

High Potential Initiatives Profiles

1 Accelerator

FABulous



2 Project and Organization

Mixeat (before 3Diet)
Entrepreneur

2.1 Country

Spain



2.2 Project Abstract

Mixeat is targeting people who wish to have a healthy lifestyle. The “Dynam'eat Lifestyle” is focused on being healthy while enjoying life without restrictions and diets. The “Mixeat kit” tool supports this goal. Dynam'eat members belong to a community to share this adventure with, in social network and in physical events and meetings.

Mixeat incorporates :

- an efficient fiware platform to support e-commerce;
- a 3D printing technology to support personalisation and a customised food container kit;
- a real nutritional tool for healthy eating;
- an online Premium nutritional service;
- the animation of a strong and active community : physical community and social network;
- a potential of several derived products and services.

There is no real competitors known on this market and this creates the conditions to launch a new product and service. Mixeat believes that 3D technology provides a competitive advantage. The control of the 3D technologies conjugated with the potentialities of Fiware offered by FABulous allow Mixeat project to take a place on a emerging market with a great potential of growth, and to occupy a leading position there.

The Mixeat team includes: a healthy food and design expert and determined leader, nutritionists, computers engineers, a management consultant with a past experience in food manufacturing and sale and a marketing consultant, designers, experts in branding and market research, storyteller and a 3D printing and modeling partner; freshness, experience, multidisciplinary, complementary, almost the perfect team.

2.3 Sector

Consumer health/wellness

2.4 Target Market

Mixeat has a B2C model. Mixeat's core target is mostly working women but also men, with either a university degree or formal training. They have a medium-high purchasing power and they are able to pay a relatively high price for something if they think it is worth it. They are concerned about their body's well-being, the proactive search for a healthy and harmonious life, and they are also concerned about product quality (organic and sustainable foods and products) and wellness in general (physical, but also mental). They are open to the idea of physical social meetings such as Meetups about healthy lifestyles or training. Mixeat's core target is not the Generation Y, but it nevertheless uses social networks more and more for the same reasons as Generation Y: the possibility of connecting with people/the universe in another way that would previously have been impossible, sharing their interests, learning from other people's experiences. Furthermore, enjoying life is often about sharing a good moment with other people, a social act. This is the reason Mixeat believes that their virtual and physical community will be a huge bonus.

2.5 Business Model

The MixEat Business model consists of the following elements:

- **Mix-Eat kit:** A set of about 7 to 9 food containers for measuring the 5 meals of the day stress-free. The system is based on the "por intercambios" method; the logarithm developed by MixEat dieticians that determines the nutritional and energy needs of each client and translates them to amount of food. The Mix-Eat kit can also be customized according to the tastes of the customer (color, collection, special edition). As MixEat targets new markets, they will adapt the kit (containers and diet method) to their eating habits.
- **"Dynam' eat" virtual community:** will offer recipes adapted to the principal containers. There will be meetings, aimed at illustrating and sharing Dynam'eat's principles but also physical events, (workshops, conferences, fitness training meetup...). Some of these activities will be free, to attract new customers, and others will be paying services. All the activities are for limited groups. This is to create a strong community around the same goals and values. This component was approved by a large majority of our consumer target.
- **The Premium service:** Paying for online dietician advice, possibly coaches is being developed.

Revenue will initially come from the sale of the « Mixeat » kits via the Mixeat website platform. Each client will be member of the « Dynam'eat » club which will offer exclusive services that Mixeat will develop in the future in order to generate recurrent revenues. A premium service will be offered with a personalized contact with nutritionists and coaches. The sale price of the Mixeat kit + community membership yearly subscription to Dynam'eat club will be 150€ / 200€.

SMART CITY SOLUTION	NO
CLOUD SOLUTION	NO
SOCIAL MEDIA SOLUTION	YES
MOBILE SOLUTION	NO
BIG DATA/ANALYTICS SOLUTION	NO
IOT	NO



Mixeat FIWARE Short Profile

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2.6 Website

<http://www.mixeat.es/>