



Co-creating the future of Insurance



Innovation
Championship
by ZURICH

You finalized your application

DISCUSS 3



About ZIC' 24 Life & Health Chall...

Funding



GoNo Food Finder ∇

[Update page](#)

[Put in stealth mode](#)

Updates

1000

[Update](#)

Your Answers

You are applying to the Life & Health challenge. Have you checked the other 3 Zurich Innovation Championship challenges to ensure you're applying to the most relevant one for your solution?

The other challenge pages are: [Commercial Insurance](#), [Retail, P&C](#), [Digital Simplification](#),

By applying to the challenge, you accept our terms and conditions, which can be found [here](#) under the Frequently Asked Questions

1 What problem is your solution solving? Please provide us with your elevator pitch

We solve the problem of chronic disease caused by food across all socio-economic strata. Consumer problems: 1) lack of comprehension of food labels; 2) lack of knowledge about ingredient efficacy; 3) confusion caused by conflicting product claims and marketing messages 4) time spent reading labels; 5) fact verification; and 6) resistance to behavior modification. Business problems: 1) physicians lack time and nutrition training; 2) insurance companies need to reduce care costs and increase loyalty; 3) grocers lack consumer medical information to provide advice and the medical training to do so

2 Company location

United States

3 Founded Year

2022

4 What do you want to prove within our accelerator program?

We want to prove the case for GoNo as an imperative solution for health and life insurance marketplaces by demonstrating how we can mitigate risk, decrease care costs, improve outcomes, and increase patient loyalty for health insurance, AND improve life expectancy, premium life, length of time to pay benefits for life insurance, AND overall brand impressions and engagement by consumers and businesses in the Zurich brand, resulting in increased policy size and number across all business sectors.

5 What is your main goal for the accelerator?

Co Development of Joint Proposition for an Insurance Specific Solution Have access to coaching and know-how of the industry Develop new business opportunities Distribute my existing solutions via Zurich's channel

6 Website URL

<https://gono.app>

7 Email Address

adam@gono.app

8 How many employees do you have?

11 - 50

9 What is your annual revenue?

Below \$0,5 M

10 How much investment have you raised so far?

\$ 0,5 - 1 M

11 Please upload your 3min pitch deck

Zurich Insurance Deck 13JAN24.pdf [Download](#)

12 What is the development status of your business or product?

Operational/Shipping

13 Who are your top 3 competitors?

Yuka. (yuka.io/en/)

Bitewell (www.bitewell.com/)

Sifter (<https://www.siftersolutions>)

14 **Why are you better than your competitors?**

GoNo is the only personalized precision medicine solution that 1) uses clinical evidence to calculate food efficacy; 2) addresses multiple diseases; 3) incorporates diets, allergies, cultures, taste preferences, and sports; 4) provides Rx contraindications, depletions, and adjuvants; 5) uses tastebud profiles to motivate positive behavior change; and 6) has multiple patents for our solution.

15 **Please tell us about the people on your team. What makes you a winning team?**

We seek and attract collaborative excellence to power our organization. Our board, leadership, and advisors include 43 experts in health insurance, life insurance, employee benefits, grocery, food, food science, healthcare, medical practices, pharmacology, research, HIPAA, SaaS, API, Apps, AI, marketing, consumer behavior, customer service, incentives, rewards, finance, and patents. We are continually refining and building this brain trust with people needed to succeed as we advance through life stages. This process is one of our four core tenets.

16 **What are your top 3 markets?**

France, FR United Kingdom, UK United States, US

17 **Which three markets are next in your plan?**

Australia, AU (Next) Switzerland, CH (Next) Nordics (Norway, Finland, Sweden and Denmark), NOR (Next)

18 **What customer segment does your solution target?**

Small and medium sized enterprises (SMEs) Large enterprises

19 **Map the solution on the insurance value chain.**

Customers Marketing Sales Proposition

20 **Does your solution cover a particular line of business (LoB)**

Life - Protection Accident & Health

21 **Did you already get in touch/worked with someone from Zurich?**

No

22 **How did you hear about Zurich Innovation Championship?**