Collective **A**wareness **P**latform**S** for **E**nvironmentally-sound **L**and management based on data techno**L**ogies and **A**grobiodiversity

Solution Pitch

Health-e-kids

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CAPSELLA
COLLECTIVE AWARENESS PLATFORMS FOR ENVIRONMENTALLY-SOUND LAND
MANAGEMENT BASED ON DATA TECHNOLOGIES AND AGROBIODIVERSITY

Your Solution

Explain briefly your proposed solution and the practical implementation until now

ICT tool, App for informed food choices (nutrients, allergies, BMI, exercise)

The application

- calculates caloric values for given recipes and portions consumed, matching them against the daily nutritional allowances of children 4-18 y. and against their daily physical activity.
- provides recommendations for a healthy daily diet, taking also into account existing or potential allergies.
- presents the results in a visually attractive way
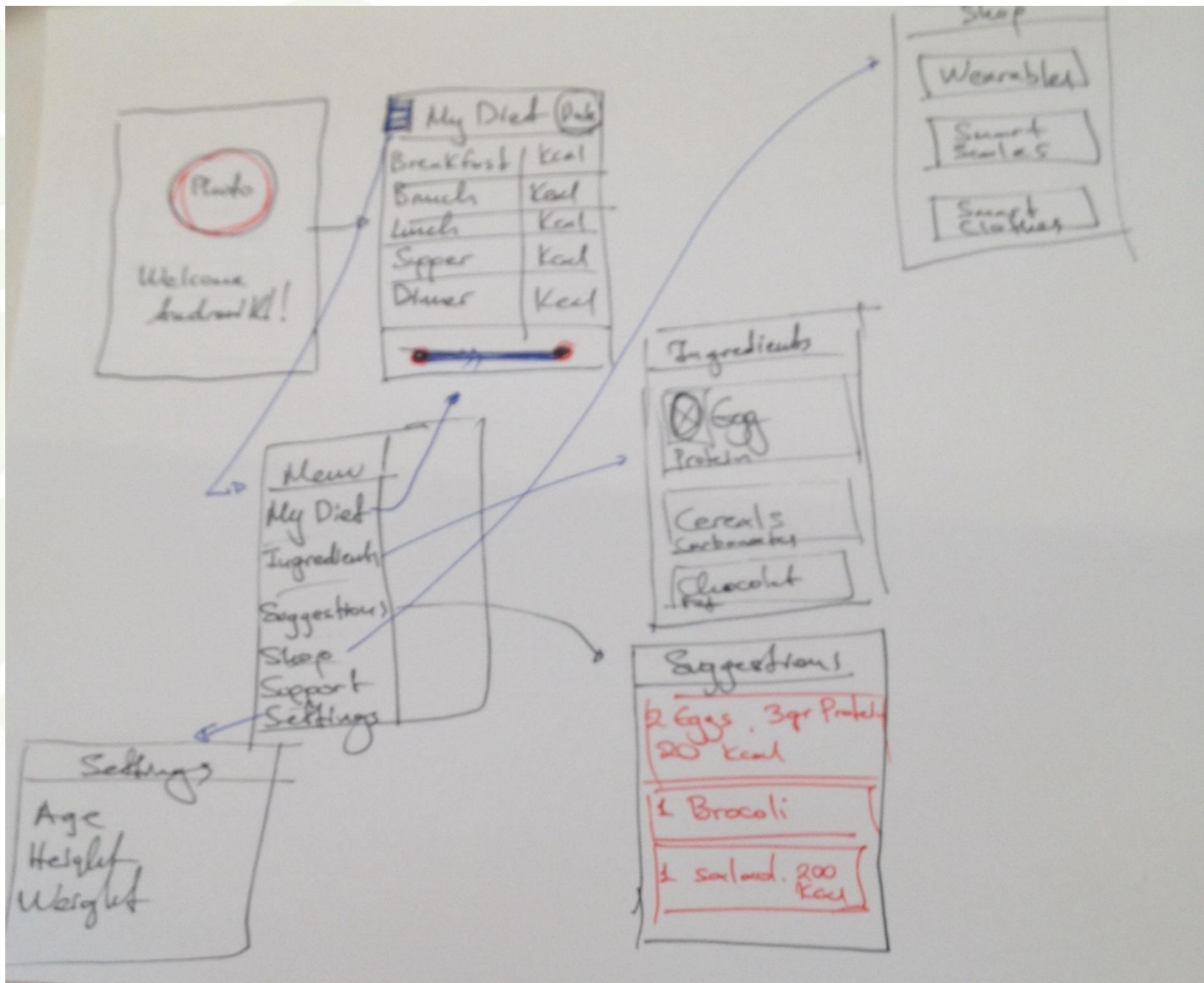
What Open Data Source are you using?

Explain briefly the open data sources that you are using for your solution

- USDA Food Composition Databases
- Database on Daily Values (DVs) & nutritional allowances
- WHO Child Growth Standards
- WHO Integrated Nutrition Global Databases
- Global Database on Body-Mass Index
- Database on kCal consumption per activity
- Recipes in the CAPSELLA platform

What is so special about you?

What is your 'magic' (originality)?

- Personalized
- Adaptive
- Agile
- Open data driven

How are you different from your competitors (innovation)?

- Focus on children (4-18 years) with parents' participation
- Combination of three indicators: nutritional values, body measurement and allergies
- Sustainability
- Emotion driven

What is your revenue model and market

How will you make money ?

Affiliates
In-app purchase
Ads
B2B personalization (restaurants, playgrounds, etc.)

What is your revenue model and market

What is the market segment and size you are addressing?

- Overweight children 4-18 year
- Aware and concerned parents

Who suffers from Overweight & Obesity?

- Epidemic in children
- Worldwide doubled between 1980 and 2008
- 5% to 25% (11-13 years old)

In the WHO European Region

1 in 3
11-year-olds is
overweight or **obese**

over 50%
of people are
overweight or **obese**

over 20%
of people are
obese