

Eating Habits: *The Diner*

Our mobile game helps people who want to eat healthier by subconsciously conditioning the perception of food while having fun, unlike traditional dieting programs which demand painful and ineffective efforts.

95% of our players like unhealthy food 20% less after playing!

TEAM MEMBERS

1. Hugo NAJBERG, University of Fribourg, PhD Student
2. Isabela GRIGORAŞ, University of Fribourg, PhD Student
3. Teng Wei KOAY, University of Fribourg, PhD Student

1 Who are your clients?

Our gamified intervention targets at any businesses interested in fighting against obesity: health insurances, obesity clinics, healthy food stores, and researchers.

2 How do you make money?

By selling licences to the above-mentioned businesses, and offering consulting services to adapt the game as a research intervention to laboratories.

3 What gives you credibility?

Our product is born after 10 years of scientific literature on motoric conditioning and has been proven efficient by two high-level scientific papers.



Next steps

1. **What are you going to do in next 6 months**
We are going to cater to our first research clients and participate in contests and events to gain popularity and attract business clients.
2. **HR needed after the training**
A web developer and supplementary software developer will be hired to fulfill the needs of our first clients.
3. **What kind of support that you are looking for:**
Further training / coaching / funding
Further support will be needed for start-up contests and events.



Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

Swiss Confederation

Innosuisse – Swiss Innovation Agency

1



2



3

