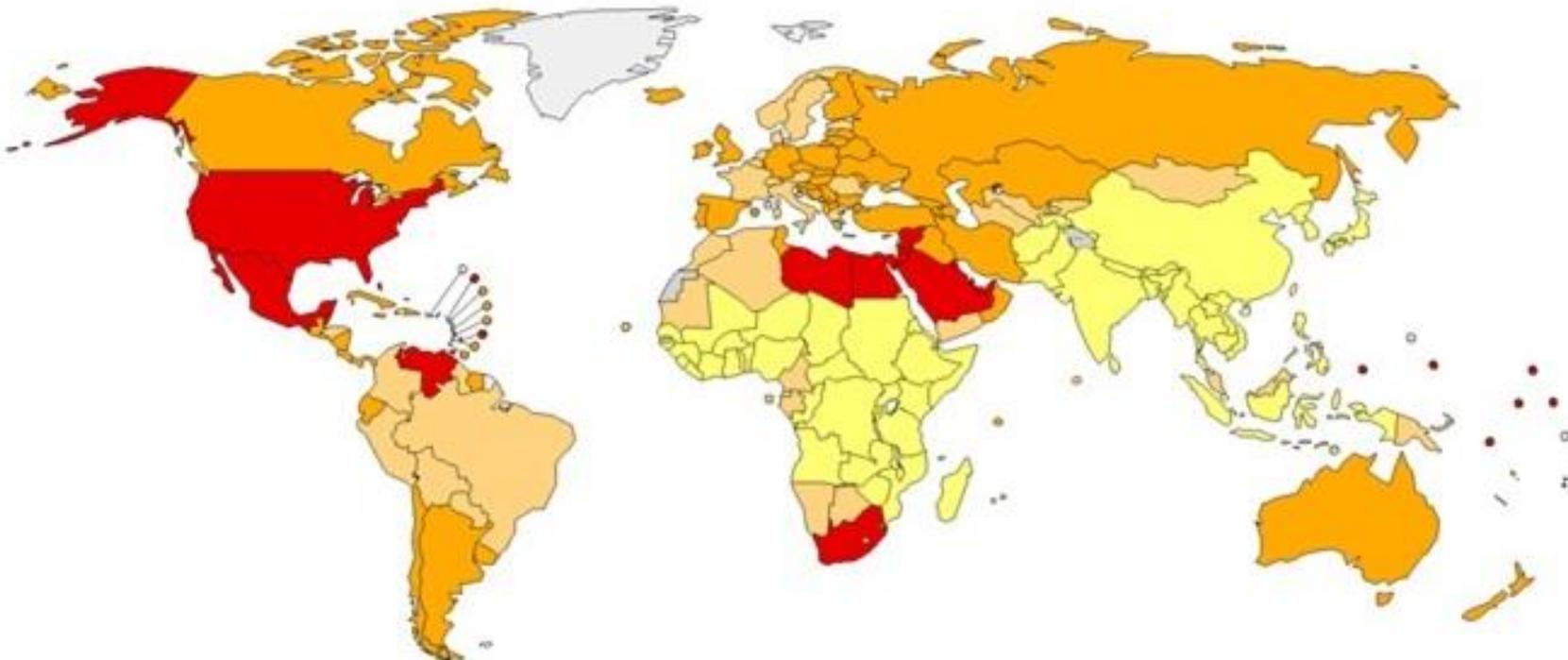




rbEat

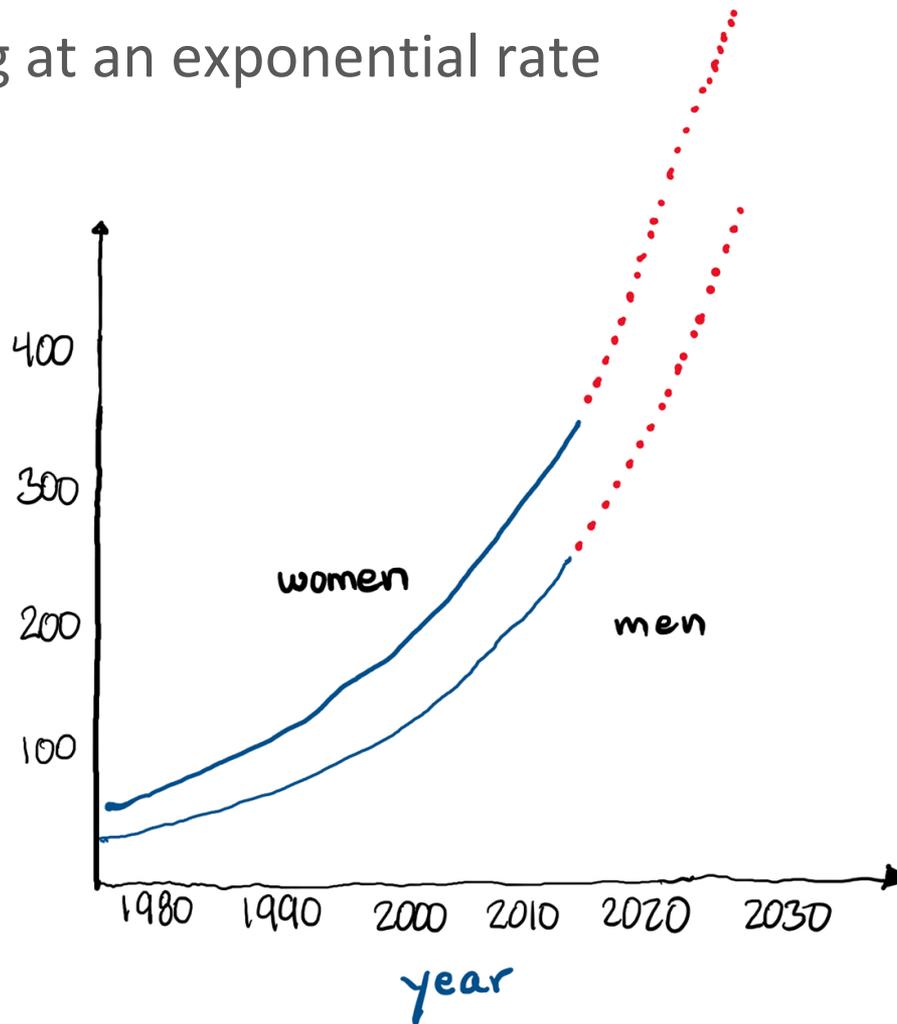
There are now more **obese** people than **underweight**!



Source: World Health Organization

**Obesity** is growing at an exponential rate

millions  
of  
adults



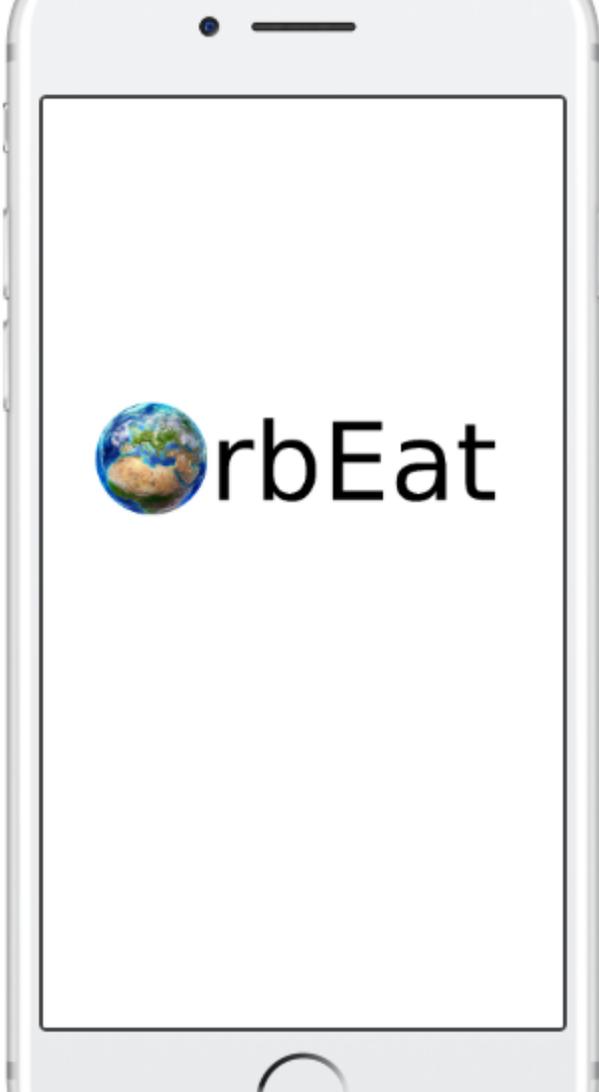
Source: *Lancet* 2016  
Global Obesity Trends

# Systemic problems need a *systemic mindset*



Selen





orbEat

## WHAT IS YOUR GOAL?

Lose weight

Gain weight

Join community



Profile



Home

## BEFORE WE GET STARTED

To guide you we need to know a little more about your relationship with food.

How likely are you to eat when you feel angry or upset?



Not likely

Certain

How likely are you to eat when you feel guilty?



Not likely

Certain

How likely are you to eat when you feel hurt or dissapointed?



Profile



Home

## YOUR RESULTS

Today we could describe you as an:

### **Emotional Eater**

An emotion-focused coping mechanism where you attempt to self-medicate with food to minimise, regulate, and prevent emotional distress.

We recommend trying a:

Mindfulness exercise

Healthy recipe

Or

Scan your brain waves



Profile



Home

## ANY DIETARY RESTRICTIONS?

Vegan

Vegetarian

Gluten  
free

Lactose  
Intolerant

Type 2  
Diabetes

Nut  
Allergy

No Beef

No Pork

No Soya

Halal

Kosher

Pescatarian

Your custom healthy recipe



Profile



Home

## SUGGESTED RECIPES

Lamb skewers  
with Turkish  
salad



Lighter  
Carbonara



Chermoula tofu  
and roasted  
vegetables



Profile



Home

## INGREDIENTS

- 100g dried tagliatelle
- 50g frozen peas
- 2 smoked back bacon rashers
- ½ onion
- 15g Parmesan
- 3 tbsp single cream



Add to  
shopping cart



Find shops  
near me

I've got it



Profile



Home

## LIGHTER CARBONARA



### Method

1. Add the pasta to the pan and cook for 10 minutes, until tender
2. Meanwhile, heat the oil in a large, non-stick frying pan. Add onion, bacon, mushrooms and courgette and season. Fry over a medium-high heat for 5 minutes
3. Drain the pasta and peas and return to the saucepan. Add cream and bacon. Serve

[◀ Back to ingredients](#)



Profile



Home

## DID YOU ENJOY YOUR FOOD?

Loved it!

It was  
OK

My family  
didn't  
like it



Add to my recipe book

Not satisfied? Let us know why so we can recommend you something better suited

Preparing food  
was time  
consuming

I do not like  
most of  
ingredients  
in the recipes

I liked the meal  
but it was too  
expensive to  
make

Something else?



Profile



Home

# TELL US WHAT YOU LIKE

Swipe right to tell us what you like and  
left to tell us what you don't.



The more you swipe the better your  
recommendations.



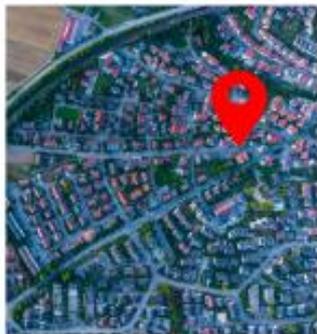
Profile



Home

## BOOK AN ORBEAT SCAN

To build a better picture of your relationship with food we use an OrbEat scanner



This local community cooking group has an OrbEat scanner.

Book a session

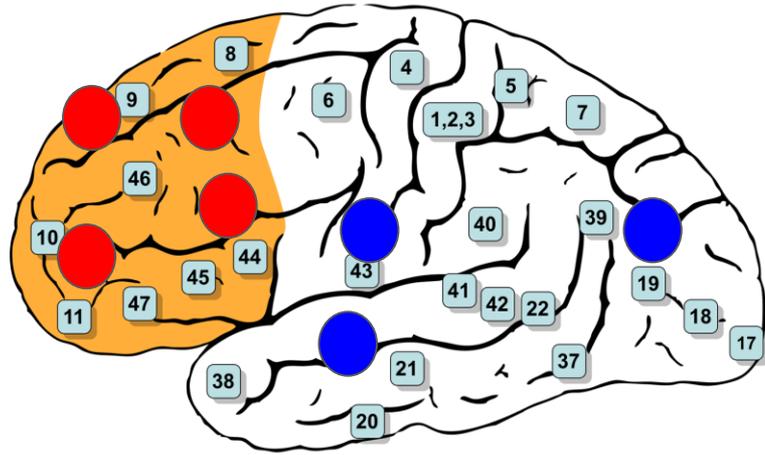


Profile



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# OrbEat Electroencephalogram (EEG) data acquisition



## Prefrontal cortex

- Behavior
- Planning
- *emotions*
- Decision making



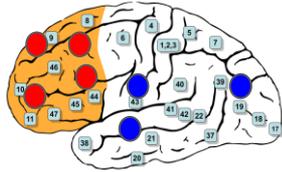
# OrbEat Electroencephalogram (EEG) data acquisition

8 subjects

→ 14 channels<sup>o</sup> EEG



Emotiv Epoc<sup>®</sup>



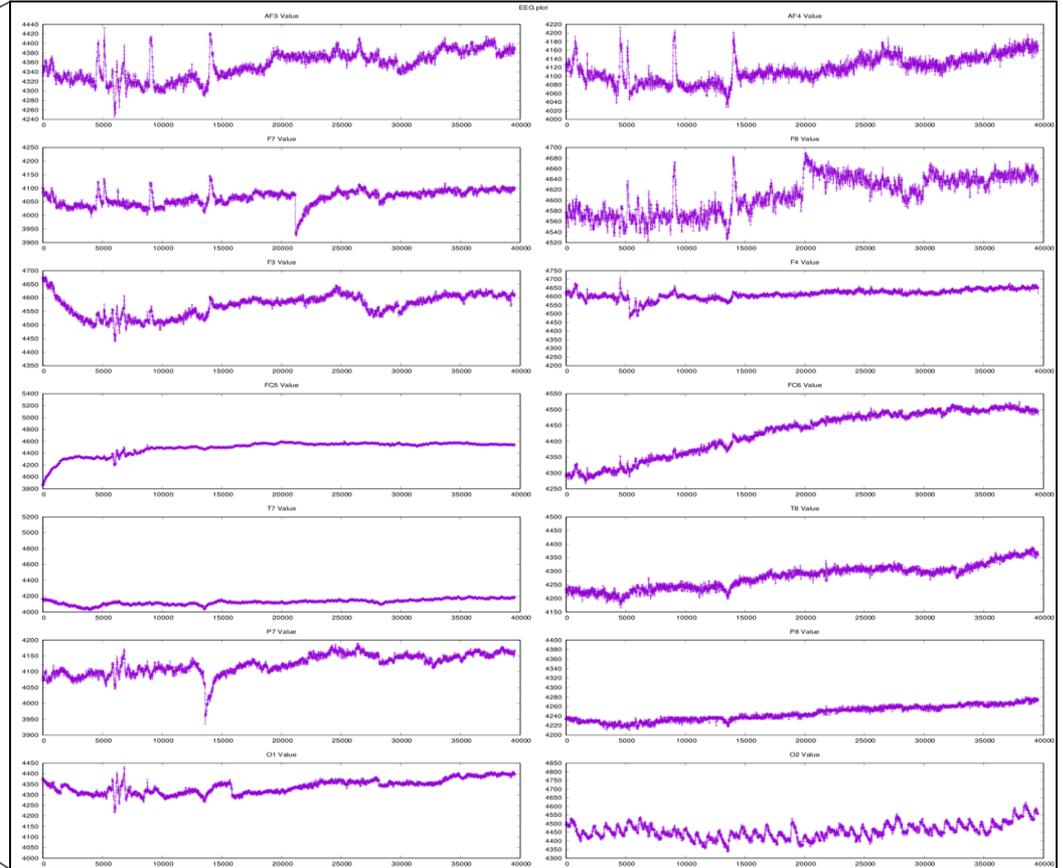
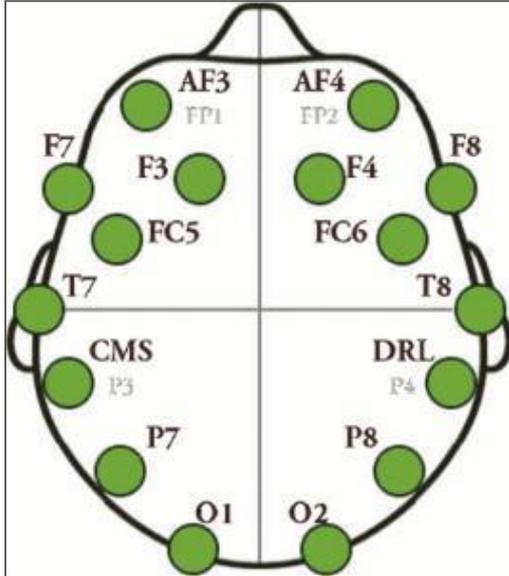
## Data acquisition

- Resting state (with OE)
- Unhealthy food picture
- Neutral picture
- Healthy food picture

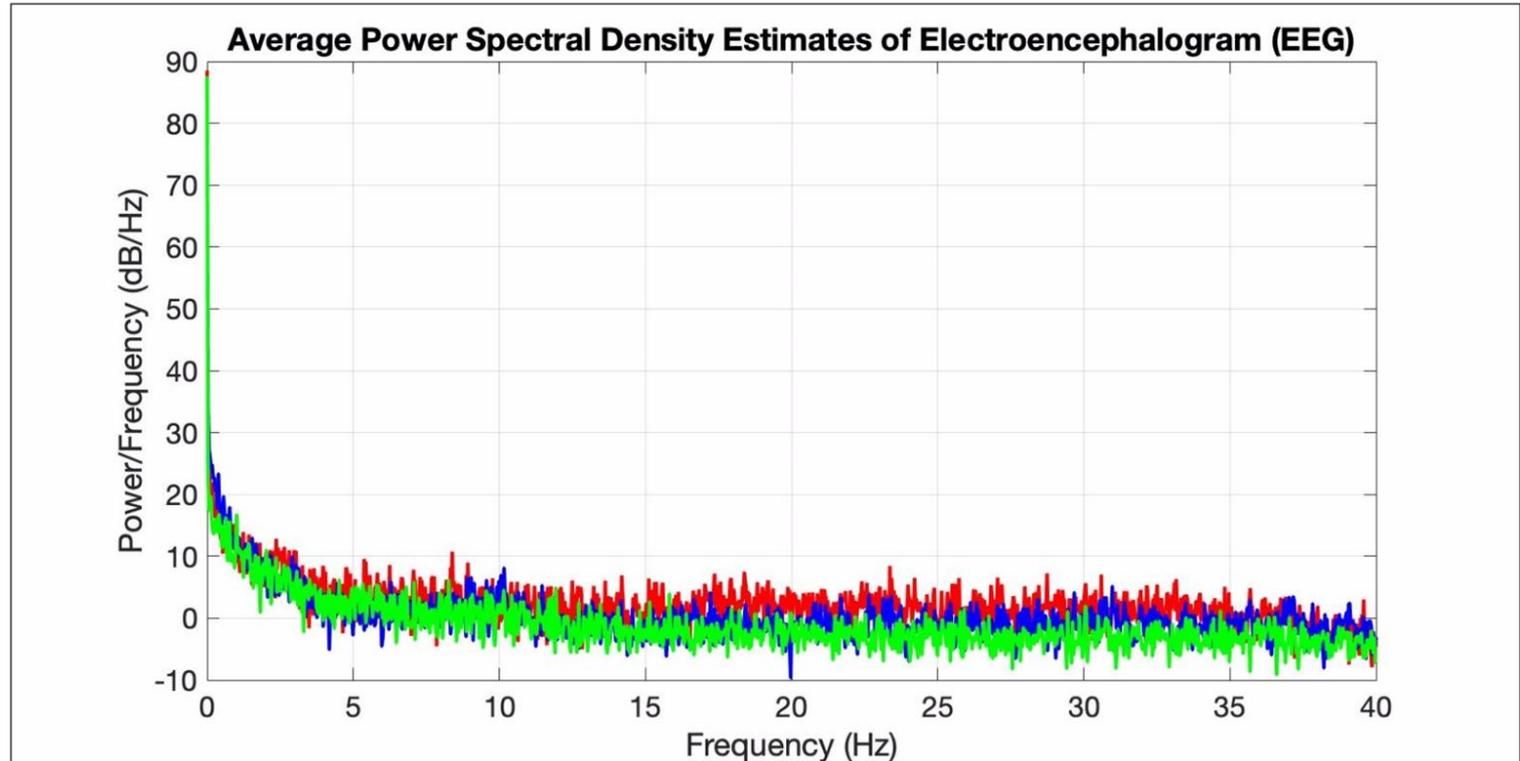


- Raw EEG signal
- Avg. power spectrum

# OrbEat EEG data acquisition



# OrbEat EEG data analysis: Different Patterns - Subject 1



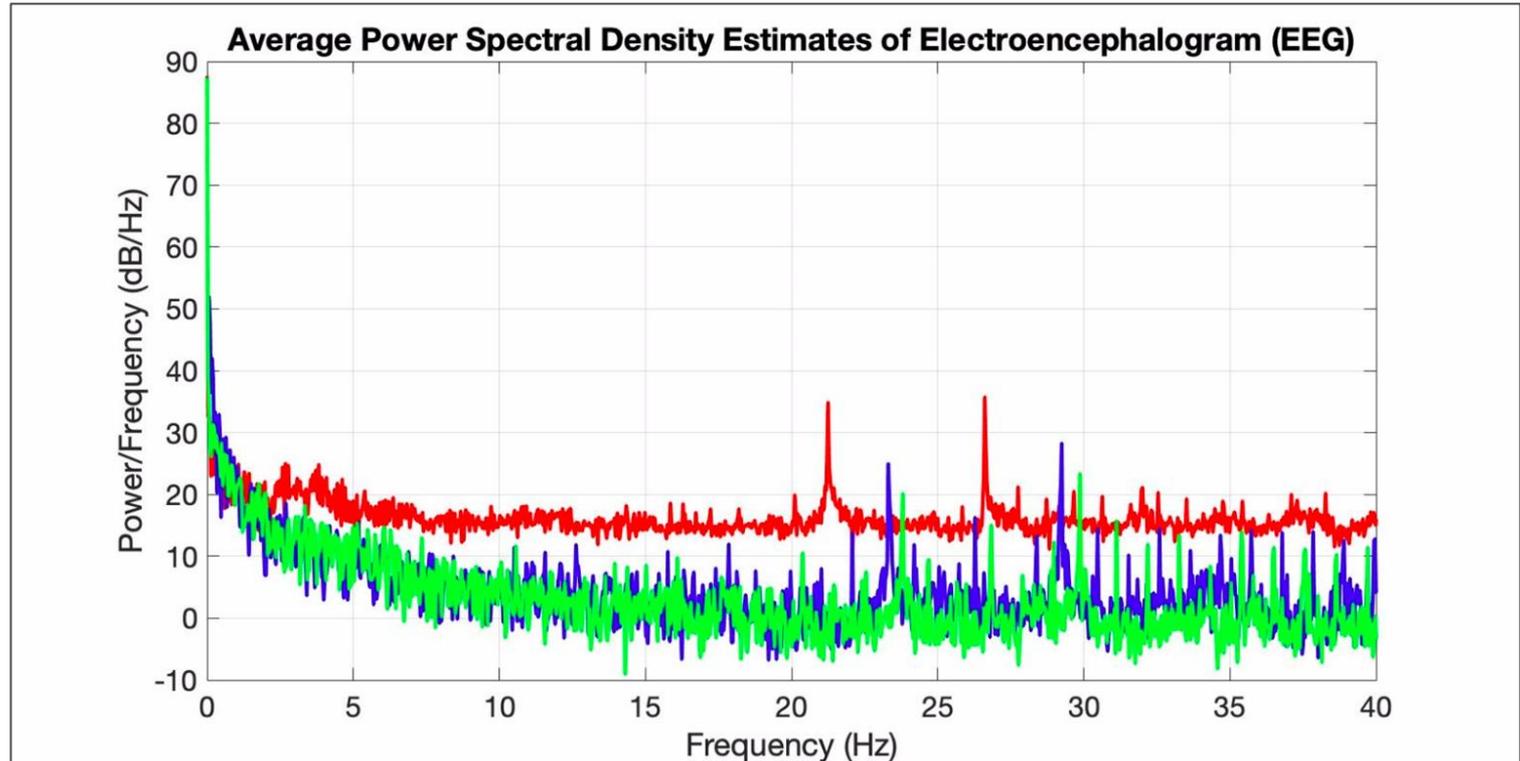
**3 conditions**

Resting state

Unhealthy food

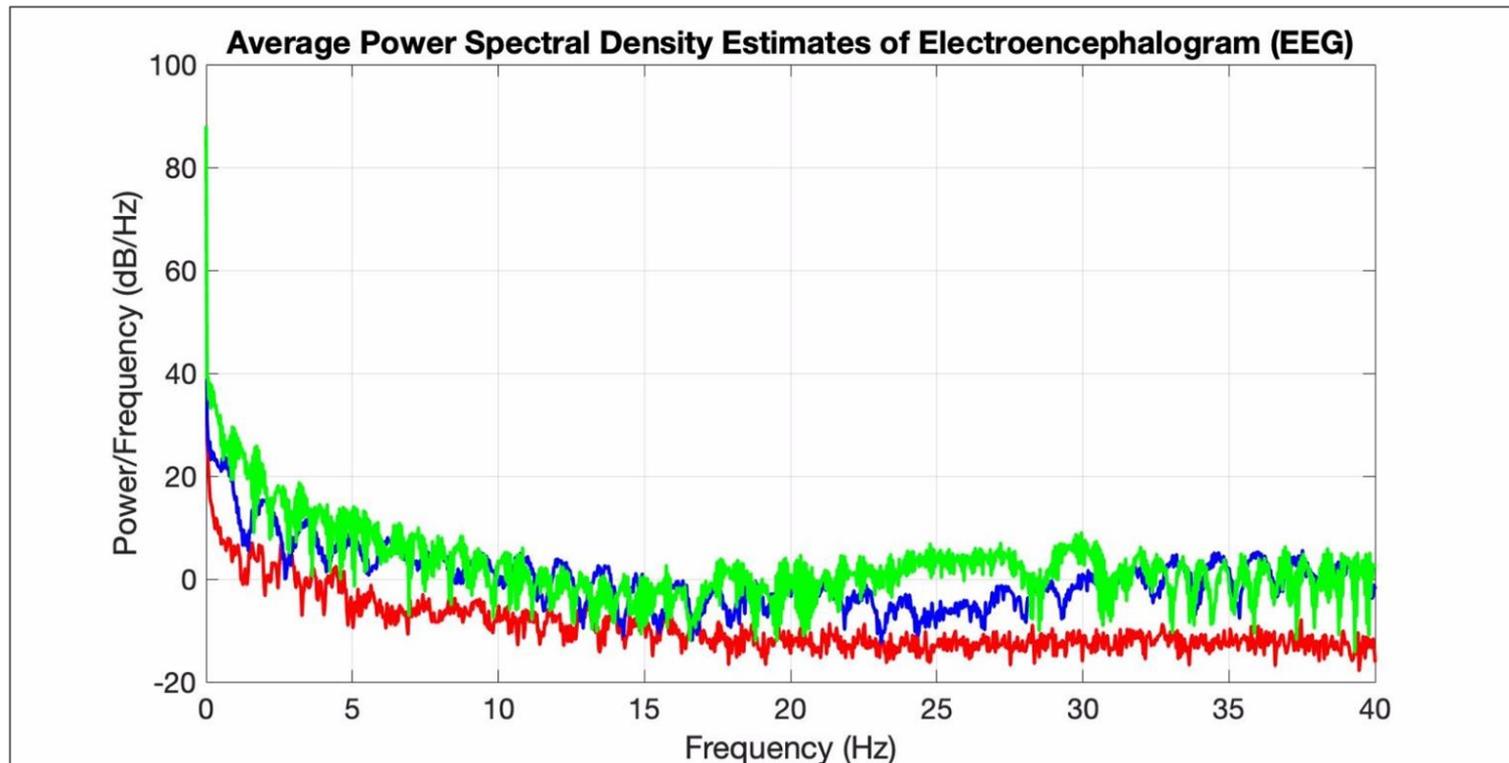
Healthy food

# OrbEat EEG data analysis: Different Patterns - - Subject 2



**3 conditions**  
Resting state  
Unhealthy food  
Healthy food

# OrbEat EEG data analysis: Different Patterns - Subject 3



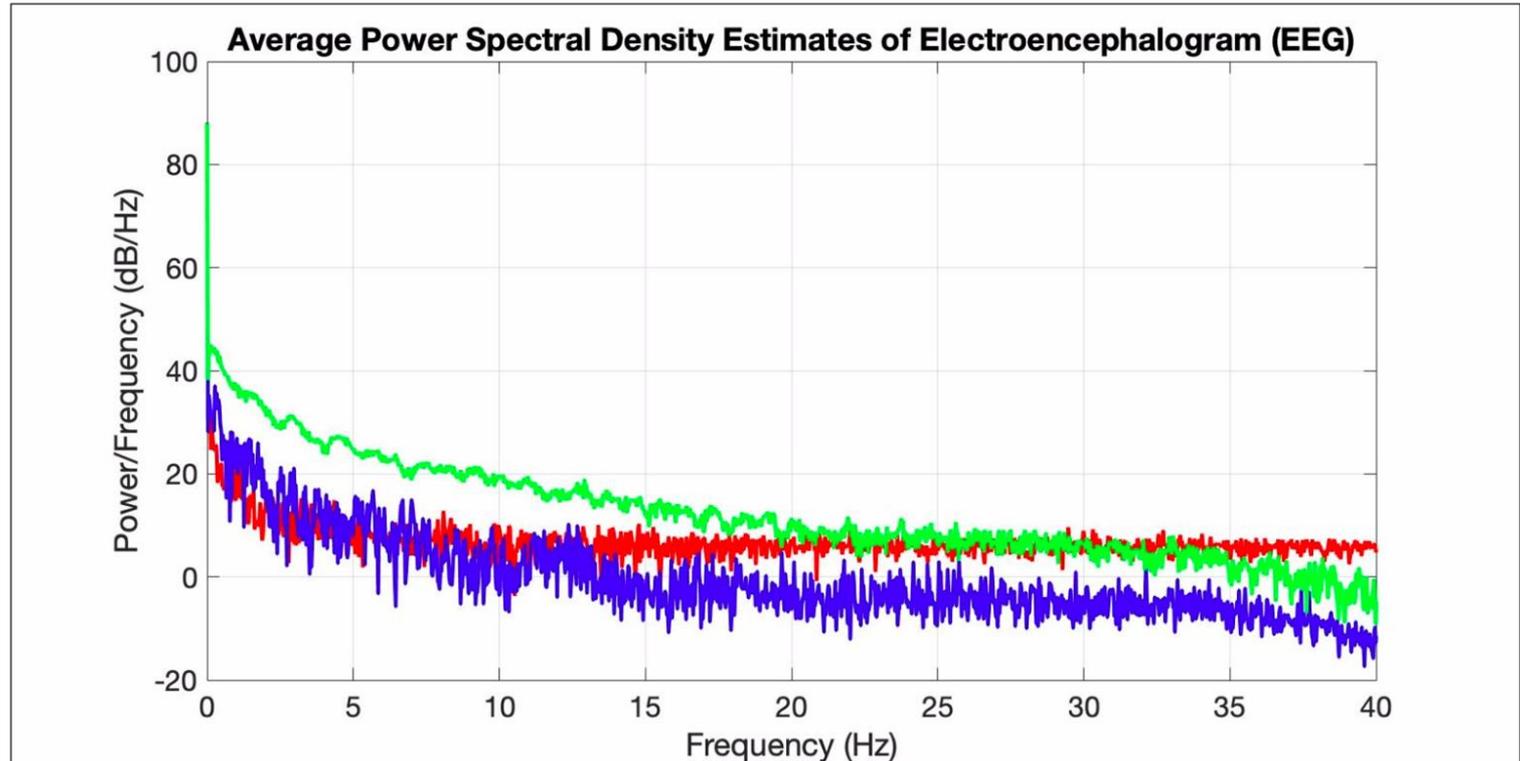
**3 conditions**

Resting state

Unhealthy food

Healthy food

# OrbEat EEG data analysis - Subject 4



**3 conditions**

Resting state

Unhealthy food

Healthy food

We need more EEG data to find common patterns & to match them to the eating behavior!



**A highly detailed image of your relationship with food.**

Customised recipes and activities matched to your eating style,  
helping you easily switch to healthy eating behaviours that work  
best for you.

# Unique selling point





Lets educational institutions, industry, NGOs, policy makers, and society **understand where and what actions should be taken** to treat obesity in a more holistic manner.

Pier32



2018

THE Port

unite innovators • impact future • act today



Mentors and  
Coaches

Participants



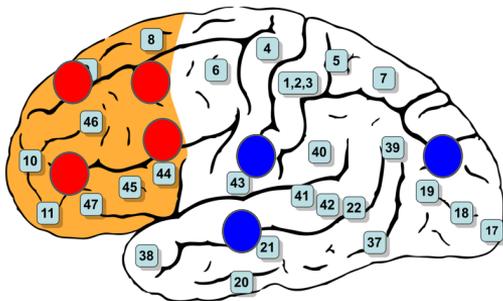
**FOOD** is healthcare

**MEDICATION IS DISEASE MANAGEMENT**

Picture of the team together!

**Back up**

# EEG acquisitions in different scenarios



**Prefrontal cortex**

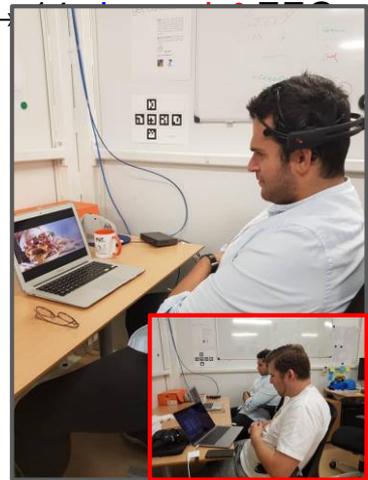
- Behavior
- Planning
- emotions
- Decision making

- . Resting state (with OE)
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- . Neutral picture
- . Healthy food picture

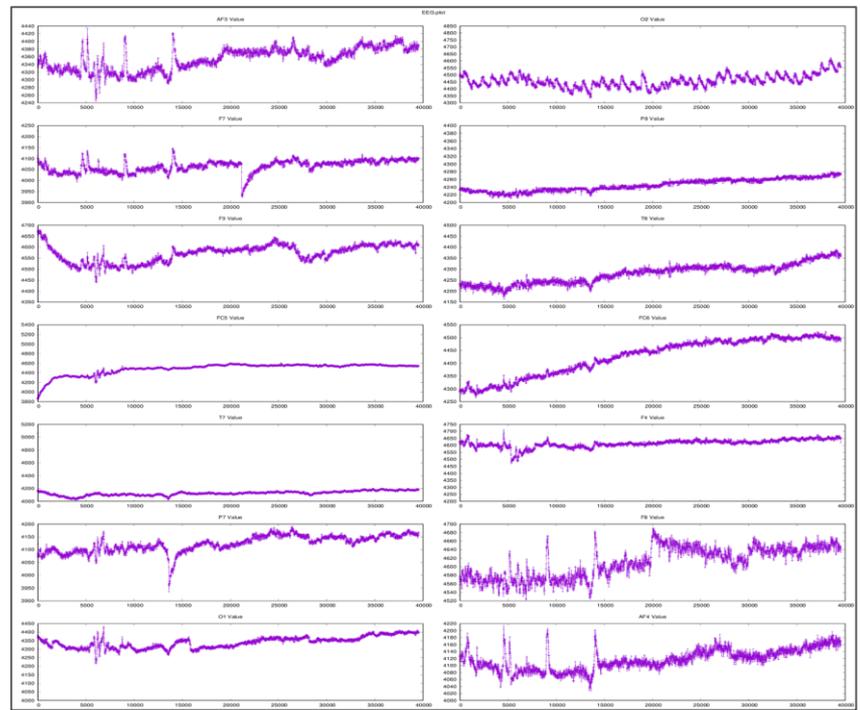


- . Raw EEG signal
- . Avg power spectrum

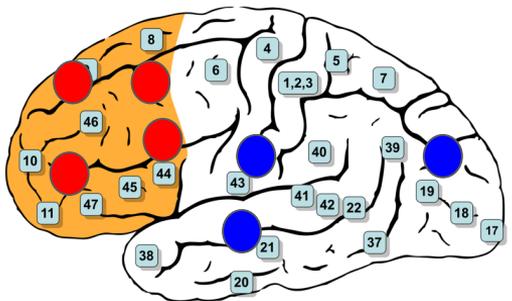
8 subjects



Red = Resting state  
 Blue = Unhealthy food  
 Green = Healthy food



# EEG acquisitions in different scenarios



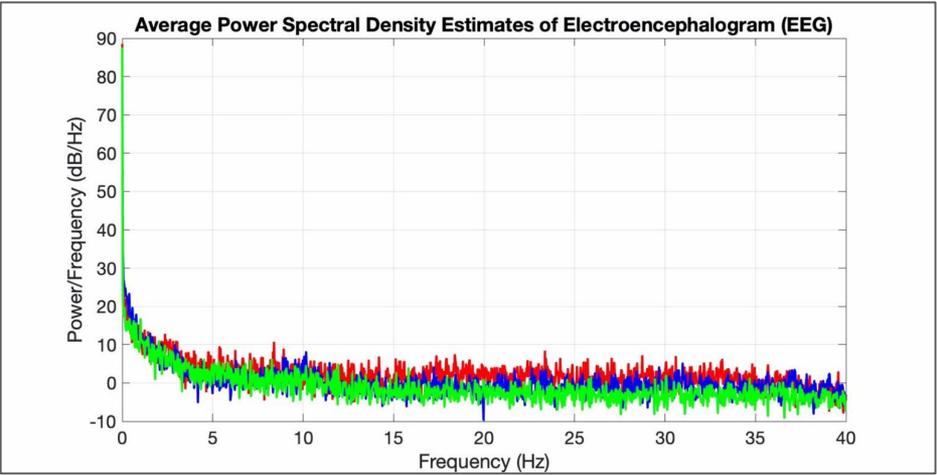
- Prefrontal cortex**
- Behavior
  - Planning
  - emotions
  - Decision making



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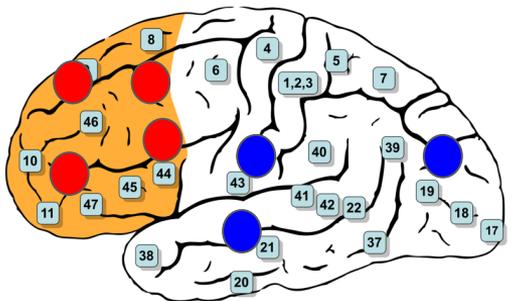
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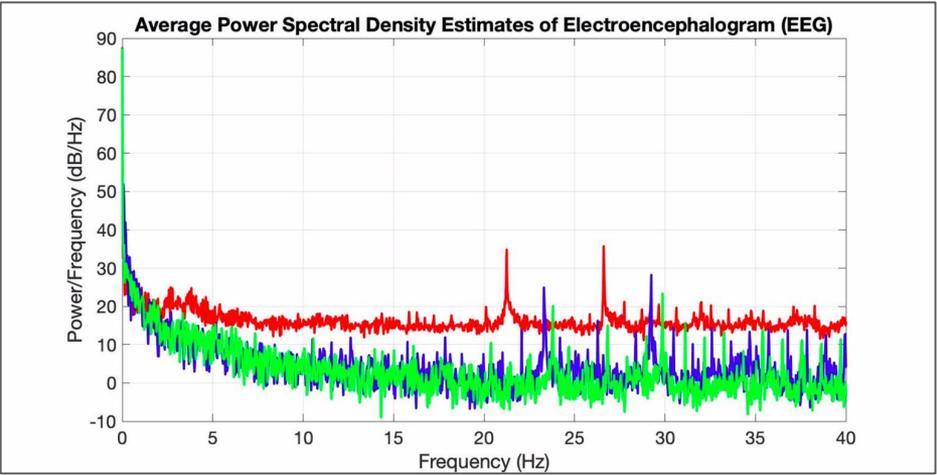
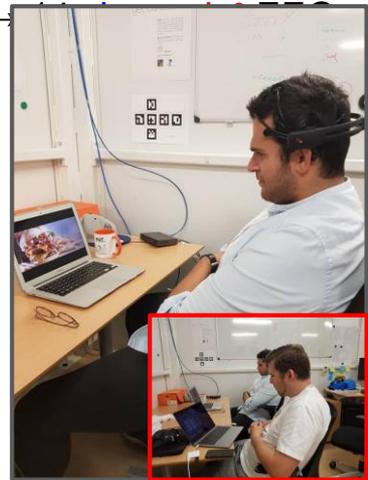
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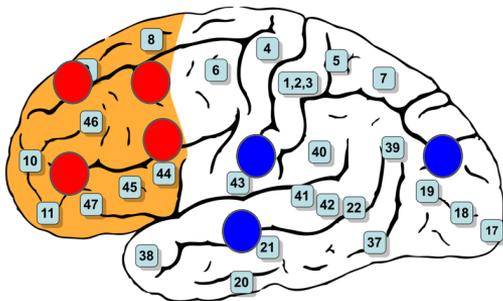
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# EEG acquisitions in different scenarios



## Prefrontal cortex

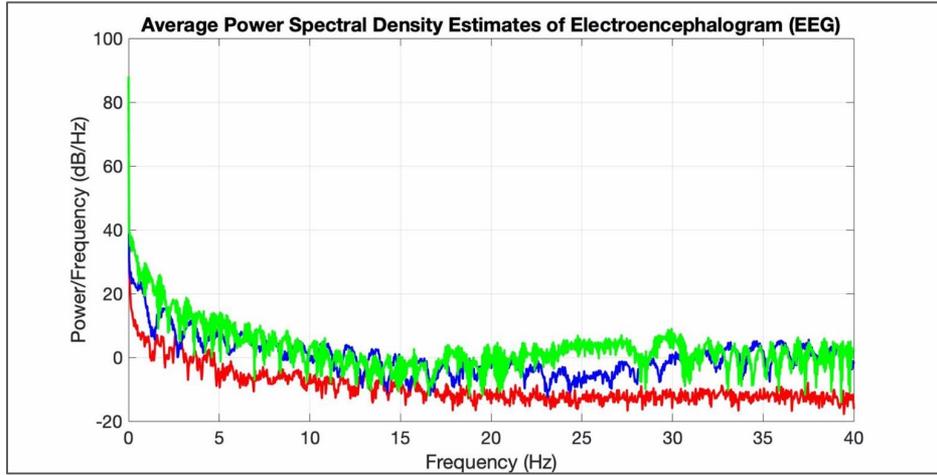
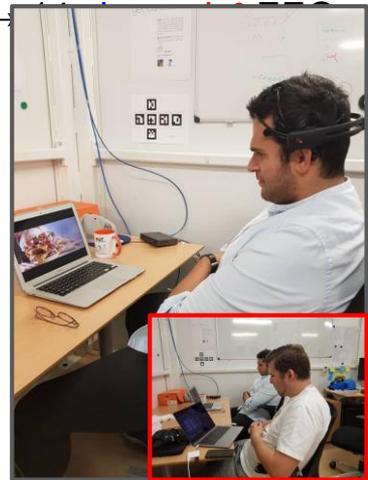
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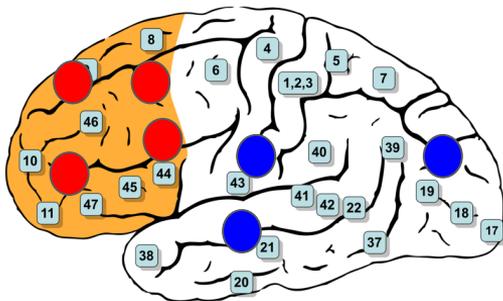
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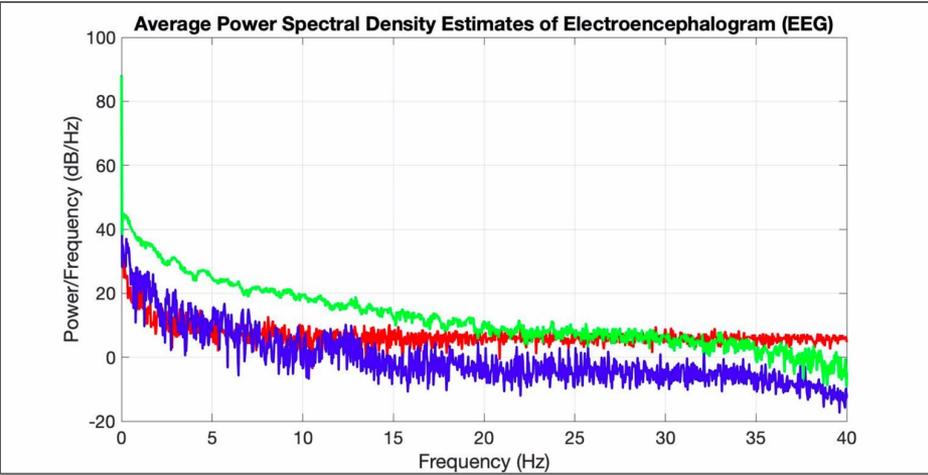
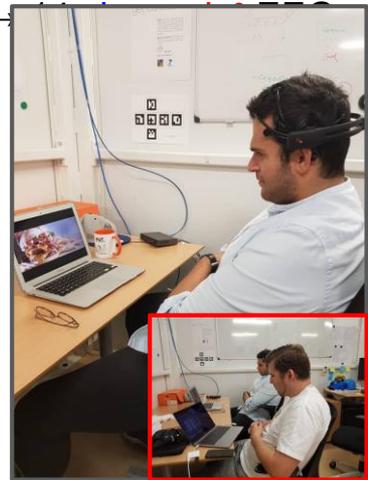
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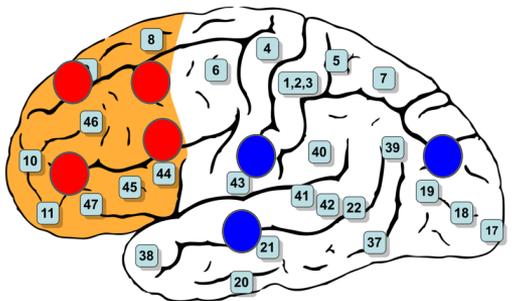
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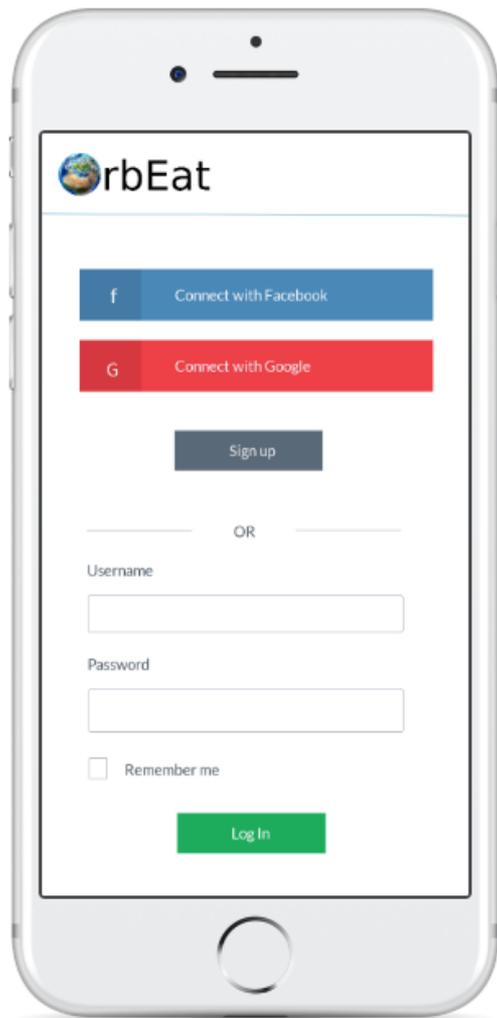
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rbEat

f

Connect with Facebook

G

Connect with Google

Sign up

OR

Username

Password

Remember me

Log In

## MORE MEALS TO MAKE



### Chicken Soup 👤

*The delicious and traditional chicken soup from the.....*

[Read more >](#)



### Corba Soup 👤

*Made from rare and delicate Turkish ingredients....*

[Read more >](#)



### Thailand chicken curry 👤

*A minty curry made from the leaves of the national famous tree...*

[Read more >](#)



### Greek quinoa salad 👤

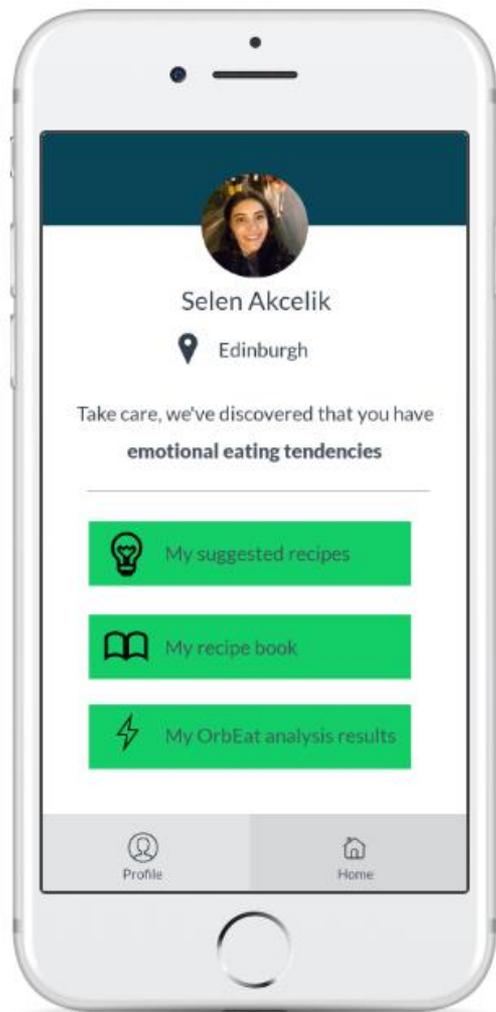
*Fluffy grains and fresh chicken*



Profile



Home



Personal goal - to get a better picture of my relationship with food. Guide you along your nutritional journey.

Cultural goal - Improve our understanding of the food emotional relationship

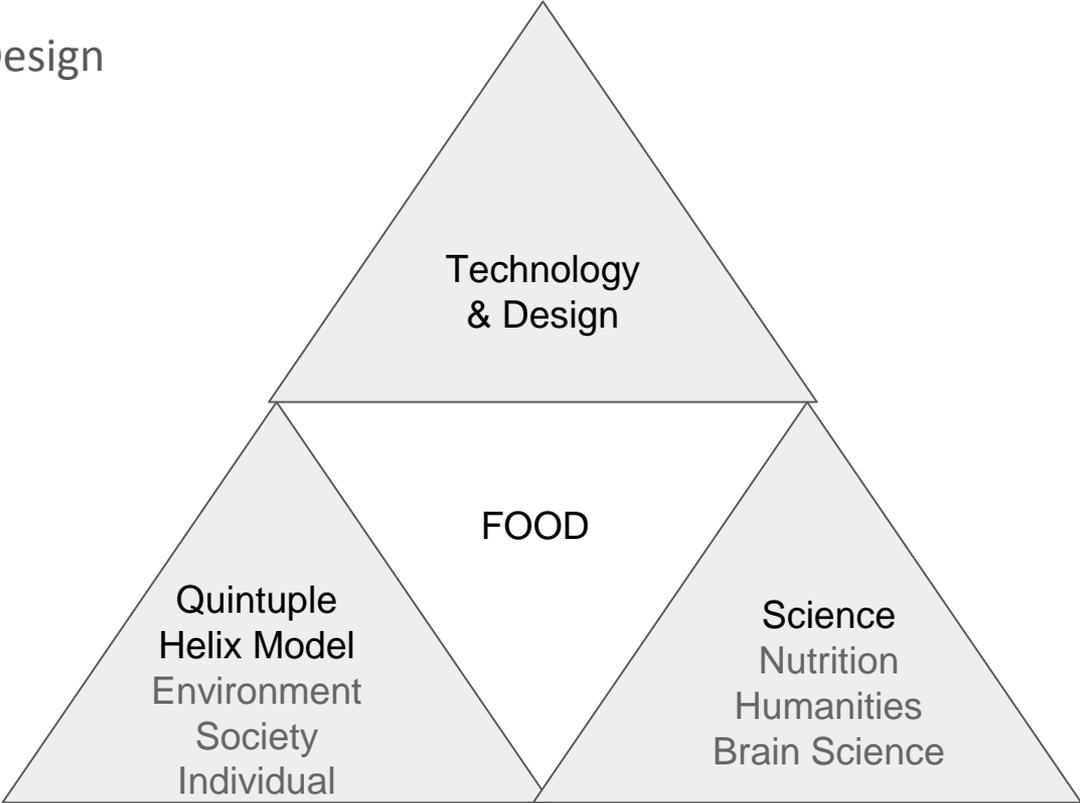
# Key elements

- Customer problem / pain (Humanitarian problem)
- Market/ need / opportunity
- Product / prototype/ proof of concept
- Projections / potentiel
- People - the team - Advisory Board
- Partnerships
- Social Impact and Environmental Impact

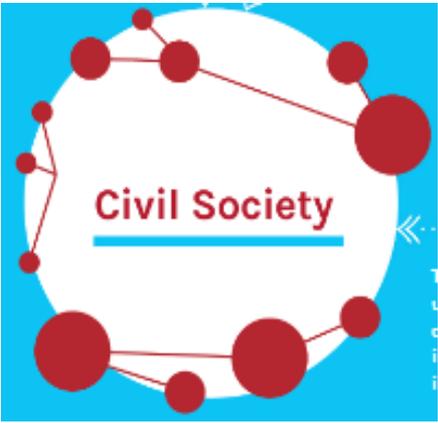
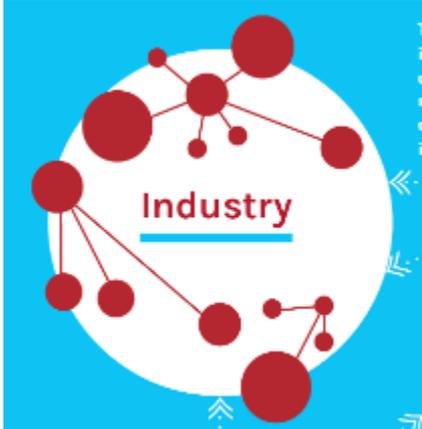
# Food as a social experience



Knowledge Design



# Potential



Open Innovation Strategy Austria 2017