

The logo for AlgoCart features a stylized blue triangle composed of small squares on the left, followed by the text "AlgoCart" in a bold, blue, sans-serif font. Below the main text, the words "Nutrition Intelligence" are written in a smaller, grey, sans-serif font.

# AlgoCart

Nutrition Intelligence



# The Team



## Yuval Canfi | CEO, Co-Founder

- Led teams in various fields in the last 15 years
- Expert in consumer trends in health and nutrition
- Self-made public speaker, University lecturer



## Tomer Harpaz | CTO, Co-Founder

- 10 years exp. In data development, qualified DBA
- Expert in nutrition, ingredients and healthy eating
- Life-long vegan and sustainability enthusiast

## Advisory



### Prof. Raanan Shamir

- Globally renowned Professor
- Chairman of the Gastroenterology Nutrition and Liver Diseases, Schneider Medical Center
- Professor of Pediatrics, Tel Aviv University



### Ms. Dana Weiner, RD, MSc.

- Director of the Division of Nutrition, Sheba Medical Center
- Lecturer for 1st and 2nd degree in Nutrition



### Dr. Bill Bishop

- Chief architect and co-founder of the Brick Meets Click Inst.



### Mr. Oren Paran, MRE

- Managing Director, Retail Innovation Club
- Director, Technologies and Innovation, 'Big' Shopping Center



### Mr. Toby Olshanetsky

- Serial entrepreneur 20 years
- Co-founded and led several successful startups, raised over \$30m

# The Problem

**70%**

Of the world population is on some kind of diet

**2/3**

Can't match the food they buy with their health situation

**88%**

Try to improve their health by reading labels, most fail to understand the information

Nutrition Facts	
Serving Size 1/2 cup (140g)	
Amount Per Serving	
Calories 240	Calories From Fat 130
% Daily Value*	
Total Fat 12g	23%
Saturated Fat 2g	11%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 50mg	10%
Total Carbohydrate 24g	8%
Dietary Fiber 1g	2%
Sugars 5g	
Protein 3g	
Vitamin A 15%	Vitamin C 60%
Calcium 2%	Iron 8%

**INGREDIENTS:** WATER, SUGAR, CORN SYRUP, MILK PROTEIN CONCENTRATE, BEETABLE OIL (CANOLA, HIGH OLEIC SUNFLOWER OIL), SALT, POTASSIUM CITRATE, MAGNESIUM PHOSPHATE, POTASSIUM CHLORIDE, CELLULOSE GEL AND GUM, SALT, CALCIUM PHOSPHATE, CALCIUM CARBONATE, SODIUM ASCORBATE, SOY LECITHIN, CHOLINE BITARTRATE, PHA TOCOPHERYL ACETATE, ASCORBIC ACID, CARRAGEENAN, FERRIC TRIPHOSPHATE, NATURAL AND ARTIFICIAL FLAVOR, ZINC SULFATE, VITAMIN A PALMITATE, NIACINAMIDE, VITAMIN D<sub>3</sub>, CALCIUM PANTOTHENATE, MANGANESE SULFATE, COPPER SULFATE, PYRIDOXINE HYDROCHLORIDE, DIMETHYLAMINE HYDROCHLORIDE, BETA CAROTENE, RIBOFLAVIN, CHROMIUM CHLORIDE, FOLIC ACID, BIOTIN, POTASSIUM IODIDE, VITAMIN K<sub>1</sub>, SODIUM SELENITE, SODIUM MOLYBDATE, VITAMIN B<sub>12</sub>.

## Our Solution

AlgoCart's 'Nutritional-AI' allows ANYONE to shop according to their health needs without any knowledge of nutrition or ingredients

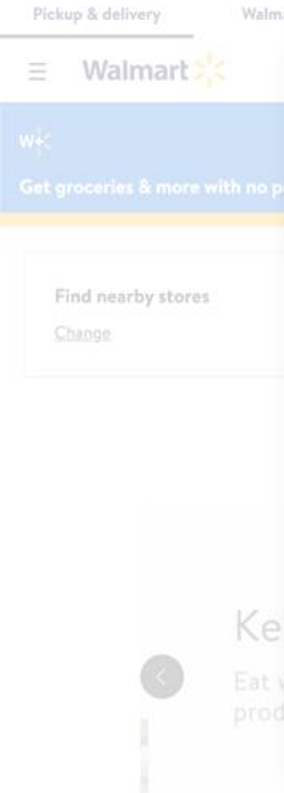
# Our Solution



One-click dietary profiling











HIPAA Compliant



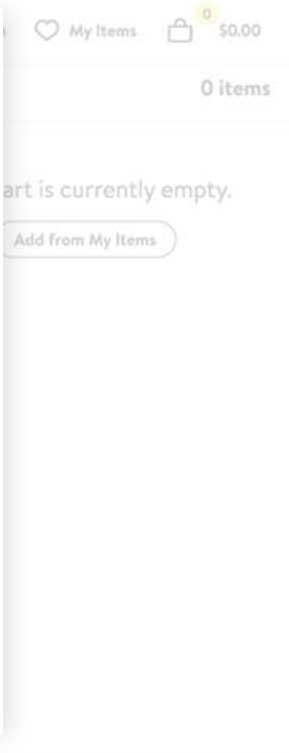
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### Choose Your Health Track

AlgoCart helps you shop for your own health needs  
Please select your Health Track

 Anti Aging	 <b>Healthy Heart</b>	 Healthy Sugar Level	 High Quality Food
 Immune System	 Just Keep Me Healthy	 Weight Loss	 Sports Nutrition

Update Allergens
Go Shopping



## Our Solution

Pickup & delivery Walmart.com

Walmart

Search multi-store

Sign in My Items \$0.00 0 items

0 items

Get groceries & more with no per-delivery fee

milk X Q

Find nearby stores Change

Confirm your store here. Reserve a time slot Let us do the shopping for you See times

Add from My Items

Your cart is currently empty.

## Pickup is now accepting SNAP EBT

Keep it organic

Eat well with additive-free produce & pantry staples.



# Our Solution



All items remain available



Healthiest items emphasized for each user

Pickup & delivery Walmart.com



milk

Sign in My Items \$0.00

0 items

cart is currently empty.

Add from My Items

"milk" (734)

All Departments

Eggs & Dairy (395)

Butter & Margarine (9)

Cheese (195)

Chilled Snacks & ... (2)

Show more





Special Offers

All Special Offers

Rollback (8)

Types

All Types

			
<p><b>\$4.46</b> 70cents/FLUIDOUNCE</p> <p>Horizon Organic 1% Lowfat High Vitamin D Milk, Half Gallon</p>	<p><b>\$3.48</b> 54cents/FLUIDOUNCE</p> <p>Borden 1% Low-Fat Milk, Half Gallon</p>	<p><b>\$4.62</b> \$115.50/fl oz</p> <p>Borden 1% Low-Fat Milk, 1 Gallon</p>	<p><b>\$1.88</b> \$23.50/FLUIDOUNCE</p> <p>Borden 1% Low-Fat Milk, 1 Quart</p>
<p>Add to cart</p>	<p>Add to cart</p>	<p>Add to cart</p>	<p>Add to cart</p>



# The Technology

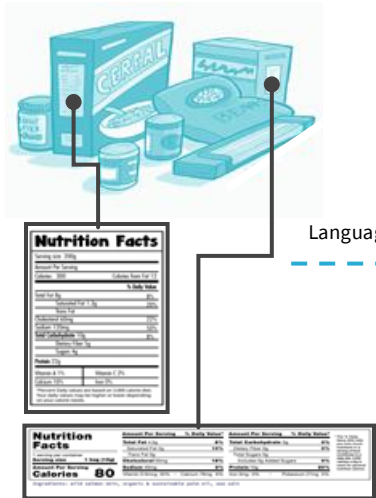


One-click deep analysis of both shoppers and products



AI algorithm improves with time

## Product Data



Language unification

**Proprietary Nutritional-AI**  
Expert-led Nutrition Insights Applied  
Onto the Data



Language unification



## User Health Track

Cholesterol  
Trans Fats  
Saturated Fats  
Sodium  
Sugar  
Etc...



Heart health



Immune system



High quality foods



Sugar level



Weight loss



Anti aging



Just keep me healthy

Calories  
Proteins  
Fiber  
Total Carbs  
Added sugar  
Etc...



# Cross-Channel Personalization and Ad Delivery



Health-based ad targeting on the consumer level



All-touchpoint personalization



**Cross-channel Identity Resolution:**  
Name, email, home address, phone number, etc.



**Household and person level:**  
Health Tracks, food preferences, diets, allergies, etc.



- ✓ All touchpoint personalization
- ✓ Unprecedented ad delivery and insights around health and nutrition

# Cross-Channel Personalization and Ad Delivery



## Consumer benefits:

- ✓ Anyone can shop healthy, no knowledge required, no friction
- ✓ Optimized across multiple touchpoints
- ✓ 'Nutritional ID', quickly integrates into any application
- ✓ Hyper-personalized ads and content

## CPG benefits

- ✓ Advanced health and nutrition customer segmentation
- ✓ Actionable insights on food and ingredients trends
- ✓ Supporting product launches with targeted consumer-seeding
- ✓ Hyper-personalized, scalable, ad targeting

## Retailer benefits:

- ✓ Avoid losses of Millions of dollars in customer dropout
- ✓ Increase cart size through product discovery
- ✓ Sell product placements by targeting shoppers at scale

# The Market



**\$4.2B**

Global grocery personalization market by 2027  
CAGR 5%

**\$20.1B**

Digital F&B Digital Ads Market by 2027  
CAGR 11.9%

**\$3.3B**

Retail personalized nutrition market by 2027  
CAGR 8.5%



**40,500**

Grocery stores in the US

**240,000**

Grocery stores in Europe

**63%**

Of retailer will increase tech spending in the coming years

# Competitive Landscape

	<b>Derived dietary attributes</b> Gluten free, vegan, high fiber	<b>Holistic 'Health Tracks'</b> Heart health, sports nutrition, keto diet, pregnancy etc...	<b>Zero friction</b> No research, filtering or nutrition knowledge required	<b>Consumer dietary profiling</b> Using identity resolution we 'know' the consumers wherever they are	<b>Cross-channel personalization</b> Unprecedented ad, content and shopping personalization
	✓	✓	✓	✓	✓
Meta Data Solutions	✓ 	-	-	-	-
Turnkey Solutions	✓ 	-	-	-	-

# Traction & Assets



Working live POC



1.5 Million products on database



4 Beta clients in waitlist



Active processes with



Media coverage



Endorsements and collaborations



Approached by leading brands and retailers





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