



# Our Mission

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*We want to make the world population healthier by personalizing every touchpoint between consumers and ingredients.*



# The AlgoCart Team



## Yuval Canfi | CEO, Co-Founder

From his early 20's Yuval has been leading teams of 4 to 40 strong across several industries, driving them for success with an entrepreneurial edge. Yuval is a Hasbara activist and had led a national program for combatting online antisemitism, while teaching the subject in University. Yuval is passionate about e-commerce and consumer trends, and for the past 3.5 years has been analyzing consumer behavior within many FMCG and enterprise sectors.



## Tomer Harpaz | CTO, Co-Founder

Tomer is a health & wellness junkie, a biologist and a Greenpeace activist where, amongst other activities, he volunteers at Children's Hospitals on his free time. In addition to that he has been working with data for almost 10 years. Tomer has a diverse experience in database administration, architecture and BI. His recent experience at Feedvisor combines tech skills with the understanding of e-commerce industry.





# The AlgoCart Advisory Team

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## **Prof. Raanan Shamir | Senior Advisor**

- Chairman, Institute of Gastroenterology Nutrition and Liver Diseases at Schneider Children's Medical Center
- Professor of Pediatrics and the Lea and Arie Pickel Chair for Pediatric Research at the Sackler Faculty of Medicine, Tel Aviv University
- Chair of the publication committee of JPGN (Journal of Pediatric Gastroenterology and Nutrition)
- Editor for the Pediatric Section of Current Opinion in Clinical Nutrition and Metabolism
- Former President of ESPGHAN
- Former Chair of ESPGHAN Committee on Nutrition
- Former president of the Israel Society for Pediatric Gastroenterology and Nutrition



## **Toby Olshanetsky | Mentor & Serial Entrepreneur**

- Has 20+ years of senior management experience (CEO & board member) and diverse technology background in cyber & IT security, social network, mobile, SaaS, e-commerce and online banking
- Co-founded and led several successful startups, raised over \$80m, lead significant contract negotiations for strategic partnerships, key customers, JVs and M&As. He hand-picked and successfully recruited marketing, sales and R&D teams
- Co-founded ULEI, Rocket Finance, MIC Mobile Security, DMCCredit, and Neteye, a world leader in Cyber - IP Fraud management & detection
- Held key executive positions at Formula - Emblaze, Telmap and Shiron Satellite communication.



## **Dana Weiner, RD, MSc. | Senior Advisor**

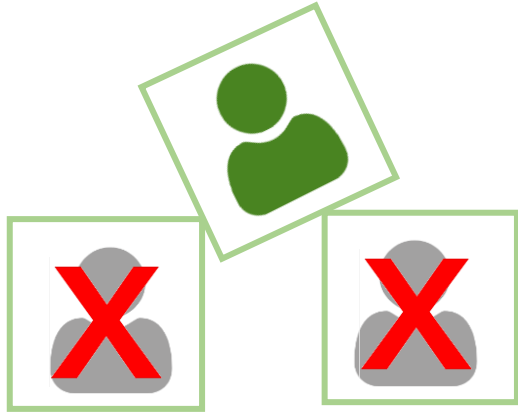
- Director, Division of Nutrition at Sheba Medical Center
- Health promoting leadership at Sheba Medical center
- Areas of specialty: nephrology, ICU, diabetes, health promotion
- Lecturer for 1st and 2nd degree in Nutrition



## **Oren Paran, MRE | Senior Advisor**

- Managing Director, Retail Innovation Club
- Director, Technologies and Innovation, 'Big' Shopping Centers LTD.
- Broad experience in all aspects of developing, managing and marketing in the retail space

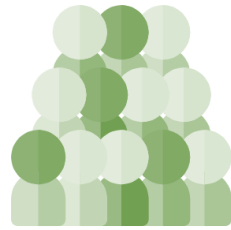
# The Problem We Solve



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People in the world CAN'T fit the food they buy to their health goals

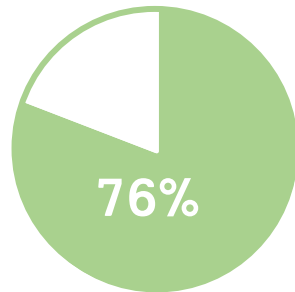
(Nielsen, 2016)



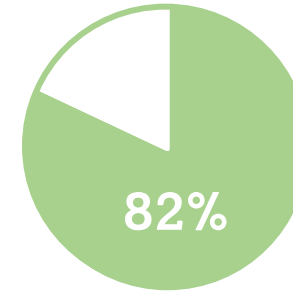
Millions

Die every year as a result of nutrition related diseases

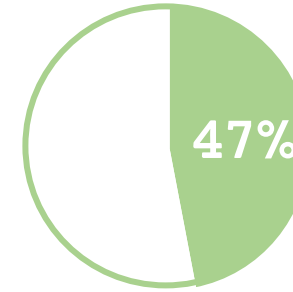
(US National Safety Council, 2020)



Of consumers will change retailers for a better shopping experience (Unata, FMI & Hartmans, 2018)



Of retailers say their number one sales/profit driver is health & wellness (FMI, 2019)



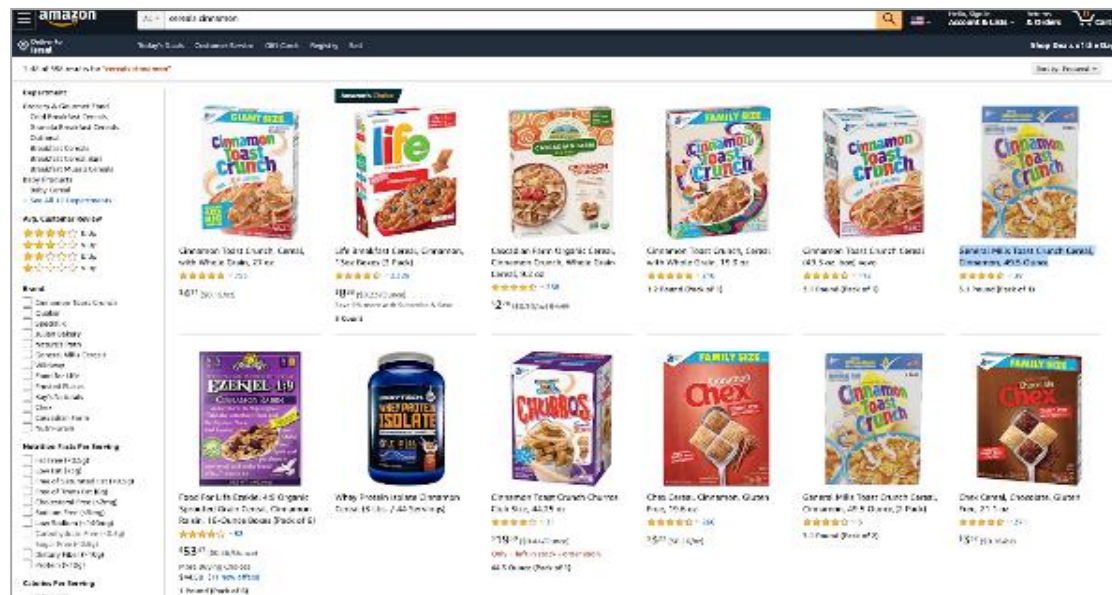
Of retailers say their teams aren't equipped for innovation, and prefer purchasing external solutions (IGD, 2019)



# The Nutrition Gap Today

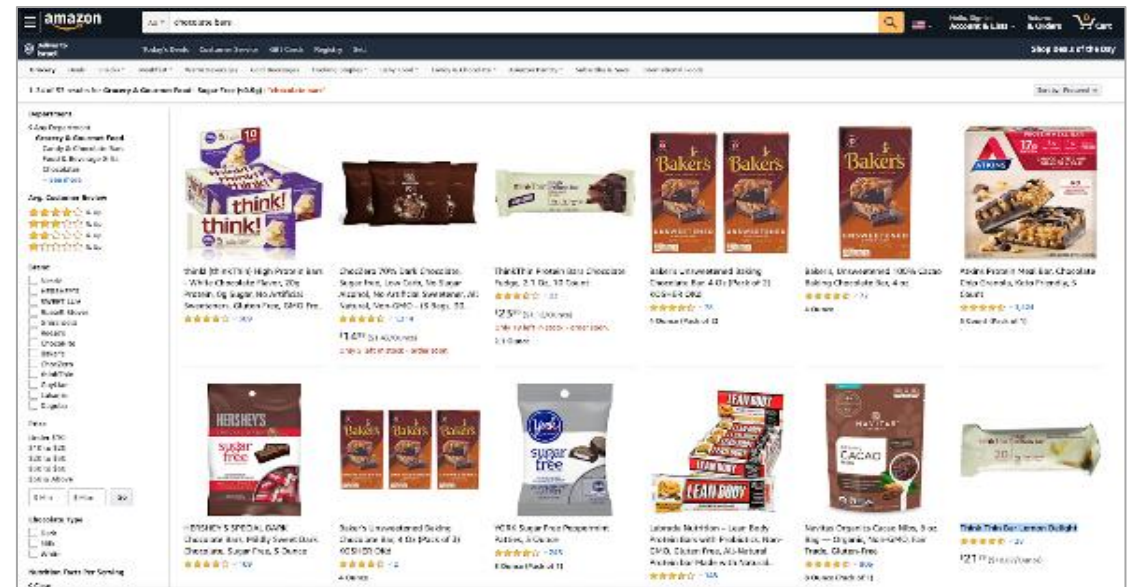
88% of consumers are actively trying to improve their diet through product label information, but most don't understand the information (IGD, 2020)

## Example 1



Amazon search for 'cinnamon cereal', products contain 'Caramel Color', which may contain **cancerous chemicals**.

## Example 2



Amazon search for 'sugar free chocolate', most products contain 'Maltitol', a sugar substitute which actually **raises sugar levels**.

# Our Solution: Personalizing The Omnichannel Experience For Every Single Customer





# Use Case: Online Shopping

- Seamless, no dietary filters, zero-friction
- Frontend agnostic, adaptable with every UI/UX
- Integration through API
- Enhancing real-time customer experience



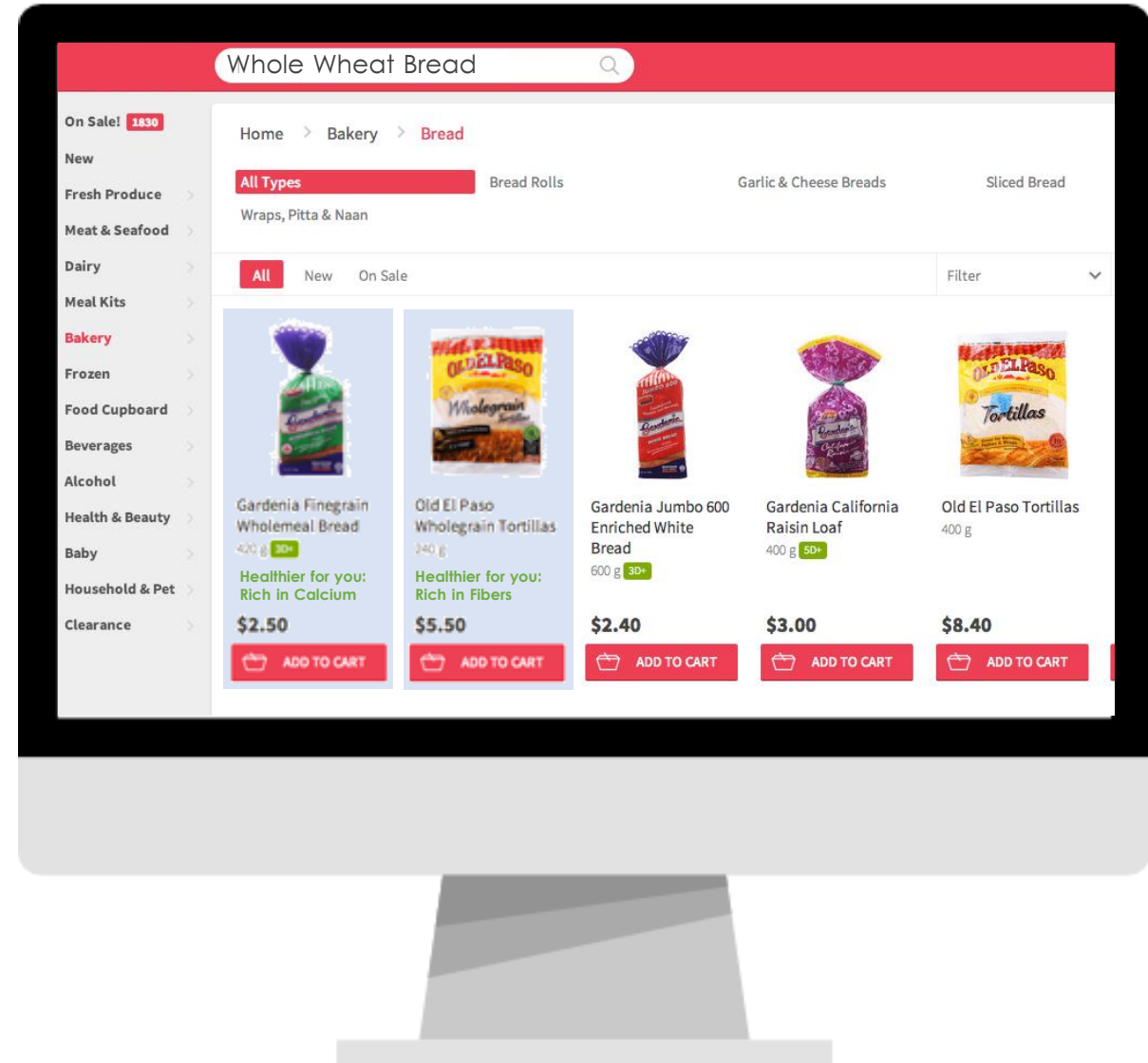
[Watch Online Shopping Demo](#)



Supports  
Mobile



Supports  
Alexa

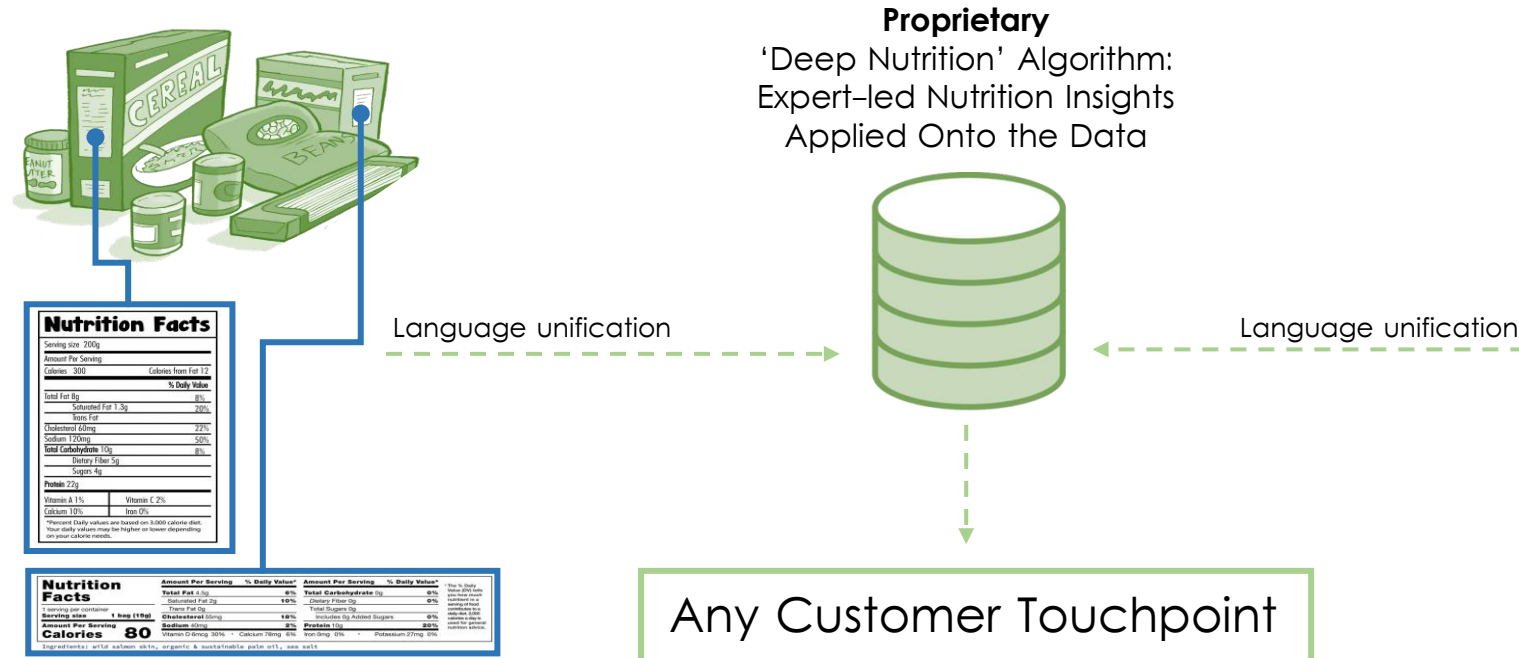




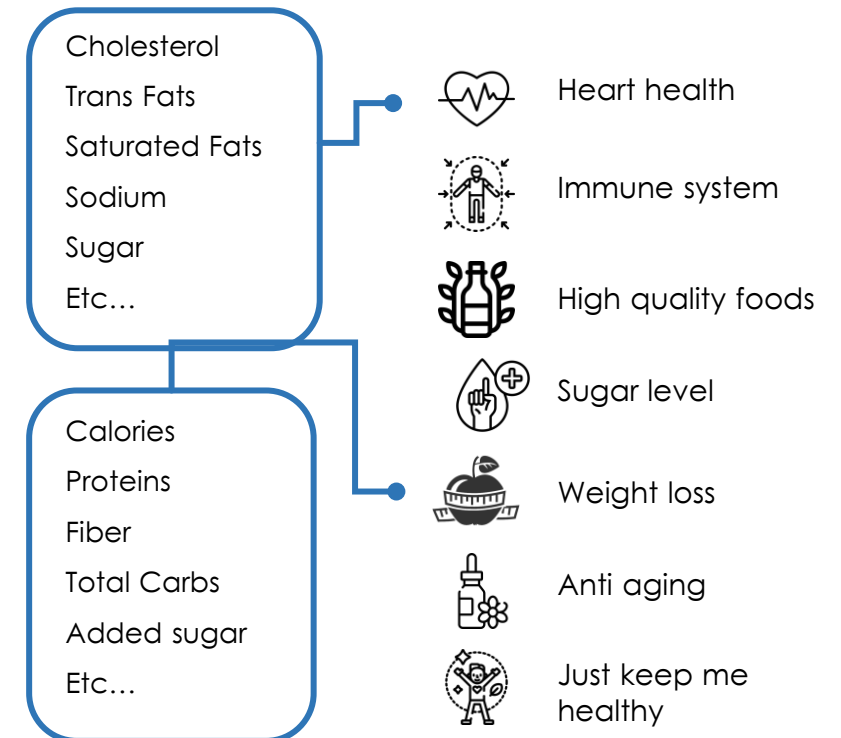
# Technological Flow

- Our 'Deep Nutrition' algorithm is successfully joining AI and expert-led nutritional insights, creating our proprietary Health Tracks
- Every product going into the algorithm is processed according to its nutrition facts and ingredients, and ranked according to the user's chosen Health Track

Products broken down to components

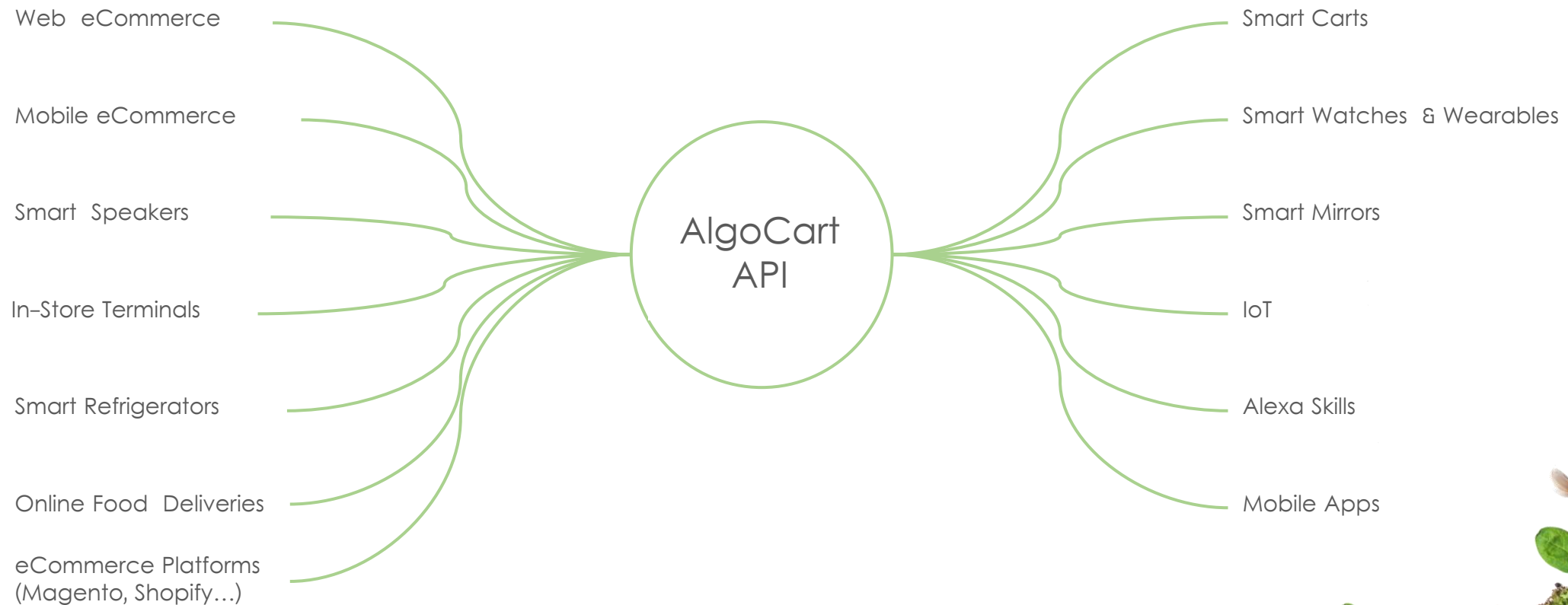


Health Tracks broken down to components



# Phase Two: An all Touchpoint Integration

Shopping is going to be an ongoing, immersive experience spanning across multiple touchpoints and occasions. AlgoCart will deliver cross-platform integration to all consumer touchpoints.



# The Market We Address



## Grocery Stores

United States

40,500

Europe

240,000



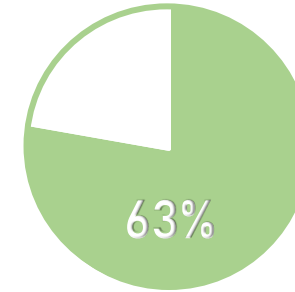
## Food Manufacturers

United States

31,400

Europe

294,000



Of retailers plan to increase tech spending in the coming year

Global **Grocery** Market

**\$17.3**  
Trillion

By 2027, CAGR 5%

Global **Online Grocery** Market

**\$550.7**  
Billion

By 2027, CAGR 15.7%

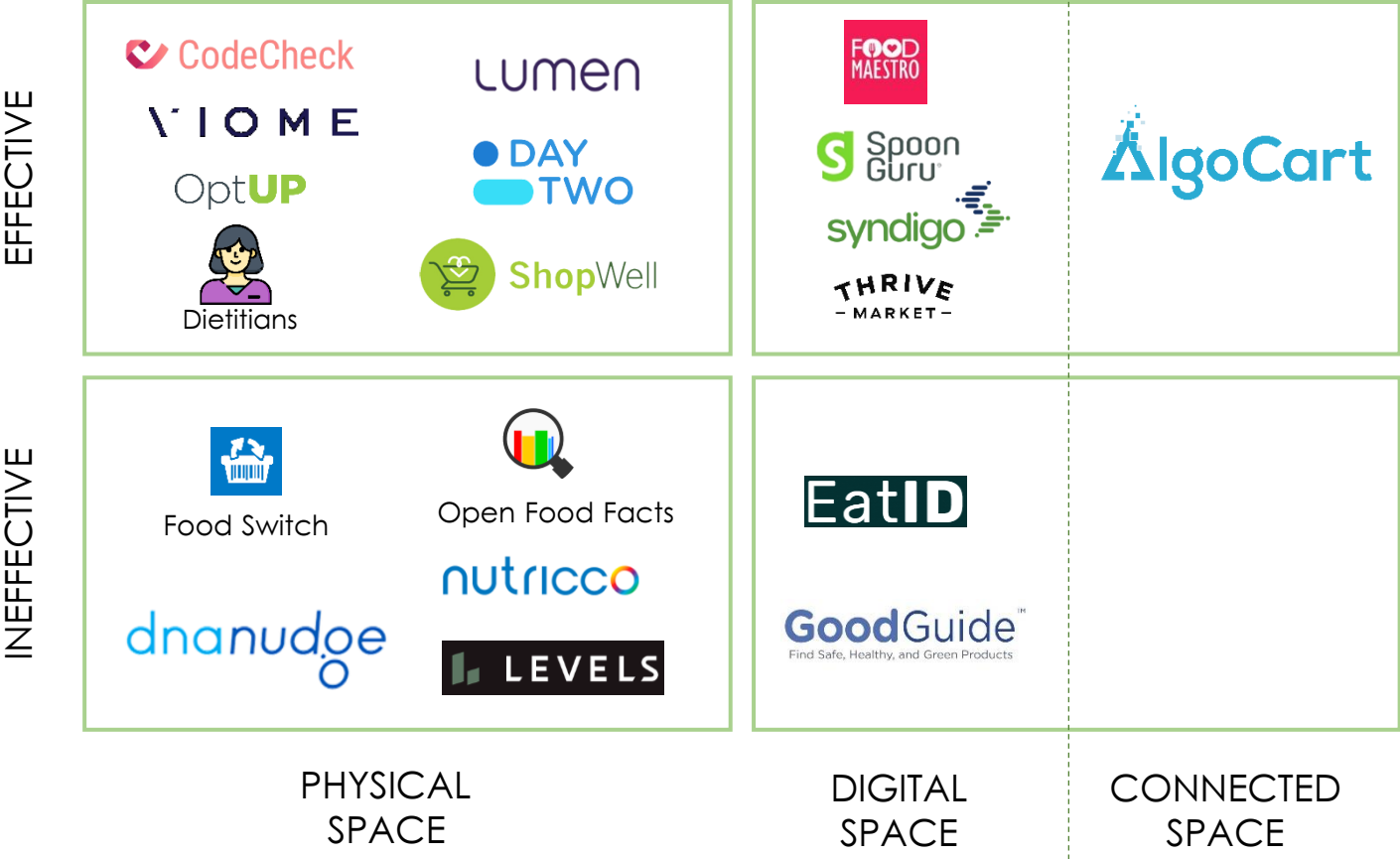
Retail **Personalized Nutrition** Market

**\$3.1**  
Billion

By 2027, CAGR 8.5%

# Competitor Landscape

## Competitive Advantage



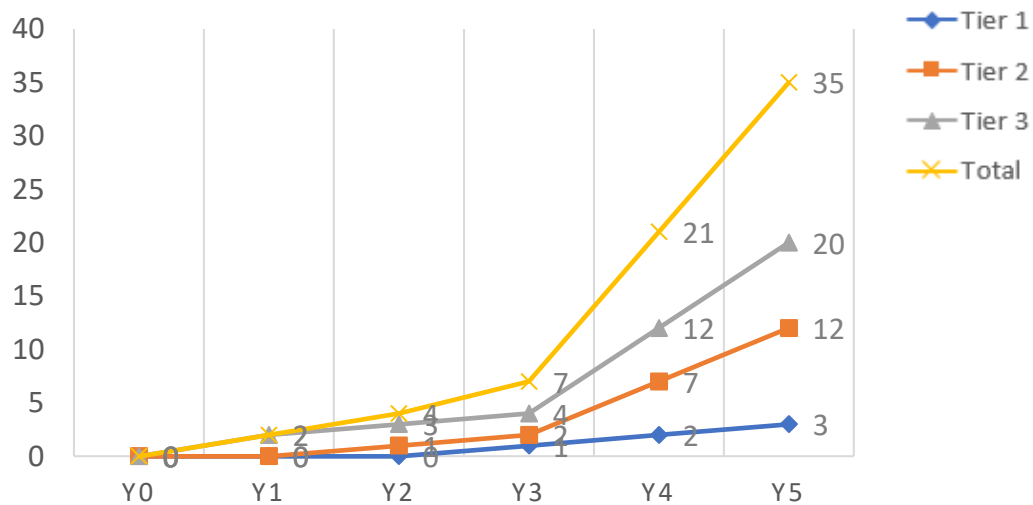
## Direct Competition

<b>Simple dietary goals</b> (gluten free, vegan, high fiber)	V	V	V
<b>Complex dietary goals</b> (heart health, sports, keto diet, pregnancy etc...)	V	X	X
<b>No prior knowledge</b> (research or expertise in nutrition)	V	X	X
<b>No filtering, no friction</b>	V	X	X
<b>All products available</b> (recommended products first but all products available)	V	X	X

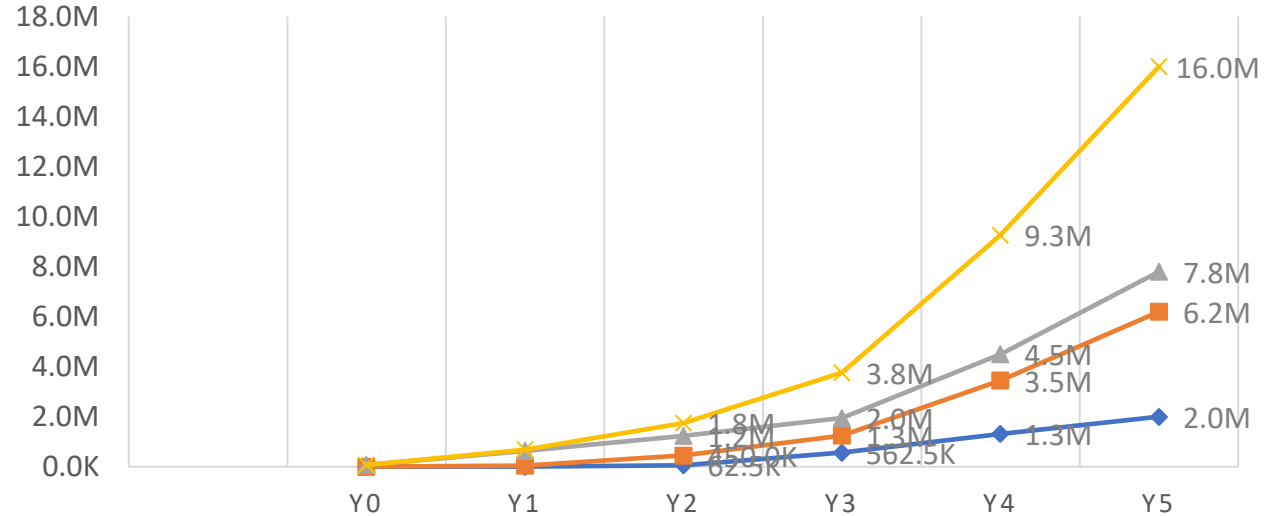


# Five Year Forecast

## Customer Acquisition (Running Total)



## Revenue Per Year



## Pricing Model

Tier	Yearly Sales	Pricing (Ave.)
Tier 1	> \$100 Billion	\$750K/Year
Tier 2	\$10 - \$100 Billion	\$600K/Year
Tier 3	< \$10 Billion	\$450K/Year

## Notes

- Pricing based on benchmarking with our competitors
- Pricing will depend on number of touchpoints optimized and retailer's traffic
- Employing enterprise sales, thus is deal would be priced uniquely
- Chart shows grocery and restaurants, excludes IoT, other retail verticals and data sales



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