

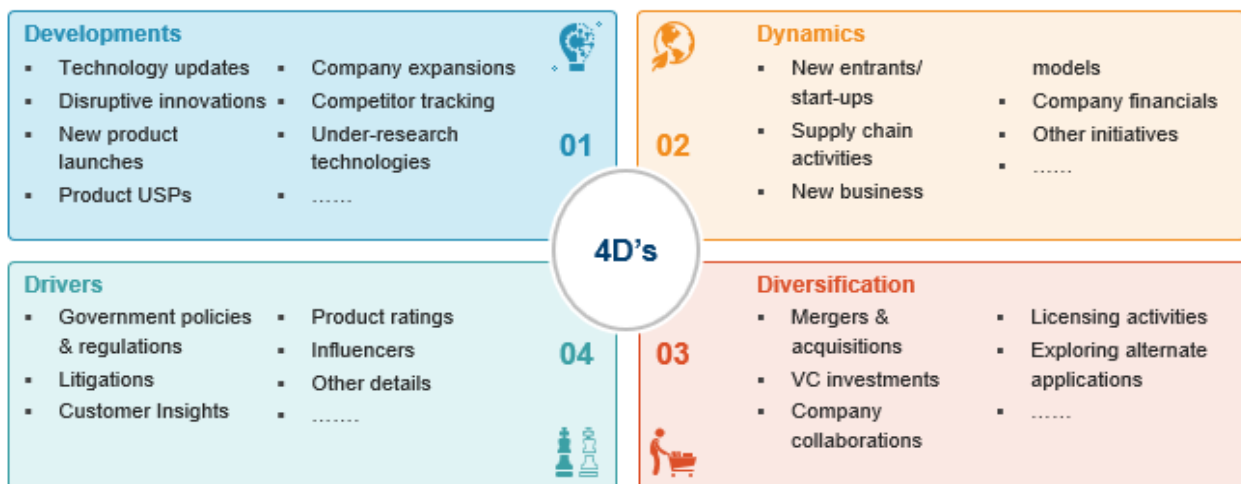
INTELLOTRACKER

PERSONALIZED NUTRITION

JUNE 2023



ARANCA'S QUARTERLY SECTORIAL UPDATE ACROSS FOUR DIMENSIONS....





DEVELOPMENTS

New Product Launch		The rising need for customized solutions has resulted in a growing number of players entering the personalized nutrition game. Geno Palate is taking it to the next level by offering supplements based on genetics. <i>Source: Nutraingredients USA</i>
Technology/Innovation		Avokadio is an AI-based nutrition tracking device using nano-sensor technology that measures the ketones in a user's breath to track their fat-burning metabolism and provides personalized meal plans accessible on a smart app. <i>Source: PR Web</i>
Disruptive Innovation	Maastricht University	For the first time, researchers have demonstrated that cardiometabolic health can be improved thanks to a personalised diet based on metabolism. <i>Source: Food Navigator</i>



DYNAMICS

Funding		London-based personalised nutrition startup Zoe has received a \$2.5 million investment from the recent VC world entry Flight Fund. According to the company, the additional capital will be used to further scale operations. <i>Source: Tech EU</i>
Funding		Elo has announced a \$10M Series A round led by Octopus Ventures. Will Ventures and Re: food.vc also contributed to the round. Elo will use the funds to grow their product development and marketing teams and scale up the Smart Supplement and Protein products. <i>Source: Business Wire</i>
New Entrants/ Start-up	E X A L T	Three-year-young cold-pressed health drink startup, Exalt, is set to provide bespoke recovery drinks to the premier league football club Tottenham Hotspur, with regular nutrition reformulations based on athletes' health stats and targets. <i>Source: Nutraingredients Europe</i>
New Segment		The company is seeing success in recent studies and is ramping up an exciting new study in women's health. <i>Source: Kaneka Probiotics takes on precision probiotics</i>
Company Financials		Opportunity to invest in multi-award-winning fitness and longevity "game changer." DNA-based personalized nutrition is now open globally to eligible investors. <i>Source: Global Newswire</i>



DIVERSIFICATION




Partnership/ Collaboration		The companies are collaborating to apply personalized nutrition solutions from Hologram Sciences to Haleon's portfolio of wellness product brands. <i>Source: Nutritional Outlook</i>
Partnership/ Collaboration		EatLove, a digital health company specializing in personalized nutrition, and Cooper Aerobics, the leading authority on health and wellness for more than 52 years, announce an industry-leading partnership to optimize daily nutrition to support fitness and health. <i>Source: Global Newswire</i>
Partnership/ Collaboration		Partnership combines EatLove's dietitian-informed, intelligent personalized nutrition platform with Sun basket's healthy, home-delivered meals to provide turn-key nutrition intervention for patients with diet-addressable diseases and risk factors. <i>Source: Global Newswire</i>
Partnership/ Collaboration		Floré by Sun Genomics, a San Diego, CA-based startup company that creates personalized probiotics based on an individual's gut microflora profile, is now working with Royal DSM (Heerlen, The Netherlands) to research novel ingredients for gut health and wellness. <i>Source: Nutritional Outlook</i>



DRIVERS

s		A new app offering incentives such as vouchers for shops, gym discounts and cinema tickets for people who eat healthy, and exercise more has been launched in Wolverhampton. <i>Source: Gov.uk</i>
Consumer insights		Mariette Abrahams, CEO and founder of Qina, discusses how consumers are now seeking support to action personalised advice, urging personalised nutrition (PN) platforms to prioritize behavioral change approaches and incorporate technology and wearables to achieve this. <i>Source: Nutraingredients Europe</i>

SOLUTION PORTFOLIO – TECHNOLOGY RESEARCH & ADVISORY

		
IP Strategy	Technology Intelligence	Growth & Strategy
<p>How best can we proactively manage and monetise our technical knowhow / intellectual property?</p>	<p>How best can we keep abreast of technology trends, competitor activity and headwinds / tailwinds in our domain?</p>	<p>Which technologies do we invest in? How do we ensure quick wins? Speed to market?</p>
<ul style="list-style-type: none"> IP Portfolio Analysis 	<ul style="list-style-type: none"> Competitor Benchmarking 	<ul style="list-style-type: none"> R&D Strategy Roadmaps
<ul style="list-style-type: none"> IP Monetisation 	<ul style="list-style-type: none"> Tech / IP Landscapes 	<ul style="list-style-type: none"> Technology Scouting
<ul style="list-style-type: none"> IP Valuation 	<ul style="list-style-type: none"> Technology Watch 	<ul style="list-style-type: none"> Open Innovation
<ul style="list-style-type: none"> Prior Art Searches 	<ul style="list-style-type: none"> Market Analysis / Trends 	<ul style="list-style-type: none"> Product Development



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