Final Report by FoodImmune

The following report was completed by the project team members in the end of October 2017 as a final report for the first incubation phase. This does not mean that the incubation nor the project are at a final stage.

What was your Vision?

The vision of the team was to create a mobile application to provide recommendation of ingredients as inspiration for healthy eating, based on traditional use of herbs and local ingredients.

What goals did you set for the incubation time frame?

– Knowing what is possible for us to do and what is not
– Developing the concept we began at the hackdays
– Mapping out the data architecture of the app
– Creating a the user interface design
– Finalizing the user experience design
– Having a first version of the Foodimmune app
– Testing this version
– If necessary making improvements to have a realistic chance of success in passing through Apple's approval process
– Ultimately having a fully functioning MVP ready to be downloaded from the App Store

What open data did you use or generate?

We used the database of the European Medicines Agency's Committee on Herbal Medicinal Products (HMPC):
http://www.ema.europa.eu/ema/index.jsp?curl=pages/medicines/landing/herbal_search.js.

What did you accomplish?

– We narrowed the project down to what was possible for us to do with the collected food data in the context of healthy eating and menu composition
– We developed the concept that we began on the hackdays
– We created the website foodimmune.com, designed media for the presentation of our project at the Thought for Food summit, including a poster, a string-game, healthy smoothies (as an example of a recipe provided by the app), business cards and stickers.
– We tested the current app idea as well as the early prototype at the TFF summit. We got mostly positive and very interesting feedback.

– With this new input we developed our concept further:
the app should have two main purposes:
1) to recommend personalised healthy food ingredients and the corresponding

recipes (promoting diversity)
2) selecting a symptom and getting a herb suggestion that helps to improve the symptom
The food choices are displayed in a kind of diary which also mirrors the color scheme of the consumed food along with various interesting data visualisations.
'
- – We achieved a mapped out data architecture for this version of the app
- – We created the corresponding interface design
- – We programmed a beta version of Foodimmune.

After two business coachings and further market research, we wanted to make some modifications to the two parts of the app:

1) Instead of suggesting 5 ingredients, we wanted to make a "food composer". The user would be guided interactively to compose his own healthy meal. The guidance would be done according to his personal needs (gathered in the profile part), according to the diary and according to a good food pairing classification.
Furthermore we were looking for a way to integrate visual recipes.

2) Instead of suggesting any form of herbs we decided to make a "tea composer". The user should to be able to compose a personalised herbal tea for his needs.

These improvements are merely conceptional for the moment.
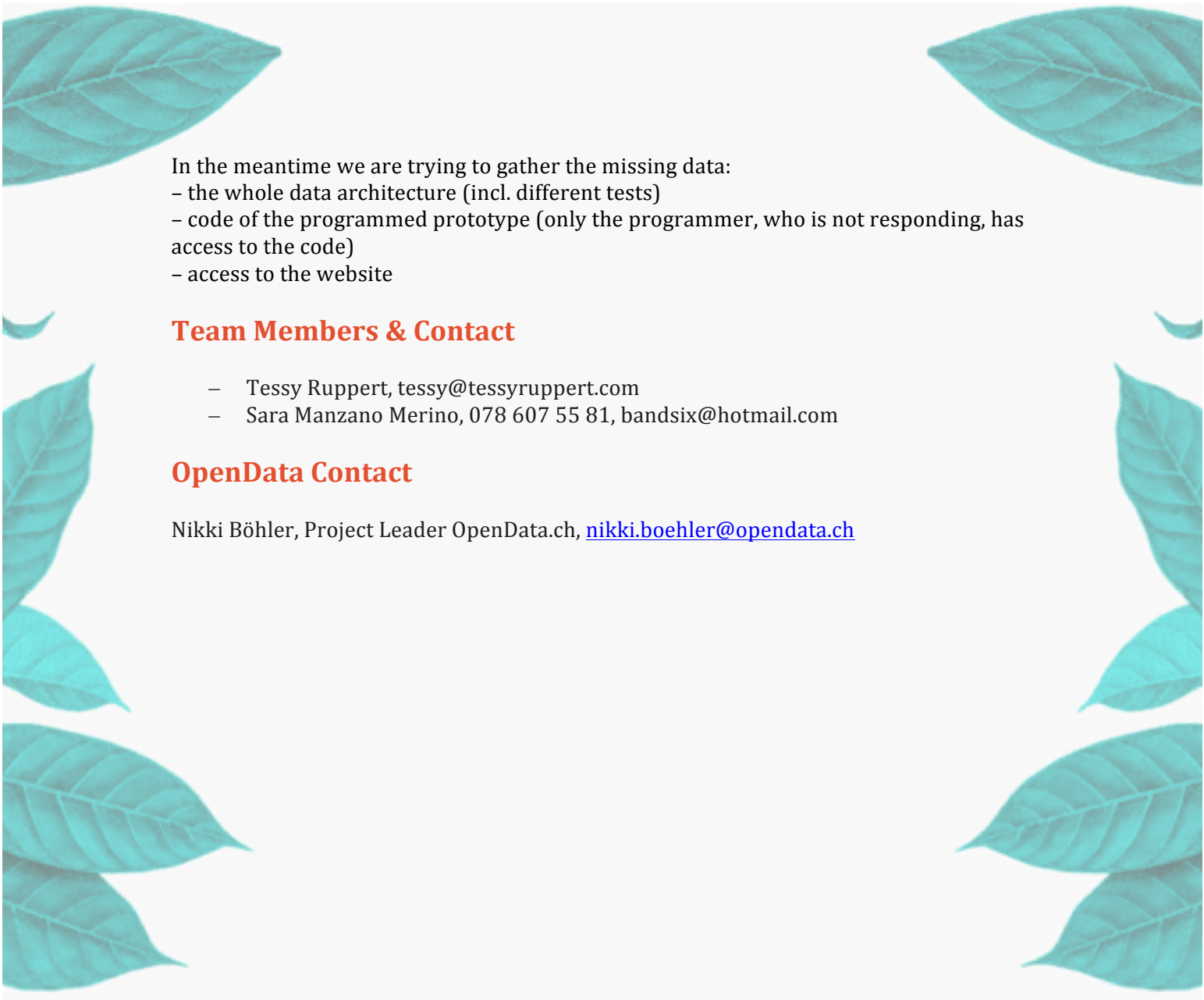
How did Open Data support you?

- – Up to this point Open Data offered Foodimmune the participation at the Thought For Food Global Summit in Amsterdam
- – Coordination call related to the payment and our participation at TFF in Amsterdam
- – A meeting to discuss the project.
- – Financial support
- – Two business coaching sessions in Zurich. On July 7 and 12.

Feedback for OpenData

We thank OpenData for all the support right from the beginning of the project. In addition to the financial support, we are grateful for having had for the opportunity to participate at the TFF summit. There we were able to see the performance of other start-ups on the topic of food and gather valuable input for our app. The coaching sessions helped us to clear the value proposition of our product. It might have been more helpful though, if we would have had the coaching session at an earlier stage of the project. Moreover it would be great, if we could receive the refund for the accommodation for the TFF.

What are the next steps?

For the time being we are two team members. After losing two of our team mates we need to rethink the further development of the app. The project will be on hold until mid-January 2018, when we will decide if and how to continue. We will keep you updated.

In the meantime we are trying to gather the missing data:
– the whole data architecture (incl. different tests)
– code of the programmed prototype (only the programmer, who is not responding, has access to the code)
– access to the website

Team Members & Contact

- Tessy Ruppert, tessy@tessyruppert.com
- Sara Manzano Merino, 078 607 55 81, bandsix@hotmail.com

OpenData Contact

Nikki Böhler, Project Leader OpenData.ch, nikki.boehler@opendata.ch