



DietOn[®]

A MindOn Solution



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1. Summary

DietOn® is the world's first multi-platform software application that serves diabetic patients to ease their everyday lives.

Around 400 million people in the world today living with diabetes need to pay strict attention to their daily lifestyle. Patients treated with insulin have been using flexible (also called intensive) insulin therapy (FIT) for decades, the essence of which is to enable diabetics to live a full life by measuring insulin dosage according to their own daily routine, eating or other habits. One of the main reasons this method did not become widespread is that patients have to be more aware and informed than when using the traditional treatment, which can be applied automatically, but has a strict schedule and rules to follow. There are a number of factors which influence the necessary amount of insulin dosage: quantity of food, its carbohydrate content, the energy burned during physical and mental work, and a number of other factors about which the patient has to make decisions about 4-5 times every day. Wrongly estimated dose of insulin may lead to serious consequences.

Along with the appearance of different sorts of mobile devices, many applications have been created for supporting flexible insulin therapy, but these applications focus on only one field: they store the carbohydrate content of different foods in a database, so it is easier to define the carbohydrate content of the meal. Although this does provide some assistance, but as regards the other factors, such as, defining the right quantity of insulin, it leaves the decision to the user. Other problems include the previously consumed, but still unabsorbed carbohydrates, proteins and fats which affect higher blood sugar level, the previously administered insulin which also influences lower blood sugar level or depending on whether you are sensitive to insulin, the blood sugar level measured before eating.

DietOn® is unique because it is the first software offering assistance to diabetic patients by also paying attention to factors which can influence blood sugar level, usually ignored by other applications. In addition, **DietOn® is unique** because it also recommends the necessary dose required for reaching the ideal blood sugar level with help of the above mentioned factors. In other words, **by knowing all the circumstances, DietOn® "tells" the user what to do in order to maintain the ideal blood sugar level.** With DietOn®, what used to be estimated roughly on the basis of memory, now provides exact calculations, keeping track of the time passed between doses, regardless of the number of daily meals, blood sugar level tests and the type of physical activity undertaken.

In addition to DietOn®'s unique predictive features, its effect on the future, it has other advantages deriving from mobile device applications and data storage which make it possible to analyze past events and results. The subsequent analysis and graphic description of stored blood sugar, diet and other data as well as consultation with a physician, can assist patients in discovering their faulty habits, and encouraging them to develop a healthier lifestyle. Because of these qualities, DietOn® eases life for not only patients who have type 1 diabetes, but helps also those who need insulin partly or not at all, including most widespread, type 2 diabetic patients. DietOn® can also prove to be assistance to those people who are on a diet for various reasons- even healthy individuals.

The application runs on **Android** and Windows **Phone8** smart phones (soon to be followed by **iOS** version), and **web** and **desktop** versions (Windows) are also available through browsers. The web version provided through the Internet offers many business opportunities.



2. What makes DietOn® so unique?

- In contrast to other applications, it provides comprehensive solution (way of living „process-support” from A to Z), that fills in the huge market gap.
- It aims a well-defined segment on a constantly growing market.
- It contains meal, food database, with mobile ordering options.*
- The web version has functions to support physicians too.*
- Diary function helps personal therapy with reports, statistics and prognosis.
- Data transmission with Bluetooth from blood sugar meters in accordance to IEEE 11073-10417 standards.**
- Multilingual, easy to extend services. Various possible developments can be made, e.g. stock monitoring, prognosis, watch phone adaptations, etc.
- Android and Windows Phone8 (iOS*) mobile versions working off-line, too.
- Cloud computing services are available anywhere at any time.

* Under development.

** With selected blood glucose meters and on-line access.

3. Facts about diabetes

The seemingly unstoppable diabetes „world epidemic” affects 371 million people worldwide. The number of effected ones increases by 7 million a year, the cost of medication and treatment reached USD 471 billion in 2012. Every 7 minutes someone dies due to complications of diabetes, yearly, that equals roughly half the population of Hungary - 4.8 million people. (Source: International Diabetes Federation)

While the complications of the disease can dramatically worsen the patient's quality of life and the treatments demand huge financial sacrifice, the properly trained patients who know how to use the flexible insulin therapy can live as full and long life as the healthy individuals.

The main problem is the lack of considering the factors that affect blood sugar levels (patient education), which is nearly impossible because it is difficult to carry out complex calculations by head and to memorize different kinds of mathematical formulas and data. Mistakes in estimating the necessary amount of insulin, the amount of carbohydrate intake, and the difficult calculations result widely swinging blood sugar levels and ultimately lead to complications. The root of the problem is a lack of a widely available, portable supporting device capable of counting the necessary insulin (taking into consideration the consumed amount of carbohydrates and other attributes) and predicting the expected blood sugar level.



4. Business opportunities with DietOn®

In view of the large number of diabetic patients, it is easy to see the business opportunities in serving their needs. Millions of people worldwide do not know which restaurant to go, where they can know exactly the content of the food served, or what type and intensity of physical exercise they need to make to modify their blood sugar level, etc. Food producers and distributors, restaurants, gymnasiums, traders of sportswear, producers, traders and service companies from the different parts of the economy will miss important clients, if they do not examine the possibilities of how to find diabetic communities for introducing and popularizing their products and activity.

DietOn® is an ideal place for these undertakings because the application takes all factors into account that influence blood sugar level. Thereby it is a united source of information for the users about matters of eating and physical exercises. For an example, the menus of restaurants can be loaded in DietOn®'s database, sport programs can be offered to the users, etc. The following list summons the business fields and service opportunities of DietOn®.

4.1 Food, Meal, Catering

4.1.1 Business fields

- Foodstuff and instant meals (producers, distributors, chain stores).
- Restaurants, food order, catering.
- Food supplements

4.1.2 Service opportunities

- Loading information of foods and meals in database available for users, advising daily/weekly offers.
- Counting the nutrient content of convenience food according to the recipe, special QR code on menus, marking products with DietOn® logo.*
- Marking products needed for a special demand. *
- Ordering through mobile, or web applications, dealer specific e-Shoppinglist.*
- Advertising surface on internet, publishing actual news.

* Under development.

4.2 Sports and Recreation

4.2.1 Business fields

- Sport and leisure programs, health programs for companies
- Sportswear and services.
- Offers for travelling and recreation, organizing travelling and programs.

4.2.2 Service opportunities

- Organizing sports, or healthy life style events.
- Travelling and recreation offers, wellness, selfness for people of special needs concerning nutrition and/or physical exercises.
- Supporting programs, events, and innovations regarding healthy life style.
- Carrying out company health programs.
- Ordering sport equipment on-line.
- Internet advertising surfaces, news publications in periodical newsletter.
- Cooperation with foundations, social clubs, associations, domestic and local clubs.

4.3 Medical Treatment and Health Care

4.3.1 Business fields

- Tests, specialist medical care and consulting.
- Supporting medicine reaction tests and researches.
- Telemedicine system.

4.3.2 Service opportunities

- Web applications assure the constant traceability of following diet and life style advices.
- Transmitting institutional services, tests, specialist medical care and consulting, with special attention to diabetes and its diseases, and complications.
- Connecting institutional services with company health programs.
- Integrating telemedicine system with software of institutional and family doctors.*
- Assuring online orders for food supplements. The use of health cards.*
- Supporting medicine reaction tests and researches.
- Assuring internet commercial surfaces, publishing actual news in periodical newsletter.

* Under development.

4.4 Education, Raising Self Awareness

4.4.1 Business Fields

- Community services (blog, forums), collection of exercises.
- Patient education: prevention of complications, healthcare.
- Free newsletter, discounts on book orders, newspaper subscription.
- Courses about metabolic diseases (e.g. kitchen techniques).

4.4.2 Service opportunities

- Community services (blog, forums), collection of exercises.
- Patient education: prevention of complications, healthcare.
- Free newsletter, discounts on book orders, newspaper subscription.
- On-line information and advertising.
- Courses about metabolic diseases (e.g. kitchen techniques), dietitian, trainer, etc. courses.
- „Creative Commons” –e.g. recipes for virtual cooking.

4.5 Other Business Opportunities

Other business possibilities include the broadening of circles of connected services through telemedicine integration. The huge void in research on the quality of diabetic life, could be filled by collecting data via mobile devices - and could also be useful in the prevention and efficient treatment of diabetes and related diseases. The use of DietOn[®] will help the doctor-patient information flow and provides data for the refinement of therapy. It helps to lower the chance of hypoglycemia, and stops hyperglycemia, which leads to complications of diabetes.

4.5.1 Potential Webshop Offers

- **FOOD, MEALS, CATERING**
 - Dietetic, diabetic and special food products, organic food.
 - Kitchen equipments and aids.
 - Practical (e.g. pocket scales) and specially designed products.
 - Discount coupons for people with specific demand on nutrition.
- **PHYSICAL EXERCISES, RECREATION, SPORTS**
 - Sports equipments, fitness, wellness and selfness equipments.
 - Discount tickets to sport-, health- and leisure programs.
 - Travelling and accommodation offers for people with special demand either on nutrition or/ and sports.
- **MEDICAL TREATMENT, HEALTH CARE**
 - Medical aids, tests and aids for home use.
 - Body care and bio/anti-allergy cosmetics.
 - Programs for healthcare and prevention-e.g. tests, campaigns for vaccination (recovery is more difficult for diabetics).
- **SCIENTIFIC LECTURE, TEACHING CONSCIOUSNESS**
 - Discount on book and newspaper orders.
 - Trainings and courses.
 - Insurance (especially for the target group).
 - Unfortunately, diabetes does not avoid our pets either. We care about them too.

* Under development.



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