



## We were spurred into action because...



- **It's certainly possible to Google** what to eat when tackling weight gain, diabetes, high blood pressure, GERD, lactose intolerance, allergies, or renal disease, but that quickly dead ends without personalization for individual and household food preferences and needs.

A majority of households follow the same routine—with similar grocery items across all individuals—when it comes to food purchases and mealtime preferences. But we couldn't find a holistic resource to help the whole household interactively and sustainably accomplish better nutrition...an My25-like solution factoring in, and combining, unique dietary needs and food likes.

Regarding households eating together...there is truth to the power of collective achievement and shared responsibility catalyzing habit change that sticks like superglue.

- **Everyone has to eat** every single day. Exercise is optional; further, it takes about one hour of vigorous walking to burn off the calories from a single can of soda pop. Given these realities, leading health experts agree that nutritious food is unequivocally the primary driver behind preventive health for most anyone.
- **Food represents an extremely robust platform**—a dynamic conduit—upon which to facilitate multiple key outcomes, highlight communications, and promote brand.
- **Personalized content related to mealtime invites daily interface**...which means that our subscribers' communications regarding their services, products, and strategic content are also viewed daily when our resources become an integral part of their platform and/or offerings.
- **The U.S. population is struggling** with costly, out-sized, poor health; two thirds are overweight or obese and at least fifty percent have a preventable disease (80% of heart disease, 80% of type 2 diabetes, 40% of cancers). It is estimated that approximately 11% of our nation's adult population will be severely obese by 2030. In a majority of cases, these conditions can be ameliorated by eating the right foods in the right amounts. Recent studies indicate that 13%—and growing—of all early deaths are unnecessarily due to eating the wrong foods in the wrong amounts.

Annual health care costs for someone who is overweight and/or diabetic are at least double and often triple the expense for a healthy person. An individual who is obese will rack up at least \$200,000 in excess medical costs over their lifetime. Put another way...obesity unnecessarily costs U.S. taxpayers at least \$150 billion each year, and by 2030 America's businesses will unnecessarily be out anywhere between \$390 billion and \$520 billion as a result of obesity's lost productivity and absenteeism impact.

Among the nation's most marginalized populations, costly obesity and diabetes unnecessarily occur at a rate two to three times the mainstream, largely as a result of eating the wrong foods in the wrong amounts.

