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Award Ceremony of Prize-Based Challenge ‘Personalized Nutrition for all!’



Jennifer Baker
Journalist
Moderator

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PARTNERS DINNER

17 October 2022

Maison du Bois

Vrijwilligerslaan 2,
1040 Etterbeek,
Belgium

https://www.chouxdebruxelles.be/

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#EITFood

Important – the Partners dinner is reserved to EIT Food Partners. Make sure to bring your Gala Dinner Voucher! Make sure to take all your belongings!

Dinner will start at **19.30**.

Buses will depart from Event Lounge at **18.40.**

After the dinner, different buses will depart from the dinner venue back to Event Lounge, the Marriot and Gresham hotels at **23.30.**



BUS TRANSFERS

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17 October:

18.40 - Bus from Event Lounge to Maison du Bois for the Partners Dinner

23.30 – Bus from Maison du Bois to the Event Lounge

23.30 – Bus from Maison du Bois to Courtyard by Marriot

23.30 – Bus from Maison du Bois to Gresham Hotel

18 October:

8.00 – Bus from the Marriott Hotel to Event Lounge

8.00 – Bus from Gresham Hotel to Event Lounge

On stage



Andy Zynga

CEO, EIT Food



Lorena Savani

Programme Manager Innovation, EIT Food



Paola Giavedoni

Director Innovation, EIT Food



Jeroen Wouters

Lead Global Connections, Foodvalley NL and Food Innovation Hub Europe

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FOOD INNOVATION HUB EUROPE
Personalised Nutrition for All!
A call to action to find innovative solutions to reduce obesity and malnutrition
powered by EIT Food & Foodvalley
A call to action to find innovative solutions to reduce obesity and malnutrition
Thank you all for participating!!
#PersonalisedNutritionForAll!
Winners will be announced at the EIT Food Annual Event 2022 in Brussels on 17 October

Your Hosts

Foodvalley®
Shaping the Future of Food Together

FOOD INNOVATION HUB EUROPE

Lorena Savani, Innovation Programme Manager, EIT Food

Paola Giavedoni, Director Innovation, EIT Food

Jeroen Wouters, Lead Global Connections, Foodvalley NL and Food Innovation Hub Europe

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Why We Are Here Today



Photo by Paul Morley on Unsplash

EIT Food, **Foodvalley NL** and **Food Innovation Hub Europe** are happy to celebrate today the winners of the **Personalised Nutrition For All!** Challenge!

Launched on May 12 and closed on September 1, the Challenge attracted **30 fantastic proposals**, from which 6 winners across three categories were selected by a Jury of Experts (Thanks to the Jury!).

Each winner will **be awarded €30,000**, opening the possibility for **further funding by EIT Food** to develop their project and for participating in the Foodvalley NL Personalized Nutrition Community.

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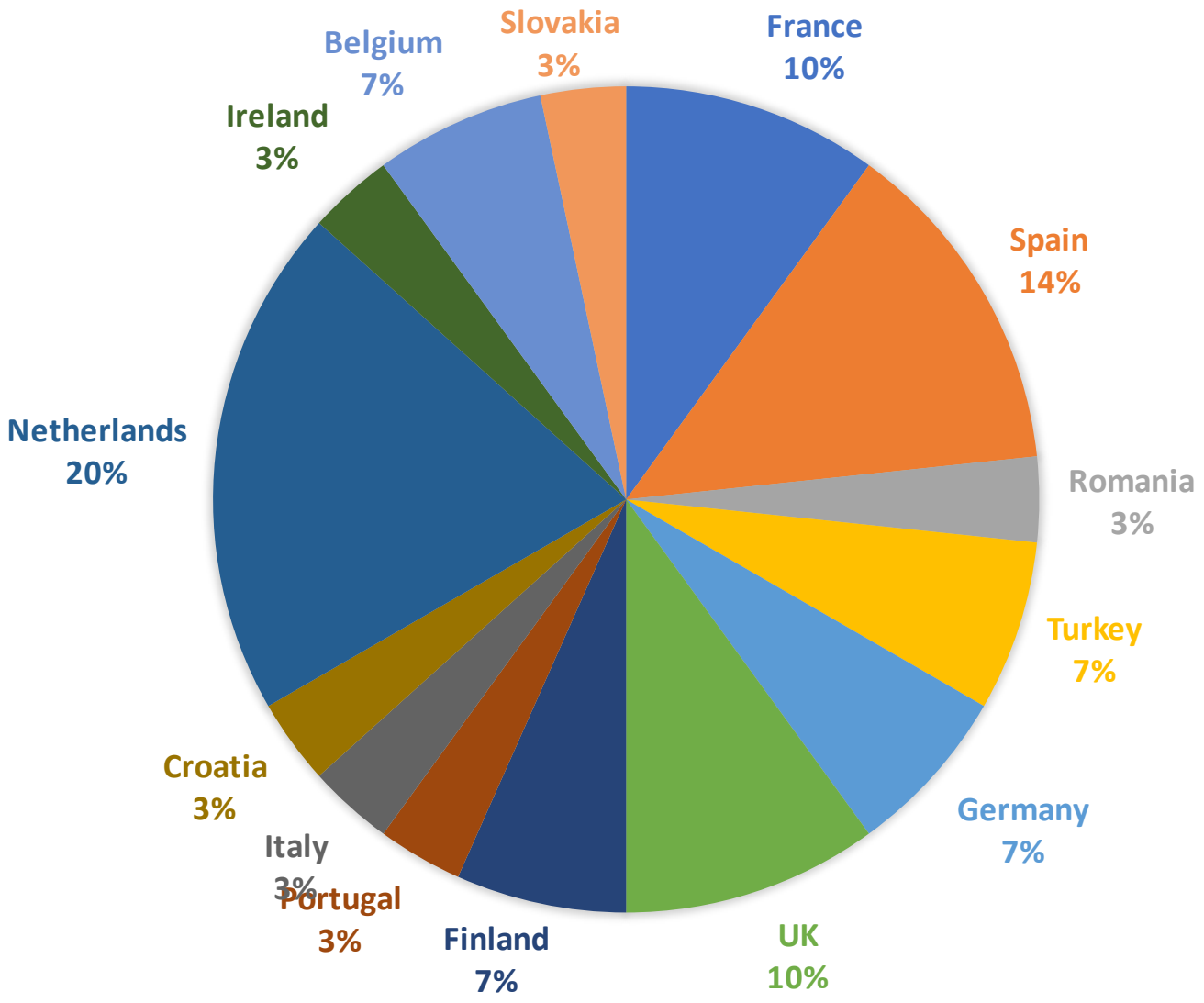
The Problem

- Worldwide obesity has nearly tripled since 1975, while 3.5 billion people suffer from micronutrient deficiencies.
- One area that has seen great progress is **Personalised Nutrition**, which includes the sciences, technologies, tools and services that provide consumers with individualized dietary recommendations and products.

The Challenge

- **Track 1: Route to Market**
  - *How can we help to reduce obesity and malnutrition by making tools more affordable and accessible to a broader community?*
- **Track 2: Behavioral Change**
  - *How can we empower consumers to manage their health?*
- **Track 3: Science & Big Data**
  - *How might we enable a more targeted approach to consumers' health?*

Proposal Spread



- 30 Proposals
  - 7 for Track 1
  - 17 for Track 2
  - 6 for Track 3
- 14 countries (Lead party)
- All TRL >= 5, except for one (TRL 3)
- 3 winners Track 1
- 2 winners Track 2
- One winner Track 3

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Track 1: Route to Market

EKTAH – France

"EktaH works on new nutritional solutions aiming at reducing obese body weight gain by using a fat taste receptor agonist as a spray.

EktaH targets the fat taste sensors to activate them by high affinity agonists to create early satiation, decrease food intake and weight gain"

- Prof. Naim Khan, Chief Scientific Officer
- Xavier Boidevezi, Co-Founder & CEO

Track 1: Route to Market

L3M – UK

"Integrating data from modern wearable technologies (e.g. continuous glucose monitors) within a scalable and affordable digital solution that can be distributed to employees via corporate catering in staff canteens to improve employee health, well-being and productivity"

- Rodrigo Vinicius de Jesus, CEO at Salus Optima
- Mike Collier, Strategic Consultant, Director Human Performance at McLaren

Track 1: Route to Market

Nutrinomics & Ligue Cardio - Belgium

"Personalized Nutrition for All, means easy and affordable access, for a broader community, to personalized dietary recommendation & educational tools.

This Project aims to leverage Zest Personalized Nutrition app, to offer it to a targeted, at-risk population through Ligue Cardio's strong network"

- Stéphanie Roland, Founder & CEO
- Camille Flammang, Head Dietitian
- Romain Borremans, Full-Stack Developer

Track 2: Behavioral Change

Aigecko Technologies SL - Spain

"Healthy habits include adequate nutrition, physical activities, proper sleep and limited exposure to unhealthy stressors.

There are plenty of tools to measure people's physical activities and sleep quality, but no tool is available for easy and continuous food intake monitoring"

- Eric Verdaguer Jimeno, Co-Founder & CEO

Track 2: Behavioral Change

Roche Diagnostics- The Netherlands

"Preventing people with pre-diabetes to get diabetes is thé best target for massive health impact. Lifestyle and behaviour change is the only treatment.

A simple personalisation for large groups of consumers in a health care setting is the best solution. This is what ELFI does (Empowerment - Lifestyle & Food advice - Interaction)"

- Nard Clabbers, Chief Science Officer at Happ
- Syanni Kristalijn, Chapter Lead Medical Value, Roche Diagnostics Nederland

Track 3: Science & Big Data

Verdify – The Netherlands

“One-size-fits-all approaches to tackle obesity have failed.

In HYPER, seven organisations that are each frontrunner in their field join forces to bring truly personalised nutrition to the forefront of effective obesity management”

- Jochem Bossenbroek, Founder & CEO

Special Recognition

Venner Oy – Finland

“Vegemi is a patent-pending food education app, combining tech and animation to increase veggie consumption of young children.

The app uses AR, rewards kids with animated superpowers of health impacts, and is being developed as a tool for health officials to serve public health”

- Tuulia Järvinen, Co-Founder
- Dr. Laura Holland, Nutritionist


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Let's Celebrate!