



Check Your Meal!

*Conosci il tuo cibo: ti piacerà di più.*

**Alessandro Mazzei**

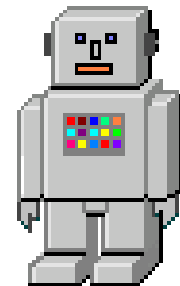
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# Scenario

- Green Economy
  - ◆ The food is Cool
  - ◆ Health and wellness
  - ◆ Persuasive Messages: Parempi valinta
- Ubiquitous computing
  - ◆ Human Computer Interaction
- Artificial Intelligence is among us
  - ◆ Natural Language Processing: Watson
  - ◆ Automatic Reasoning: Roomba, Farmer



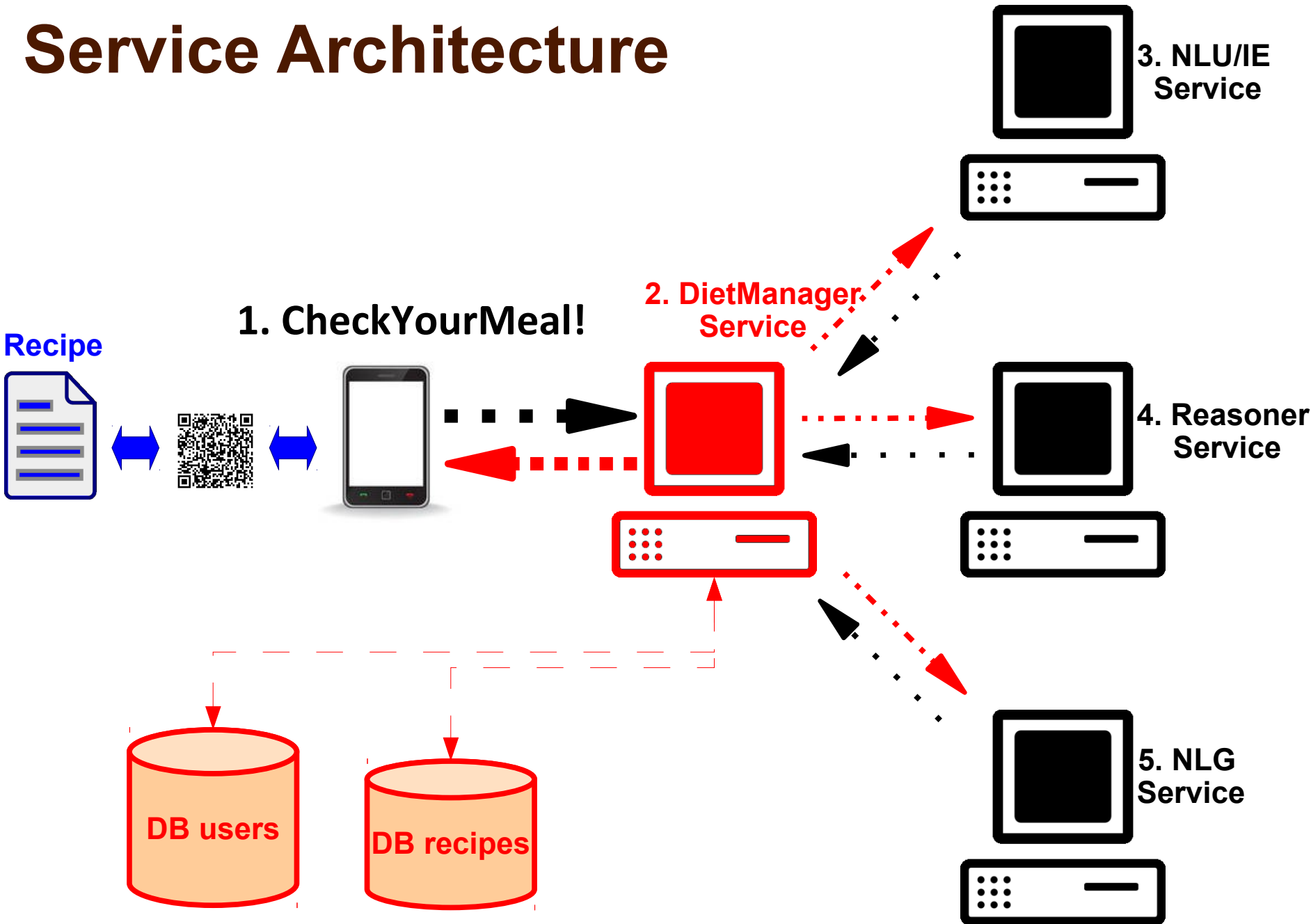
# Core Technologies

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- Artificial Intelligence for diet management
  - ◆ NLP for recipe analysis
  - ◆ Automate Reasoning about diet and recipes
  - ◆ Persuasive multimedia NL generation
- Cloud Architecture

# Service Architecture



# Team



- University World
  - ◆ Alessandro Mazzei + 2 A.I. Researchers
- Enterprise World
  - ◆ Software House -> App Design
  - ◆ Software House -> NLP
  - ◆ Software House -> Cloud Architecture
- Management / Marketing ??

# The Market

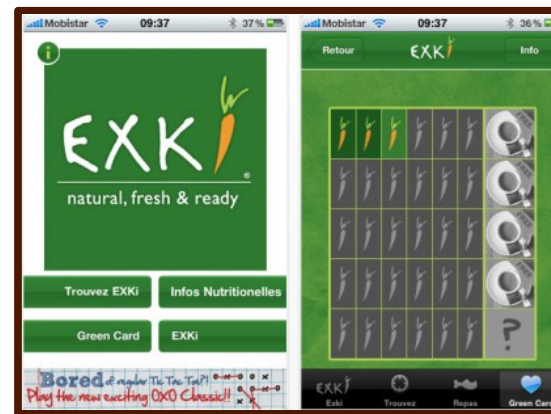
- **Diet**

- ◆ ~10k APPs
- ◆ Free -> ... -> 2€ -> ... -> 7€



- **Food Enterprises**

- ◆ Exki
- ◆ McDonald's



# The competitors



- *DailyBurn Lose It! MyNetDiary AlowGIDiet*

*WeightWatchers Dizionario Alimentare*

- **CheckYourMeal!** strenghts:
  - ◆ AI for food-diet analysis
- **CheckYourMeal!** weakness:
  - ◆ Market presence

# Business Model 1: B2B



- Free for the user
- Enterprise PayForClick

Azienda	Fatturato annuo	Spesa Media	# Pasti	5% utenti cliccanti	Guadagno 10 cents click
McDonald's	€ 1 Mld	€ 8	125 Mil	6,250 K	<b>€ 625 K</b>



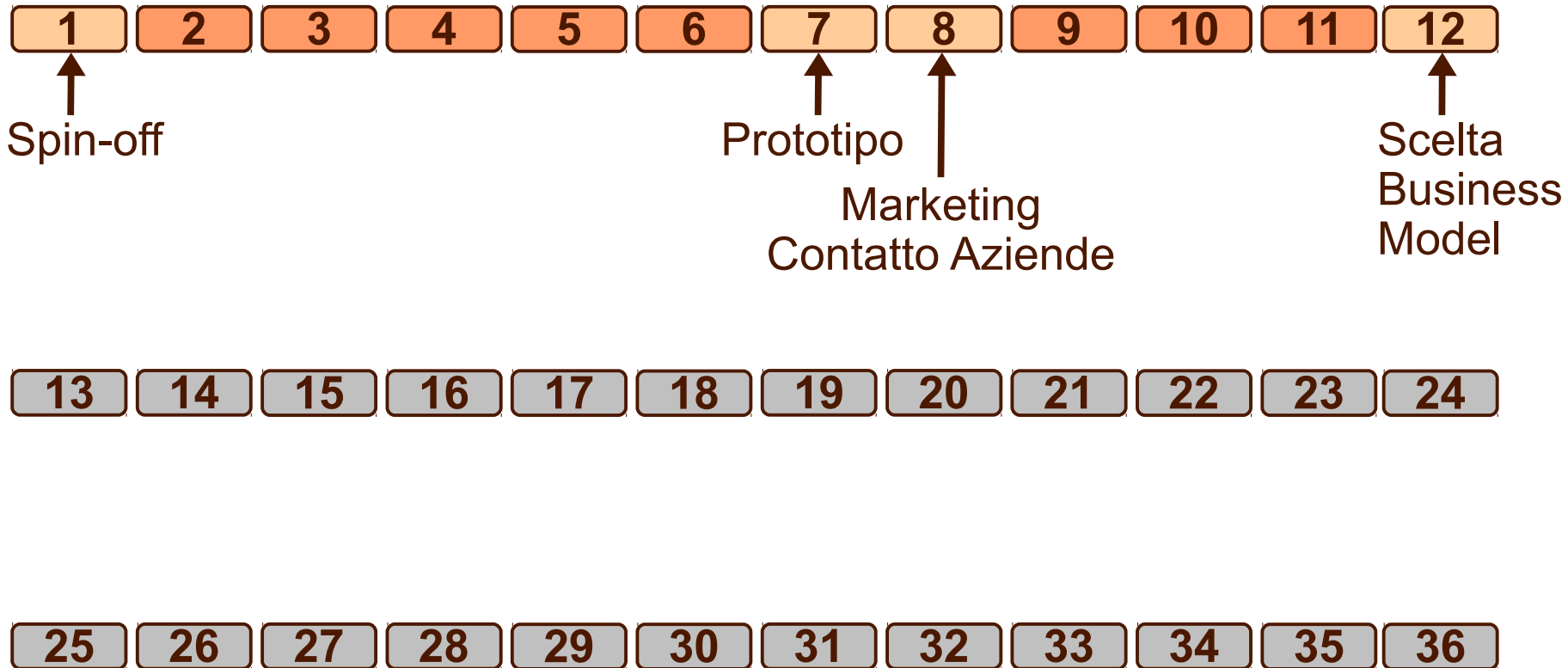
# Business Model 2: B2C



- The user pay the service
  - ♦ *CheckYourMealLight*: 1 diet, 0.99€
  - ♦ *CheckYourMealPro*: 1.99€ / per year

	Downloads	Prezzo Unitario	Ricavo
<i>CheckYourMealLight</i>	150 K	€ 0.99	€ 148.5 K
<i>CheckYourMealPro</i>	50 K	€ 1.99	€ 99.5 K

# Roadmap & MilesStones



# Thanks!