



FRICITIONLESS HEALTHY SHOPPING A MIX OF NUTRITIONAL EXPERTISE, SMART DATA & AI

It's undeniable that eating a well-balanced diet is fundamental for continued health. Helping consumers discover the right food, whatever their food, dietary preference or health and lifestyle objective, is our ambition.

WHAT IS THE CONNECTION BETWEEN FOOD AND HEALTH?

As a society, we face significant health problems:

- Poor lifestyle choices and poor diets are key contributors in the development and progression of preventable chronic diseases
- Foods loaded with sugar, fats, and calories cause obesity and other health problems

Many researchers now believe that a huge part of this conversation revolves around disease prevention through food & lifestyle adjustments. **Food acts as medicine – to maintain, prevent and treat diseases.**



SHIFTING THE SELF-CARE PARADIGM

The current healthcare system is designed in favor of treatment, giving very little attention to disease prevention. **Consumers are looking for ways to live healthier, and in their quest, they are looking for personalized assistance.** Following an integrated approach to healthcare, tying medical information, food data, personal preferences, and other parameters to generate insights will help provide patients/consumers with the best care and services possible. Extending the health care model, using **food as a service for health and well-being is driving the shift to "preventive care.**

A HUGE OPPORTUNITY FOR FOOD RETAIL

HOW CAN SMARTWITHFOOD HELP?

We are focused on driving better, healthy shopping by using data and AI to unlock value. We strive to **simplify the consumer's ability to make conscious, informed decisions with better food choices** in the most transparent, convenient & personalized way. To facilitate this by **effortlessly bridging individual food requirements and preferences with digital data (labelled products, recipes)**.

In the challenge for living healthier; food, supplements or medication can be 1+1=3.

Embracing health as a differentiator and help consumers **set reachable goals to live healthier on individual or family level**

Understanding what consumers eat and **suggesting better food alternatives** or supplements (vitamins)

Offering frictionless experiences – make it convenient for the consumer to **plan for shopping & select personalized meal plans** or other **tailor-made inspirations**

Leveraging a **growing opportunity for 'new' foods** - products in **'Personalized Nutrition', the new fast food?**

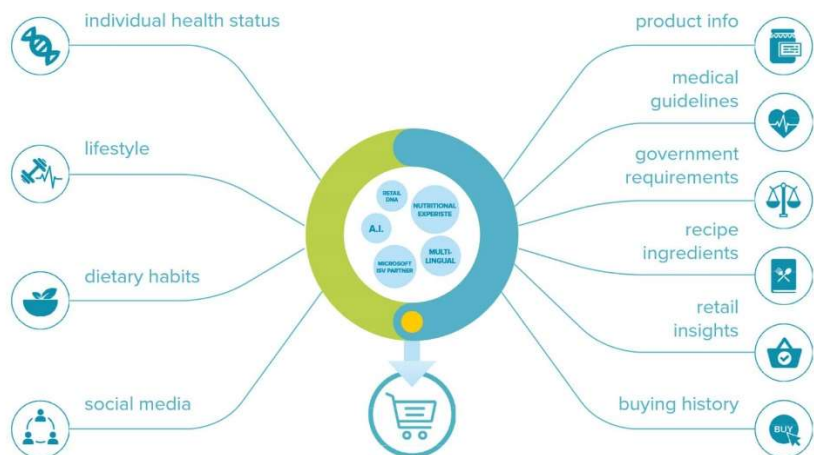


THE SMARTWITHFOOD VALUE

B2B food intelligence platform, understanding all types of food in all its complexity

As a partner, in a B2B(2C) model, we support retailers with food & nutritional intelligence by digitize food and consumer preference data resulting into holistic, deep granular links and insights to inform, inspire & recommend consumers with more relevant food matches and guide them towards a healthier lifestyle.

SmartWithFood's intelligence platform uses AI and machine learning technologies, in combination with retail DNA and in-house nutritional expertise.





Our offering

- **Produces smart product & recipe data**, the foundation of Food-as-a service
- **Automates flagging** of products and recipes for allergens, intolerances, lifestyles; **< 300 attributes**
- Curates all data with **in-house nutritional data intelligence validation** process
- Adds **semantic and contexts** to product & recipe discoverability to searches
- Automates **products and recipe categorization, scoring and tagging**
- Enables **own and competitor product assortment analysis** on attribute level
- **Bridging generic food information with real food** to shop taking into account whatever food preference

FOOD-AS-A SERVICE: A KEY DIFFERENTIATOR



Transparency for higher trust & loyalty

Offer transparency on every food article, providing consumers with the right & convenient applications to make their own conscious decisions. Make the difference with competition in engagement & loyalty.



Frictionless customer experiences for increased conversion

Support the process of deciding 'what to eat' by making the journey from inspiration to purchase as convenient and relevant as possible.



Hyper personalization for better engagement

What is good for you, might not be good for me, meaning a highly personalized approach is key to offer food recommendations.

We work to find the right mix between – what a person can eat, should eat and likes to eat. We work towards giving everybody, the right information, when and wherever needed.

Other value drivers



**Privacy by design,
easy to plug**



Flexible and scalable



**Scientifically
validated algorithms
& intelligence**



**Retail DNA,
experience**



**State of the art
technology**



**Various integrated
data sources**



**Powered by Microsoft
Azure Cloud
Solutions**



**Integration &
operation support
by TCS partnership**

Our partners see **significant increases in conversion rates, basket sizes, frequency, engagement and brand loyalty.**

In a nutshell

SmartWithFood was launched in a strategic partnership with the leading Belgium retailer, Colruyt Group, and functions today as a spin-off company



Founded in 2015

Food Data Science/
Intelligence



20+ FT Employees – Multi-disciplinary team
(Nutritionists, Scientists, MD, Data Science, IT, Business)



HQ in Ghent
(Belgium)

Co-sell partnerships:
Microsoft Official ISV
Tata Consultancy Services
IBM Assistant for Grocery



GET IN TOUCH

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For more information on
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www.smartwithfood.com