users in the UK for the first quarter of 2015 (source Statista)

**38.52** Millions

App downloads per month from UK smartphone users (source Upbeat)

**250** Millions

UK consumers claimed to follow a health diet (source Leatherhead)

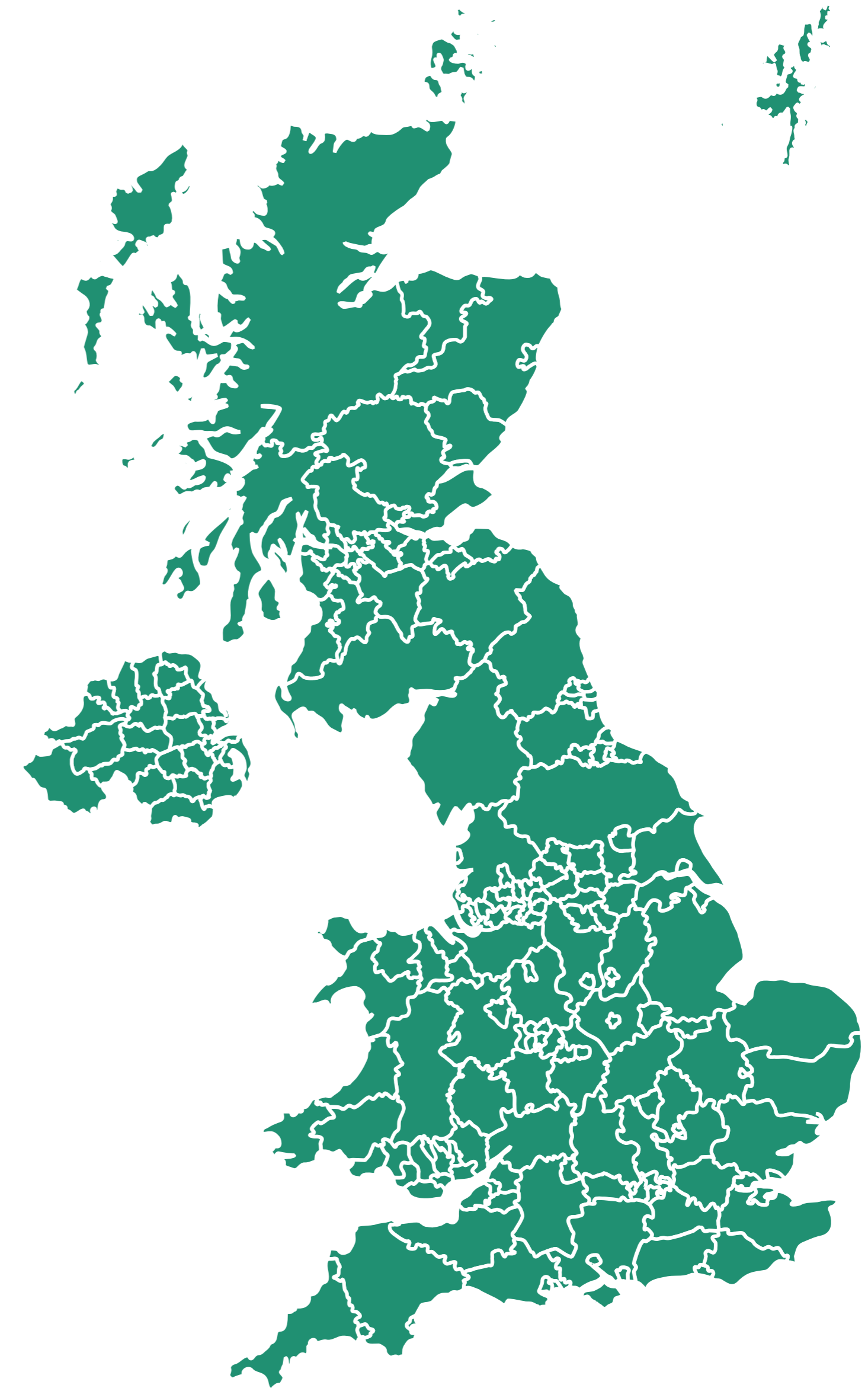
**80%**

Donations in the UK in 2016 through apps, social media and websites (source NPT UK)

**£ 2.4** Billions

People between the ages of 18-34 who expect to change their eating habits towards a healthier diet in 2017 (source PwC)

**53%**



United Kingdom



# ...then we take Berlin (and Paris and Madrid)!



Europe is considered the largest fitness market in the world (source Deloitte 2016) **€ 25.7 Billion**

Mobile app users in Western Europe in 2017 (source Statista) **258.1 Million**

50% of Europeans are actively trying to lose weight. (source Nielsen 2015) **50%**

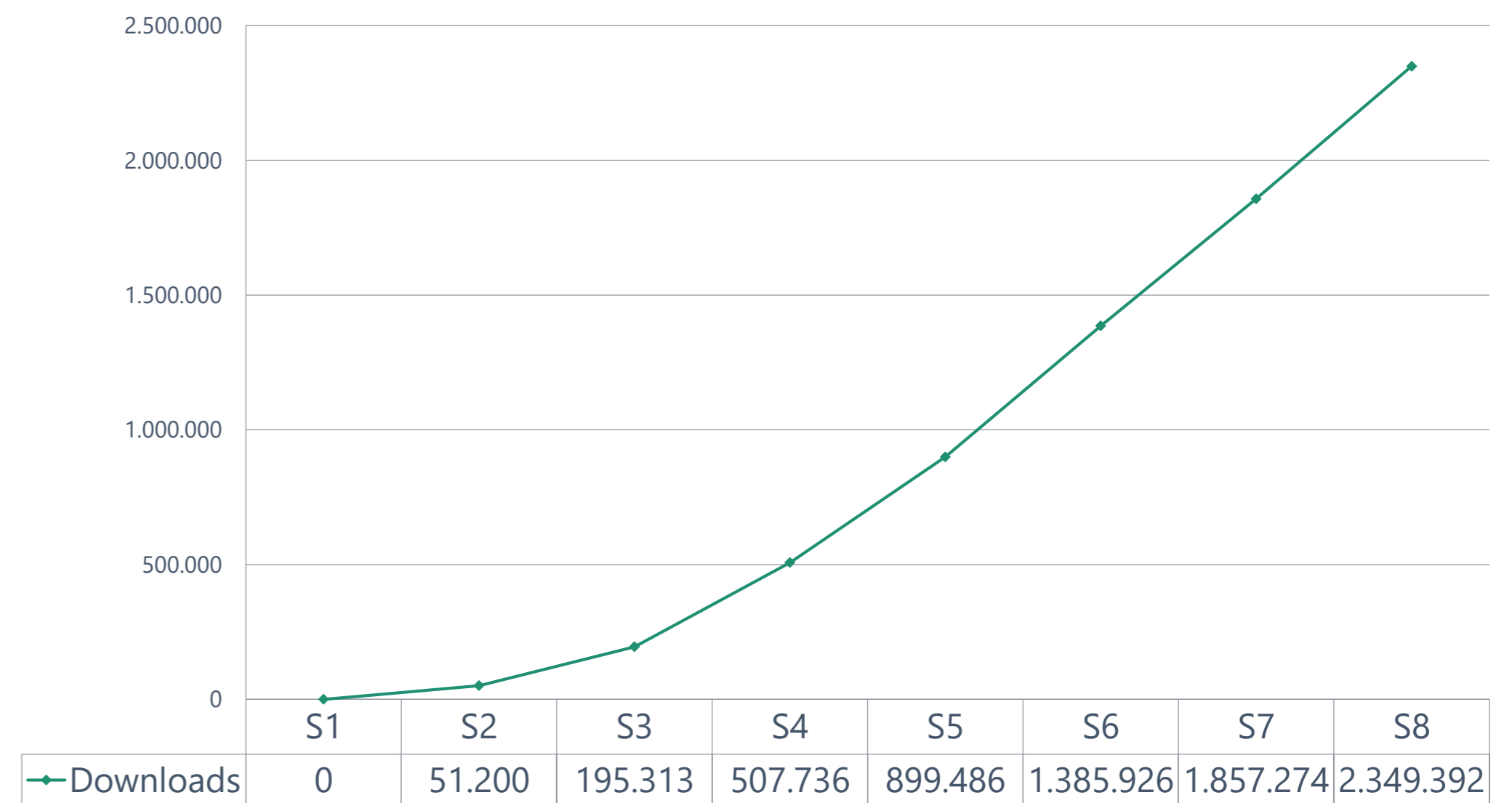
Average number of apps used per user/month in Western Europe. On average each user has 96 apps installed (source AppAnnie Report 2017) **35 apps**

Health and fitness apps usage growth the last three years (source Flurry Analytics 07/2017) **330%**

## Nutract downloads



Nutract will be launched in the UK market. At the beginning of S3 the app will be available in the German, French and Spanish markets as well.



# Seeding...



### Awareness

Start a nutrition site and a YouTube channel well before the app launch



### Advertise

Targeted campaigns on YouTube, Pinterest, Facebook and on selected apps.



### Network

Build a stakeholders base including as many local charity organizations as possible



### Download

Free to download, commission on bets, targeted marketing channel



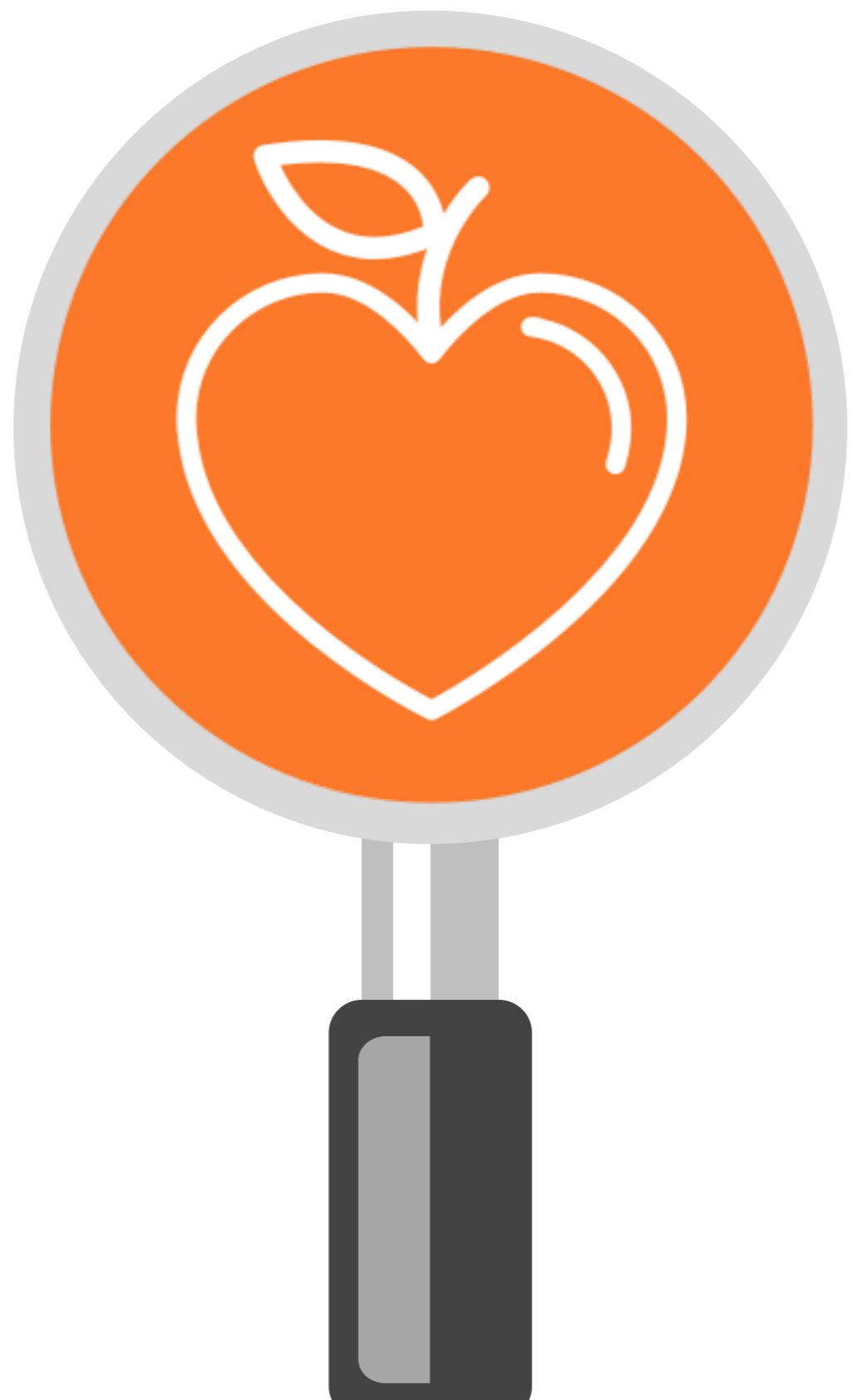
### Disseminate

SETE Spread the message through the stakeholders' network. Make technology and nutrition influencers speak for you.



### Reward

Invite a friend and get a €2 voucher for your next bet (estimated CAC > €2).



# ...and harvesting



## Reach

NGO mailing lists, word-of-mouth, advertisements. Customer acquisition cost, initially €2.50, will drop by 25% (year-to-year)



## Download

Nutract will be available in App Store and Play Store. 3 out of 4 delete the app the same day.



## Monetize

The app will contain ads. In addition there will be a commission on every bet placed.



## Value

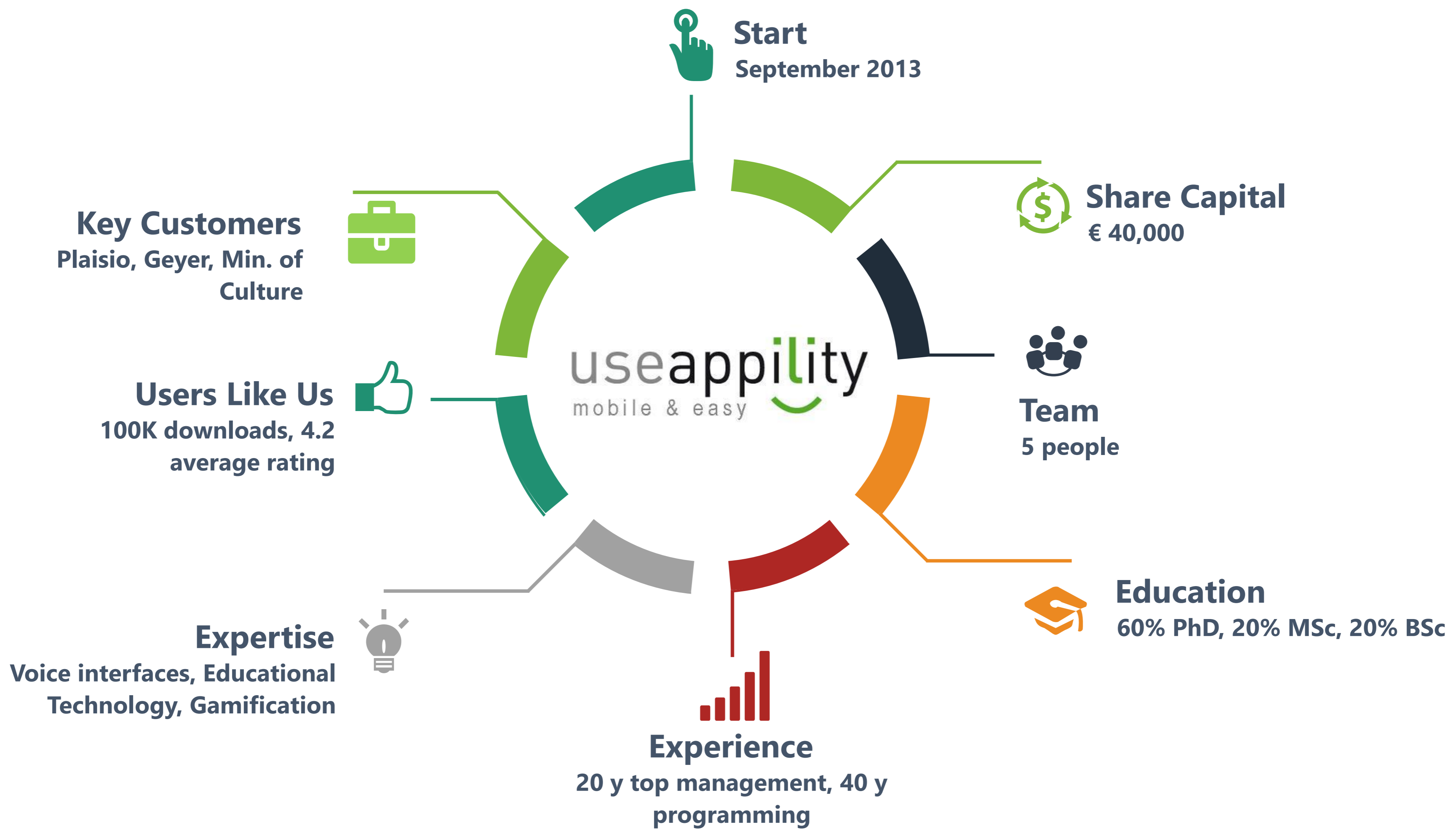
Average retention time 6 months. Customer's lifetime value is estimated €5.50



## Revenue

Break Even Point 9 months after launching


# Key company facts



# Main products



**milamu**



**Milamu**  
Virtual assistant for  
PLAISIO's  
smartphones &  
tablets



**Running Noah**  
Educational game  
targeting the US  
market for practicing  
the multiplication



**GEYER**



**Smart Home**  
Voice control for  
GEYER's smart home  
solution



**Dictionary**  
Dictionary of  
mechanical  
engineering in 4  
languages, common



**GLOSSIMA**  
Dictionary of Mechanical Engineering



**Timodamos**  
Educational game for  
the Archeological  
museum of Ioannina



**PestoSMS**  
Voice transcription  
(GR, TR) for SMS  
messages in Windows  
Phones



**pestoSMS**

# Thank you! In case you still would like to contact us



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