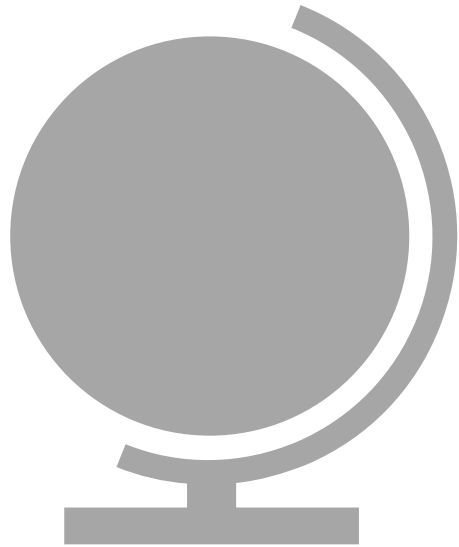# Foodback

Eating healthier while saving money.
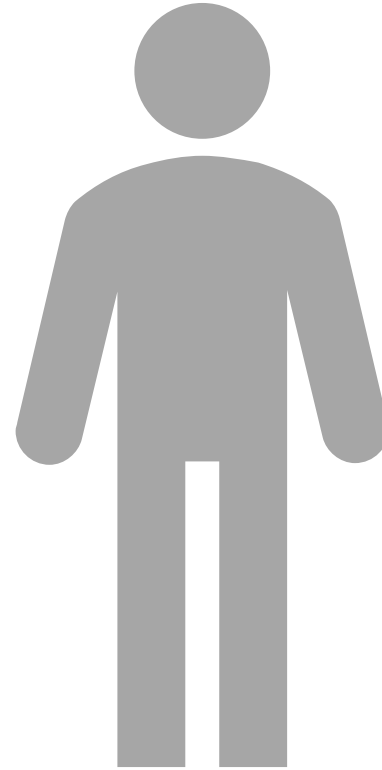
The
Problem

The Hidden Costs of **Unhealthy Diets**
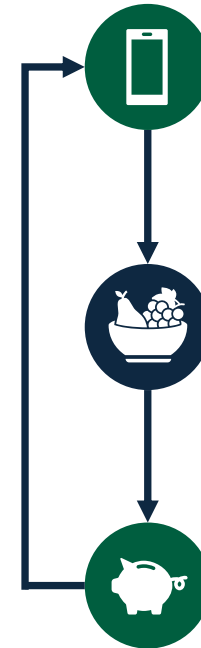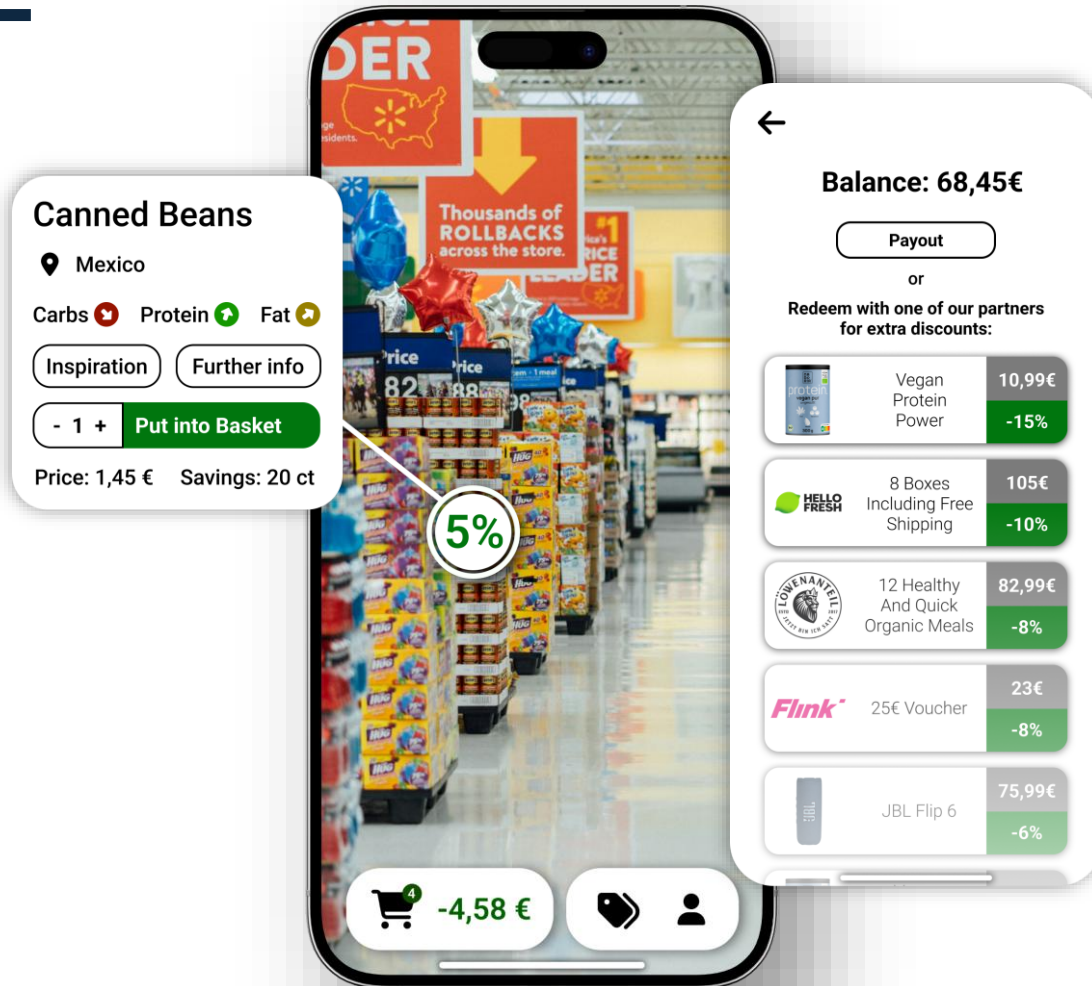
Wordwide **$8 trillion** costs yearly[1]

$24,000 costs over lifetime per person[2]

12 years of life lost[3]

Our
Solution

Real-time AR rewards for healthier food choices

Guides shoppers to a healthier basket

Healthier eating leads to big savings for insurers and users

Business
Model

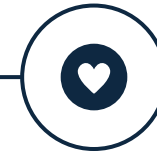A Win-Win Ecosystem for **Health and Business**

Commission on Cashback Transactions

- Percentage on cashback transactions
- Selective contracts with health insurers
- Scales with application growth

Partnerships & Promotions with Major Retailers

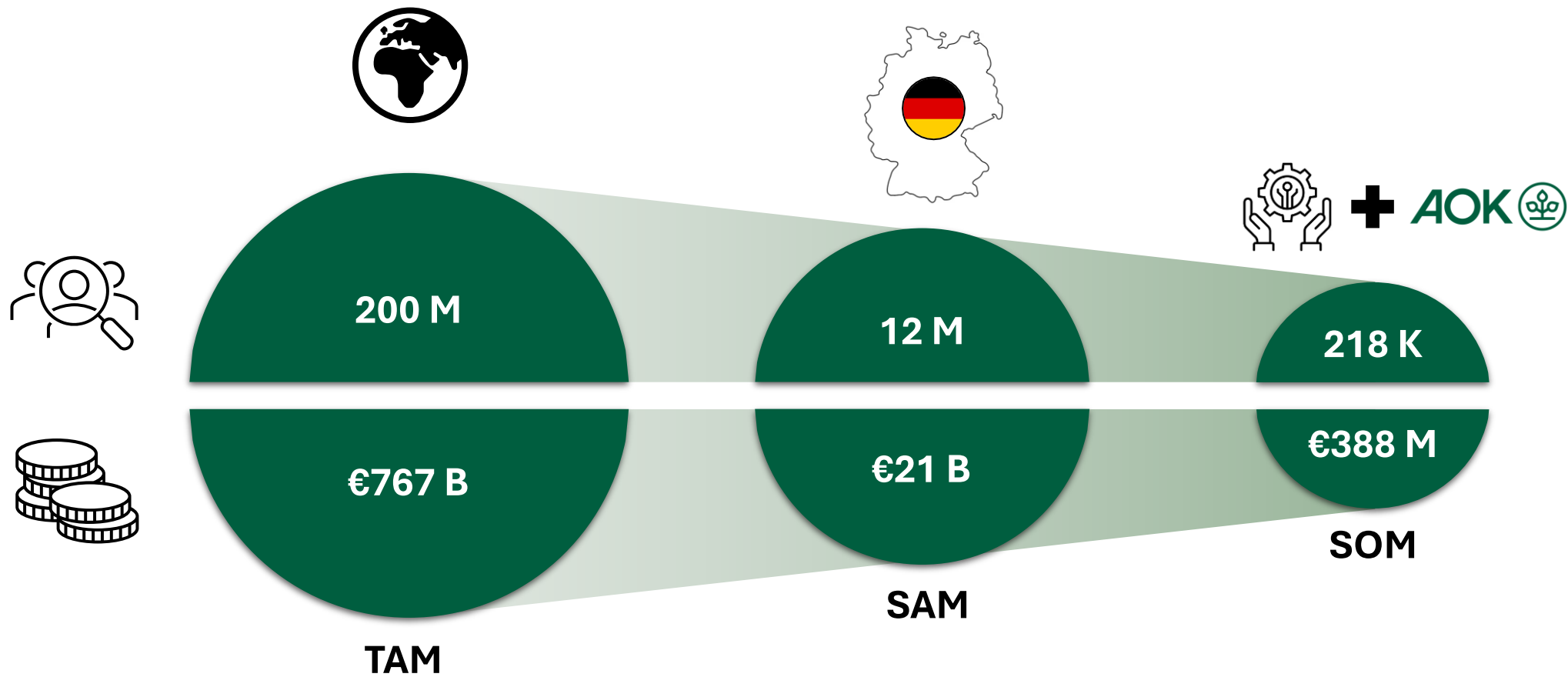- Exclusive offers and sponsored campaigns
- Increase customer traffic and engagement

Partnerships with Health-Focused Brands

- Partner with brands that offer health-related products
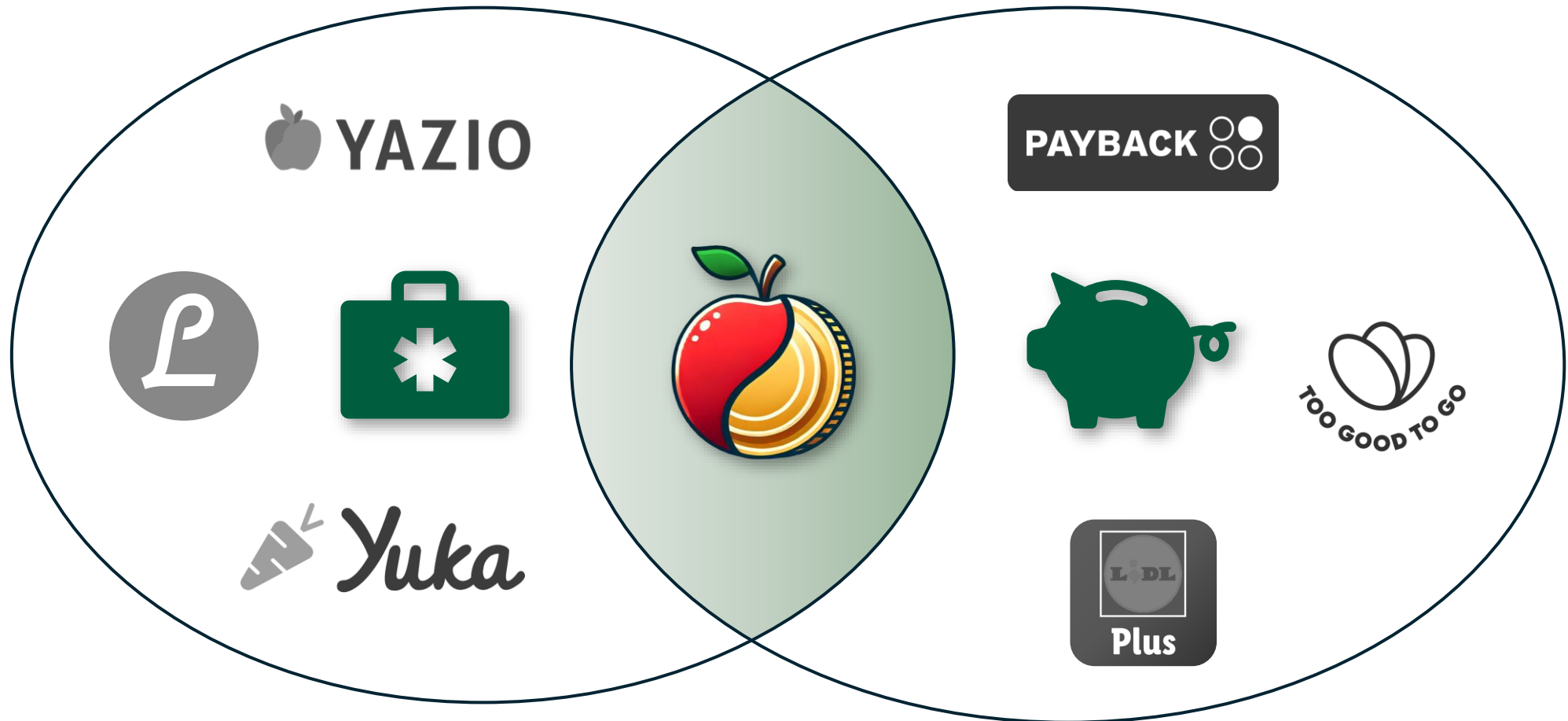- Users redeem cashback for partner rewards

Market
Potential

200 M

12 M

218 K

€767 B

€21 B

€388 M

TAM

SAM

SOM

Sources: [4,5,6]

Our
Competition

Combining Health Insights with **Financial Incentives**

Our
Next Steps

Personalized Experience **Tailored to Your Needs**

Personalized Experience

- Target medical conditions or nutritional deficiencies of individual
- Based on medical tests or questionnaire
- Requires compliance with medical device regulation

Scalable Supranational Impact

- Expand across Europe through partnerships with insurers, retailers, and health brands

Expand into Adjacent Markets

- Further potential for internalization of costs
- Online shopping, restaurants, delivery services

Our
Team

Benjamin Meyjohann

CEO

Markel Burgos

CTO

Niklas Hessenthaler

CFO

Christoph Malzacher

CMO

The
Sources

[1] https://openknowledge.fao.org/items/d168f861-eed8-4a60-a366-11feaf6f927e

[2] https://journals.plos.org/plosmedicine/article?id=10.1371/journal.pmed.1002981

[3] https://journals.plos.org/plosmedicine/article?id=10.1371/journal.pmed.1003889

[4] https://wecantrack.com/insights/cashback-website-statistics/

[5] https://www.euroshop.de/de/Home/Archiv/Bonus_f%C3%BCr_Deutschland_%E2%80%93_90_Prozent_der_Deutschen_nutzen_Treueprogramme#:~:text=Auch%20das%20Prinzip%20Cashback%20ist,immer%20oder%20gelegentlich%20zu%20nutzen

[6] Silberer, G. (2013). Kaufentscheidungen und Kaufhandlungen am Point-of-Sale – Ein Überblick sowie Stand der Forschung und neuere Befunde. In: Crockford, G., Ritschel, F., Schmieder, UM. (eds) Handel in Theorie und Praxis. Springer Gabler, Wiesbaden. https://doi.org/10.1007/978-3-658-01986-0_3

[7] Bhatti, K. L., & Latif, S. (2014). The impact of visual merchandising on consumer impulse buying behavior. Eurasian Journal of Business and Management, 2(1), 24-35.

[8] Hultén, B. M. (2013). Sensory cues as retailing innovations: The case of media markt. Journal of Innovation Management, 1(1), 17-37.

[9] Pini, V., Orso, V., Pluchino, P. et al. Augmented grocery shopping: fostering healthier food purchases through AR. Virtual Reality 27, 2117–2128 (2023). https://doi.org/10.1007/s10055-023-00792-1

The
Investments

USD 750,000
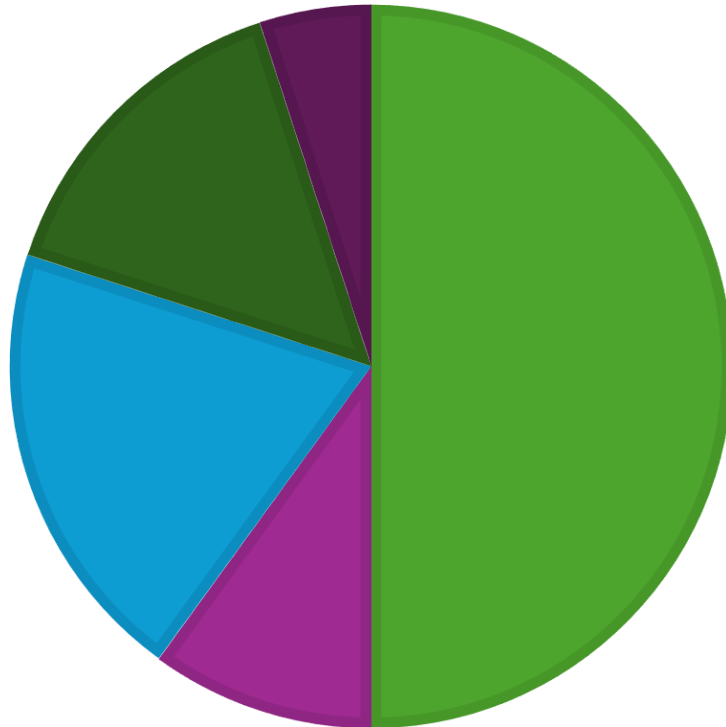
50% | **Development and MDR Compliance**
- Software Development
- MDR Conformity

10% | **Research and Market Validation**
- Market Research
- User Feedback

20% | **Marketing and Branding**
- Healthcare Networking
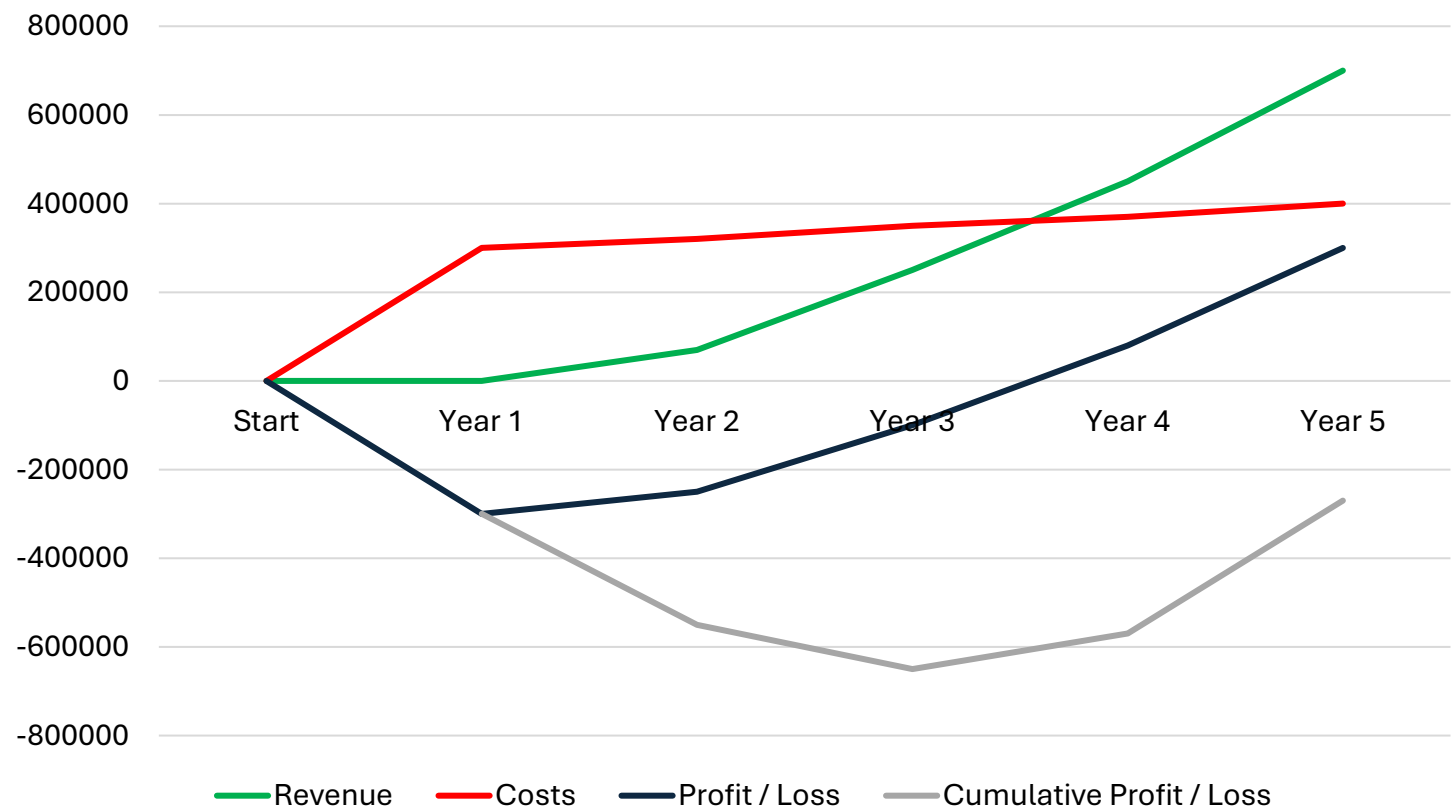- First campaigns

15% | **Team and Salaries**
- Recruiting
- Key Roles

5% | **Administrative and Legal**
- Legal Consultation and Contracts
- Patent and Trademark Protection

The
Financial Plan

Year 1	
• Revenue:	0
• Costs:	300,000
• Profit / Loss:	-300,000

Year 2	
• Revenue:	70,000
• Costs:	320,000
• Profit / Loss:	-250,000

Year 3	
• Revenue:	250,000
• Costs:	350,000
• Profit / Loss:	-100,000

Year 4	
• Revenue:	450,000
• Costs:	370,000
• Profit / Loss:	80,000

Year 5	
• Revenue:	700,000
• Costs:	400,000
• Profit / Loss:	300,000

The
Revenue Streams

Target Market Size (SAM): 12 million users

Revenue from Insurers

€12 per User per Year

+

Subscription Fee

€24 per User per Year (for **20%** of Users)

+

Retailer Partnerships

€6 per User per Year

=

€22.8 per User per Year
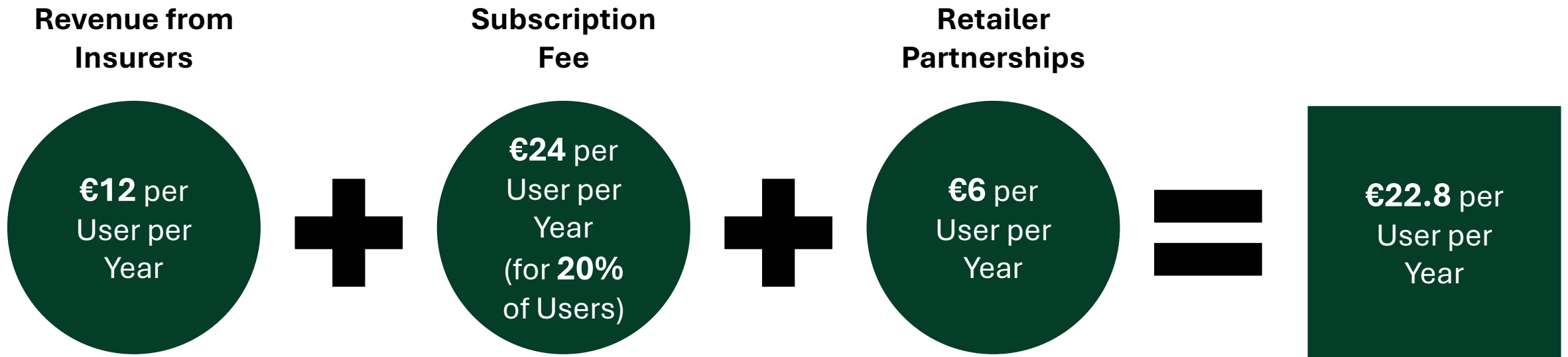
Go-To-Market
Strategy

Social Media & Influencers

- Collaborate with influencers
- Showcase AR features in engaging content
- Run targeted ads on Instagram, TikTok and YouTube

Partnerships with Insurers & Retailers

- Partnership with AOK to promote Foodback to members
- Co-branded campaigns with Rewe, Edeka, and DM

Local/Regional Pilot Launch

- Pilot in key regions with insurer and retailer support
- Refine app features based on user feedback
- Highlight success stories to build credibility

Referral Incentives

- Reward referrals with cashback and partner rewards
- Gamify the process with milestones

Regulatory
Compliance

MDR

- Intended Purpose: Prevention and Treatment

- Class I device (Rule 11c)

→ Self-Certification

Reasoning

× Rule 11b: No monitoring

× Rule 11a: Not used to make decisions regarding diagnosis or therapeutic purposes

Medical Indications

- E11 - Type 2 Diabetes Mellitus

- I10 - Hypertension

- E66 - Obesity (and Overweight)

- E43 to E63 - Nutritional Deficiencies

→ Supports credibility of Foodback in the eyes of consumers (and health insurers)

Effect
Sizes

Metastudy on effect of financial incentives on purchase decision[1]:

- 20% price reduction leads to 17% more fruit and vegetable consumption

Study on cost savings as result of food choice in UK[2]:

- Constrained to effects of obesity
- Scored shopping baskets from 0 to 100 in terms of healthiness
- 2 points increase promises 23% less obesity and £20 billion saved

BUT: Eventually requires our own study design to determine cost saving, cashback effects etc.

[1] https://www.thelancet.com/journals/lanplh/article/PIIS2542-5196(24)00004-4/fulltext

[2] https://www.nesta.org.uk/press-release/healthy-food-targets-for-uks-biggest-retailers-help-four-million-move-to-a-healthier-weight/

Benefits of
Augmented Reality

Purchase Decision-Making

Before Shopping: Planning and Preparation

In the Supermarket: Decision-Making at the Shelf

Post-Purchase: Evaluation

40% to 70% of Purchasing Decisions are made at the Point-of-Sale (POS)

Visual Elements like Displays, Colors, and Lighting can influence Buying Decisions

AR Technology facilitated the Choice of Healthier Food Items by Bringing Nutritional Information to the forefront

Allowing Participants to base their Decisions on this Information rather than Package Appearance

Source: [6,7,8,9]

Technical
Feasibility

1. Phase

- MVP without AR functionality for quick evaluation of critical hypotheses and iterations
- List of products to get rewards on

2. Phase

- AR application for best engagement
- Technical feasibility:
  - Talked to founder of nutrilens (a startup with similar technological requirements but missing revenue streams)
  - According to CTO: Very hard problem 2 years ago but likely achievable with current advancements in Language Models in combination with traditional Computer Vision technologies

Fraud
Prevention

Preventative Measures

Two-Step Approach:

1. Adding product to basket

2. Scanning receipt to verify purchase

→ Makes abusive harder and less likely

Reactive Measures

Data analysis will be able to reveal all non-minor abuses

+

Accounts will be linked to unique identity via health insurers

→ Fraudulent accounts will be banned and one cannot simply create a new account

Competitor
Analysis

Comparison with Health-Focused Apps

Feature	Foodback	YAZIO	Yuka	L
Encourages Healhty Purchases	✓	✓	✓	✓
Shopping Assistance	✓	✗	✓	✗
Personalized Health Insights	✓	~	✗	~
AR for In-Store Experience	✓	✗	~	✗
In-Depth Nutritional Guidance	✗	✓	✗	✓

Competitor
Analysis

Comparison with Cashback- and Savings-Apps

Feature	Foodback	Lidl Plus	PAYBACK	Too Good To Go
Redeemable as Cash	✓	~	✓	~
Redeemable as Partner Rewards	✓	✓	✓	✗
Health Insurers-Supported Cashback	✓	✗	✗	✗
AR for In-Store Navigation	✓	✗	✗	✗
Encourages Healthy / Sustainable Habits	✓	✗	✗	✓

Market Potential
Calculations

Potential Users

- Worldwide: +200 Million Users [4]
- Germany: 11,83 Million Users
  - Assumption: 14% of Germans use Cashback programs [5]
- AOK User Base: 218.264 Users
  - Assumptions:
    - 36,9% Market Share
    - 5% Adoption Rate

Potential Savings (Hidden Costs)

- Source: WHO-Report: „The State of Food and Agriculture 2024" [1]
- Worldwide: €811,2 Billion (WHO)
- Germany: €21,01 Billion (WHO)
- AOK: €387,93 Millionen
  - Assumptions:
    - 36,9% Market Share
    - 5% Adoption Rate
  - Calculation:
    - €21,01 Billion * 0,369 * 0,05 = €387,93 Millionen