

Mixeat FIWARE Case Study**April 2016**

Project Name: Mixeat, be dynam'eat	Company Name: Entrepreneur
FIWARE Accelerator: FABulous	Country: Spain
Funding Period: Sept 2015-August 2016	Grant Funding: €78,000
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Vision and Market Need

Mixeat helps people to eat healthily through a nutritional 3D printed tool for measuring food. Mixeat assists people to learn to eat nutritious and delicious food according to their needs and mood, through a combination of the Mixeat tools for measuring food and its Dynam'eat community. Research shows that people generally start to take more active care of their health around the age of 30 - 35 years.

“Dynam'eat Lifestyle” (be healthy, no restrictions, no diets and enjoy life) is the “goal” that they want to reach and the “Mixeat kit” is the tool to do it with. As a Dynam'eat member you can belong to a community to share this adventure with, through both a social network and physical events and meetings.

Based on market research undertaken by Dynamica Research, Mixeat discovered that their core target is 5 to 10 years older than the core target they initially projected (25 to 45 years old). This new core target is really concerned about how to have a healthy lifestyle. They know the way they eat is a key cornerstone of their health. Their active life does not always allow them to eat healthily due to time constraints. The Mixeat kit is especially attractive as it is a quick and easy aid to healthy eating.

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.

The Mixeat value proposition for clients is that it supports a healthy lifestyle based on eating plans developed by dieticians with the added value of a virtual and physical community.

Market Potential

The market potential was validated through market research and SEO analysis. The initial priority target market is Spanish women between 35-45 years of age and men. Mixeat

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plans to focus initially on the Spanish market and then scale up to Portugal, France and French-speaking countries (Belgium and Switzerland). In the future the UK and Germany will also be target markets.

FIWARE Usage

FIWARE is used as the backbone of the Mixeat platform and as such, it has helped to structure the whole project and its dependencies in one place, making it easier to develop and deploy. The FIWARE Acceleration Programme provides access to resources and a community around it, great qualities for a startup product.

The FIWARE Cloud is used to host the Mixeat online platform and all FIWARE enablers take part in the correct performance of the platform.

The FIWARE modules currently being used include:

- IaaS GE: Infrastructure for deployment
- Cloud Portal: Infrastructure administration
- Docker: Container for easy deployment
- 3D-UI-XML3D: 3D model visualization
- Stream-oriented - Kurento (under development): Streaming workshops and community tutorials
- Object Storage GE: Generated 3D kits storage.
- Data Visualization - SpagoBI (under development): User-friendly statistic data visualization
- BigData Analysis - Cosmos (under development): Customer data learning

Competitive Positioning

Currently, there are no real personalized tools to help you with healthy eating. It is difficult to compare Mixeat to existing and emerging competition because its offering is the only one to integrate the making of a personalized kit, the advice of nutritionists, and an active community. This combination meets its target's needs: the desire to be healthy (healthier), eat "well" (good portions, good nutrients, etc), part of a community and be in social networks.

There is no real competitor currently in the European market and this creates the ideal conditions in which to launch a new product and service. The company believes that the 3D technology is part of its competitive advantage in the market, providing credibility, justifies the pricing model and is its innovative element. The control of the 3D technologies conjugated with the potentialities of FIWARE offered by FABulous allows the 3DIET project to take its place in an emerging market with a great potential for growth, and to occupy a leading position there. Its competitive advantage is based on the technology being used (3D printing), the nutritional background of the Mixeat kit, the powerful platform we are building with FIWARE and the virtual and physical community.

Two competing offers were identified in the United States:

- Precise portion© (USA) offers a standard kit to learn proper portion size according to the "healthy plate" (1/2 vegetables, ¼ protein, ¼ carbohydrate), a bowl (milk, fruit and cereals) and a drink (juice or water)
- "Portion fix" of Team Beachbody©, in addition to the sale of its fitness program, this company offers a colorful kit of 7 tupperware containers, 1 per type of food, to limit the amount of food to lose weight, in accompaniment to a sustained 21-day sporting program.

In relation to indirect competitors, more sites are now offering products to help you be healthy including:

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- "Buyfresco"© (Spain), "Organicobox" © (Spain), deliver subscription-based organic ingredients with or without recipes;
- "BentoLOGY" © (USA): standard kit "perfect portion" to "eat well";
- "Lekue"© (Spain): kitchen tools for healthy cooking.

Marmiton.com (3rd most visited recipe in France), along with la Fourchette and Bikini seem to draw the bulk of their revenue generating traffic on their websites. Marmiton has published an online magazine since 2012. These emerging data demonstrate public desire for awareness and information in order to take control of ones food and body. we can also include - "coaching" by a doctor or dietician: expensive, regular monitoring , usually comes down to a form of psychological support and the production of food tips or rather standard menus sheets, leaving little room for desires, for the unexpected and for socialization. The appearance is generally unattractive.

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.

Initial feasibility studies focused on the sale of kits to determine a realistic objective in terms of number of kits to produce, amount estimated at 1600 / year. The control of the cost of production with a gross added value superior to 75% is its first priority.

MixEat are anticipating offering a range of additional services within the community, such as webinars, workshops, events and the Premium Service for nutritional advice in order to generate additional income with the purchase and recurring income to maintain the membership of the Dynam'eat community.

The sale price of the Mixeat kit + community membership yearly suscription to Dynam'eat club will be 150€ / 200€. There are plans ongoing to associate with services providers such as fitness centers.

Initial focus groups allowed the company to test the concept and the price. In June 2016, a second series of tests will be undertaken with the refined packaged kit + services. A series of tests will also be driven on Facebook with tools such as Dys and Unbounce.

The MixEat marketing plan is based on the of Inbound Marketing and Growth hacking methods. The PR campaign and events inspired by street marketing are planned as part of the launch at the end of October.