



Nutrition Data Engine

What we do

Edamam provides highly accurate nutrition data and recipe database at fraction of the cost of alternatives.

Our cloud-based, structured data platform is real-time, accessible from anywhere and easy to integrate via our APIs.

Management Team

Victor Penev, CEO

Started and sold Bulgaria's largest Internet company; Stanford MBA

Ianko Ignatiev, COO

Leadership roles in 4 start-ups over 15 years; Wharton MBA

Dinko Tenev, CTO

20+ years experience in software architecture, optimizations, search

Advisors

Amit Sheth, PhD

Kno.e.sis; W3C Advisory Committee

Brita Rosenheim

Food Technology Industry Advisor

Eric Gillin

Head of Product, Epicurious

Christian Busch

CMO IndieGoGo, ex-GM Alloy Digital



Our Impact

- We power nutrition for a number of large clients, including Nestle, Samsung, AARP, The Food Network, Epicurious, and The New York Times
- We save clients both time and money by providing a faster and cheaper solution than hiring a nutritionists or going to a chemical lab
- We have over 10,000 business subscribers to our APIs



Challenges We Solve

- Food, health and wellness businesses need reliable nutrition data
- Currently they can hire nutritionists, go to a chemical lab or deal with messy and unstructured government datasets – all slow and expensive solutions
- Edamam's cloud-based, structured data platform has the answer providing real-time, reliable nutrition data at fraction of the cost of current solutions

Our Products and Technology

- Real-time nutrition analysis, using natural language processing
- Database of 2 million recipes, nutritionally tagged and analyzed (70+ nutrients, 40+ diets)
- Diet recommendation engine, leveraging proprietary search algorithms

High-Fiber, Dairy-Free, Gluten-Free



▶ Fat	14g	14%
▶ Carbs	43g	10%
Protein	31g	41%
Cholesterol	48mg	10%

How Are We Unique

- Unlike traditional solutions, we provide accurate nutrition data in real time and in high volumes, leveraging our cloud-based, semantically organized data platform and APIs
- Our unique natural language processing capability in the food domain allows us to produce automatically nutrition analysis with the accuracy of a human nutritionists

Business Model

- Edamam charges customers on a monthly basis for access to data via API, database licensing or subscription to a service
- We have volume based pricing for our API with minimum monthly plans of \$50 - \$1,300
- Custom API implementations typically range from \$1,000 to \$5,000 per month
- Subscription to our B2C nutrition analysis tool cost \$6 - \$12 per month

The Opportunity

- We are looking to integrate our nutrition data solutions or license our data and provide your customers with the ability to i) analyze the meals they cook at home and eat and ii) find recipes and meals that fit their diet needs and health or wellness goals
- Edamam will provide support for the API integration and do custom work if needed to fit your use cases and requirements
- Implementation is fast and has demonstrable advantages in reducing expenses and minimizing time-to-market