

Comprehensive and individual support for diet and exercise based on DNA and lifestyle data

Summary

Profile type	Company's country	POD reference
Technology offer	United Kingdom	TOGB20230428013
Profile status	Type of partnership	Targeted countries
PUBLISHED	Commercial agreement with technical assistance	• World
Contact Person	Term of validity	Last update
Annamaria DI PATRIZIO	28 Apr 2023 27 Apr 2024	28 Apr 2023

General Information

Short summary

A UK startup has launched a service and app for continued adjusting of nutrition and lifestyle for better health. Cutting edge knowledge around nutrition and genetics has been combined with individualised and dynamic recommendations and dietary supplements. Commercial agreements with technical assistance are sought with nutrition and wellness clinics, fitness clubs, corporate wellness programmes. Developers of personalised supplements and recommendations are being sought at the same time.

Full description

As health and wellness grow in importance, so does both the academic knowledge about them and products and services supporting them. There is a trend for ever more individual approach and there are some good tools already out there. It is possible to learn about one's genetic predisposition and the possible risks. One can find nutrition plans that adjust themselves to individual lifestyle. All in all, the segment is still in its infancy.

There are two problems. Too many offered solutions contain "everything that's good for you". The other is, what will people have to do exactly, given their individual risks or habits?

A UK startup has now combined latest nutritional and genomic (single nucleotide polymorphisms) data and created an app that allows people to solve the above problems. First, a DNA test is taken that comes with ethical data handling promise (or a pre-existing test from 23andMe or Ancestry forwarded). Upon results, the app prompts to answer questions about lifestyle and fitness. The algorithm then creates a unique profile and set of recommendations. It covers not just cardiac and obesity related predispositions but also thyroid and hormonal health, the types of sleep and of fitness that the person currently has. There is evidence that genetics plays a role in how

one's fitness and exercise should be approached.

At this point it is worth mentioning that some good schemes and apps have failed in the past because they have been perceived by the public and the commercial partners as one-offs. The new algorithm is more dynamic. The user is encouraged to start and continue on a journey, as the recommendations will change in time. The way one eats and exercises will have to change. Also, the startup will shortly launch a service of mixing together individually recommended supplements. Again, these will change over time.

Despite its recent launch the app is being downloaded at an increasing rate (in English-speaking territories). The startup has a dedicated partner approach and is now seeking foreign clinics, be it obesity, nutrition or wellness clinics. Another group who have started working it in the UK are fitness clubs and individual trainers. A third group is corporates but also SMEs who see this as a better way of looking after their colleagues.

Last but not least, the company seeks proposals from other developers of individualised genetic data, recommendations and supplements they could include in their portfolio .

Advantages and innovations

The new solution is more comprehensive and more individual than those on the market, thanks to the underlying cutting-edge knowledge base.

Its gamification and dynamism encourage users to stay with it for a long time.

Technical specification or expertise sought

Stage of development

Already on the market

Sustainable Development goals

• **Goal 3: Good Health and Well-being**

IPR Status

Secret know-how

Partner Sought

Expected role of the partner

Type of partner sought: industry, public health.

Specific area of activity: clinics and fitness centres, corporate wellness providers but also businesses themselves offering such programmes to colleagues. On the other hand, developers of complementary knowledge, technology or supplements are welcome to share their proposals.

Role of partner sought: rolling out the individualised offer with advice and technical support from the UK company. The technical support will continue over time as the knowledge base and offering evolve. Similarly, other developers are welcome to offer their solutions and know-how to the UK company under commercial agreements with technical assistance.

Type of partnership

Commercial agreement with technical assistance

Type and size of the partner

- **SME 50 - 249**
- **SME 11-49**
- **SME <=10**
- **Big company**
- **R&D Institution**

Dissemination

Technology keywords

- **06003003 - Population genetics**
- **006001002 - Care and Health Services**

Market keywords

- **05007007 - Other medical/health related (not elsewhere classified)**
- **07001004 - Sporting goods, hobby equipment and athletics clothes**
- **05010003 - Patient rehabilitation & training**

Targeted countries

- **World**

Sector groups involved