

FEEEDLINK

**● A KITCHEN MANAGEMENT MOBILE APP BASED ON
BEHAVIORAL SCIENCE AND HUMAN CENTERED DESIGN**

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Introduction

My name is Hernan Berisso. As a software engineer and food waste activist, I specialize in building mission-driven web and mobile apps.

I believe food is our most profound way to care for one another, and that our food system should reflect this value at every level.

My mission is to blend behavioral science and technology to help people make better food decisions on the consumer level.

I believe the market is in dire need of an evidence-based product that delivers a proven behavioral cycle to help reduce personal food waste.

| The Basic Idea

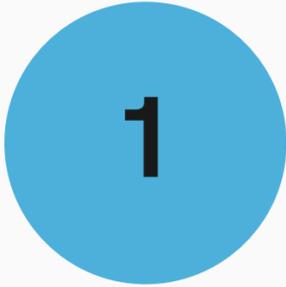
Lessons From Biotech

At Better Therapeutics, I helped create AspyreRx, a mobile app using a novel form of cognitive behavioral therapy to treat cardiovascular diseases.

Despite the company's closure, AspyreRx won FDA authorization as the first-ever prescription software to treat Type 2 Diabetes.

I strongly believe that a similarly rigorous, research and product driven approach to consumer food waste behavior could yield powerful results.

By developing an app that guides users through a simple and effective behavioral process, they are empowered to make better food choices and reduce waste.



1

Log Your Foods

Take the time to input your items, and track whether you consumed a majority of each.



2

Set SMART Goals

Set food goals that are Specific, Measurable, Achievable, Relevant, and Time-Bound.



3

Learn Continuously

Stay on a path of continuous growth to build the skills needed to consume food efficiently.

FeedLink's Cycle to Reduce Food Waste



Logging Your Foods

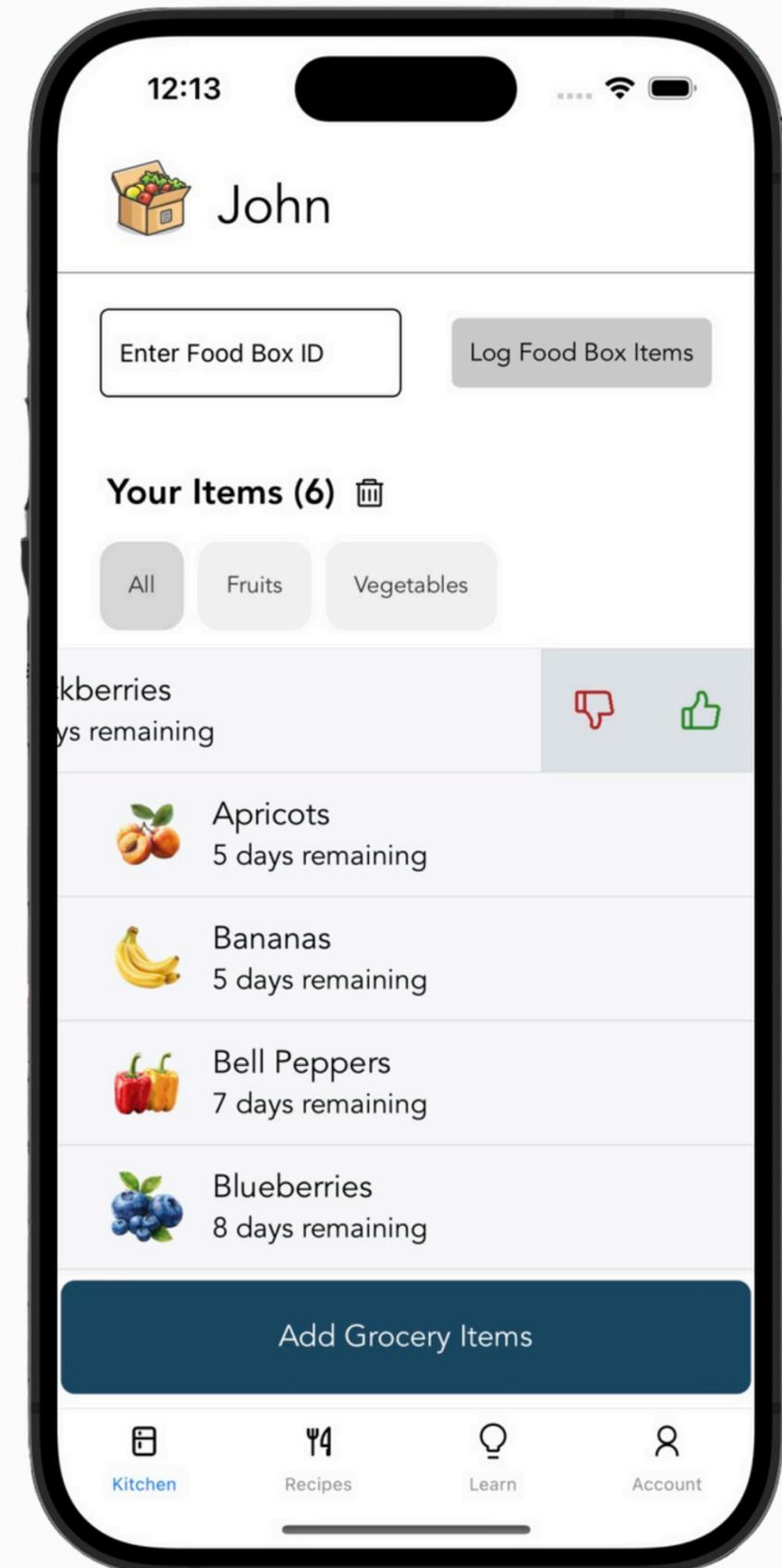
The Entry Point

Inputting and tracking your grocery items builds kitchen awareness and unlocks relevant content.

The user is not asked to enter a quantity, so there is no need to update the items as they decrease.

When the item is done in the real world, the user simply marks if a majority of that item was consumed.

Logging with FeedLink is fast and intuitive, which minimizes effort while maximizing app benefits.



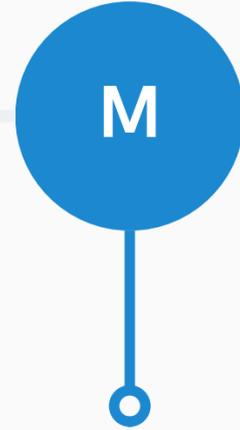
Setting SMART Food Goals

Proactive Goal Setting



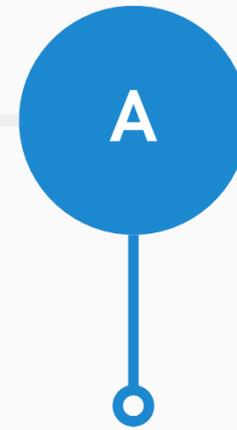
Specific

Set an exact date for each item, pinpointing when you plan to use it before it spoils.



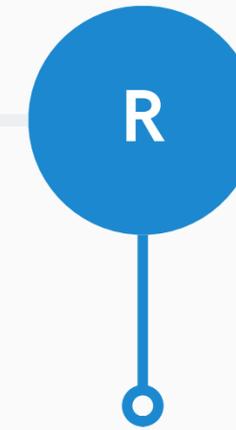
Measurable

Track the days remaining for each item, and prioritize which foods to consume first.



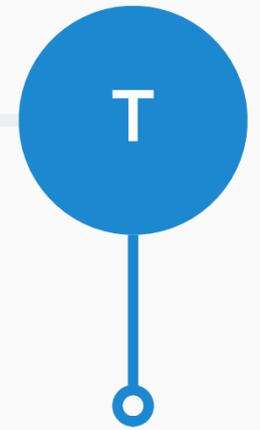
Achievable

Choose dates that realistically fit your meal planning, so you can successfully use each item in time.



Relevant

Set dates that match the condition and freshness of each item, taking into account all factors



Time-bound

Every item has a clear timeline, motivating you to take action before it expires.

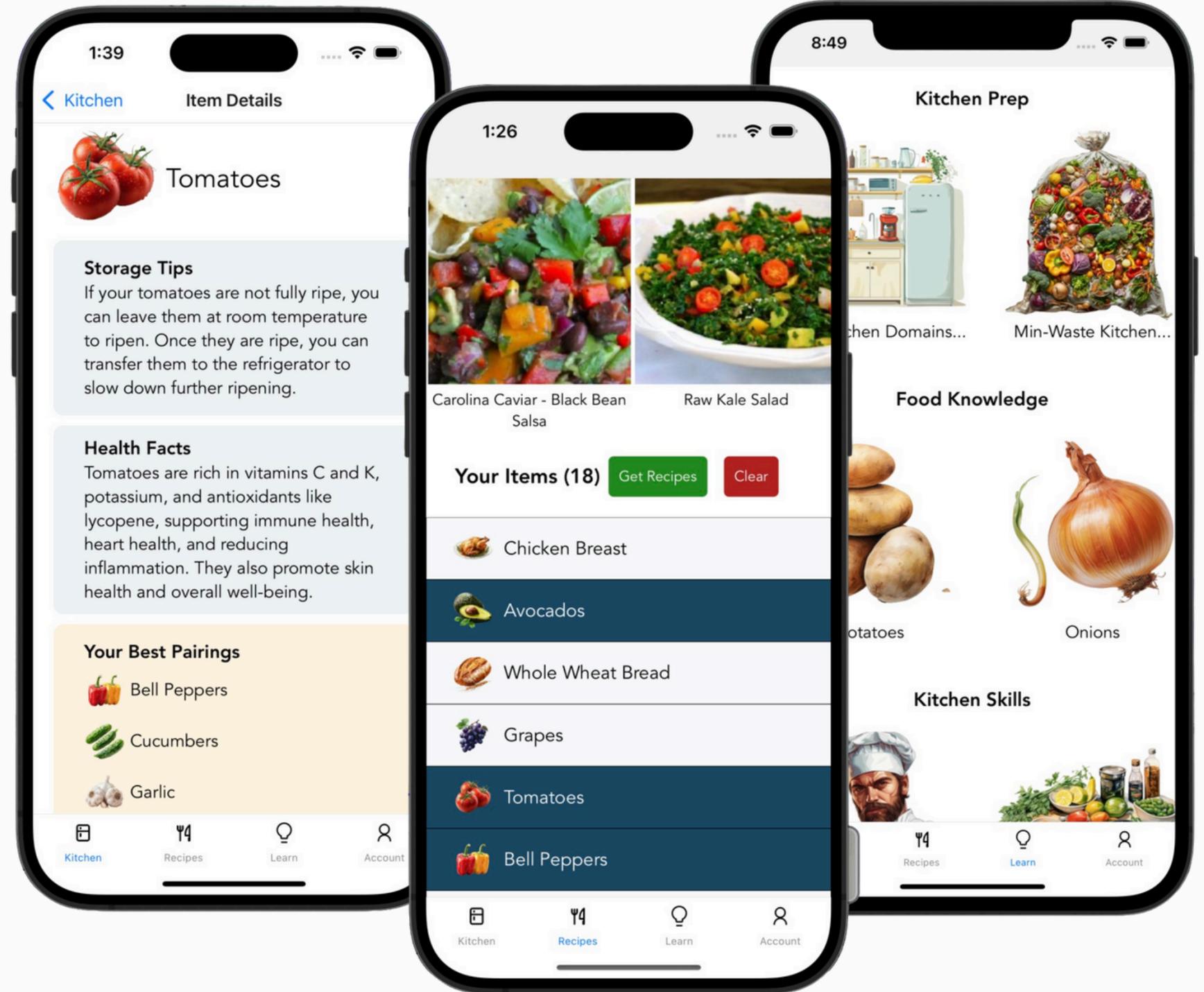
Learning Continuously

Storage tips, health facts, and best flavor pairings for over 300 grocery items.

Bite-sized educational modules that cover crucial kitchen topics.

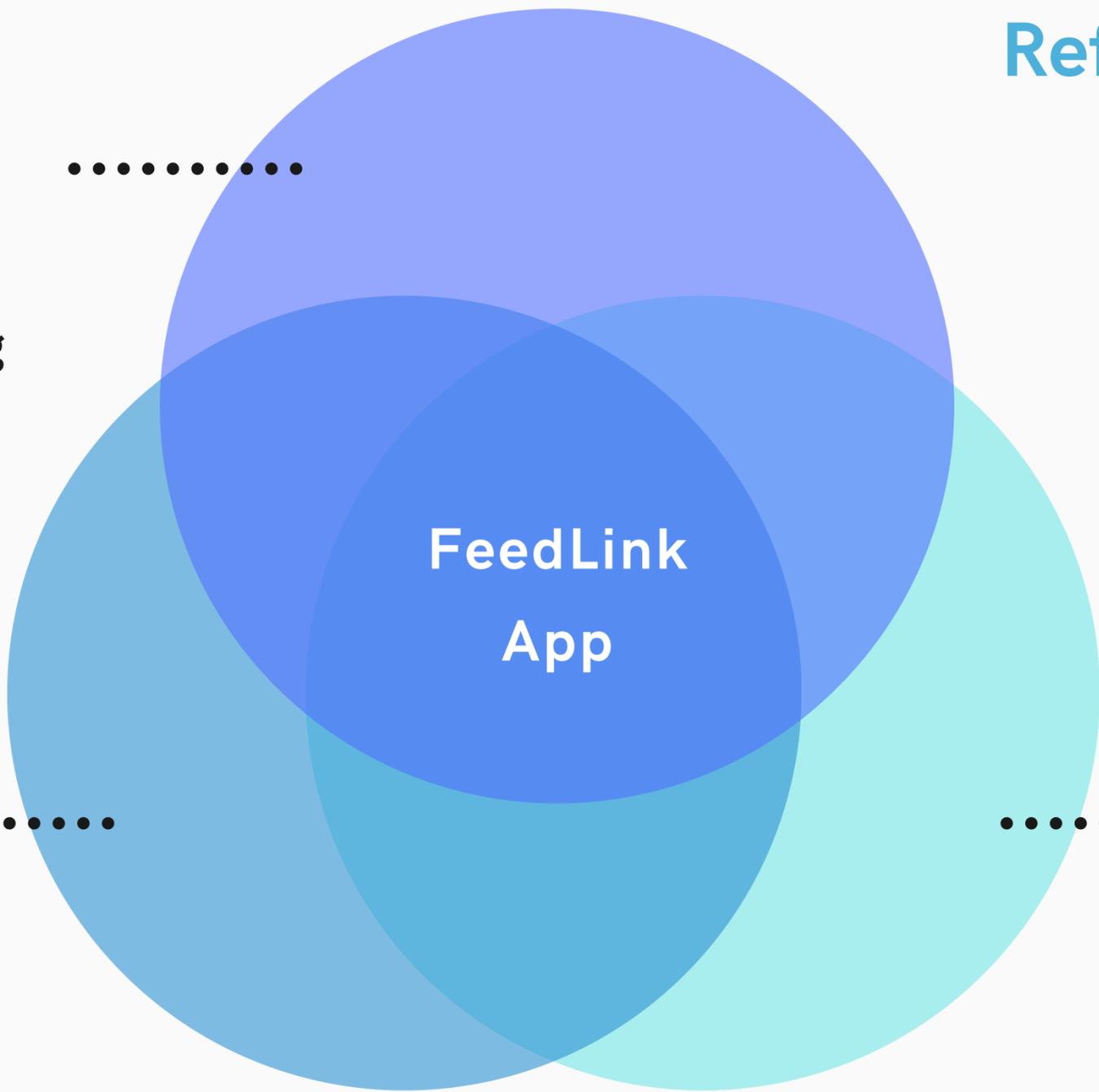
Search recipes based on logged items, save your favorites, and import your own.

Empower the user to continuously seek new knowledge and skill-build.



Core Principles
Refine, Iterate, Adapt

Behavior Change
Food Logging
Goal Setting
Waste Tracking



**FeedLink
App**

Human Centered Design
No Quantities
Recipe Manager
Intuitive Logger

Kitchen Skills
Cooking Basics
Nutrition Ed
Planet Health

| Conclusion

Growing Together

We plan to release an app for the consumer market to truly help users reduce personal food waste. However, for the app to deliver on this promise, it requires iterations and solid real-world evidence to be effectively marketed to scale.

We are now exploring potential partnerships with organizations that may mutually benefit from running a pilot project in collaboration with the FeedLink App.

Partnering with FeedLink equips organizations with a ready-built app and feedback system to support their communities in reducing food waste, while also providing a cutting-edge tool for waste tracking, research, and consumer education.

Partnering organizations have the opportunity to shape the app's features and content, working together in a joint development process.

References

AspyreRx announcement of FDA authorization:

<https://www.businesswire.com/news/home/20230710624673/en/Better-Therapeutics-Receives-FDA-Authorization-for-AspyreRx%E2%84%A2-to-Treat-Adults-with-Type-2-Diabetes>

AsypreRx demo video:

<https://youtu.be/Xreb4SO8ykQ?si=766zJSEDAkEEJpLW>

FeedLink demo video (retrofitted for use in food banks and pantries):

<https://www.youtube.com/watch?v=BgyIAUYUVHU>

FeedLink Landing Page:

www.feedlink.app