



# KNOW YOUR FOOD

## INDUSTRY

Digital Health

## VERTICAL

Personal Health Monitoring Devices

## TECHNOLOGY

Tellspec is a company that provides predictive intelligence about food. It brings together NIR spectroscopy and deep learning in a revolutionary system that can tell what's in any food. Tellspec filed a U.S. patent application on August 5, 2013, for its method of analyzing and correlating spectra, identifying samples and their ingredients, and displaying related personalized information.

## EXECUTIVE MANAGEMENT

Isabel Hoffmann

*CEO and Founder*

Jason Coulls

*VP Software*

Gail Gannon

*VP Strategy*

Mark Bloore

*Senior Software Architect*

Nazanin Samadifard

*Machine Learning Manager*

## ADVISORY BOARD

Louis Florence, Ph.D.

*Finance Advisor*

Dr. Rafael Grossmann, M.D.

*Health Advisor*

Nathaniel Amsellem

*European Investor Advisor*

Larry R. Wilson

*North America Investment Advisor*

James Tjan

*Food Science Advisor*

Simon Mou

*Asia Investment Advisor*

## TOTAL PEOPLE INVOLVED

15

## CONTACT

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## WHAT'S IN YOUR FOOD?

You want to know what's in your food before you buy it and before you eat it – because the quality of your health depends on what you eat. Many foods contain ingredients that you want to avoid, such as allergens, refined carbohydrates and trans fats, but it can be difficult to know whether these are in your food. How can you tell how many calories are in a serving of home-cooked food? Food labels can give us some information, if they're available, but they are not always intelligible and some ingredients may not even be reported.

Tellspec provides you with the most relevant and useful information about what is in your food so you can make an informed decision that better matches your dietary needs. Tellspec's food sensor scans food at the molecular level; from that scan, our analysis engine detects allergens, calories, macronutrients, and sugars and provides relevant nutritional information such as the glycemic index. Tellspec also helps avoid known allergens or narrow down potential food intolerances.

Each time you scan food products, you not only learn about what's in your food, you also help others learn what's in their food. Tellspec's food analysis system compiles all the data analyzed and learns from each scan, making the analysis more accurate and more detailed with each scan.

## NUTRITIONAL EDUCATION IN YOUR POCKET

Tellspec's mobile application includes a searchable online database of authoritative information on thousands of food ingredients and their impact on health. This encyclopedia is the educational companion to the Tellspec food sensor and can be used without the actual scanner, making Tellspec mobile application a powerful new tool for personal and institutional health education.

## OPPORTUNITY

Tellspec's technology enables those that who desire weight loss to automatically track their calories and identify food sensitivities by simply scanning their food. It also helps diabetic or pre-diabetic patients to analyze their diet, and in particular track calories and carbohydrates as well as fibre, so they can adjust their insulin doses accordingly.

Global diabetes market is expected to reach \$44.70 billion in 2015, compound annual growth rate of 7.5%. The W.H.O. forecasts that the world's diabetic population will reach 366 million by 2030. The market for food allergy and intolerance is estimated by Global Industry Analysts to be US\$26.5bn by 2017. This market has grown at 18.5% over the past decade.

## MANAGEMENT

**Isabel Hoffmann** is an executive with experience and success in leading and scaling early-stage businesses. In the past 20 years, Isabel has founded eight companies in the fields of preventive medicine, genetics, technology, and education in the North American, European, and South American markets. She has negotiated strategic investments with groups such as CBS Corporation and Mitsubishi International, and raised equity investment and convertible debenture notes. She was also the main strategic negotiator on several business acquisitions, including a US\$28M acquisition of Corel Multimedia business division. Her many awards include: Ernst and Young's Entrepreneur of the Year (1996) and MacLean's Honor Role for Canadian Excellence (1995).

**Jason Coulls**, VP Software, is a software engineer who has worked in the mobile space since its inception in the late 1990's, having progressed through Palm OS, Blackberry, Windows CE, Windows Mobile, and now iOS. His biggest contribution to consumer mobile software comes from working on Clear Channel's iHeartRadio product (now called iHeartMedia) supporting over 4+ million users.

**Gail Gannon**, VP Strategy, is a seasoned healthcare industry entrepreneur, well connected to KOLs in private and public sectors, and she has a strong reputation for conducting due diligence and negotiating agreements with entities ranging from start-ups to Fortune 500 companies to global health agencies, e.g. OneWorld Health-PATH, Gates Foundation.

**Mark Bloore**, Senior Software Architect, has over 30 years of experience in software design and development in many areas, from applications to systems to API creation, from microcontrollers to iOS apps.

**Nazanin Samadifard**, Machine Learning Manager, is an accomplished scientist with extensive knowledge and experience in multidisciplinary research, programming, machine learning, and data analytics. She has a M.Sc. degree in Physics from the University of Ottawa and M.A.Sc. in Chemical Engineering from the University of Toronto.

