



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 D₃, CALCIUM PANTOTHENATE, MANGANESE SULFATE, COPPER SULFATE, PYRIDOXINE HYDROCHLORIDE, DIMETHYLAMINE HYDROCHLORIDE, BETA CAROTENE, RIBOFLAVIN, CHROMIUM CHLORIDE, FOLIC ACID, BIOTIN, POTASSIUM IODIDE, VITAMIN K₁, SODIUM SELENITE, SODIUM MOLYBDATE, VITAMIN B₁₂.

Our Solution

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

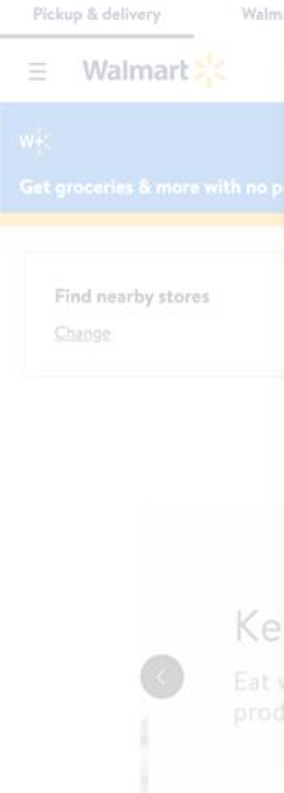
Our Solution



One-click dietary profiling



HIPAA Compliant

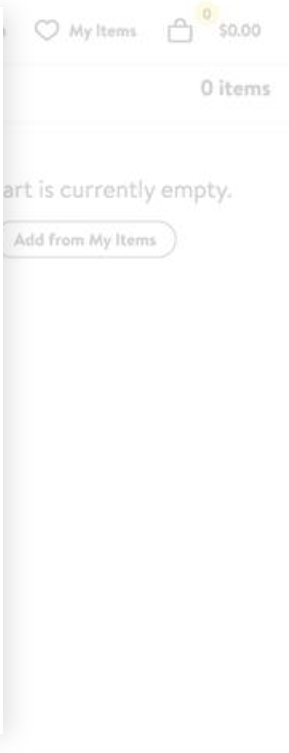


Choose Your Health Track

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

 Anti Aging	 Healthy Heart	 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

Get groceries & more with no per-de

0 items

Search bar containing "milk" with a search icon and a close icon.

Find nearby stores Change

Confirm your store here.

Reserve a time slot Let us do the shopping for you See times

your cart is currently empty. Add from My Items

Pickup is now accepting SNAP EBT

Keep it organic

Eat well with additive-free produce & pantry staples.



Our Solution



Healthiest items emphasized for each user



All items remain available

Pickup & delivery Walmart.com

Walmart

Search: milk

Sign in My Items \$0.00

0 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

Item	Price	Unit Price	Quantity
Horizon Organic 1% Lowfat High Vitamin D Milk, Half Gallon	\$4.46	70cents/FLUIDOUNCE	1
Borden 1% Low-Fat Milk, Half Gallon	\$3.48	54cents/FLUIDOUNCE	1
Borden 1% Low-Fat Milk, 1 Gallon	\$4.62	\$115.50/fl oz	1
Borden 1% Low-Fat Milk, 1 Quart	\$1.88	\$23.50/FLUIDOUNCE	1

cart is currently empty.

Add from My Items

The Technology

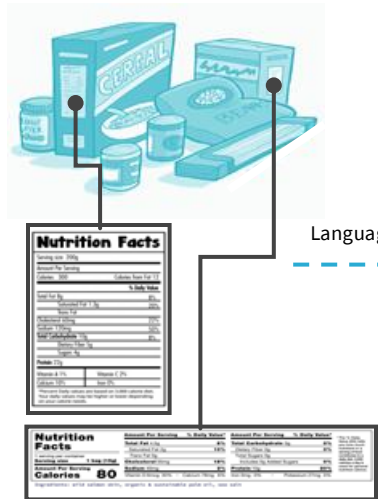


One-click deep analysis of both shoppers and products



AI algorithm improves with time

Product Data



Language unification

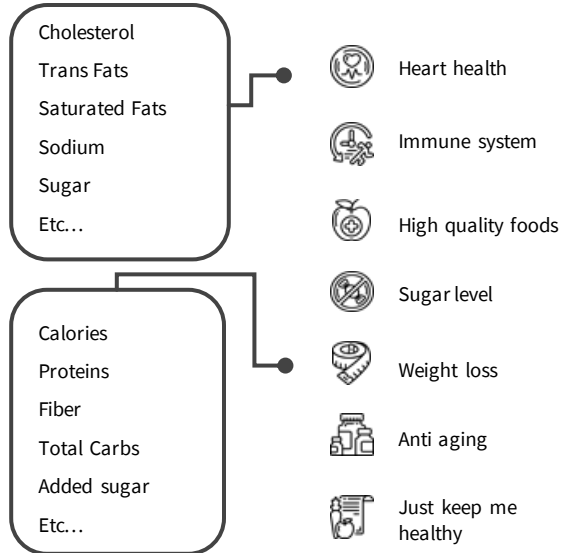
Proprietary Nutritional-AI
Expert-led Nutrition Insights Applied
Onto the Data



Language unification



User Health Track



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



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