



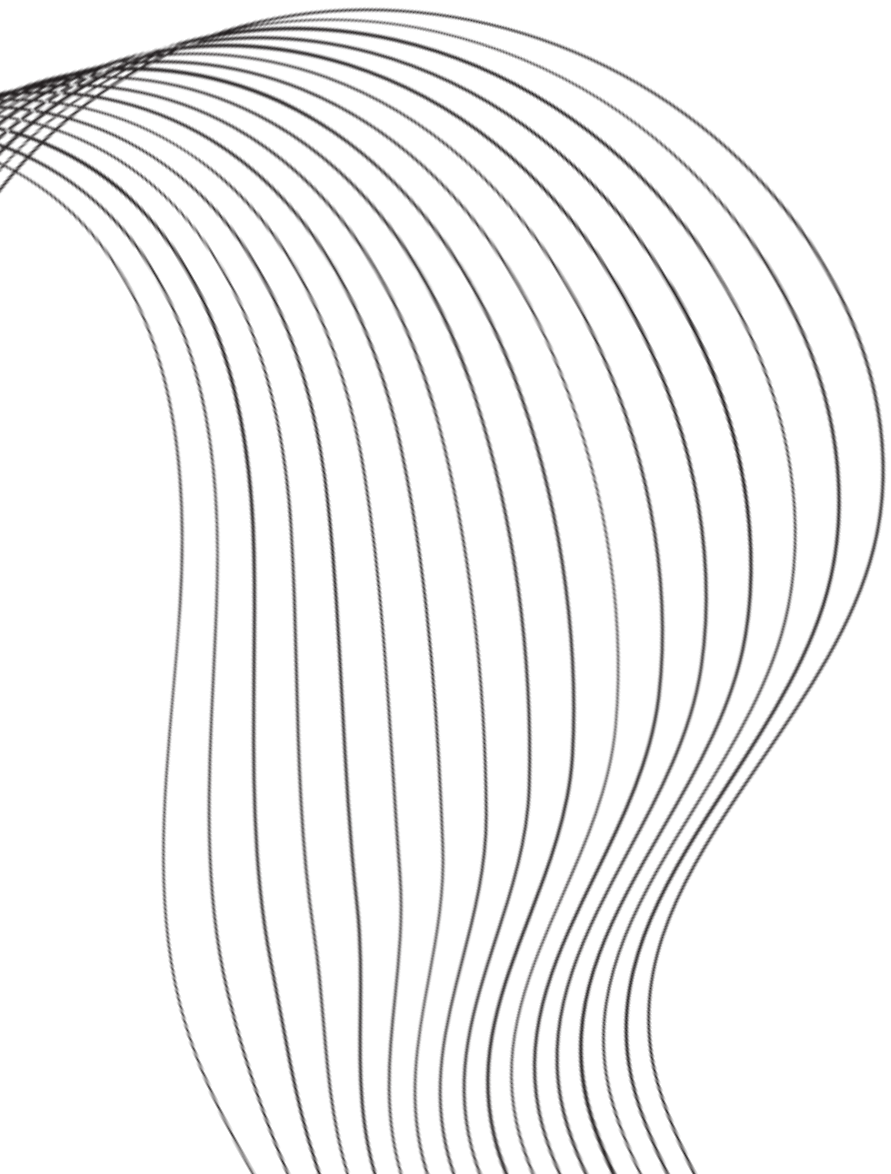
ITMO UNIVERSITY

Digital solutions to develop the personalized nutrition

Mariia Daniliuk
Anastasiia Andreeva
Elena Lobova
Anastasia Pavlova



Issue



53 лет

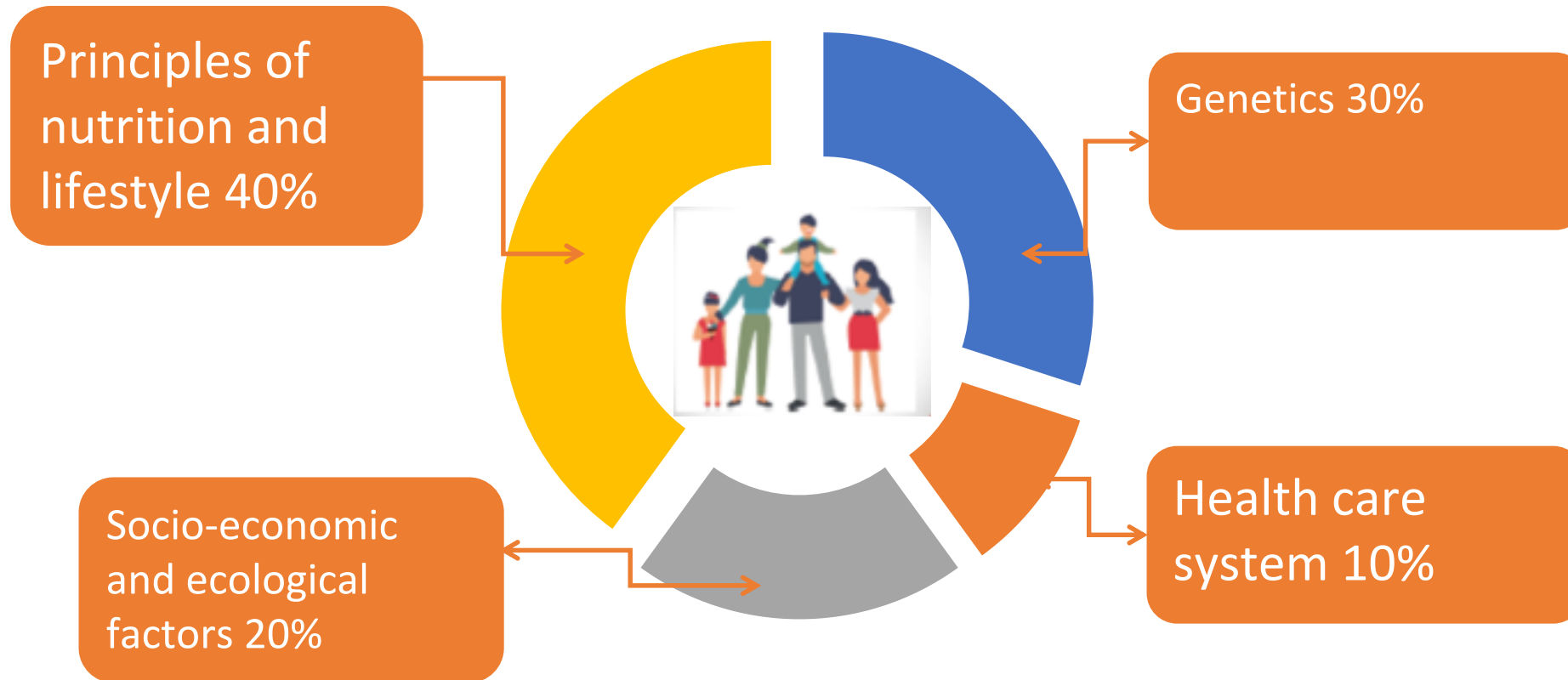


54 лет

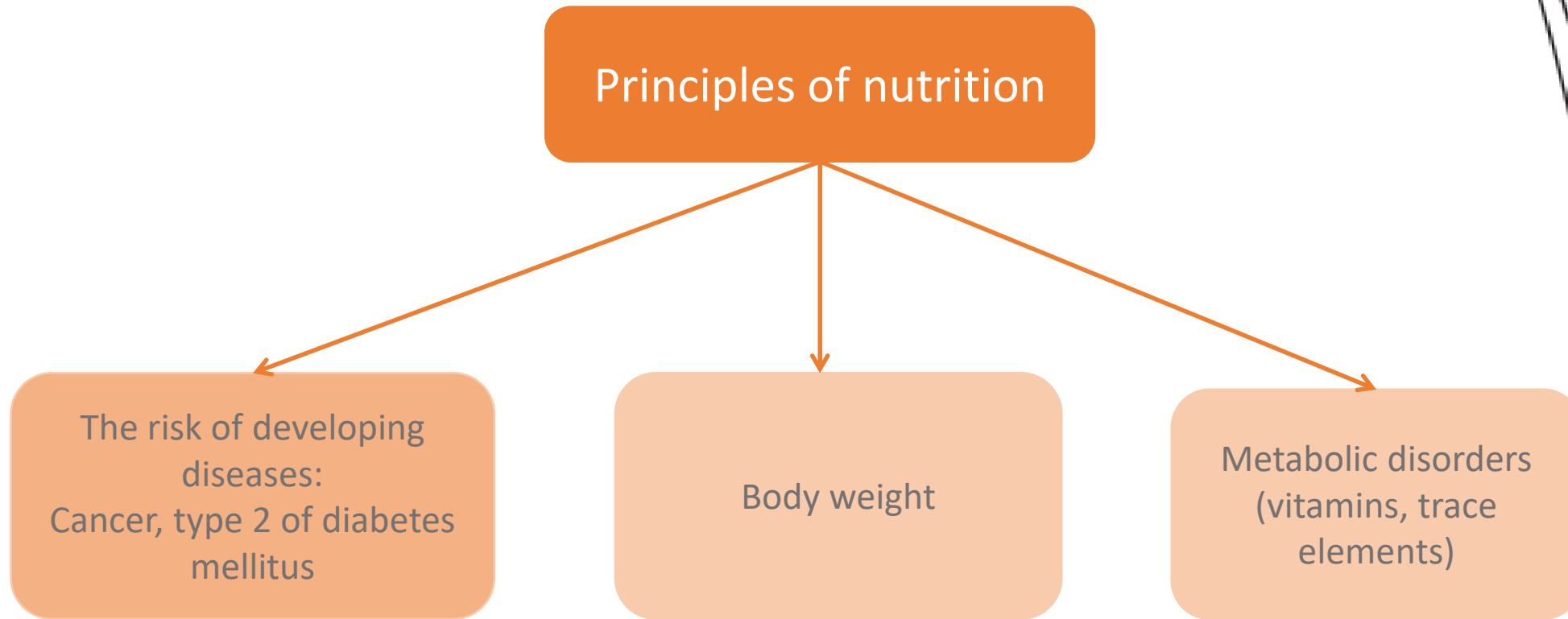


32 года

Factors that determine human health



Principles of nutrition and health



Statistics in Russian Federation

46%
normal
weight

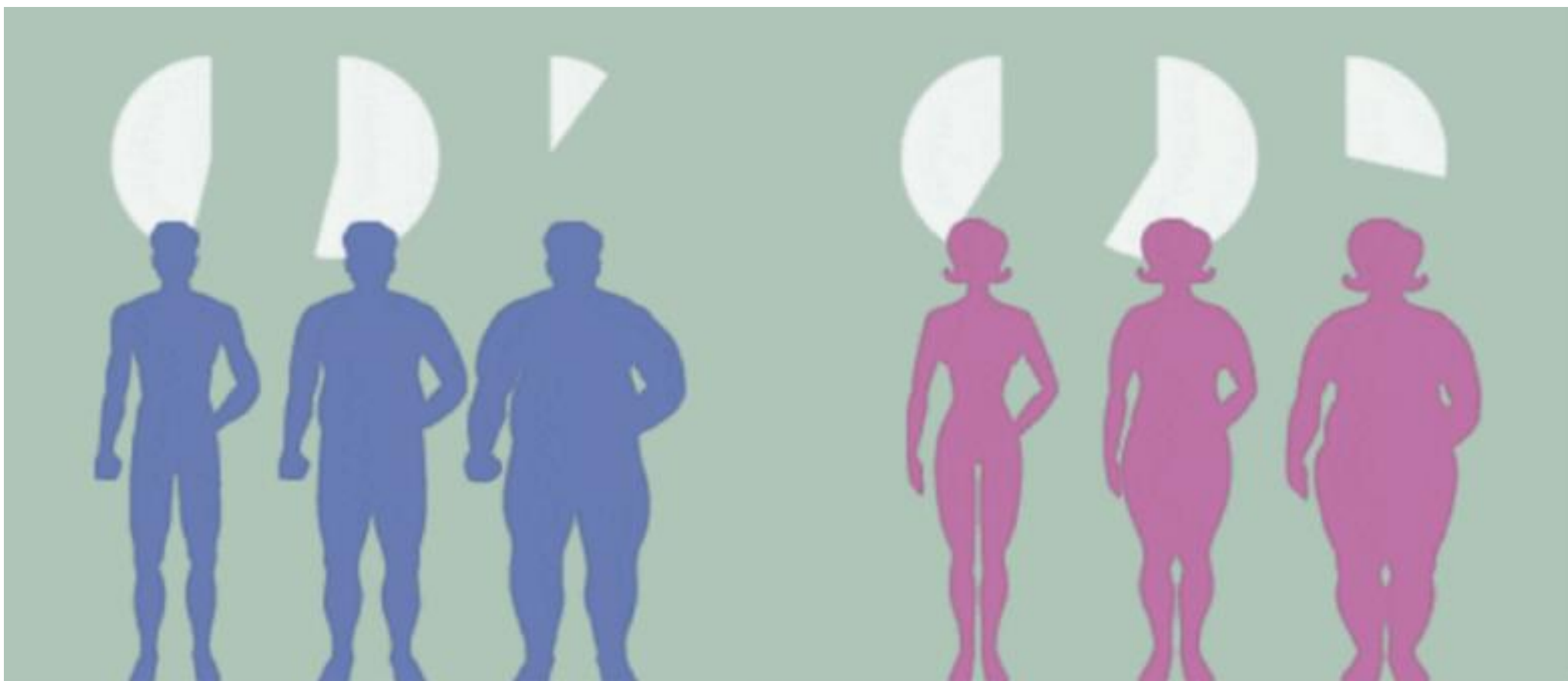
54%
overwei
ght and
obesity

15%
obesity

41%
overwei
ght and
obesity

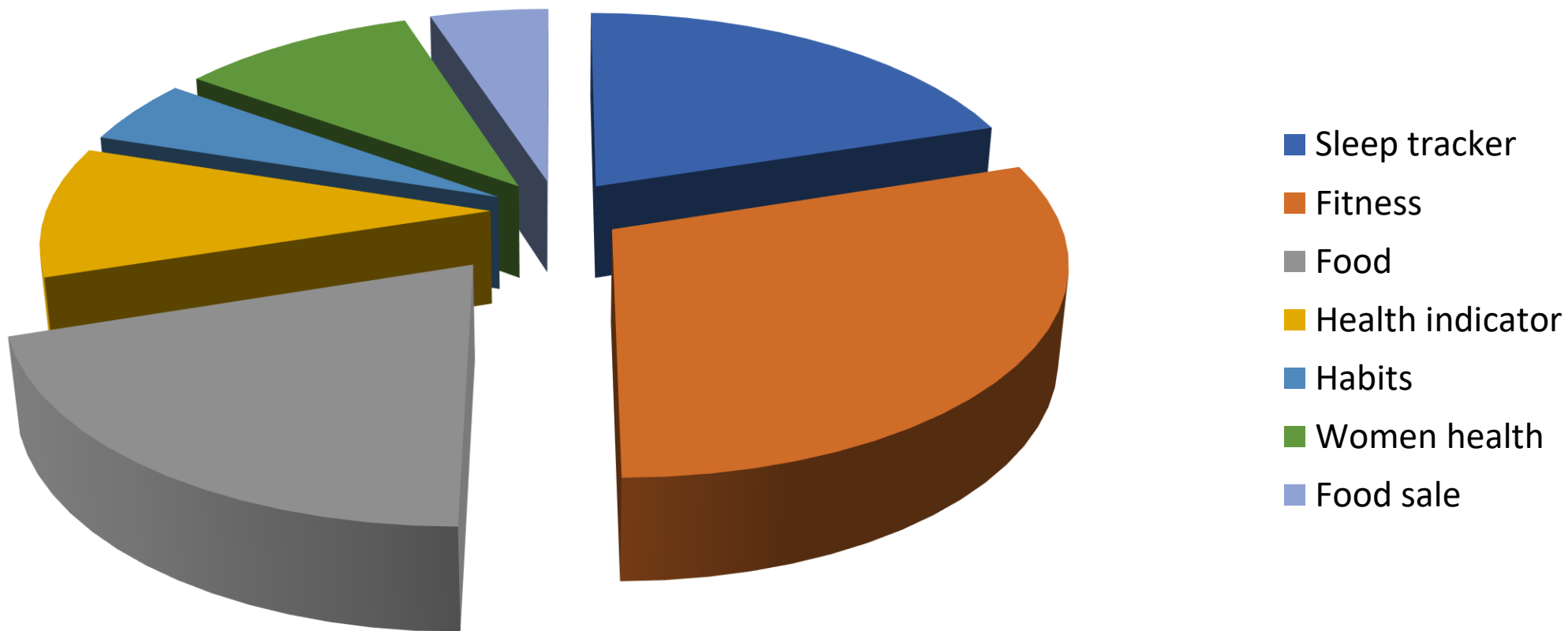
59%
overwei
ght and
obesity

28,5%
obesity



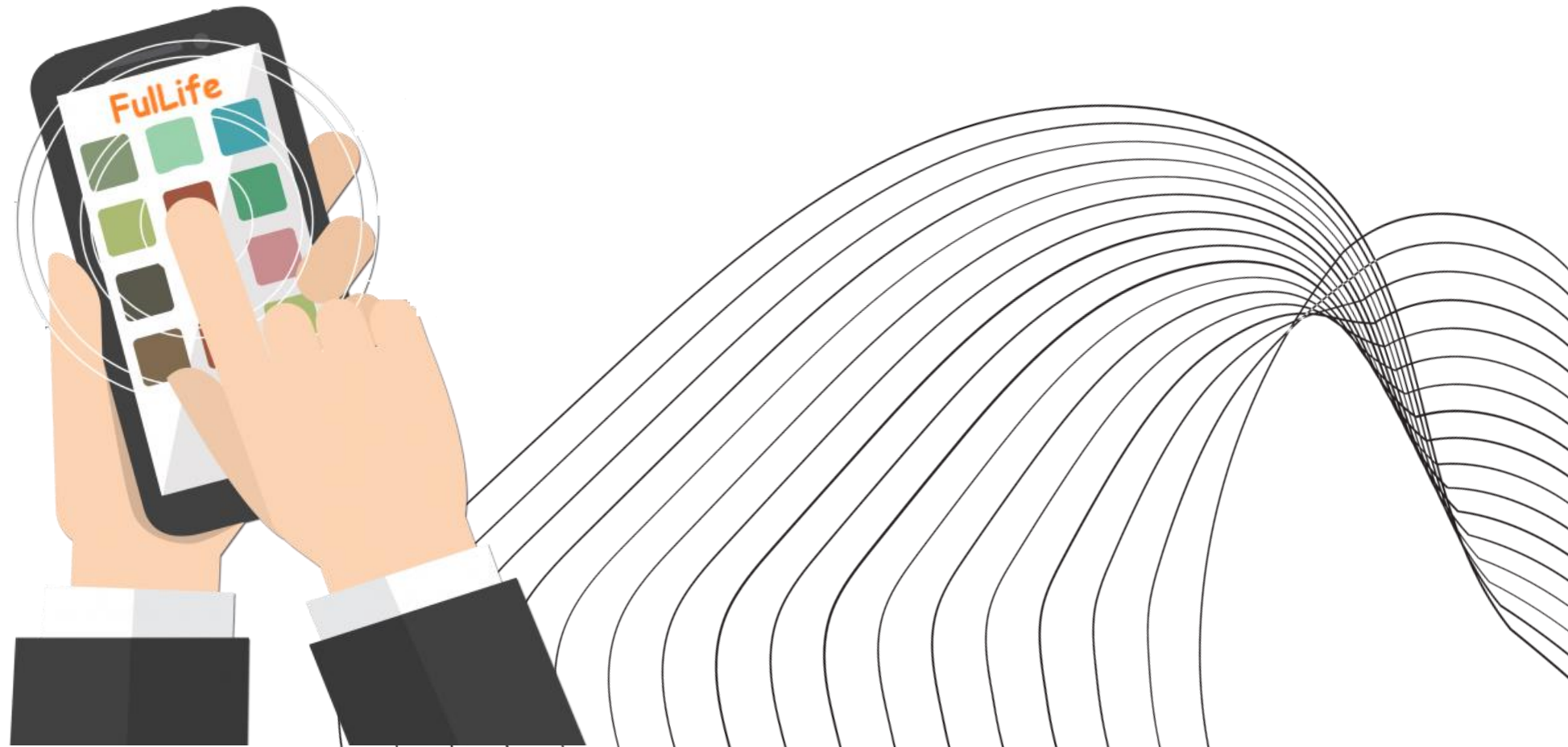
Digital solutions

Top apps in the “Health and fitness” segment



FulLife APP

Nutrition for active and healthy longevity

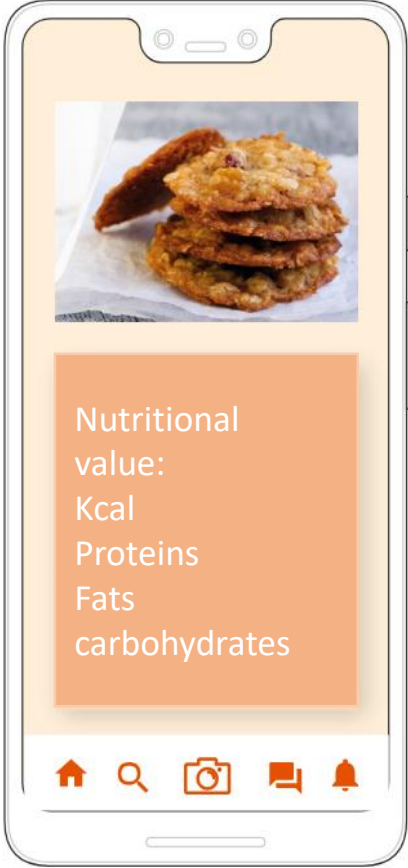
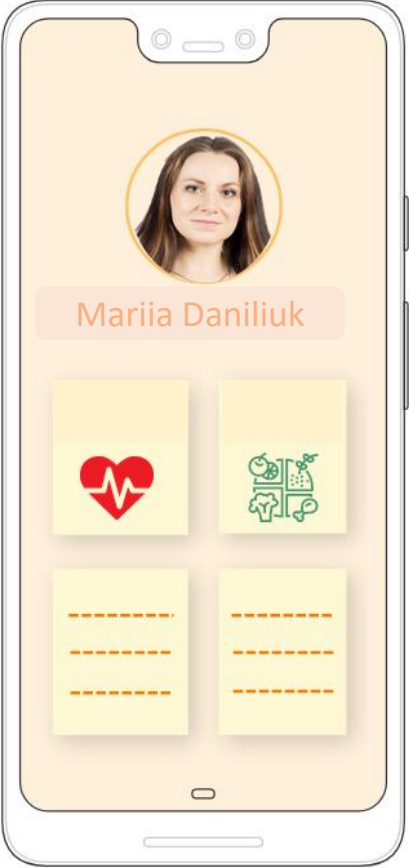
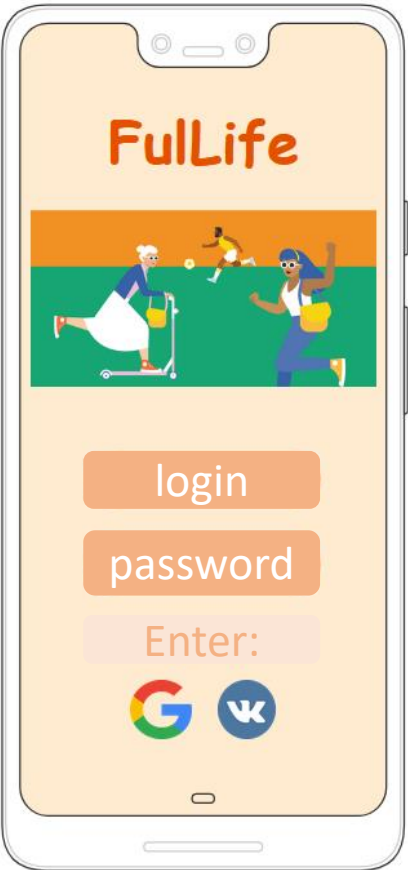


Smartphone apps

Apps	Calorie content by photo	Meal plan for the week	Chat with a nutritionist	Recommendations for the use of functional products	Taking into account physiological and geographical features
Snap It	✓	—	—	—	—
Foodvisor	✓	✓	—	—	—
Im2Calories	✓	✓	✓	—	—
FatSecret	—	—	—	—	—
Lifesum	—	✓	—	—	—
FulLife	✓	✓	✓	✓	✓

FullLife APP

[AV]
[V]



Technology



Road map





Thank you for attention