



**Make Food Safe**

2013

**Baguette Räkor & Papaya 175 g**

**Ingredienser:** Rapsolja, vatten, 15% **räkor**, 12% röd papaya, 11% kokta betor, past. **äggula**, modifierad stärkelse, salt, socker, **fiskebuljong**, vitlök, paprika, vegetabilisk buljong, chilipeppar, kryddor, **senapsmjöl**, ättika.

**Tillsatser:** Konserveringsmedel: E202, E211, E223, antioxidanter: E300, stabiliseringsmedel: E412, E415, E466, smakförstärkare: E635, E621, surhetsreglerande medel: E330, E270, E296.

**Näringsvärde per 100 g:** Energi 1100 kJ (260 kcal), protein 3,0 g, kolhydrater 7,0 g, fett 25,0 g.

5970-01



## EKOLOGISK VARMKORV

**VIKT:** 275 g. **INGREDIENSER:** Kött\* 45% (nöt- kött\* 23%, griskött\* 22%), vatten, fett från gris\*, potatismjöl\*\*, bindväv från gris\*, svål från gris\*, salt, kryddor\*\* (svartpeppar\*\*, socker\*\*, muskot\*\*, ingefära\*\*), lök\*\*, antioxidationsmedel (E 300 askor- binsyra), konserveringsmedel (E 250 natriumnitrit).

\*KRAV-ekologisk ingrediens. \*\*Ekologisk ingrediens.

I kollagentarm. Kokt och rökt. Förpackad i en skyddande atmosfär. **Ursprung kött:** Sverige.

**FÖRVARING:** Kylvara vid högst +8°C.

**FÖRPACKNING:** Sorteras som plast.

**TILLAGNING:** Koka upp vatten, ta kastrullen från plattan och lägg i korvarna. Lägg på locket och låt stå i ca 7 minuter innan servering. Korven ska vara genomvarm innan servering.

**NÄRINGSVÄRDE:**





According to IARC, E250 is classified as: Probably carcinogenic to humans



According to US EPA E621 has: substantial evidence of developmental neurotoxicity



E211 reacts with vitamin C and releases benzene. According to IARC it is carcinogenic substance.



## People interested:

- Additives are the main concern regarding food.
- 60% express this concern.





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### **Information exists:**

- Official sources
- Academic sources



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**BUT**

### **Not Accessible:**

Too complicated for consumers



Schoko-Bons Milky Bites

Kinder



Hello Kitty Celebration

Cake

Sanrio







Pizza Margherita

Monte Castello



Sushi Box 8 Bitar

Wrapsons







BETA

# Food additives guide

[Home](#)

[Products](#)

[Food additives](#)

[Data sources](#)

CHECK YOUR FOOD!

Search

It is easier if you enter a barcode number



Banned in some countries food additives



Hazardous food additives



Questionable food additives



Considered safe food additives



No food additives

[Explanation](#)

## Products



[Traditional Pork Scratchings](#)



Black Country

Contains: E635, E621, E330, E1... (4)



[Hobnobs](#)



McVitie's

Contains: E322, E476, E500, E5... (4)



[Spaghetti Bolognese](#)



Heinz

Contains: E150A (1)

[Bakery \(2\)](#)

[Biscuits & crackers \(1\)](#)

[Cereal, flakes & snacks \(4\)](#)

[Desserts & treats \(7\)](#)

[Drinks \(5\)](#)

[Dairy & yoghurts \(5\)](#)

[Fish & seafood \(2\)](#)

[Frozen & prepared foods \(3\)](#)

[Fruit preserves & jams \(0\)](#)

[Meat & poultry \(5\)](#)

[Pasta, noodles & rice \(3\)](#)

[Sauces & condiments \(4\)](#)

[Spices & seasoning \(0\)](#)

[Vegetable preserves & relishes \(1\)](#)

[MISC \(2\)](#)



Add a product

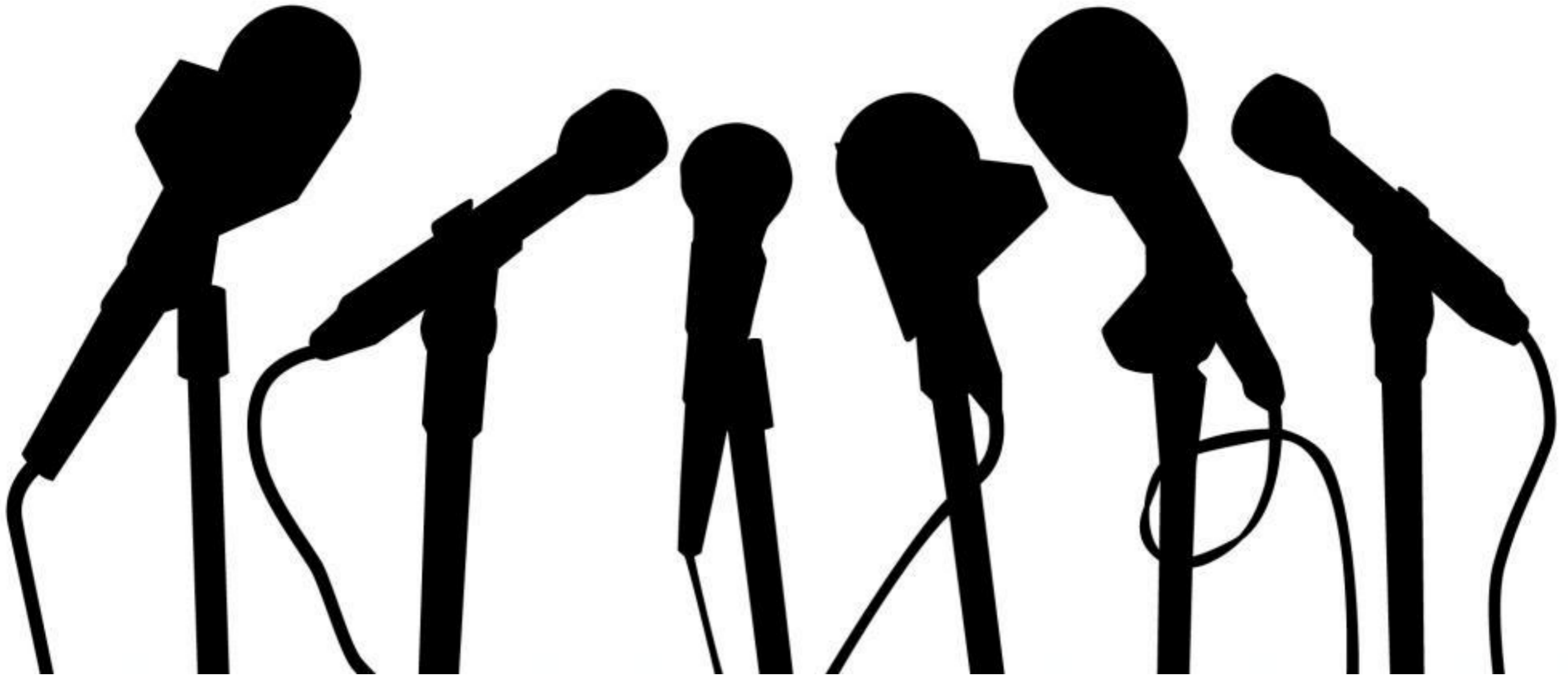


**Traction in Lithuania:**  
1 m unique IP addresses





**Huge media attention**  
...none of that was paid





**Producers took away harmful additives**  
...market-based mechanism was created







## **39 additives banned in LT at schools & pre-schools ...still widely used in Sweden and other EU countries**









◀ Aug 2013 ▶





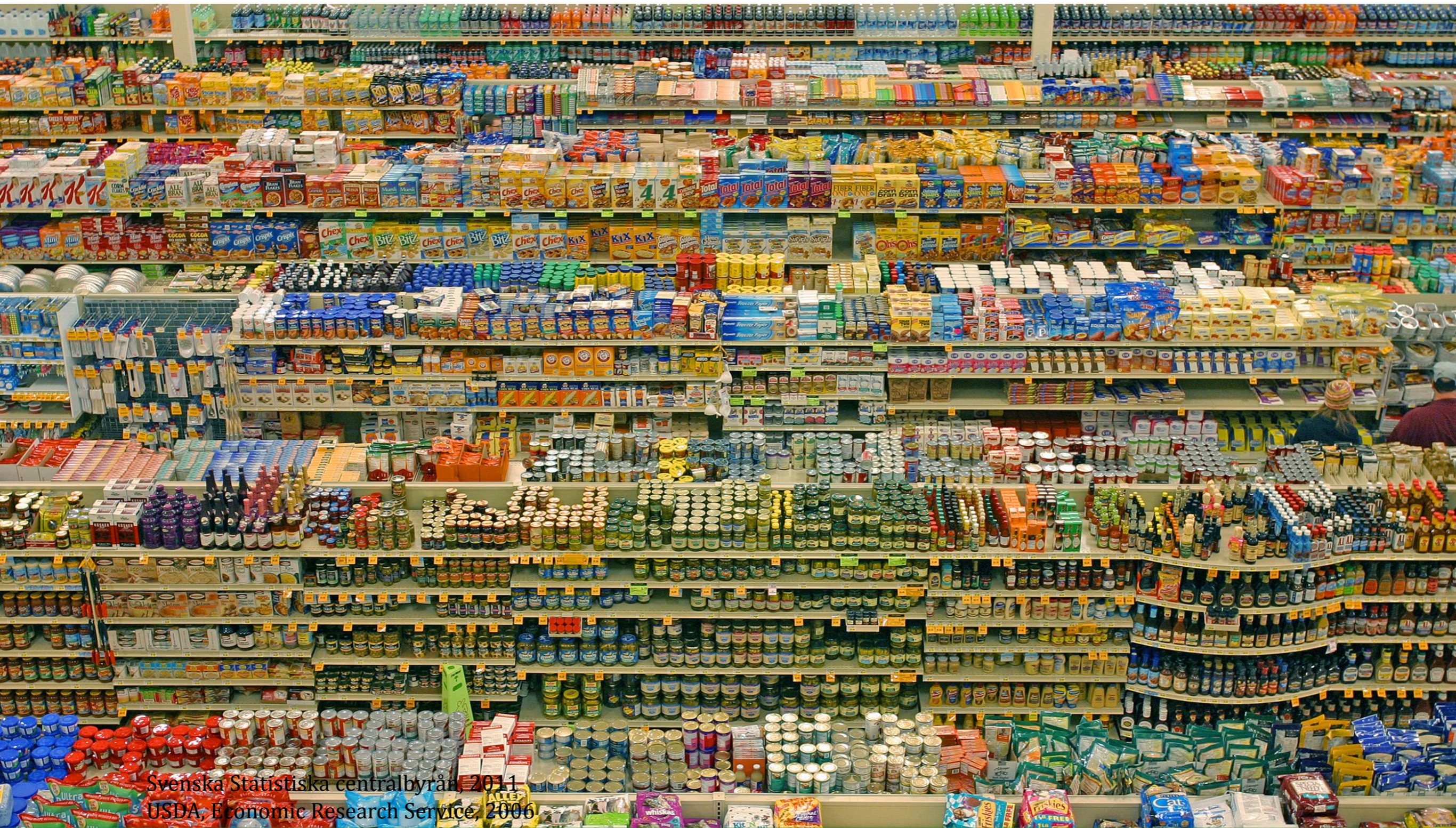








# How to make your product to stand out?

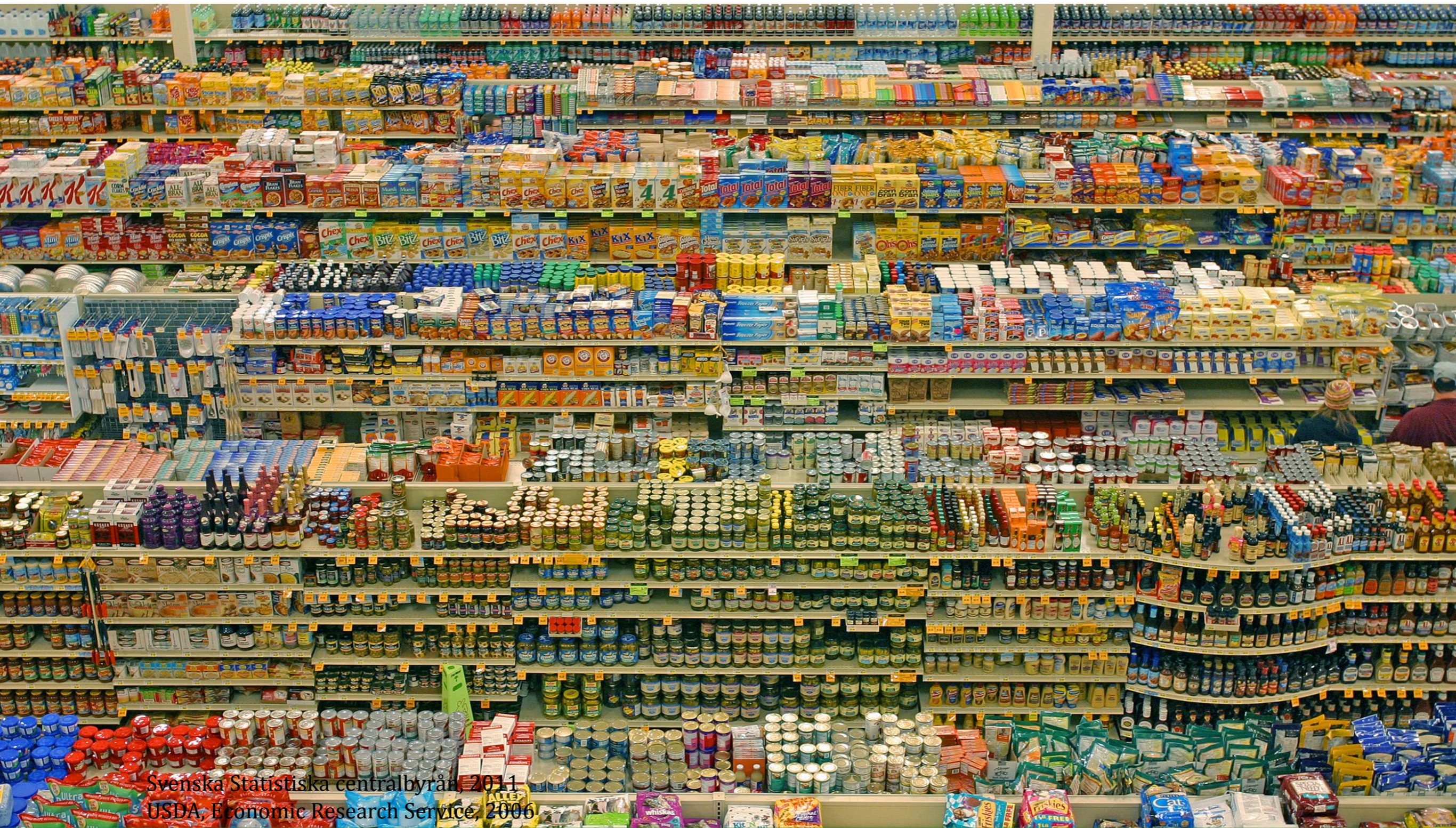


Svenska Statistiska centralbyrån, 2011  
USDA, Economic Research Service, 2006





**779,504,000 EUR**  
Food advertising budget only in Sweden



Svenska Statistiska centralbyrån, 2011  
USDA, Economic Research Service, 2006





# So how can we help people to choose? (I)



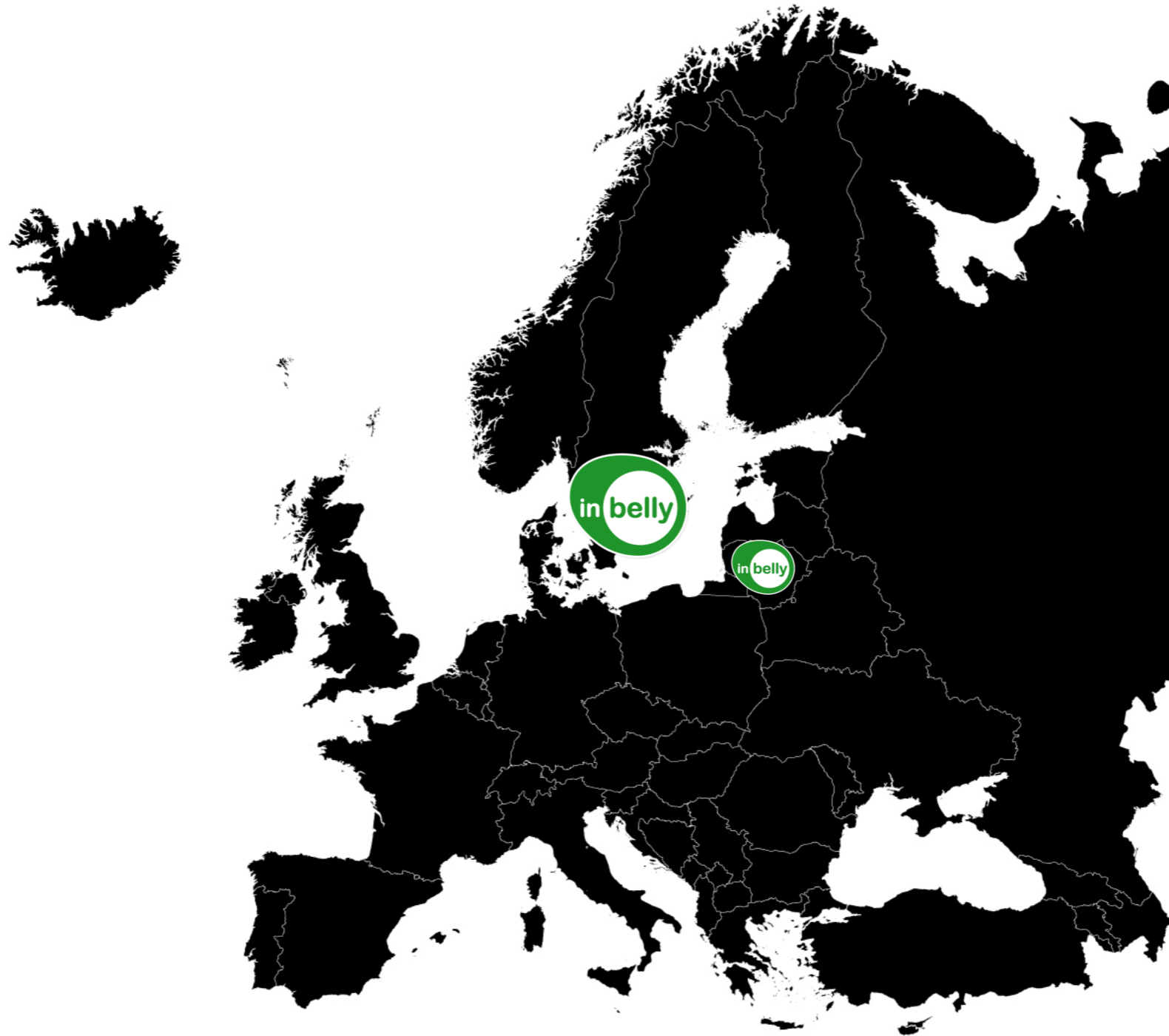




Number of active users (one shake per week, 52 yearly)

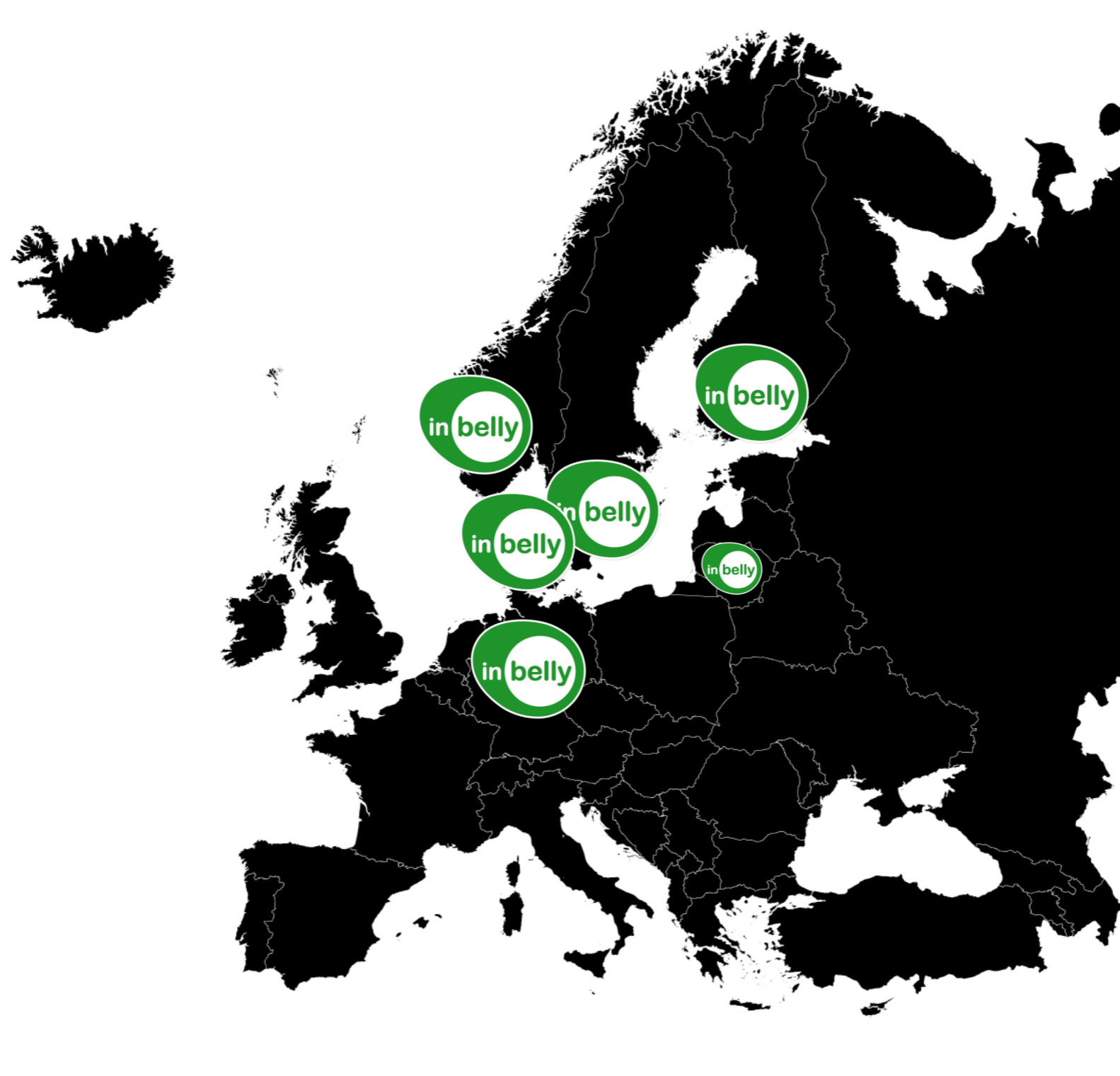
		10,000	50,000	100,000	500,000	1,000,000
EUR per 'shake'	0.01	5,200	26,000	52,000	260,000	520,000
	0.10	52,000	260,000	520,000	2,600,000	5,200,000
	0.30	156,000	780,000	1,560,000	7,800,000	15,600,000
	0.70	364,000	1,820,000	3,640,000	18,200,000	36,400,000
	1.00	520,000	2,600,000	5,200,000	26,000,000	52,000,000

**Food Additive Legislation in EU is Harmonised;**  
thus, inBelly is easily scalable

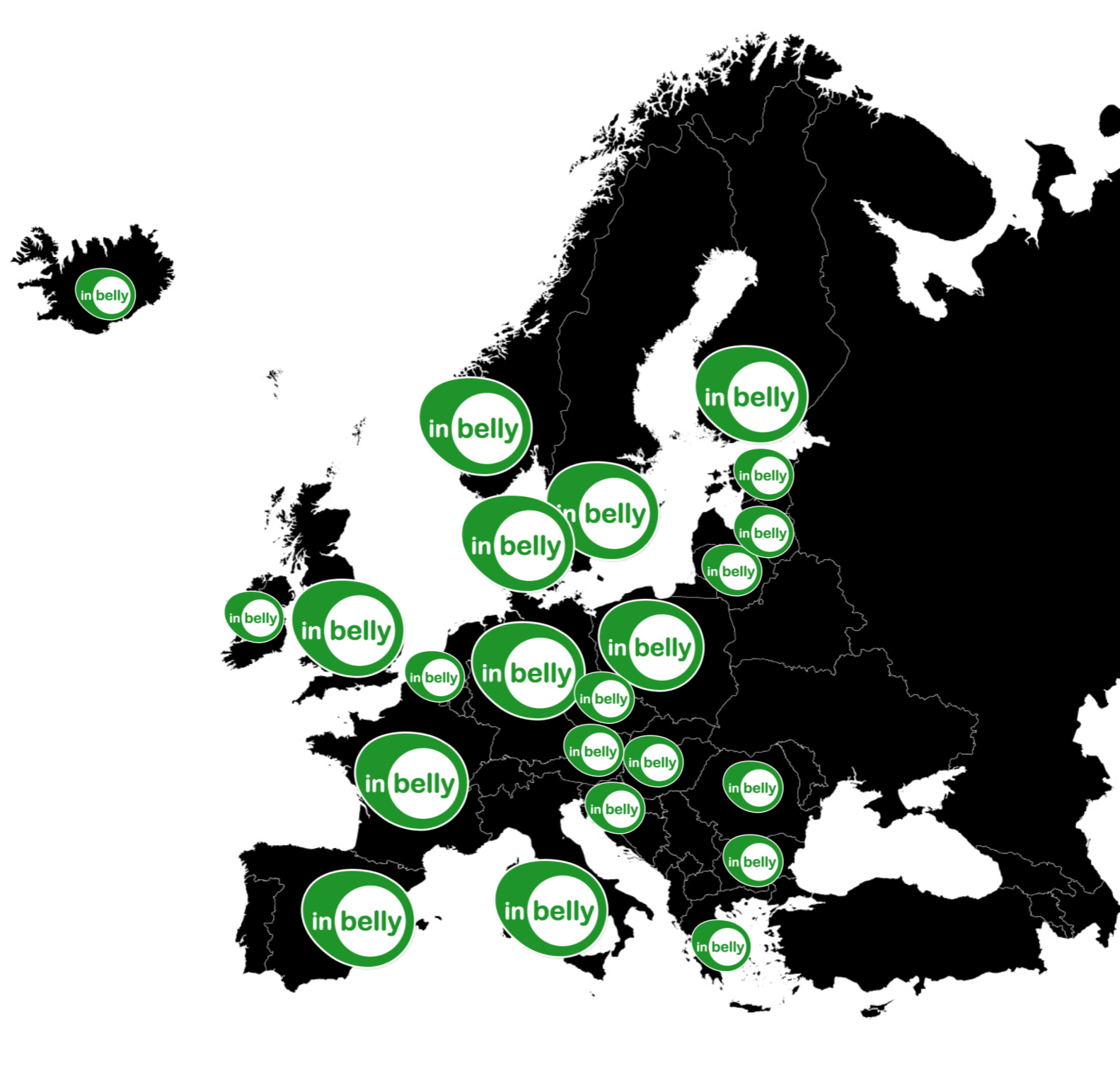




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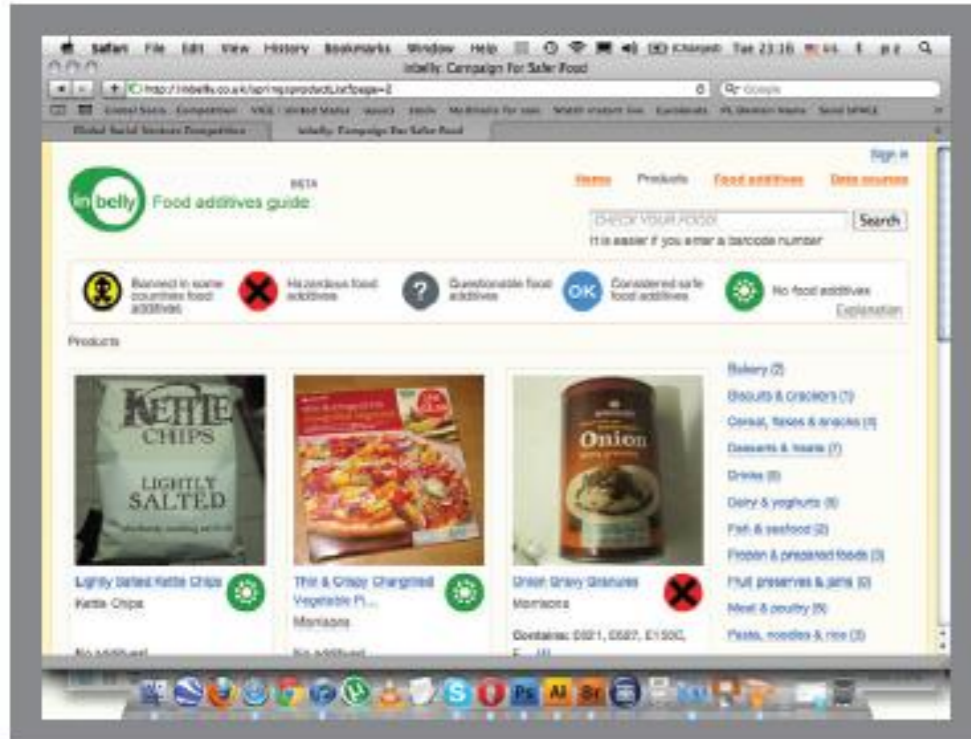
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## So how can we help people to choose? (II)





		% of products certified				
		0.001%	0.01%	0.10%	1%	5%
% of wholesales value	0.03%	2,751	27,510	275,100	2,751,000	13,755,000
	0.10%	9,170	91,700	917,000	9,170,000	45,850,000
	0.50%	45,850	458,500	4,585,000	45,850,000	229,250,000
	1.00%	91,700	917,000	9,170,000	91,700,000	458,500,000
	1.70%	155,890	1,558,900	15,589,000	155,890,000	779,450,000

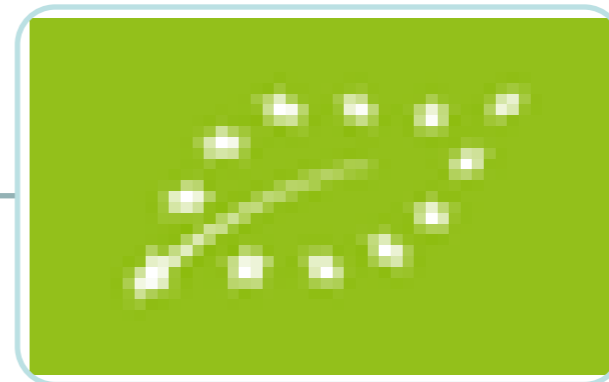




# Mobile Apps



# Certification



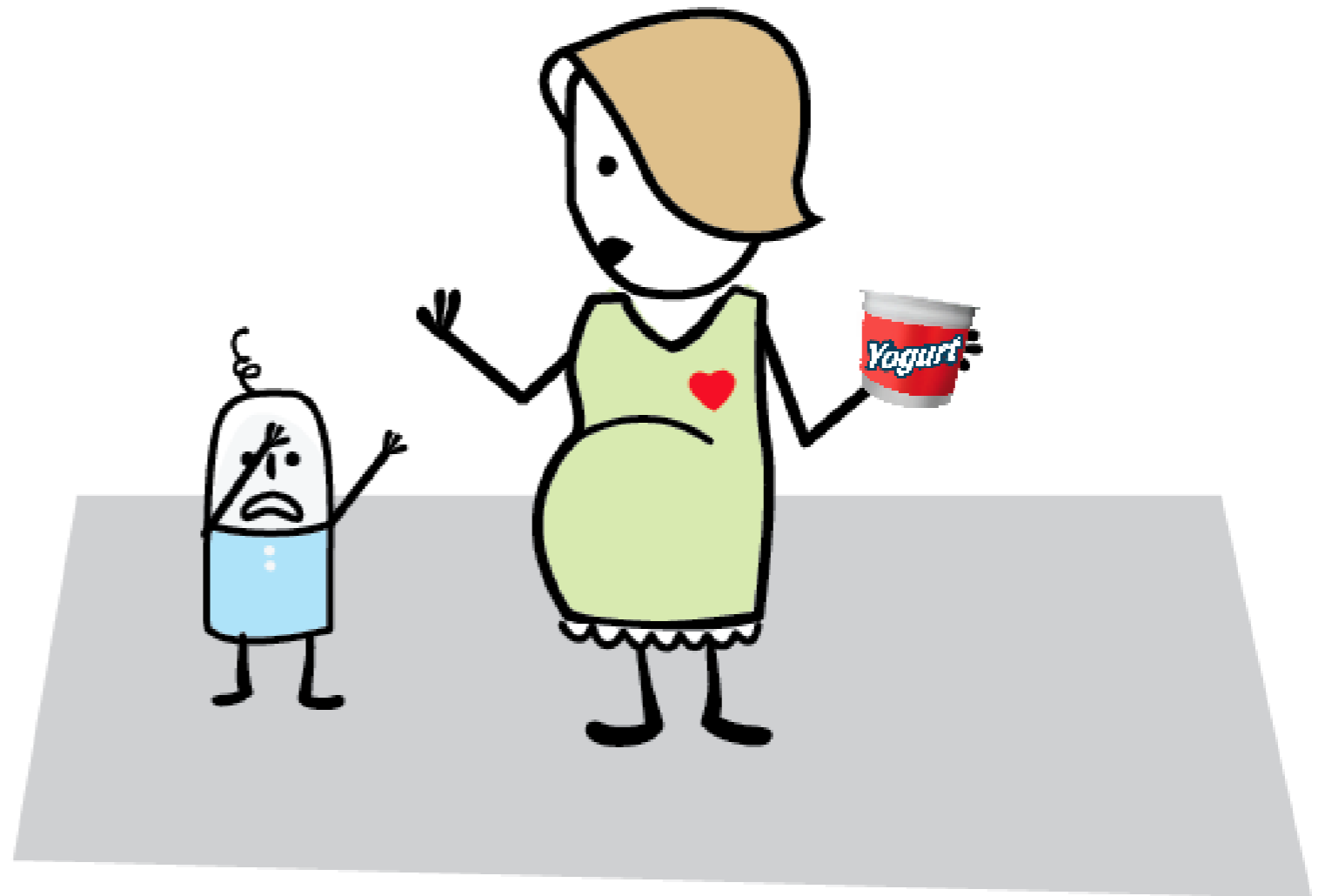


## **Crowed-Sourcing**

- Engagement
- Scalability

## **•Objective criteria**

- Credibility
- Scalability







- **Kristina Saudargaite - CEO**
- MSc at Handelshögskolan
- 2 years B2B sales experience



- **Henrik Passmark - Advocate, Scientific Database**
- Researcher at The Swedish National Board of Health and Welfare



- **Claudia Roeseler, PR in Germany;**
- Media Design and Communications
- Co-founder of „SOFY-Mit Sofy sicher unterwegs.“



- **Albertas Mickenas & Tomas Verbaitis; IT**
- IT, 10-years working together
- Based in Lithuania



- **Amir Sajadi – Business Advisor**
- CEO & Founder at Hjärna.Hjärta.Cash



- **Eva Wallstam – Approves Classification Method**
- SIDA, WHO, public health, nutrition.



- **Advisor on industry;**
- CEO Invest in Change, ex-CSR manager at Axstores





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## Milestones

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- |    |   |
|----|---|
| Q1 | App development<br>Finding partnerships <b>SE, DE, DK, FI, NO</b>   |
| Q2 | 40 000 downloads in each country, feedback<br>Testing revenue models  |
| Q3 | PR Campaign to reach 100 000 downloads in each country<br>Sales: 25,000 active users in each country<br>New round of investment |
| Q4 | Finding partners in the rest EU   |
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## SUMMARY OF BUDGET 12 MONTHS

### EUR incl tax

Month	Q1	Q2	Q3	Q4
<b>Opening bank balance</b>	<b>0</b>	<b>108,500</b>	<b>72,000</b>	<b>65,500</b>
CF from sales			130,000	195,000
Investment	150,000			
<b>Total</b>	<b>150,000</b>	<b>0</b>	<b>130,000</b>	<b>195,000</b>
CEO	7,500	7,500	7,500	7,500
App Development	30,000	15,000	15,000	15,000
Representatives			20,000	20,000
PR		10,000	90,000	60,000
Total admin	4,000	4,000	4,000	12,000
<b>Total</b>	<b>41,500</b>	<b>36,500</b>	<b>136,500</b>	<b>114,500</b>
<b>Cash flow surplus/deficit</b>	<b>108,500</b>	<b>-36,500</b>	<b>-6,500</b>	<b>80,500</b>
<b>Bank account balance</b>	<b>108,500</b>	<b>72,000</b>	<b>65,500</b>	<b>146,000</b>



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PRODUCTS

INGREDIENTS

SOURCES

BLOG

ABOUT



Officially recognized hazards



Academic works indicate hazards



Dubious



Safe



Unknown ingredients (perfumes, aromas)

[Explanations](#) ▾

## Products

[Submit a new product](#)  
Discover the true effect of its ingredients



Garnier Mineral Deodorant

By: Garnier



Johnson's Baby Oil Gel

By: Johnson's



Aldo Vandini Sensitive Hand & Nail Balm (100 ml)

By: Aldo Vandini

### Show only:

#### Make-up

Facial powder, blush (1)

Lips (1)

Eyes & Eyelashes (0)

Skin, except powder cosmetics, e.g. blush, facial powder (1)

Brow (0)



## Offer:

20% of equity and better food for your kids in exchange of 150,000 EUR.





**Thank you!**

**[kristina@inbelly.se](mailto:kristina@inbelly.se)**









