



PERSONALIZED SELECTION OF MEALS AND PRODUCTS FOR FOODTECH SERVICES CUSTOMERS

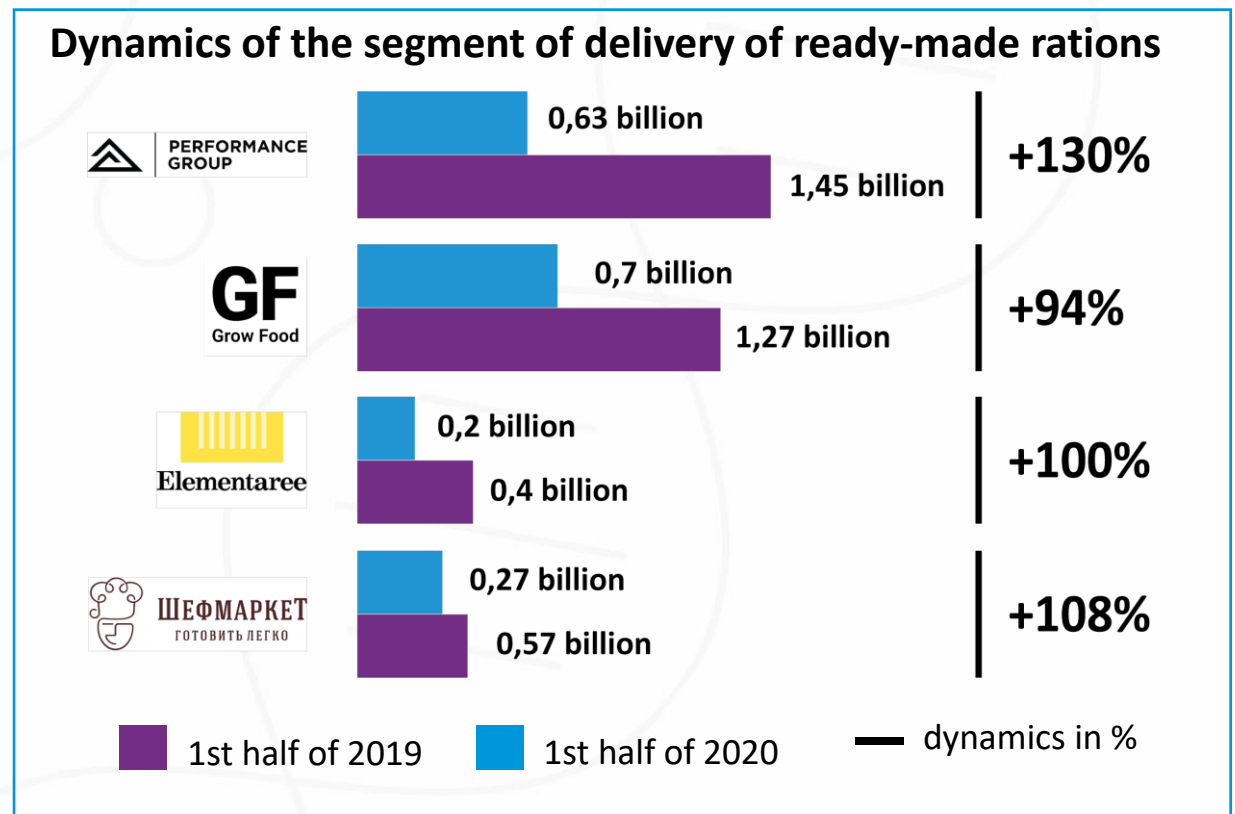
Looking for:

Investments in amount of 6,000,000 rubles

FoodTech service for pilot integration

Personalized nutrition market evolution

- Since 2016, there has been an active trend towards [food personalization](#).
- According to the Performance Group, since 2015, the market for the ready-to-eat meals delivery has been increasing by 50-70% annually. 2020 accelerated market growth and increased competition between services for customer retention
- Foodtech projects of "Yandex" showed [120% growth](#) of the audience during the pandemic, and revenue at the end of 2020 of "Yandex.Food" will amount to [7.4 billion rubles](#)



We give the customer of FoodTech service the opportunity to choose meals that will be good specifically for his individual health



And we also give FoodTech services a tool that allows them to understand their customers better, increase their loyalty and reduce retention.

- Ordering a DNA analysis and nutrition – in **one FoodTech application**.
- We provide services with data on recommended and undesirable foods, daily colorants and the balance of proteins, fats and carbohydrates for each client using the **API**.
- **3 ready-made** DNA tests (10-48 genes), developed taking into account the specifics of FoodTech services.
- **15000+ conducted DNA tests** on the characteristics of metabolism, assimilation of vitamins and the body's response to certain foods.
- Getting ready to launch a pilot project with justforyou.ru service.

Client segment

Target market segment:

- Meal-kit services.

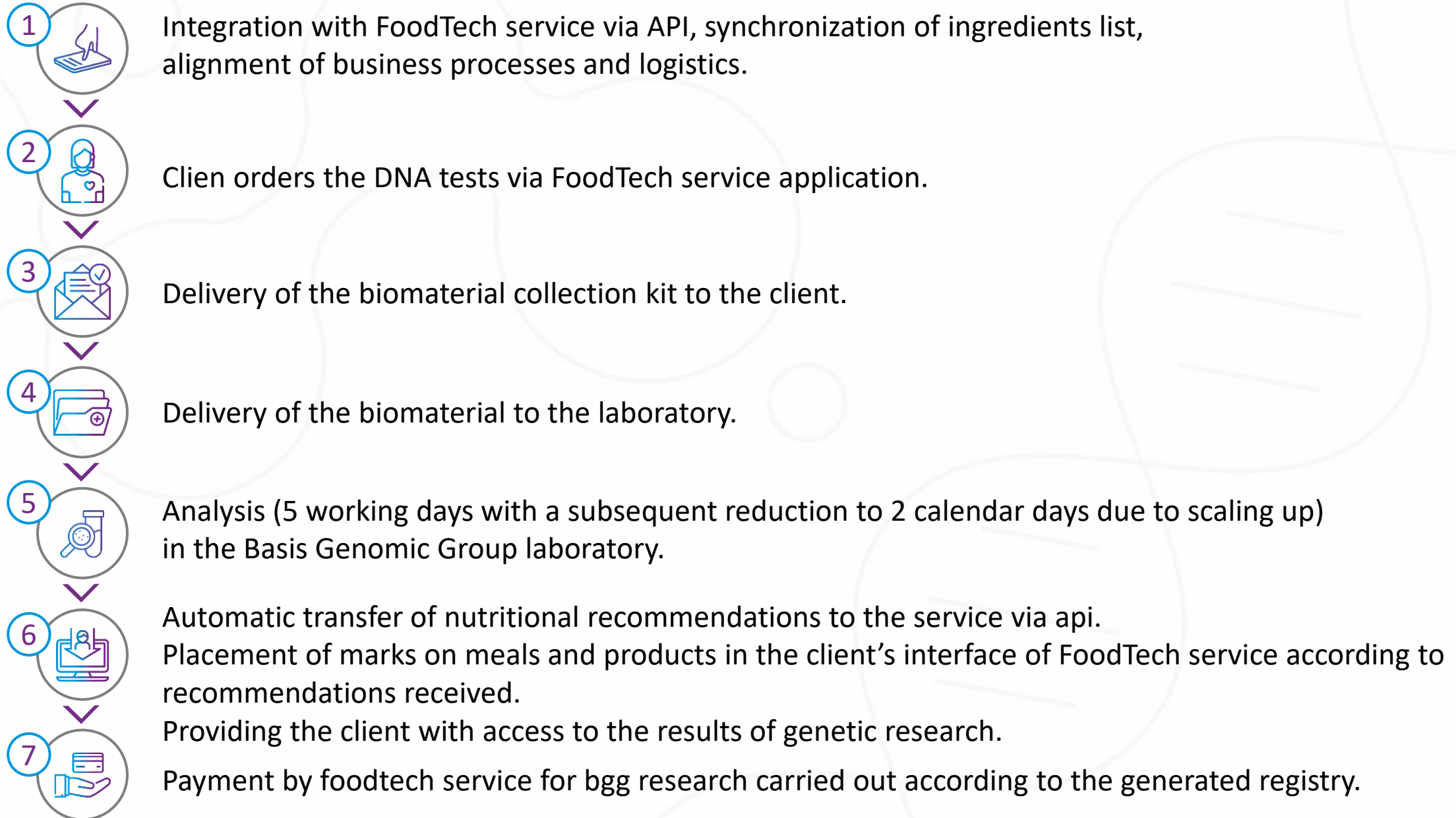
Market segments for further scaling of the solution:

- Dark kitchens;
- Dark stores and groceries delivery services.

What unites these segments:

- Customer request for personalization;
- The need to retain the current customer base;
- The need to expand market share;
- Typically a strong proprietary IT platform, process automation.

How BGG Solution Works for Service



BGG:

- Revenue **3k-7k** rub per customer (depends on the width of genetical panel and target audience of the FoodTech service).
- COGS **1k-3k** rub:
 - Running a DNA analysis 0,8k-2k rub.
 - Logistics of genetic material 0,2-1k rub.
- Contribution margin: **2k-4k**.

FoodTech service:

- Revenue **0k to 20k** rub per customer (depends on the target audience of the FoodTech service and it's strategy).
- COGS **3k to 7k** rub.
- Contribution margin: **-3k to +13k**.
- Retention: **-22% on genetically tested users**.
- + Switching cost for service customers.

COGS is very affected by scale effect. A significant reduction in the cost of analysis is possible, which will allow services not to charge customers, since it will be covered by a reduction in retention and an increase in switching cost for the consumer.

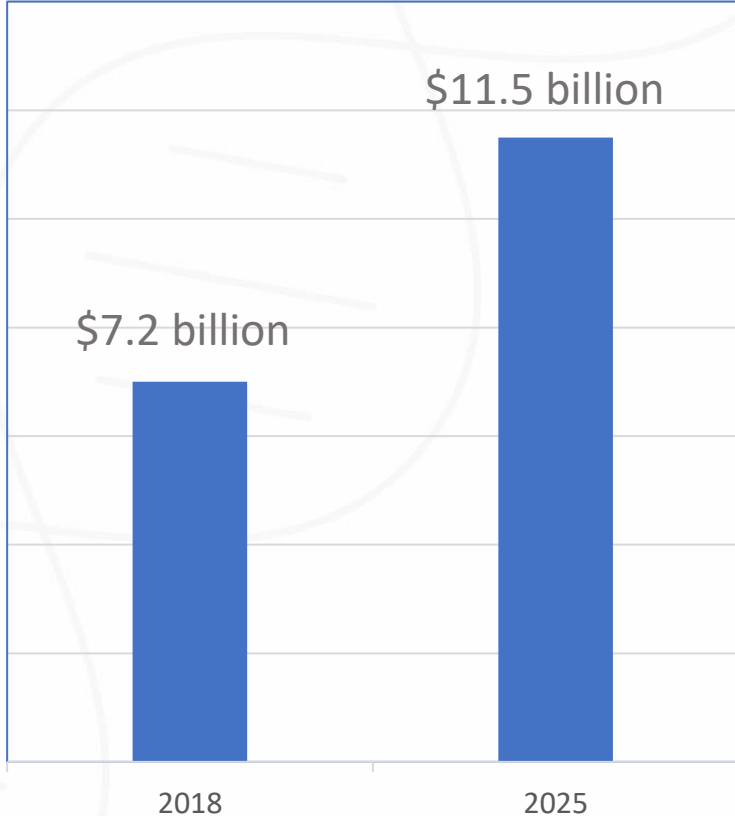
Market size

- The meal-kit market in the Russian Federation will reach 30 billion rubles by 2025

Depending on the segment of the target audience, 3-14% of the total segment turnover will be spent on personalization.

- In 2023, the market size of the online food sales market will reach 518 billion rubles, in 2024-716 billion rubles.

For BGG, the achievable market size will depend directly on the market share of the FoodTech services with which it will be able to integrate. In the long term, this can be up to **40% of the market for personalization of nutrition via genetics.**



Personalized food market according to Axiom Market Research & Consulting¹

¹[Personalized Nutrition Market Report from Axiom Market Research & Consulting](#)

Competitors



Direct competitors:

Genotek (RU) - selection of food products in "Azbuka Vkusa" based on genetics. Recommendations for products with lactose only.

Basis Genomic Group advantages:

the cost of a solution starting 3k (vs 12k at Genotek), the duration of analysis is 5 days (vs 2-3 month), BGG has an API for working with the service in automatic mode, complex studies with recommendations for 15 blocks of nutritional characteristics: metabolism of fats and carbohydrates, reaction to food products (gluten, lactose, caffeine, sodium , alcohol), assimilation of vitamins (B6, B9, B12, A, C, E, D, Omega -3, -6)

Indirect competitors will include companies that carry out DNA testing in the field of nutrition - Atlas (RU), MyGenetics (RU) and others.

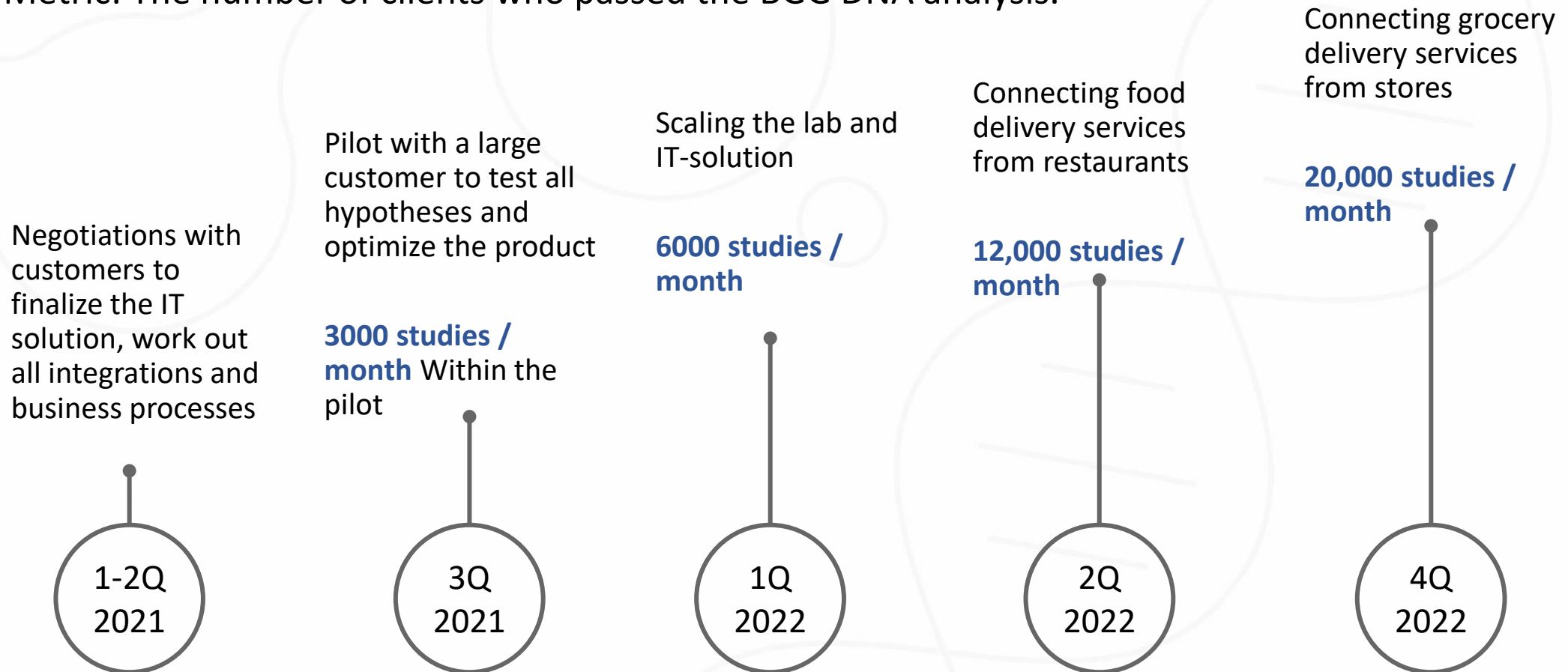
These companies specialize in working in the B2C market and do not have experience and IT solutions for integration with other services.

Foreign services, for example, Habit (US) and Zipongo (US) cannot operate in the Russian Federation due to legal and restrictions.

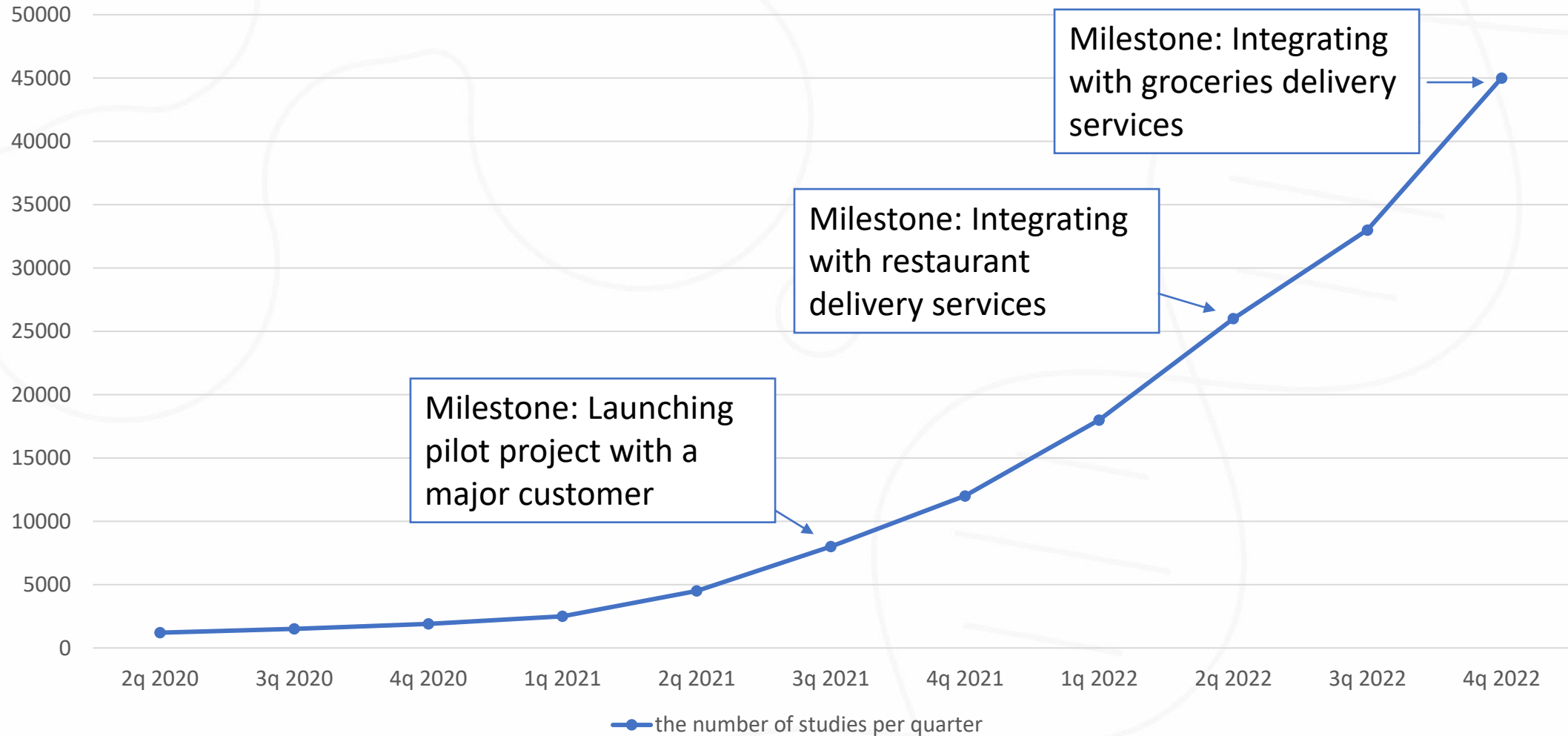
Road map

Global goal: each customer of FoodTech services purchases exactly those products that are useful for own health.

Metric: The number of clients who passed the BGG DNA analysis.



Metrics



Our Team



**Aksenov Anton
Yuryevich**

CEO

Background: 11 years in top management,
1 successful own star up



Zabotin Mikhail Valeryevich

Nutrition expert

Background: endocrinologist, nutritionist,
personalized medicine doctor, member of
the Russian Association of Endocrinologists



Romanov Vyacheslav Vitalievich

Head of laboratory

Background: Ph.D. of medical science,
10 years led the laboratory
“In-vitro” company



Tatarnikova Alena Konstantinovna

Head of Marketing,

Background:
5 years in marketing.

Project manager in federal IT projects



Svistelnik Andrey Vladimirovich

Leading science and methodology expert

Background: Ph.D. of Medical Science, Professor
of RMANPO, specialist in system analysis,
healthcare organization, integrative medicine



Ozheredov Alexander Vitalievich

Senior Software Developer

Background:

Design and development of IT architecture
from scratch

Integration of various information systems,
development of data exchange protocols

We are looking for

- 6,000,000 RUB investments for the development of IT-solutions
- Large services for integration of our product (segments: meal kits, grocery delivery, food delivery)



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