

Clinical Nutrition Science

Innovation and Research for Intelligent Nutrition and Personal Diet



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Intelligent Nutrition and Personal Diet

- **Business Opportunities**

90 % of the world population is concentrated in the main cities of the world

Metropolis: Behavioral changes, habits of life and lifestyle

Intelligent Nutrition and Personal Diet

- **Nutrition products**
- **Improved action of dietary nutrients by the body**
- **Replace a full meal**
- **Serves consumers who value fast, convenient and functional food**
- **They provide better disposition, bone health and**
- **Antioxidant balance in the fight against free radicals.**

Business

Technology transfer



**Partnership for the
industrialization of products**



**Product implementation
consulting in the production
chain**

**Validation and analysis of
data for metrics indicators in
sales and consumer profile**



**Partnerships with idle
industrial plants**

**Partnerships with PD & I
technology parks of
industries active in the area**

Business

Technology transfer



Partnership for the industrialization of products

CONSULTING PROGRAM

BIG DATA ANALYSIS

TECHNOLOGY SUPPORT

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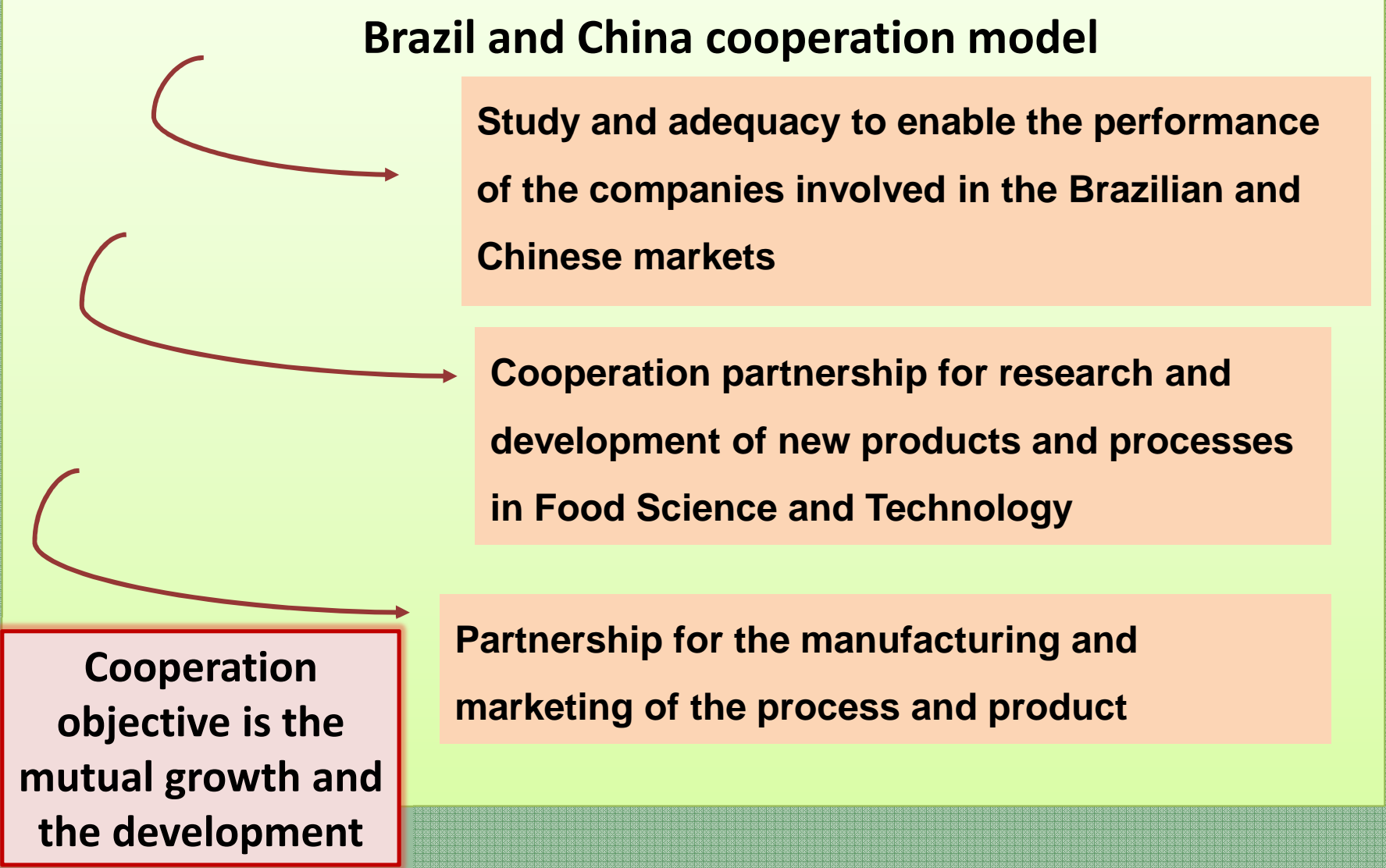
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Internationalization

Brazil and China cooperation model



Study and adequacy to enable the performance of the companies involved in the Brazilian and Chinese markets

Cooperation partnership for research and development of new products and processes in Food Science and Technology

Partnership for the manufacturing and marketing of the process and product

Cooperation objective is the mutual growth and the development

Modulation of metabolic processes by intake of dietary nutrients lifelong

Nutritional products
with scientifically
evaluated effects



Quality of life for all life stages

The quality of products allows them to be used in different conditions and situations

SPORT



DISEASES



SOCIAL CONDUCT



Differential and Benefits

Characteristics	Products on the market	Our products
Composition of nutrients	Adequate	Adequade and High efficient
Bioavailability of minerals from ingestion diet	Adequate	High with clinical trials for absorption of Fe and more minerals
Customization and Nutritional Quality	Adequate	High scaled by mathematical and biochemical studies
Nutritional Security and Composition of Products	Low, ineficiente for minerals	Excellent

GLOBAL MARKET

Nutrition Supplements - U\$ 190 bilhões (2013) and U\$ 200 bilhões (2014)

**Herbalife (2015) - U\$ 80 bilhões
Annual growth of 20 – 25 % per annum.**

Percentage of the global market:

Asia-Pacific = (44.2 %)

North America = (32.6 %)

Western Europe = (14.4 %).

Latin America = (3.1 %).

Eastern Europe = (2.7 %).

Africa, Middle East and Australia = (3.0 %).

*** The data above include vitamins and minerals.**



BRAZILIAN MARKET

5 million people consume supplements in Brazil

The market moved around more than R\$ 1 billion in 2016

Growth rates ~ 100 % higher than the conventional food segment

And it increases the population's awareness of the importance of maintaining a healthy and wellness.



Key Partners	Key Activities	Value Propositions	Customer Relationships	Customer Segments
1-Suppliers of materials companies 2-Business provider of products and services 3-Consultants management 4-Consultants and packaging suitability studies with the product 5- Marketing and Sales	1-Research and Development of products through biochemical, physiological and clinical trials 2 Partnerships with medical staff for the implementation of products experimentally 3- Partnerships with companies to develop new products and processes	1 - Nutritional products evaluated by clinical trials in humans 2 - Technologies aggregated to products with mathematical modeling that allows to know the amount of micronutrients offered by nutrition 3 - Products that differ in the supply of micronutrients assisting the medical team in the nutritional status of their patients 4-B2B with partner companies for technology exchanges in order to improve products and processes	1-Scientific information by magazines and journals 2-Site to engage with customers 3- Customer Service 4-Participations at congresses, workshops and events	1 Elderly of both sexes who require enteral feeding 2 Adults of both sexes who require enteral feeding 3 Young of both sexes who require enteral feeding 4 People who need minerals for deficiency diagnostics 5 Hospitals / Clinics / Household 6- Oral nutritional supplement for all groups of people
Cost Source 1- Maintenance of services and production infrastructure 2- Providers and direct and indirect services 3- Consultants and employees to be hired 4- Partner companies and service providers		Revenue Streams 1- Public and private hospitals 2- Invoice products at all stages of marketing 3- Control amount of each product manufacturing 4- Entry control and shipment output		

Business Model Canvas

TECHNOLOGY

Nutrition supplements are created and patented

Bioavailability of minerals on products

Oral or enteral feeding are offered

Powder or liquid

Availability of manufacturing and marketing products

TECHNOLOGY

Nutrition supplements are created and patented

**One product by two forms to
offer for consumers**

1 – Prevent

2 - Treatment

**NUTRITIONAL PRODUCTS THAT CONTRIBUTE
TO HEALTH AND WELLBEING OF ALL**

**NUTRITIONAL PRODUCTS MORE EFFICIENT
THAT ARE CAPABLE OF INFLUENCE THE
GUIDANCE MEDICAL**

**Thank you
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