



**Food. Data. Health.**

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# Power Healthy Food Choices For All



- Organize the world's food knowledge
- Be the premier B2B platform for personalized nutrition data
- Become THE trusted brand in nutrition

# Creating Impact Through Clients



Nestlé



Microsoft



The New York Times



HEARST



epicurious



RANDOM HOUSE



ZeroCater

# Value Proposition

Largest Food and Nutrition Dataset. High Accuracy. Real-Time Personalization. Affordability.

We make it feasible for businesses to provide personalized eating and nutrition solutions at scale, replacing human effort.

# Products That Solve Real Needs

## Nutrition

263

CALORIES / SERVING

9%

DAILY VALUE

4

SERVINGS

Dairy-Free, Gluten-Free



▶ Fat	12g	12%
▶ Carbs	17g	4%
Protein	18g	23%
Cholesterol	40g	9%
Sodium	1833mg	50%
Calcium	84mg	6%
Magnesium	46mg	8%
Potassium	650mg	12%
Iron	2mg	6%

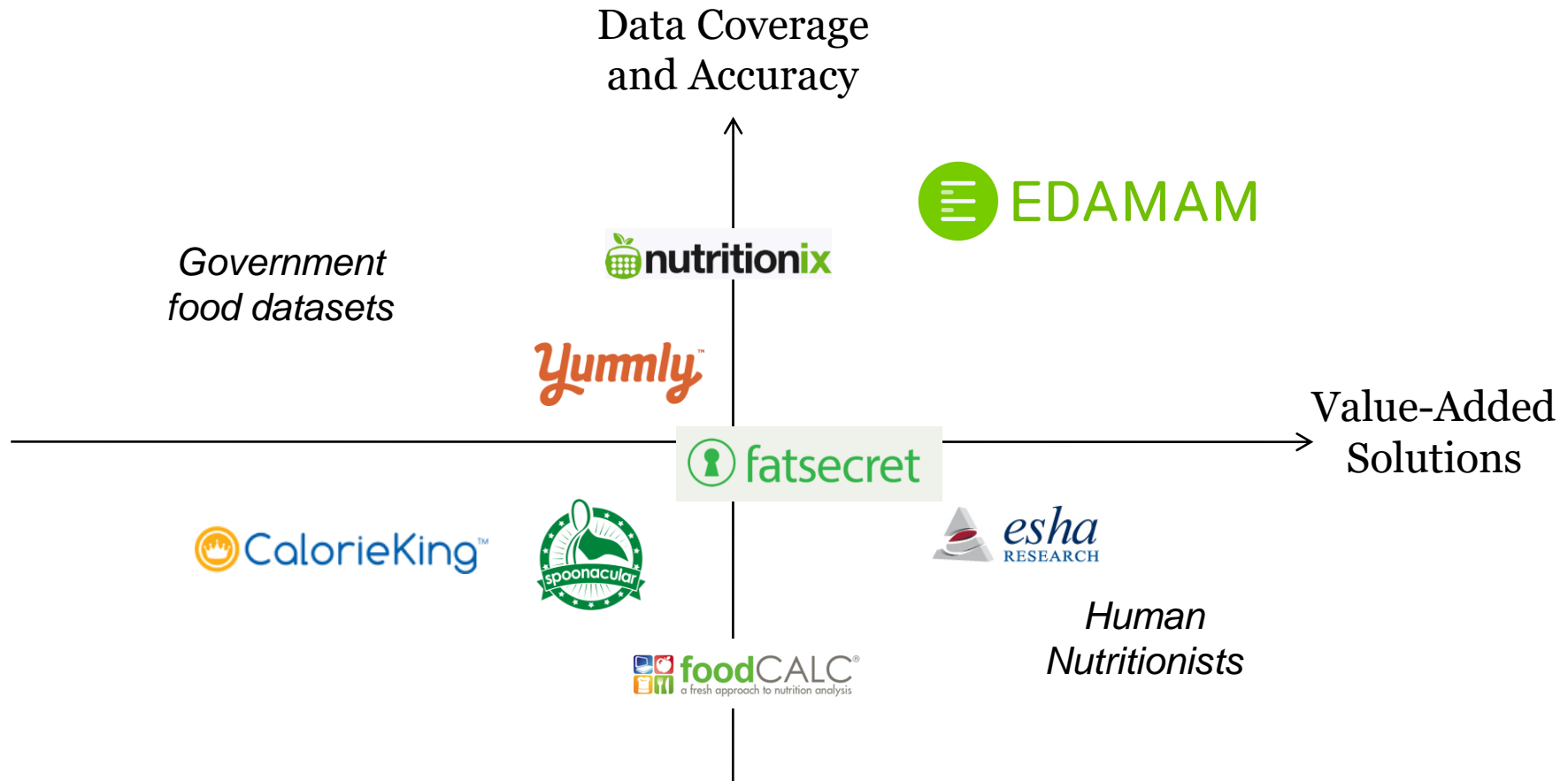
## • Nutrition Analysis

- Real time
- Human level accuracy
- Deep data and tagging
- Natural Language

## • Meal Recommendations

- 3M+ recipes
- 700K grocery items
- 18M+ restaurant meals
- 40+ major diets/allergens
- 130+ nutrients

# We Provide Solutions, Not Just Data



Unlike competitors, Edamam provides real-time nutrition analysis and meal recommendations.

# Subscription Business Model



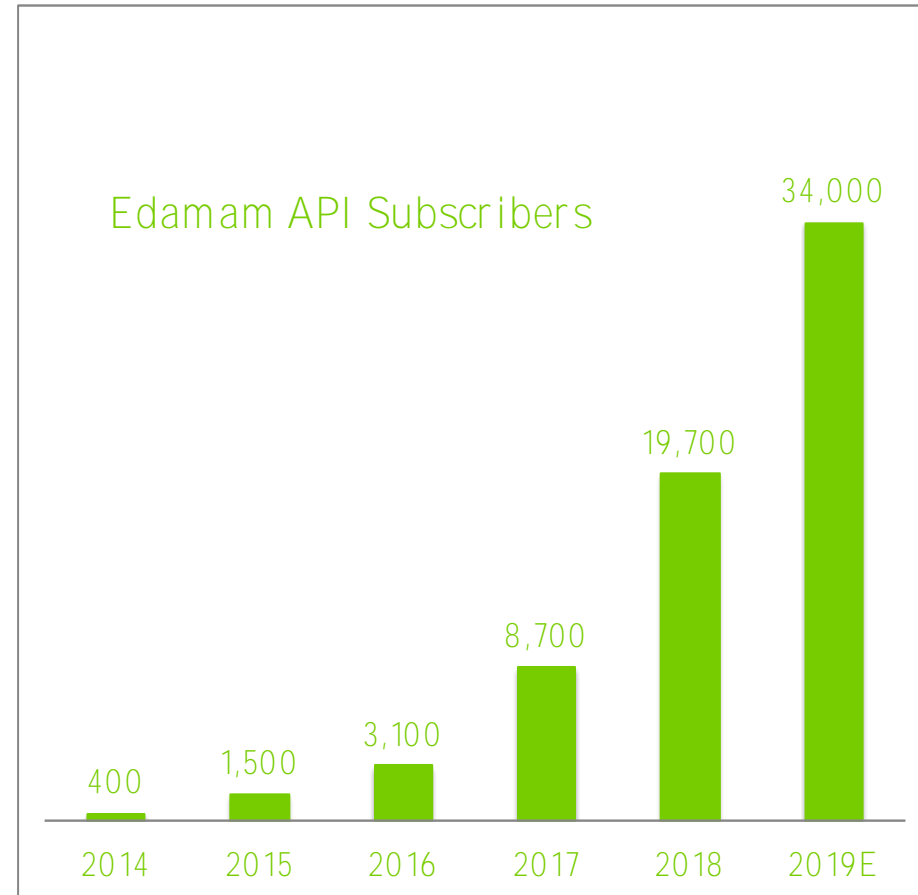
- Companies subscribe for:
  - Access to the data
  - Licensed datasets
- We charge monthly or annually
- Almost no churn
- Upsell potential

# Strong Customer Demand

## Outbound Sales

- 350+ active deals
- Major deals close to signing:
  - Instacart
  - Pinterest
  - BuzzFeed (Tasty)
  - Livongo
  - American Diabetes Association

## Inbound traffic





# A+ Team of Seasoned Entrepreneurs



## Victor Penev, CEO

Founded and sold Bulgaria's largest Internet company



## Ianko Ignatiev, COO

Leadership positions in 4 startups for 15+ years



## Dinko Tenev, CTO

20+ years in architecture, optimizations, search

We hire food experts and nutritionists with specific expertise as needed.

## Advisors



### Amit Sheth, PhD

W3C Semantic Advisory,  
Kno.e.sis Exec. Dir.

### Brita Rosenheim

Food Technology  
Industry Advisor

### Eric Gillin

Head of Product,  
Epicurious

**Healthcare**

**Technology**

**Food**

**Client**

# We Are Raising

## \$3 million to invest and accelerate growth

- Funds will be used to:
  - Complete acquisition in food data space
  - Build and grow sales and account team
  - Expand product and nutrition team
  - New language / geography expansion
- Aim to close Q3 2019



EDAMAM

Thank you!

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