

Vivanda

Powering The Internet Of Food To Connect and Personalize The Network Of Food

Services Platform Case Study – Under Construction

MIT IDE Platform Strategy Summit

July 10, 2015

Jerry Wolfe, Vivanda CEO and Founder





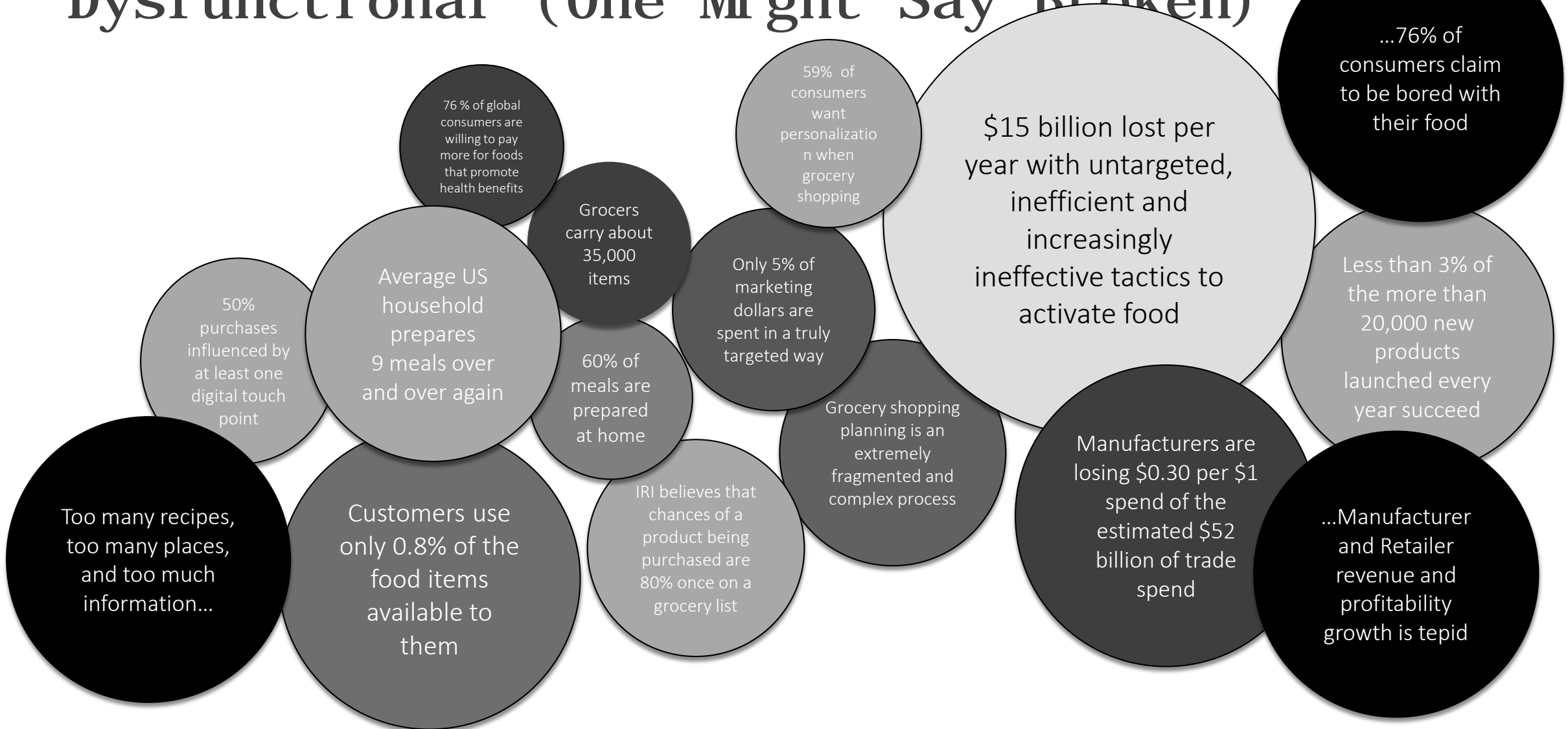
98%
FlavorPrint
Match



The Personal and Trusted Food Advisor Connecting the Network of Food to Meet Consumer Needs

Consumers are making choices when meeting their personal food needs, and the primary driver for choice is always taste. In this decision making process they are spending \$1.5T on food in the US annually. They are dissatisfied with this essential need being meet by the “Network Of Food”. With 10’s Billions (\$) in untargeted, inefficient and ineffective spending to influence food choice, the stage is set for disruption of the entire industry.

The Problem – The Network of Food Has Become Dysfunctional (One Might Say Broken)

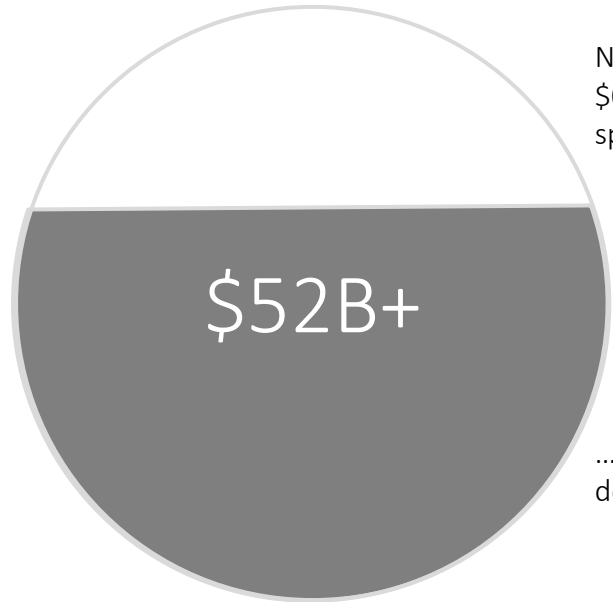


The Network of Food

Market Size based on U. S. Figures



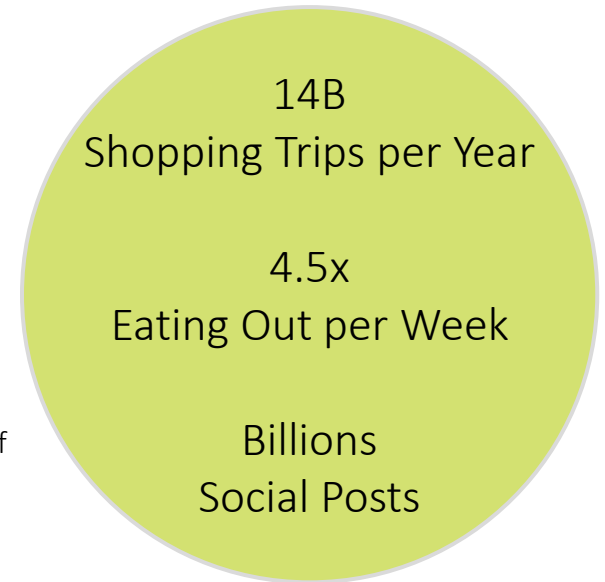
Consumers spend a significant amount of money on Food annually ...



... with Brand Marketers spending Billions on Trade and Consumer Advertising

Negative
\$0.30 per \$1
spent...

...out of majority of
dollars spent.



... and a large scale number of touch points are accessible digitally to influence consumer choice throughout The Network of Food.

The Emergence of the Connected Consumer Signals The Tipping Point For Behaviors Driving the Network of Food

CPG manufacturer and retailers are struggling with unprecedented levels with growth and declining effectiveness of historical advertising and promotional practices to influence choice and drive growth.

Shifting demographics and the adoption of connected behaviors have changed the Network of Food creating a...

...growth opportunity to meet significant unmet consumer needs associated with food choice...

...driven by taste, value and health/wellness by using multiple digital tools...

- ✓ >50% CPG sales digitally influenced
- ✓ CPG eCommerce accounting for majority of CPG growth
- ✓ Massive levels of investment flowing into food tech

“...the leaders in our industry kept coming back to three key words to describe the future food retail experience: personal, digital and virtual.”
FMI president and CEO Leslie G. Sarasin

Taste Is The Primary Driver Of Food Choice

Our Product – FlavorPrint Services...Powering The Network Of Food

Creating a new standard for the identification of the taste and texture by printing products and people

Delivering personalized and contextualized recommendations and food experiences via API enabled platform

Providing data, insights and analytics to partners for better understanding of consumer interactions with food

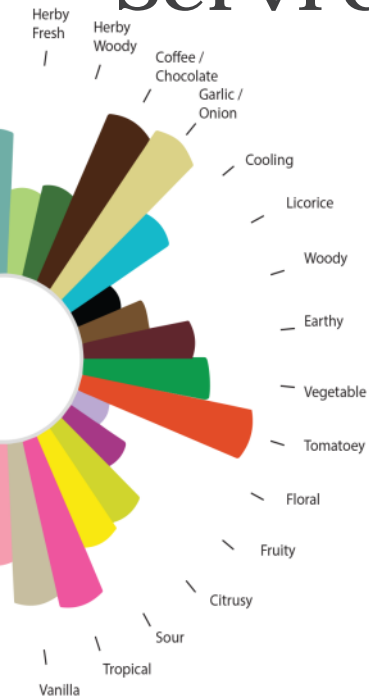
The Business Value of FlavorPrint
Businesses win by connecting efficient and effective activation of food purchases



FlavorPrint Services enables the Network of Food to meet the consumers needs and generate profitable growth.

FlavorPrint Services - Personal Food Advisor Service Platform

- By mapping 16,000 Aroma Chemicals to 33 Flavors and 17 Textures along with dietary and nutrition attributes we create a unique flavor and texture “FlavorPrint” fingerprint for any food and beverage item.
- From the automated analysis of a diverse set customer interaction data we develop and assign a unique and personal “FlavorPrint” fingerprint for the every individual.
- The consumer uses FlavorPrint to understand his personal compatibility to food and beverage items and gets contextualized recommendations for products, recipes, menu items, coupons, shopping list items and more.
- By implementing FlavorPrint into any digital experience via FlavorPrint API plug-in, the user’s profile becomes portable along with personal and contextual recommendations, with channel partners throughout The Network Of Food.
- We are collecting massive amounts of evolving food and flavor data and provide our partners with insights into behaviors, trends, and opportunities to address unmet customer needs.
- The result for Network of Food is profitable growth through efficient activation of the connected consumer.



1. Link experience data and/or take our easy quiz about your taste preferences...

2. That makes up your personal FlavorPrint...

3. And helps you discover the products and recipes you'll love...


4. Throughout the Network Of Food

FlavorPrint for Products


Customers Who Bought This Item Also Bought

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KIND Fruit & Nut, Almond & Coconut, All Natural, 1.4-Ounce Gluten Free Bars, (pack...)
 ★★★★★ (1,776)
 \$14.22 ✓Prime




KIND PLUS, Peanut Butter Dark Chocolate + Protein, Gluten Free Bars, 1.4 Ounce, 12...
 ★★★★★ (2,239)
 \$14.22 ✓Prime




KIND Healthy Grains Granola Bars, Variety Pack, 1.2oz Bars, 15 Count
 ★★★★★ (821)
 \$9.99




Kind Plus Antioxidant Bars Dark Chocolate Cherry Cashew -- 12 - 1.4 oz. Bars
 ★★★★★ (108)
 \$23.39 ✓Prime



STRONG & KIND Roasted Jalapeno, 1.6 Ounce, 12 Count
 ★★★★★ (338)
 \$14.22 ✓Prime



KIND Healthy Grains Granola Clusters, Vanilla Blueberry with Flax Seeds, 11 Ounce Bags, ...
 ★★★★★ (285)
 \$12.00 ✓Prime




Bare Natural Apple Chips .53oz Variety Pack, Gluten Free + Baked, 24 Count
 ★★★★★ (273)
 \$25.38 ✓Prime

>


Sponsored Products Related To This Item Personalized by FlavorPrint (What's this?)

Page 1 of 3


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Energy Protein Bar for Women (Cacao Nib Almond) by Fé Fit Fé Fuel
 ★★★★★ (4)
 \$29.99
98% FlavorPrint Match




FruitChia 6-Flavor COMBO-PACK - All Natural / Real Fruit & Chia Seed Bar...
 ★★★★★ (21)
 \$34.99
97% FlavorPrint Match




FruitChia Apricot - All Natural / Real Fruit & Chia Seed Bar With Omega-3...
 ★★★★★ (3)
 \$29.99
97% FlavorPrint Match




FruitChia Apricot Chia Bar - All Natural / Real Fruit & Chia Seed Bar Wi...
 ★★★★★ (4)
 \$3.98
95% FlavorPrint Match




Healthy Snack Care Package Box of 30 Items
 \$47.95 ✓Prime
92% FlavorPrint Match



Go Native Mixed Berry and Apple Premium Fruit Bite Snacks, Carton of 15 ...
 ★★★★★ (2)
 \$29.99 ✓Prime
92% FlavorPrint Match



Go Native Strawberry and Apple Premium Fruit Bite Snacks, Carton of 15 x...
 ★★★★★ (1)
 \$29.99 ✓Prime
91% FlavorPrint Match



FruitChia Pear - All Natural / Real Fruit & Chia Seed Bar W/ Omega-3. Gl...
 ★★★★★ (3)
 \$3.98
89% FlavorPrint Match

>

Ad feedback



Marie Callender's Sweet & Sour Chicken

98% FlavorPrint Match

Salty

Garlic / Onionish

amazonfresh SHOP NOW »

FlavorPrint for Local Shops & Restaurants

Vivanda can FlavorPrint local restaurant menus as required



Petite Fruit Pies & Tarts



Petite Cream Pies






Merchandise



Full Size Pies

Shop A la Mode Pies

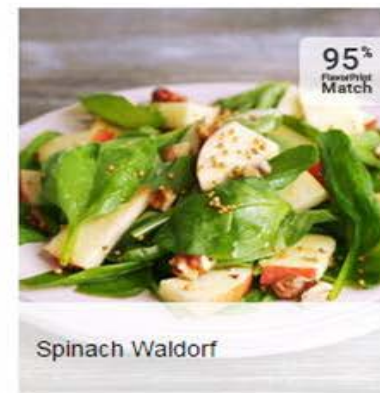
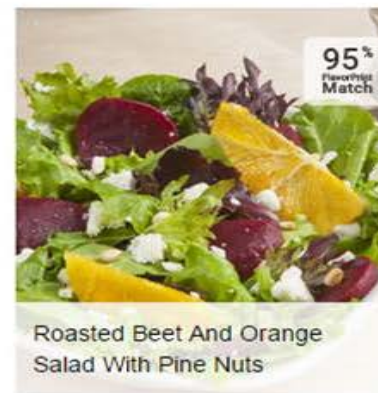
1 - 28 of 28 Sort by FlavorPrint

 <p>99% Match Sweet Caramelized</p> <p>\$9.00 (\$9.00/Pie) A la Mode Pies, Key Lime Petite Pie (5 in.) ★★★★☆ (20)</p> <p>Add to Cart</p>	 <p>99% Match Sweet Cheesy</p> <p>\$9.00 (\$9.00/Pie) A la Mode Pies, Bourbon Butterscotch Petite Cream Pie (5 in.) ★★★★☆ (18)</p> <p>Add to Cart</p>	 <p>97% Match Salty Nutty</p> <p>\$9.00 (\$9.00/Pie) A la Mode Pies, Star-Spangled Sour Cherry Petite Pie (5 in.) ★★★★☆ (16)</p> <p>Add to Cart</p>
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FlavorPrint for Recipes

Shop ▼ All ▼ Search AmazonFresh Go

AmazonFresh > Recipes > Healthy Holiday Sides



FlavorPrint for Comparing People

Most helpful positive review

[See all 2,796 positive reviews >](#)

158 of 160 people found the following review helpful

★★★★★ **Tastes amazing!**

By Zachary Wayne on November 24, 2014

Kind bars are exceptional, but this is the very best of the Kind bar offerings. The sea salt and dark chocolate mix makes it a delicious mid-morning or mid-afternoon snack. And best of all it's gluten free, all natural and low sodium. A good choice all around.



Most helpful critical review

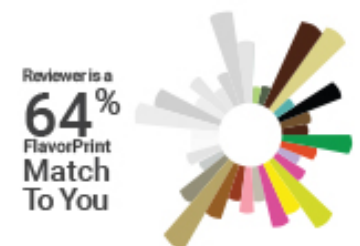
[See all 360 critical reviews >](#)

34 of 38 people found the following review helpful

★★☆☆☆ **Skip this one! No Vanilla Flavor**

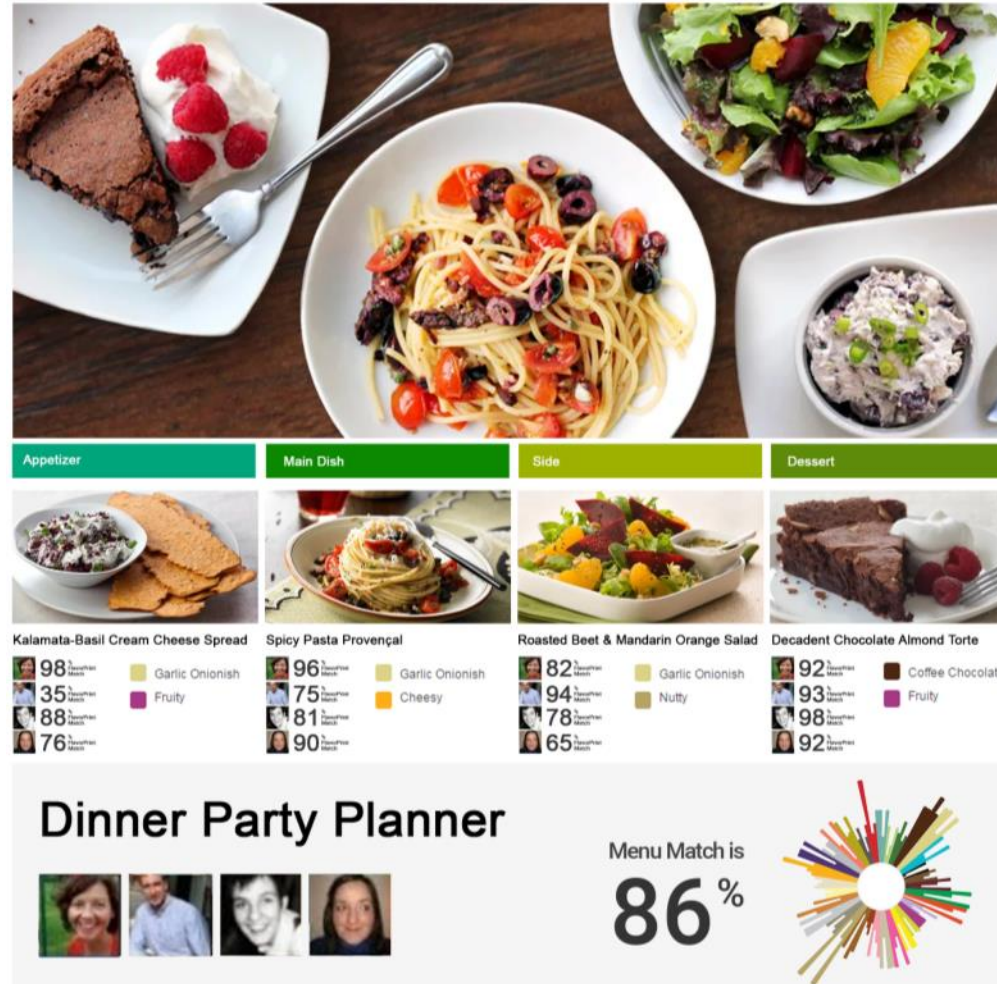
By Chile Lover on September 5, 2014

Have you ever eaten a handful of unsalted nuts? Well that is what this bar tastes like. I will definitely not buy it again since it has no vanilla flavor and is not sweet at all. I think they could improve on this bar by maybe adding white chocolate. Otherwise it is pretty bland.



FlavorPrint for Party Planning

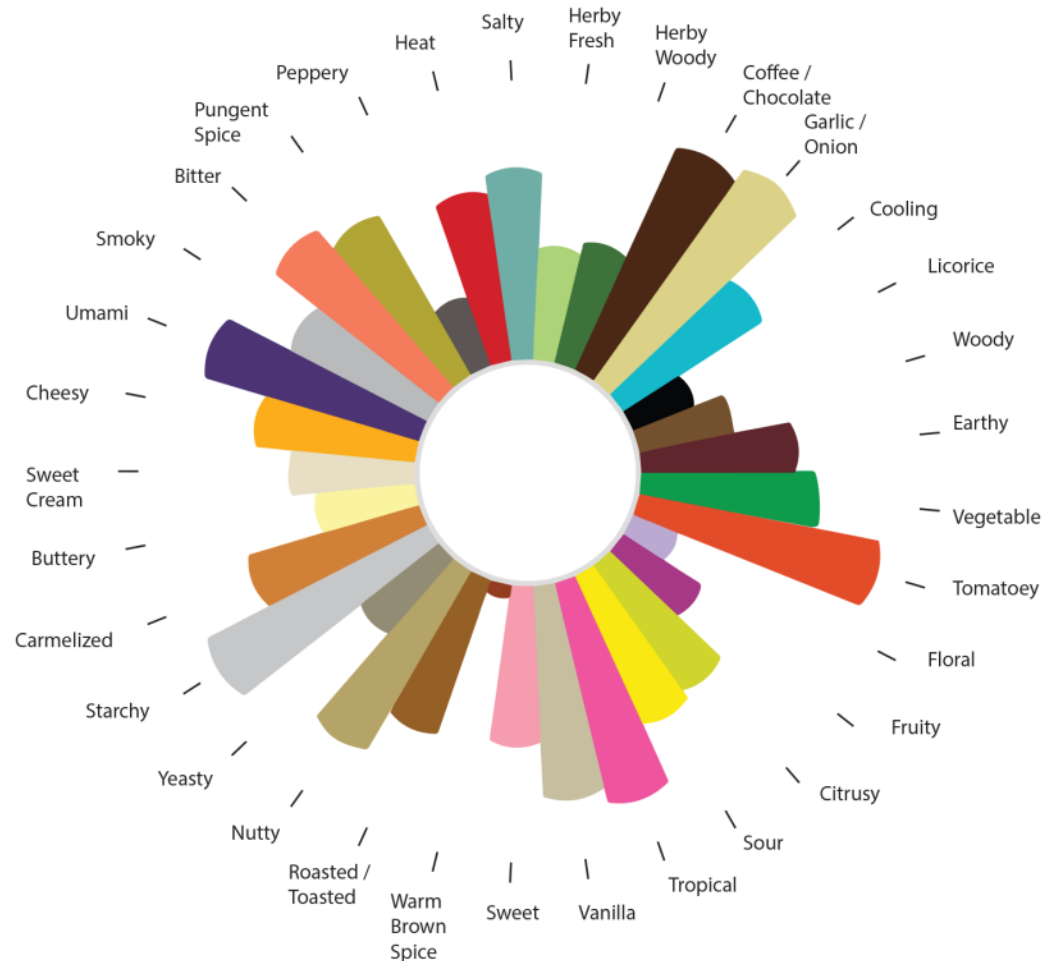
Innovative Services To Capture Trip Missions – Special Occasion Example



Vi vanda Data and Analytics

FlavorPrint provides a revolutionary new way to understand people and the products they buy through the lens of Flavor and Texture.

New Perspectives To Enable:



- Category and store assortment and merchandising
- Targeting offers and promotions
- Development of new products and services
- Mashups with existing data sets of syndicated, loyalty

FlavorPrint Personalization Services Creating Value For The Network of Food

FOOD TECH & MEDIA INDUSTRY 2015

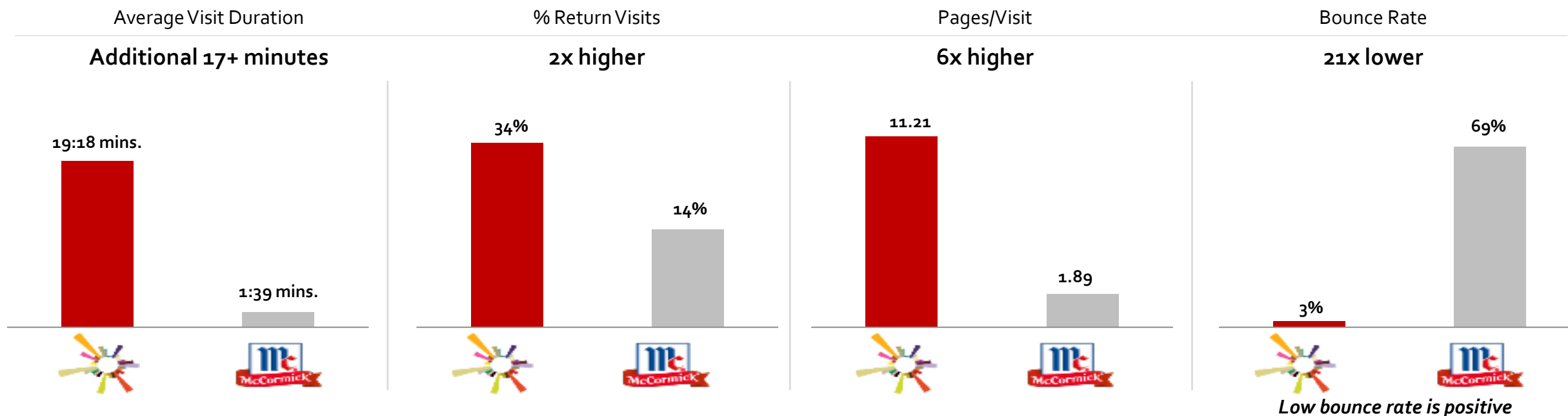
ACQUIRED **SUBSIDIARY**

FlavorPrint® Users are More Engaged...And They Buy More

Engagement rates have maintained their significantly high levels as registrations have increased!

FlavorPrint® users save **13X** more recipes vs. old site

FlavorPrint® users buy more and have larger baskets



Imagine The **Impact** Of This Engagement Across The **Network Of Food**

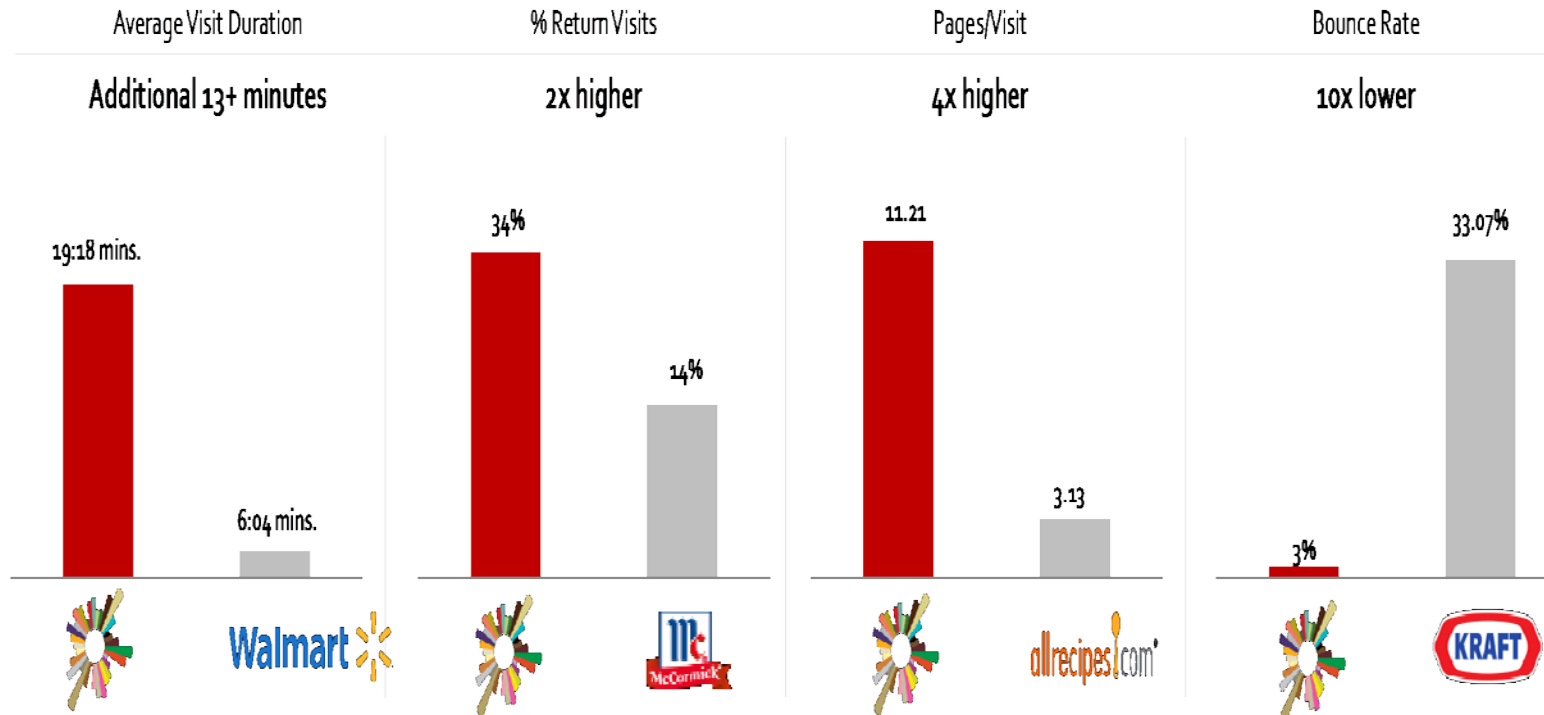
*FlavorPrint® Database

McCormick users include registered and non-registered users

Google Analytics March 4, 2013 – March 3, 2014, Users from 04/18/2014

Vivanda

Translating the Results Experienced By MKC Into Results Experienced By Customers and Channel Partners



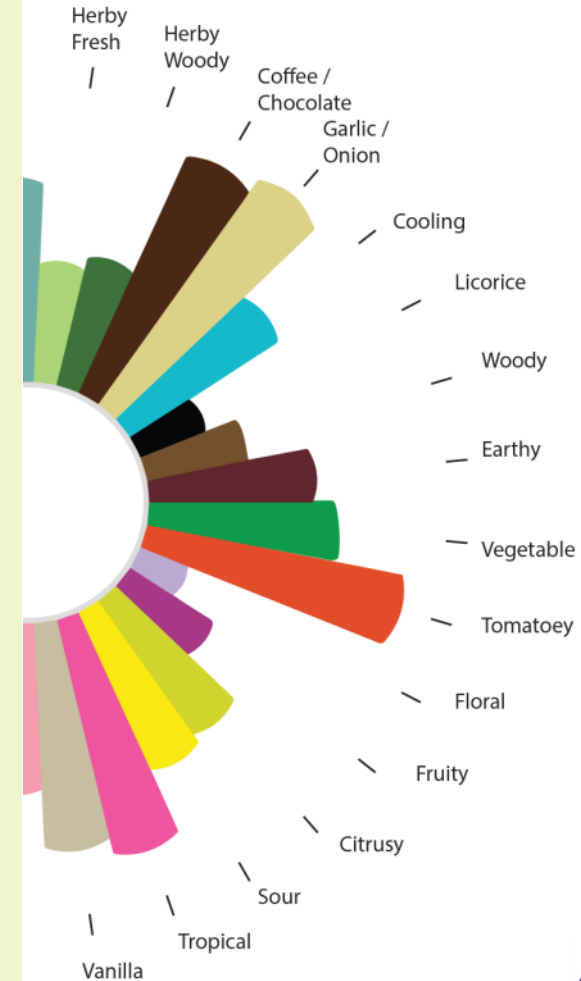
The result is a dramatic increases in various user engagement metrics, consumer satisfaction and influence on incremental purchase.

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How FlavorPrint Was Developed

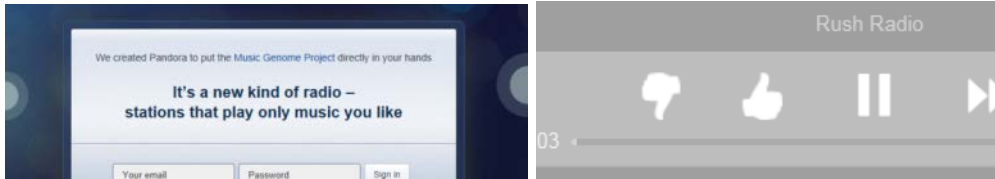
With Exclusive Access To 125 Years of McCormick's Culinary Know-How and 30 Years of Food Science...

- Over a billion dollars of investment
- A Food and Flavor Genome
- Machine learning algorithms based on contextual interactions with food and matching recommendations of food items.
- FlavorPrint as a service was deployed via API and tested on mccormick.com
- First industry standard for the intuitive visualization of the flavor palette.
- The design and patented functionality is built on a combination of proprietary and market leading technology, such as...



The FlavorPrint Opportunity

Connecting our **Omni-Channel Partners** with Consumers Throughout the Network of Food
What **Pandora** did for Music...



FlavorPrint is doing for **Food**.



Vivanda

...and what **ApplePay** is doing to disrupt payment...



Your wallet.
Without the wallet.

FlavorPrint is doing for The **Network of Food**.

