

GoNo Food Finder Executive Summary



Summary

GoNo® is a B2B food and healthtech company with patented AI that determines which foods are good or bad for an individual's medical conditions and wellness goals. It uses unbiased, third-party, peer-reviewed clinical studies to grade food ingredients and is delivered by API to enterprises and to consumers through websites and mobile Apps.

Unmet Consumer Need

80% of chronic diseases are caused by eating the wrong foods. Consumers are demanding healthy food solutions. 52% read labels for health reasons, yet less than 1% understand what they mean and which ingredients are good/bad for their individual medical conditions or wellness goals. Our solution addresses a significant consumer problem by reducing decision time, increasing outcomes, eliminating uncertainty, and rewarding healthy behavior.

Solutions

We provide an instant "Go" or "No" result with detailed gradings linked to relevant clinical studies, fully customizable with filters for various diets, restrictions, regional cuisines, food types, ingredients, allergies, sports, and other preferences. We provide alternatives for healthier foods tailored to each person, establish benchmarks, track changes, and measure product use and health outcomes for consumers, grocery stores, physicians, and insurance companies.



Target Market & Opportunity

One hundred twenty-three million consumers shop weekly. Within this market, 52% actively read food labels for health reasons, resulting in a Total Addressable Market (TAM) of 71 million in the grocery segment alone. When incorporating additional segments such as medical practices, clinical and hospital patients, health club members, health insurance members, and those receiving telehealth and other benefits, as described in our business plan, the TAM exceeds 151 million. Additionally, 50% of Americans are already using health apps daily. Notably, 96 million Americans are pre-diabetic.

Marketing & Sales Strategy

We distribute our product through established partners such as grocery stores and medical practices, leveraging existing consumer demand for our solutions. Simultaneously, we offer our partners solutions to their key challenges, leading to heightened revenues, profits, consumer loyalty, and a unique understanding of consumer behavior. Our sales are facilitated by independent multi-line representatives, product distributors, brokers, and technology providers already collaborating with our partners.

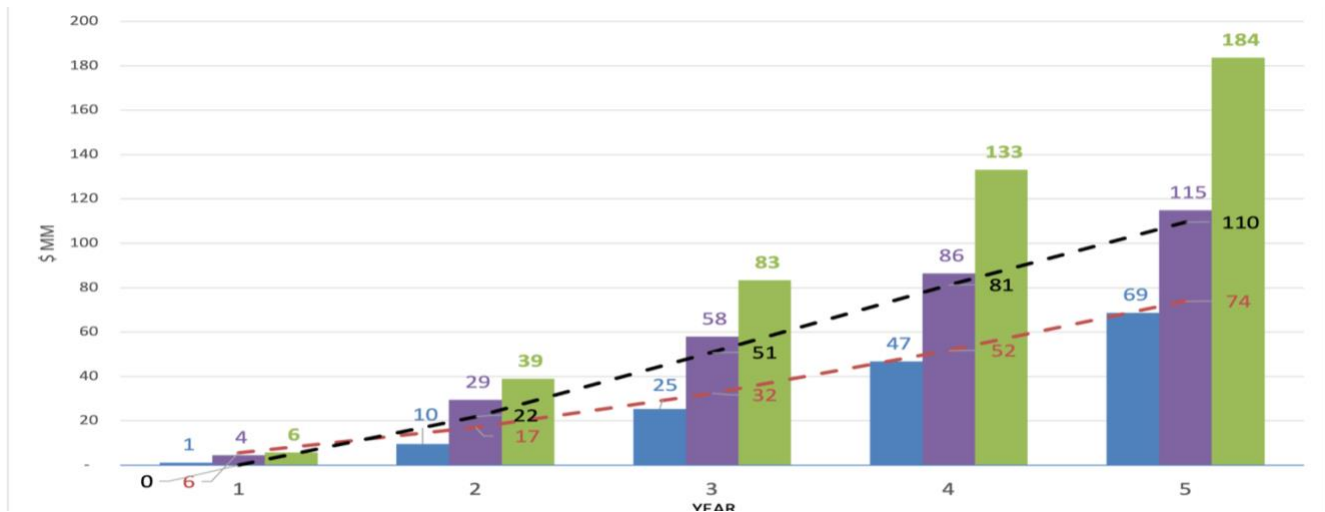
Revenues

Recurring monthly B2B revenues are generated through our partners who provide our solution to their customers as a benefit. The retail value of our solution, set at \$4.99 per person per month (PMPM), is established by the physician marketplace. Unlike enterprise partners, physicians charge patients for the solution. We share resulting revenues with physicians, creating a substantial incremental revenue stream. Enterprise partners benefit from bulk pricing as low as \$0.50 PMPM with 10+ Million subscribers.

Proforma

Our proforma builds upon a small subset of physicians who already sell products to patients. We expand to

grocery retailers and their technology providers next. Cashflow breakeven occurs by the 7th quarter. Year 3 of the forecast has \$83M of revenues and \$51M of EBITDA (61% of revenues), and Year 5 has \$184M of revenues and \$ 109M of EBITDA (60% of revenues). Further revenue streams ensue when we enter new marketplaces.



Competitive Advantage and Intellectual Property

Our competitive advantage comes from our patented Efficacy Engine® (US Patent #11,437,134), unique value proposition, and proprietary data. We maintain a distinct, long-term advantage by delivering unparalleled product transparency, guidance, and efficacy-based food, beverage, supplement, recipe, and menu recommendations. There are dozens of complementary medical, health, wellness, fitness, diet, menu, recipe, calorie counting, meal planning, food, and grocery shopping Apps that GoNo can improve upon and be the catalyst for the collection of unique datasets that these companies would not otherwise have access to. No other company has patents or has focused on food efficacy across multiple diseases within the context of nutrition and health.

Technology

The core of our technology is our patented Efficacy Engine® algorithm, architected as an Application Program Interface (“API”) and delivered as Software-as-a-Service (“SaaS”) for use in mobile applications, enterprise applications, and online grocery shopping either as a stand-alone or integrated solution. The data generated by the engine has significant value to consumers, grocers, medical professionals, and healthcare providers who all have an interest in how food choices meet consumer health needs and goals and, ultimately, how consumer behavior changes can improve overall health outcomes.

Management

Our Founder/CEO is Adam Southam, a visionary with four decades of innovation, leadership, strategic, and marketing excellence across 32 industries. Ward Urban, CFO, Brings extensive experience in finance, treasury, private equity, and banking excellence. Mike Thyken, CTO, is a senior technology leader in the retail, service, and manufacturing industries. We have a tenured Board of Governors, a Medical Panel of leading physicians, pharmacists, scientists, and nutrition experts responsible for scientific legitimacy, and an experienced Board of Advisors spanning multiple industries that provide counsel, connections, guidance, and oversight.

Exit Opportunities

Our solutions have broad applications across multiple industries that present strong potential exit strategies. Our primary targets are KKR (Internet Brands, WebMD, and Medscape) and Amazon (Whole Foods, Amazon Fresh, and Amazon Health Clinics). In addition, we are well-positioned for acquisition by strategic suppliers (Unilever, UNFI, Cargill), Grocery Stores, Health Insurance, Life Insurance, Employee Benefits, Complimentary Apps, Retail Shopping Technology, and Grocery Delivery Services.

