



# Oreogano

Give value to your food





# Problem

**On-line information are not complete**  
**On-line information are not customized**

Fonte: euromonitor/eurisko



# Our Technology

Given any recipe, Oreegano has a technology that allows to **discover right away its nutritional values**.



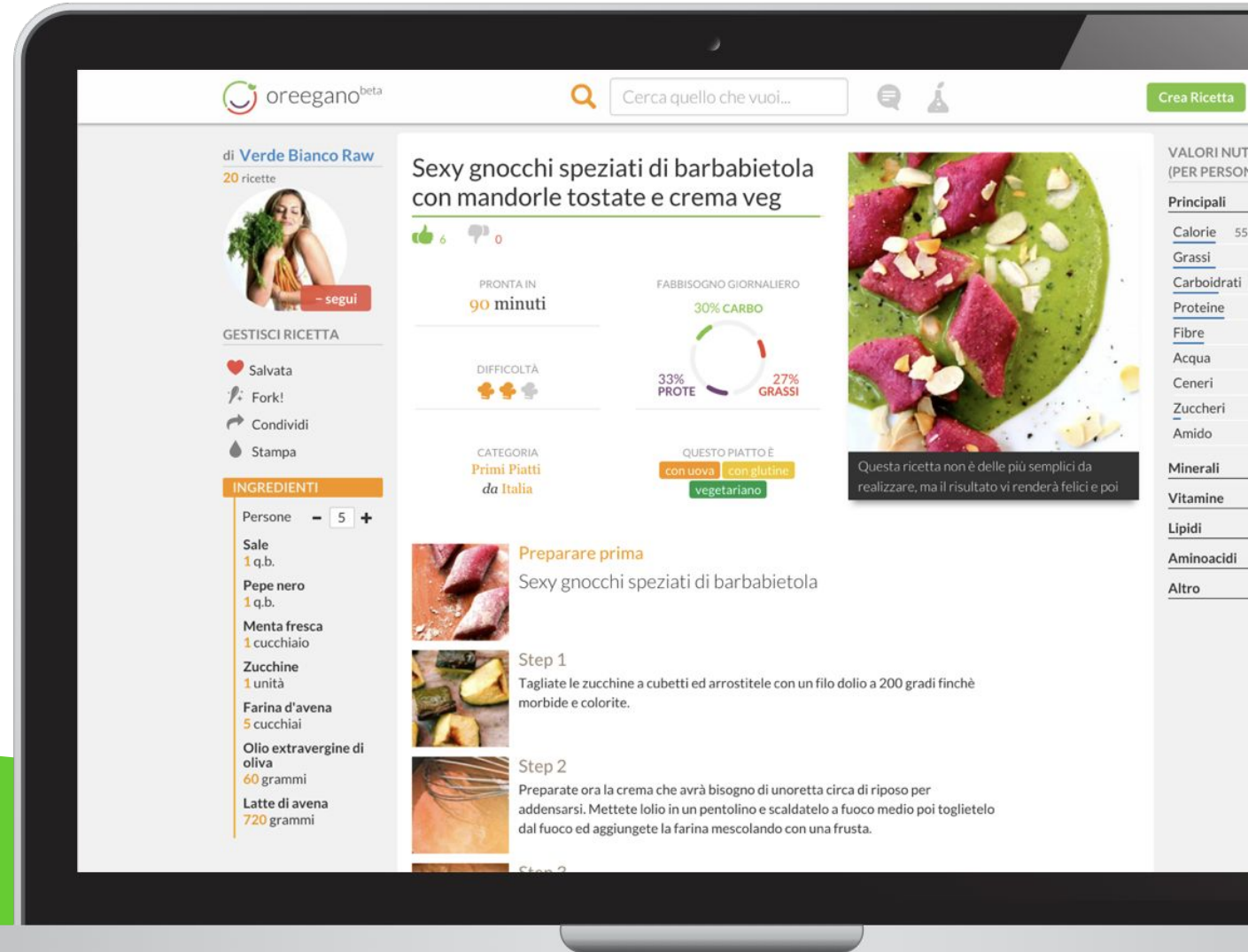
Oreegano  
Algorithm





# Nutritional Awareness

Using this technology we created a **full featured social network** to **immediately discovering their nutritional facts** and having access to the **Virtual Assistant**.



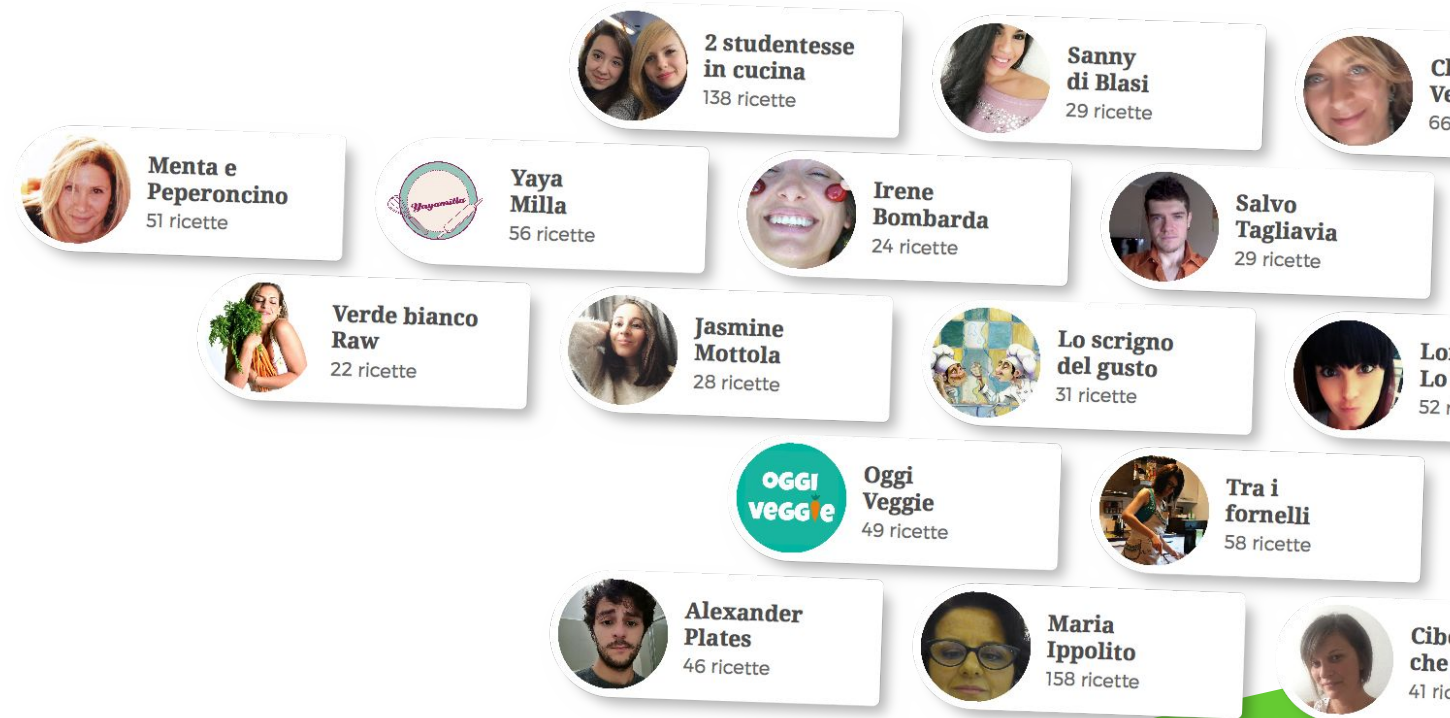


# International Community

**110K** registered users

**10K** recipes shared recipes

Oreegano is accessible in **Italian** and in **Spanish**.





# B2C- Virtual Assistant

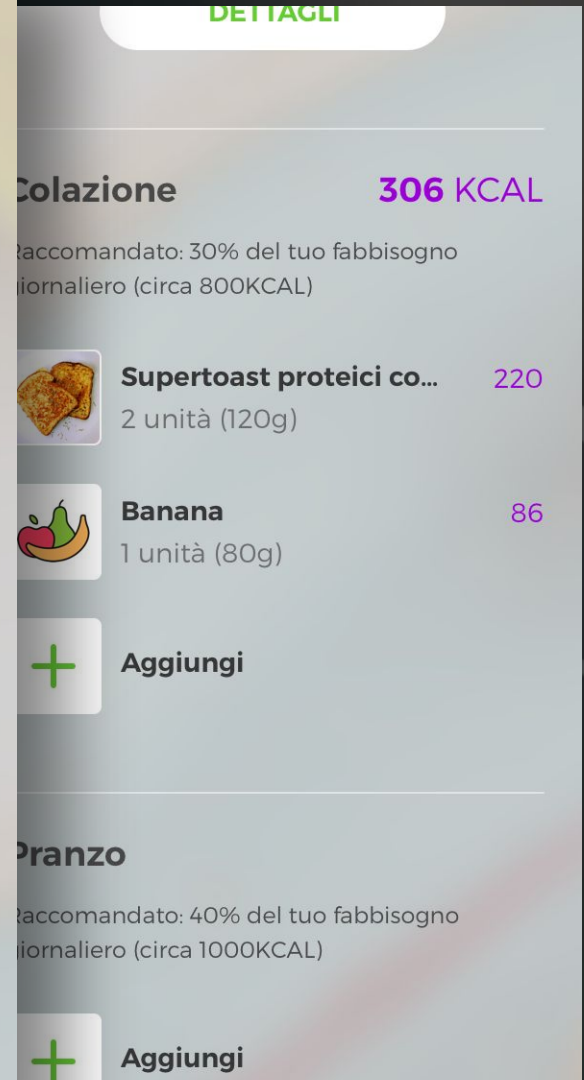


Hi! How can I  
help you today?



# B2C - Virtual Assistant

1. interact via voice commands
2. nutritionally profile the user and goals
3. personal diary to track the progress





# B2C - Virtual Assistant

4. tell what was already eaten and receive suggestions about what to cook
5. receive suggestions about the physical activity to be performed according to life-style
6. nutritionally compare foods and recipes

**Sport**

Lo sapevi che chi fa sport ti rende sano quasi quanto Ilario? Cosa stai aspettando?

 **Aggiungi attività**

**ATTIVITA' RECENTI**

	<b>3,84km</b> 20 minuti	<b>218 Kcal</b> 23 Mag 2018
	<b>5,06km</b> 40 minuti	<b>326 Kcal</b> 18 Mag 2018

**Mostra altri**

**Acquometro**

Idratare il proprio corpo è fondamentale!  
Dovresti bere almeno 2lt d'acqua al giorno

		
UOVA 2 unità	FILETTO DI POLLO 100 g	
<b>13g</b>	<b>PROTEINE</b>	<b>31g</b>
<b>155</b>	<b>KCAL</b>	<b>165</b>
<b>1,2 mg</b>	<b>FERRO</b>	<b>1 mg</b>
<b>1,1 g</b>	<b>CARBOIDRATI</b>	<b>0 g</b>
<b>11 g</b>	<b>GRASSI</b>	<b>3,6 g</b>



# B2C - Revenue model

Access to the community is totally free for users.

**The Voice Assistant is a freemium service.**

**1 Month**

**9,99€**

**6 Months**

**39,99€**

**1 Year**

**59,99€**

Bulk packages are available for companies that choose the Voice Assistant at Oreegano as a **company benefit.**



# Competitors

user profiling

cronometer

Lifesum



myfitnesspal



YAZIO



mela  
rossa



Lose It!

oreogano

Adapting on lifestyle

Oreogano has a winning position in the international market, thanks to the combination of two elements: **the outstanding performance for the easy user profiling and the great adaptability to the lifestyle of the user** who chooses to use the Vocal Assistant.



# Market

The global market of healthing eating, nutrition and weight loss amounts to

**\$640 billions**

Sources: statista/euromonitor



# Roadmap

- **17th September<sup>18</sup>** Official launching of B2C service
- **December<sup>18</sup>** 200k registered users / € 20K revenues from B2C
- **February<sup>19</sup>** English translation of the entire platform / “A” round financing



# Team



**Giuseppe Grilli**  
CTO



**Francesca Bufano**  
CEO



**Lagravinese Ilario**  
UX/UI Designer



**Mauro Visintin**  
DEV



**Michele Sozio**  
Nutritionist



**Ornella Della Valle**  
Nutritionist



**Rosanna Rotolo**  
Community Manager



**Alfredo Adamo**  
Advisor



**Marco Iotti**  
Advisor



# Our financial partners



pugliasviluppo



# B2B customers (side business)

To companies we offer a wide range of services in the fields of food related marketing and technical consulting.



**Total B2B revenues 2017 € 49.000**



 Cerca ricetta, ingredienti

## Le più salvate



**Crostata morbida  
alle prugne e mirtilli  
senza burro**

Jasmine Mottola

VEGETARIANO

CON GLUTINE

CON UOVA

CON NOCI

CON GRASSI BUONI

## Top chef



# App- ETITOSA!

17th September 2018



App Store



Google Play



# Contacts

**Francesca Bufano**  
(Co-founder)

(+39) 392 429 74 70  
francesca@oreegano.com



# APPENDIX



# Italian Target

- > Fitness people and food lovers
- > **11,7M** want to follow an healthier diet
- > **5M** with food intolerances and allergies
- > **5M** Vegan and Vegetarians

Sources: euromonitor

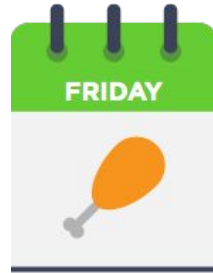




# Competitive Advantages



**Deep user profiling**



**Adapting to everyday life,**  
changing the plan  
following the user  
lifestyle



**Unlimited number of recipe combinations,**  
since every day the  
community shares  
new plates



**Strong vocal interaction** that  
guarantees an user  
friendly interface  
and encourage the  
frequent use.



A colazione ho mangiato 2  
banane ed 1 yogurt.

Ok, credo di aver capito:

AGGIUNGO AL TUO DIARIO

Quando? **Colazione** ✓

2 unità **Banane** ✓

1 unità **Yogurt** ✓

ANNULLA

CONFERMA



Ho fatto 20 minuti di corsa.

ATTIVITA' SPORTIVA



Corsa ✓

Intensità

Nè troppo lento, nè troppo veloce.

Durata **20 min** ✓

Ora d'inizio **10.30** ✓

ANNULLA

CONFERMA



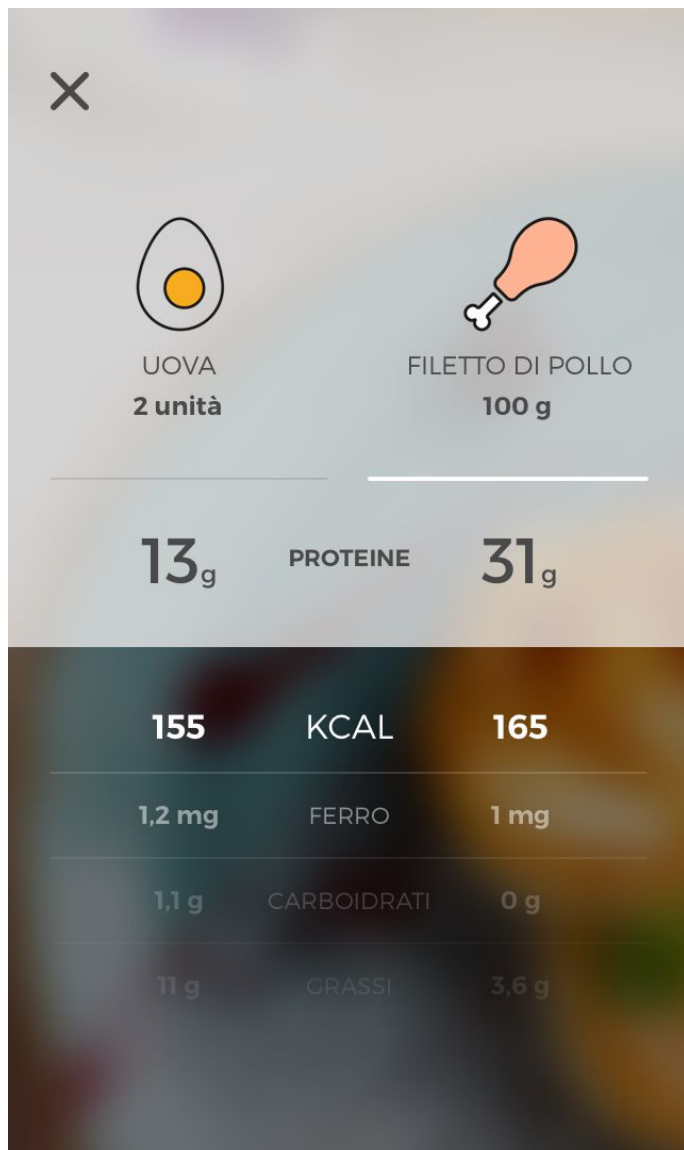
19 20 21 **22** 23 24 25  
S D L M M G V

Oggi, 22 Giugno



CARB PROT GRAS  
40g / 195g 80g / 160g 18g / 206g

Mostra tutti





# B2C - Virtual Assistant

7. weekly monitor the habits and the progresses

