



The World's Central Food Database

## What we do

We offer real-time, reliable nutrition analysis of recipes or ingredient lists. Clients get detailed nutrient data and diet tags for analyzed meals.

A low monthly fee provides access to an all-you-can-analyze service.

## Management Team

### Victor Penev, CEO

Started and sold Bulgaria's largest Internet company; Stanford MBA

### Ianko Ignatiev, COO

Leadership roles in 4 start-ups over 15 years; Wharton MBA

### Dinko Tenev, CTO

20+ years experience in software architecture, optimizations, search

## Advisors

### Amit Sheth, PhD

Kno.e.sis; W3C Advisory Committee

### Brita Rosenheim

Food Technology Industry Advisor

### Eric Gillin

Head of Product, Epicurious

### Christian Busch

CMO IndieGoGo, ex-GM Alloy Digital



## Our Impact

- Edamam already powers nutrition for a number of brand name companies in the food space, including Epicurious, General Mills and The New York Times
- We save clients time and money by providing cloud-based, real-time nutrition analysis at fraction of the cost of existing solutions
- Edamam has over 3,000 companies subscribing to our APIs and Nutrition Wizard



## Challenges We Solve

- Food service businesses and food media companies need reliable and cost-effective solution to get detailed nutrition data for their recipes
- Current solutions – be it nutritionists or online providers – are either expensive or with low level of accuracy or both
- The dynamism of the business requires ability to quickly analyze recipes in real time as new recipes are developed, published or old ones modified

## Our Products and Technology

- **Real-time nutrition analysis**, using natural language processing
- **Recipe Analysis and Nutrition Data APIs** for large organizations with thousands of recipes
- **Nutrition Wizard** self-service tool for small or medium sized businesses

High-Fiber, Dairy-Free, Gluten-Free



▶ Fat	14g	14%
▶ Carbs	43g	10%
Protein	31g	41%
Cholesterol	48mg	10%

## How Are We Unique

- Unlike traditional nutrition analysis software, we offer self-serve, easy to use, natural language solution – no need to hire a professional nutritionists to work with it
- Our cloud-based, real-time tools and all-you-can-analyze subscription model save you both time and money, so you can focus on your core business

## Business Model

- Edamam charges a basic fee per recipe analysis or a monthly subscription to its tools
- Subscriptions start as low as \$5.95 a month for our Nutrition Wizard Basic
- Standard monthly subscription packages to Edamam's APIs range from \$9 to \$1,299
- Edamam also provides semi-automatic nutrition analysis of recipes, involving human oversight and priced at \$20 per recipe

## The Opportunity

- Edamam can substantially lower the time and cost of obtaining nutrition data and diet tags (e.g., vegan, gluten-free, paleo) for businesses in the restaurant and food service industries
- You can subscribe to our Nutrition Wizard online or, if have a large volume of recipes, we will help you integrate our API, solutions provide support and do custom work if needed to fit your use cases and requirements