



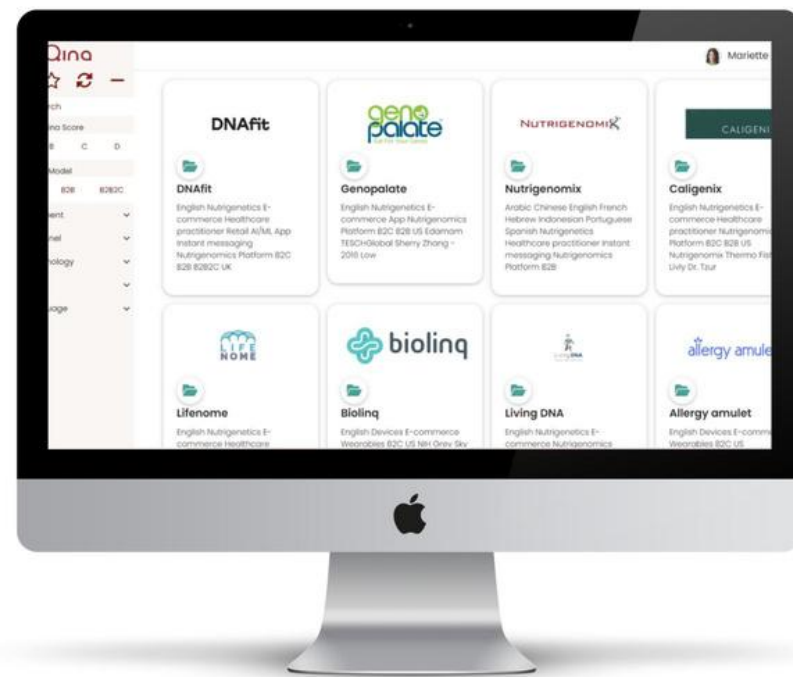
Digital plus Data as the growth engine for Food & Beverage innovation in health

Mariette Abrahams –
CEO & Founder of Qina

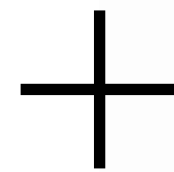
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A STRATEGIC NUTRITION INNOVATION CONSULTANCY & MARKET INTELLIGENCE PLATFORM OPERATING AT THE INTERSECTION OF FOOD, HEALTH & TECH



Market intelligence



Digital tools



Domain expertise

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 BRIDGE2FOOD

**THERE IS A CLEAR SHIFT
TOWARDS
FOOD IS HEALTH**



AN INCREASED FOCUS ON HEALTHSPAN

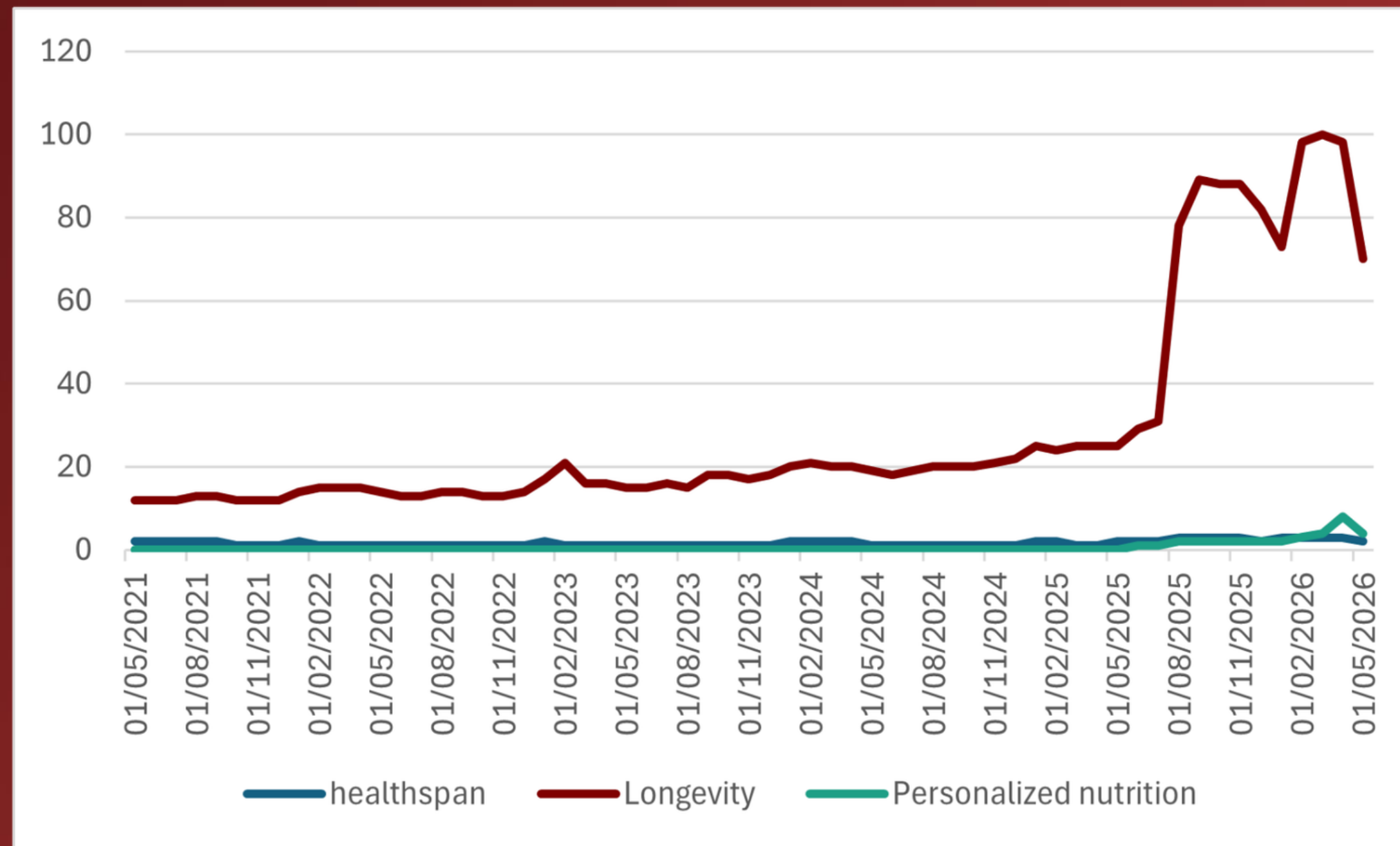
Consumers are increasingly
prioritising their health

Food is recognised as a key lever for
extended healthspan

Consumers take a holistic approach



Consumers are interested in topics around Longevity and health driven by social media



INCREASED ADOPTION OF AI TOOLS



Smartwatches & Trackers



Image recognition



AI chatbots



Devices



Digital nutrition coaches



Smartglasses



Digital twins

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GLP-1 adoption is growing rapidly

These are changing the conversation around food, weight and health





**We have entered a new era
where food, health, tech and
pharma intersect**

Food Health Ecosystem





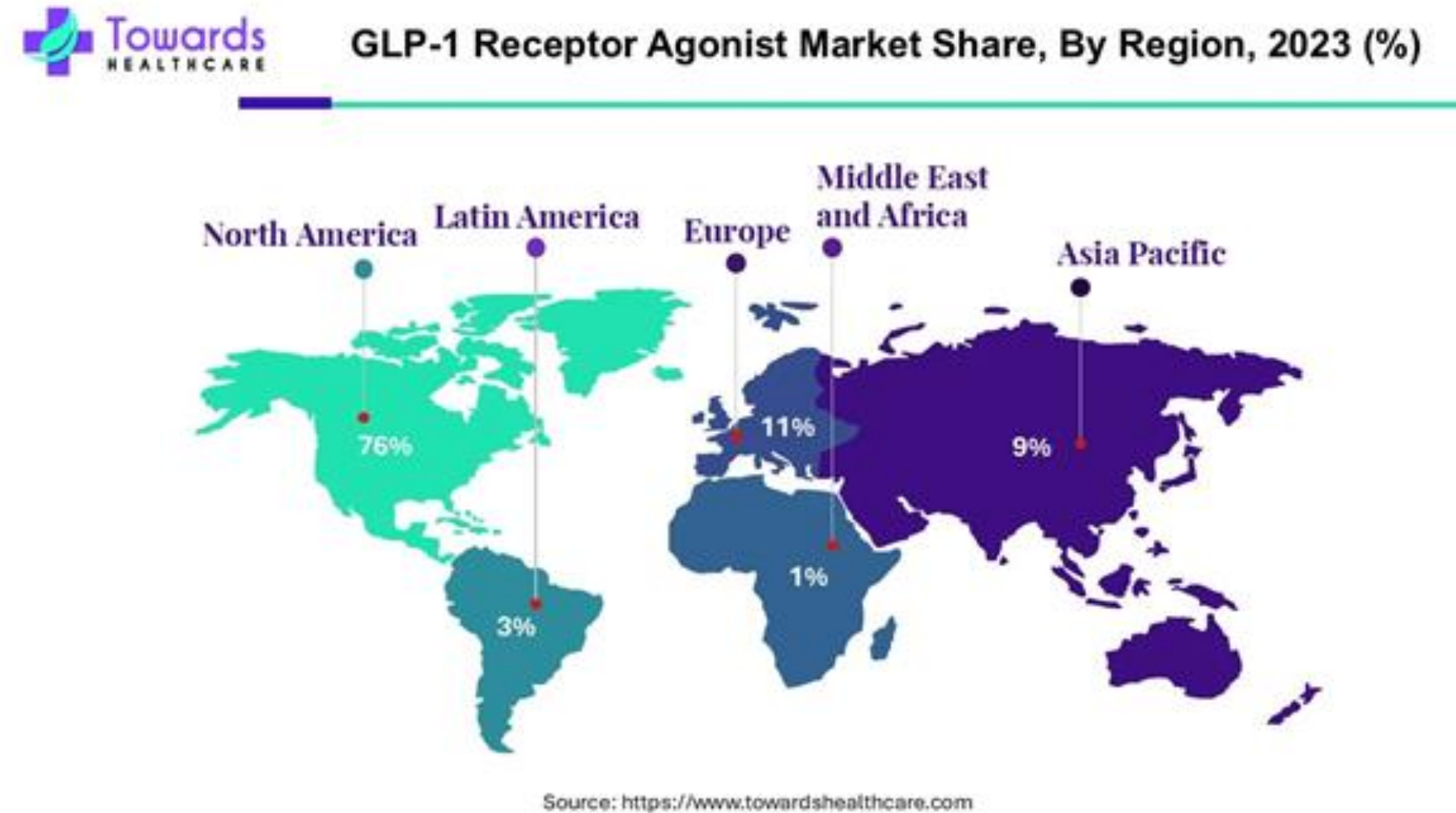
GLP-1 CONSUMER INSIGHTS & BEHAVIOR

GLP-1 adoption is soaring, impacting shopping habits and food consumption

GLP-1 adoption faster than Facebook and the Iphone

1 in 8 in the US (30 million)

6% in the UK (2 million)



GLP-1 Consumer behavior with regards to Food & Beverages

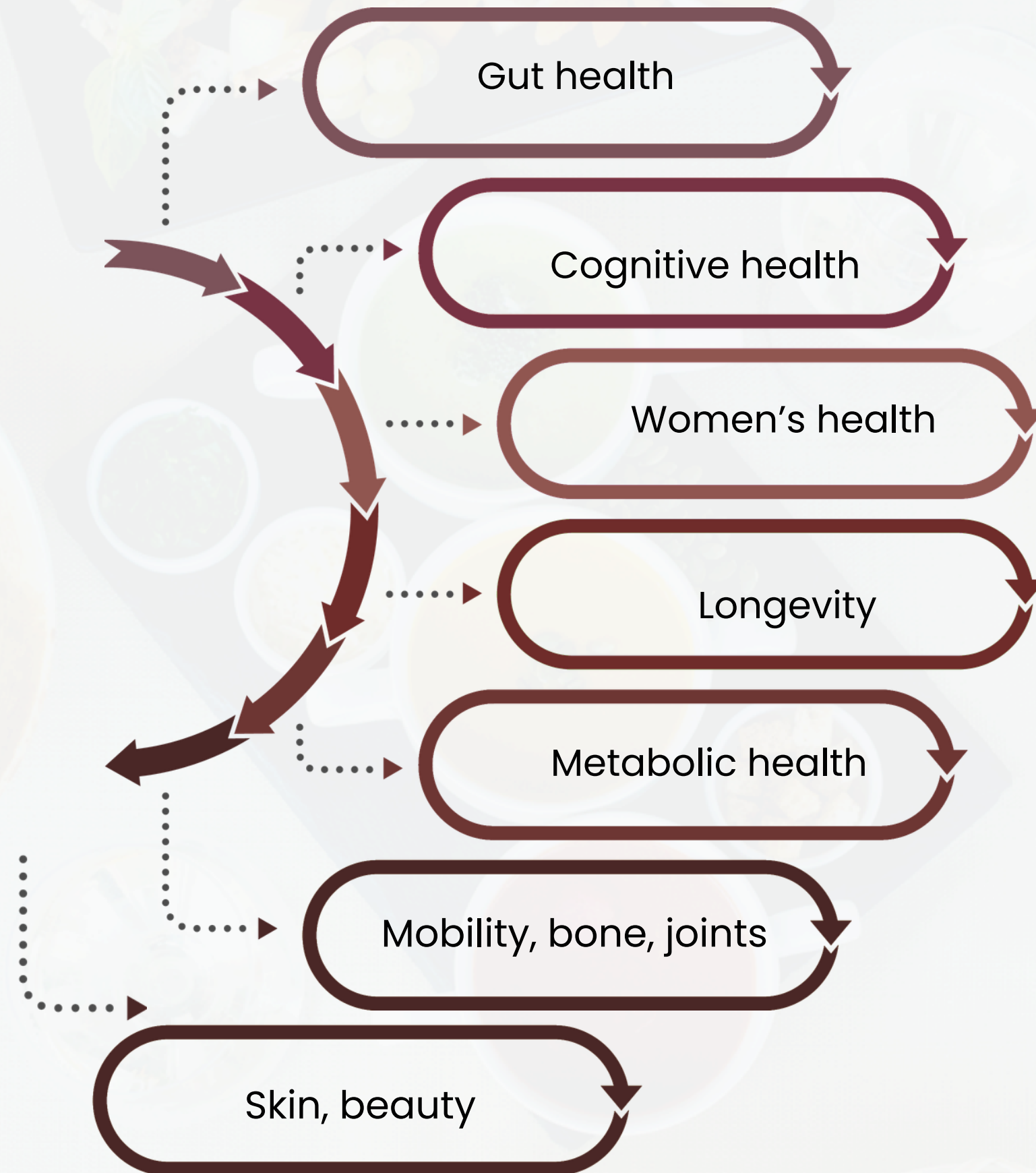
What consumers do

- Read food labels
- Scan barcodes
- Take supplements
- Create DIY health bundles
- Eat out less
- Exercise more

What consumers buy & consume

- Protein, dairy ↑
- High fiber ↑
- Healthy fats ↑
- desserts, snacks ↓
- Alcohol ↓
- Functional foods ↑

7 KEY CONSUMER HEALTH GOALS HEALTHSPAN



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**HOW IS THIS
PLAYING OUT IN
THE MARKET?**



FROM PREVENTION TO MEDICAL NUTRITION



Fresh food

Lifestyle products

Targetted nutrition

Functional ingredients

Healthspan products

Medical nutrition

Strategies companies are adopting - Foods are becoming inherently functional

**Towards targetted
niches with benefits**



**Functional extensions
aimed at a specific benefit**



**Medical grade but
for everyday use**



WHAT IS NEXT FOR FOOD & BEVERAGE INNOVATION?

**Personas
don't work**

Health goals

**Stage of
treatment**

**Taste &
Texture**

Satiety

**Nutritional
density**

**Functional
ingredients**

Portion design

A collage of fresh food items including a bowl of spinach salad with tomatoes and seeds, a bowl of green pesto, and a fried egg on toast with spinach and tomatoes.

THE SHIFT TOWARDS ECOSYSTEM INNOVATION

Winning companies will combine these 4 components to create targetted and data-driven solutions

Real-time feedback

Long-term engagement

Prevention

Personalised



Future solutions will need to combine products + behavior change support

Design for
fewer
consumption
moments

Routine
integration

Support
broader
health journey

Long-term
engagement

It is already happening – winning companies are already shifting from platforms to ecosystem innovation by combining expert coaching, product and real-time data



- Prescription
- Online pharmacy
- Nutrition coaching

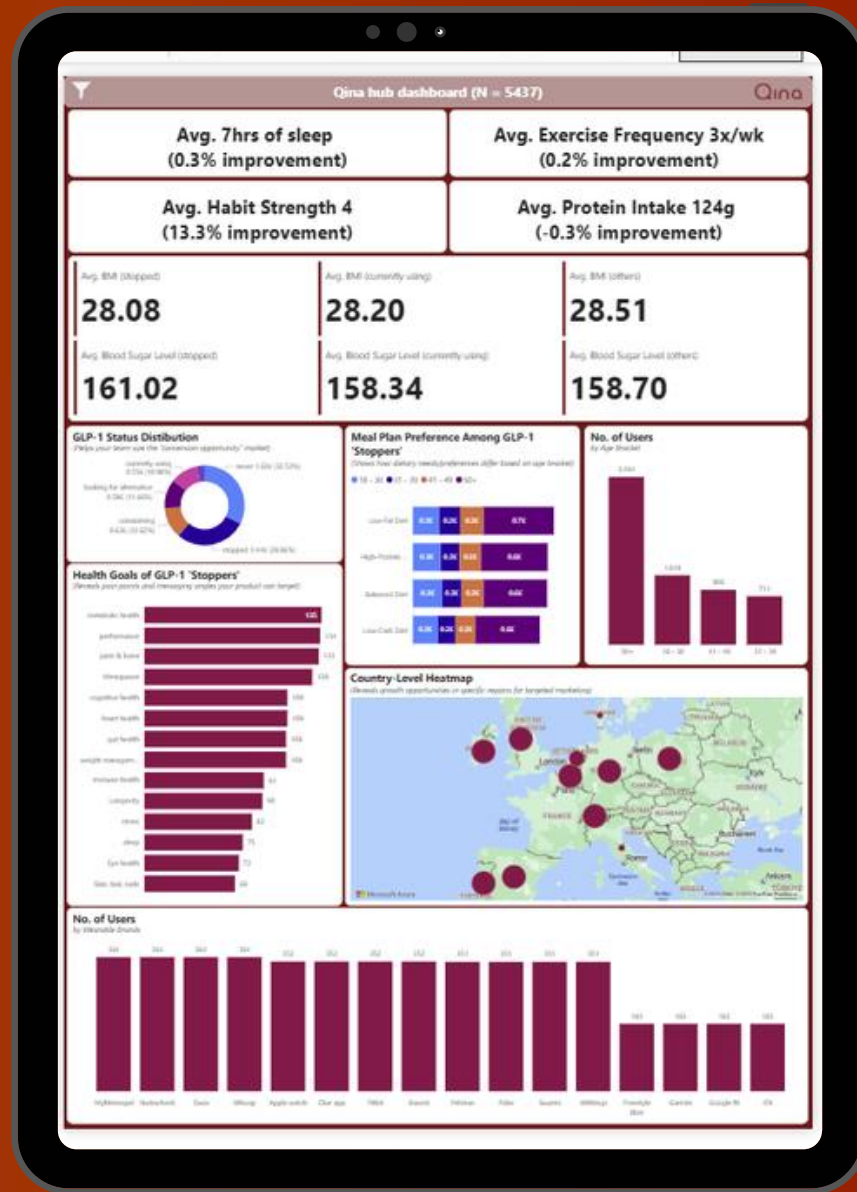


- Prescription
- Strength training
- Behavior change & Nutrition coaching



- Supplements
- Electrolytes
- Nutrition guides
- Tracking tools

The Qina Food Health Ecosystem



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Continuous feedback and quality data informs better innovation



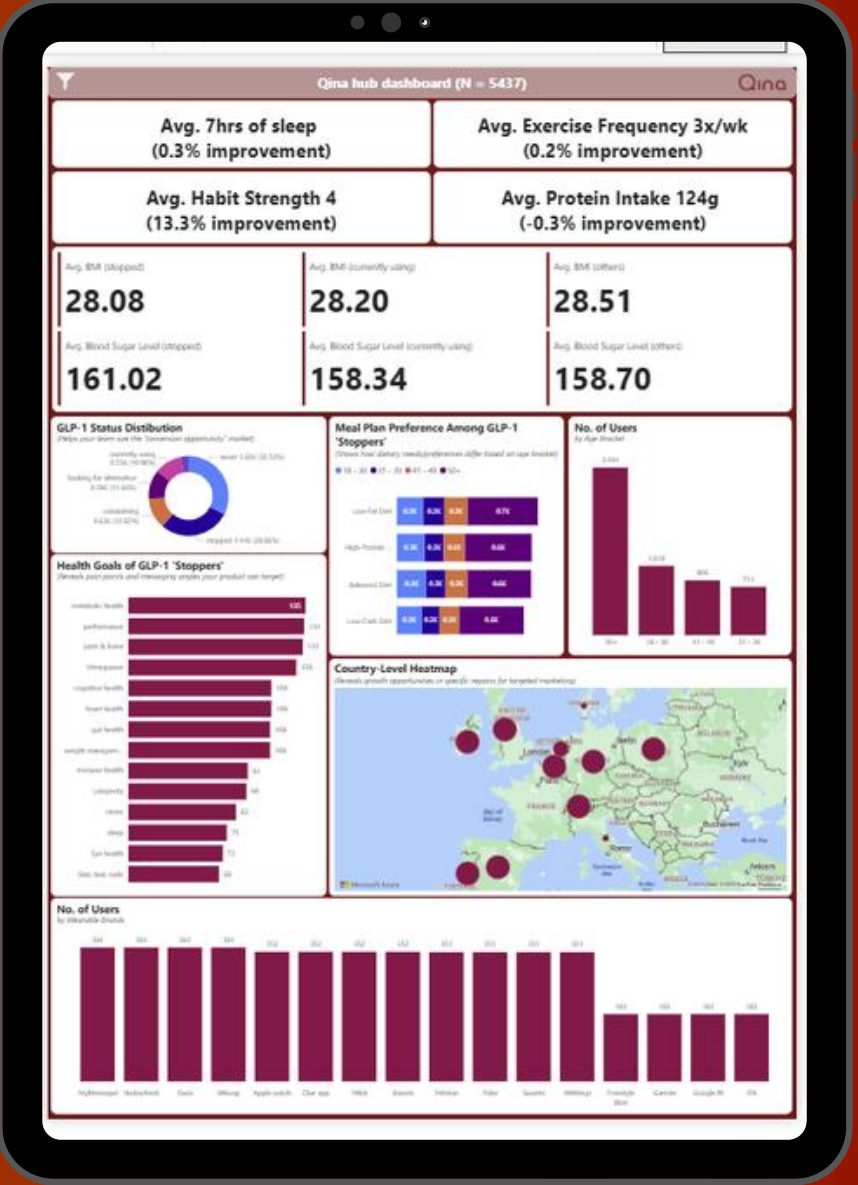
The Food Health ecosystem that is a win-win-win

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Real - world Evidence

Aggregated insights

Longitudinal data



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Incentives & Rewards

Digital tools

Telehealth & support



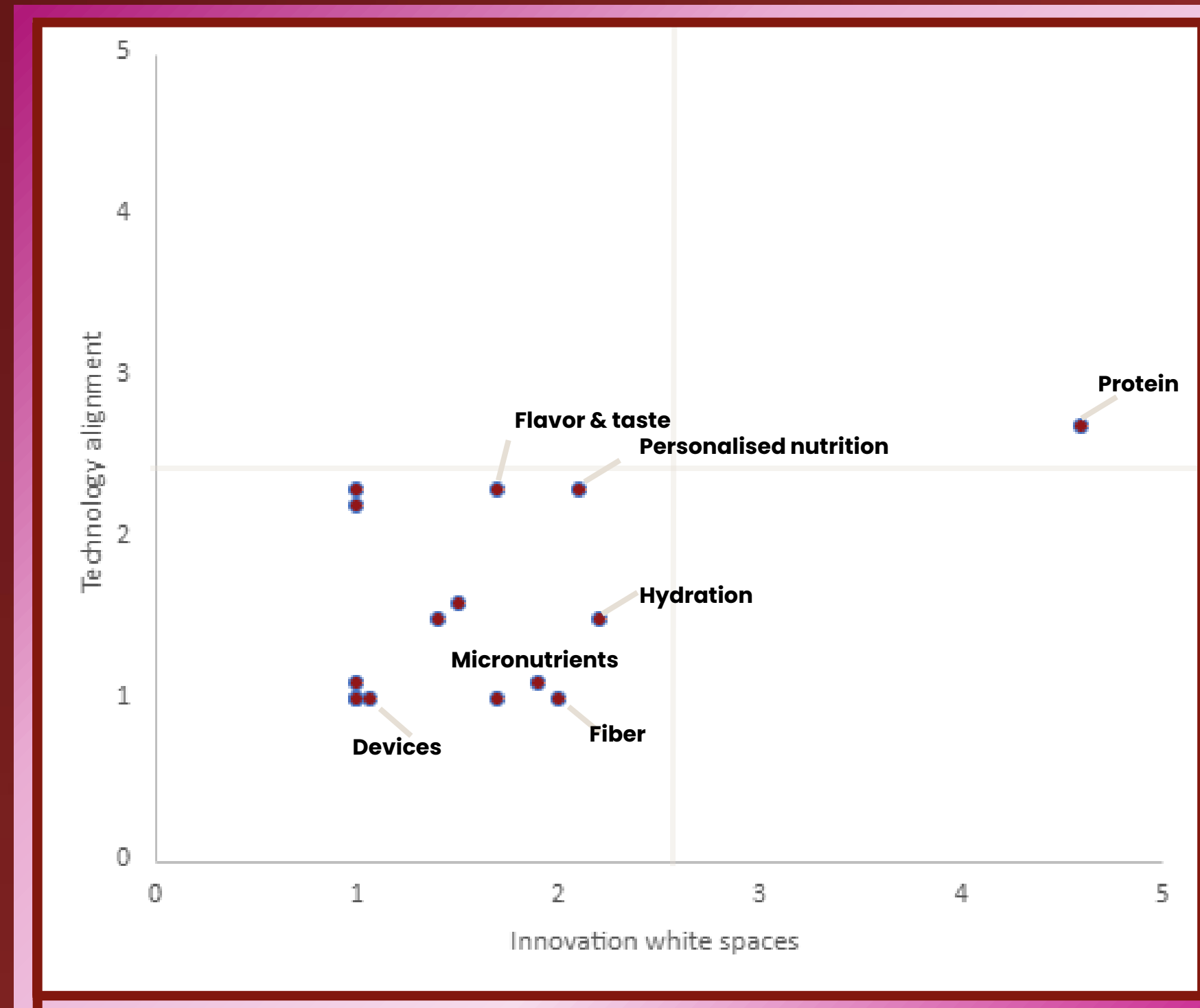
Industry

Customers

The missing trust layer that solves the cost, adherence and support problem



There are many white spaces, but how to combine them will be the key



WHAT NOW?

1. Understand which consumer segment you are creating for
2. Communicate clearly on the health benefits you are delivering on
3. Identify partners to create ecosystems with to generate real-world data



KEY TAKE-HOME MESSAGE

Innovating in a health first world will require combining consumer data, technology and health outcomes to help consumers achieve their health goals and integrate solutions into their long term routines

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Learn more here

