

PERSONALIZED NUTRITION INNOVATION SUMMIT



Interview with... Neil Foster, Head of Strategic Partnerships at Nuritas

1. Brief overview of your work at Nuritas in the nutrition industry – overall vision.

Nuritas combine Artificial Intelligence and Genomics to target, predict and unlock life-changing bioactive peptides from foods. We live in a world with mounting health concerns; a growing number of chronic diseases and a rapidly aging population yet our current idea of healthcare is to spend 97% of the budget on treatment of disease and just 3% on prevention. Our mission is for our Nuritas bioactive peptides to improve billions of lives worldwide.

2. How do you see technology impacting the nutrition industry as a whole?

Technology is already having a huge impact in the nutrition industry and this is only going to exponentially increase. The field of genomics has revolutionised biology; effectively turning it from a physical science to a data one. Previously we might have thought of the body as a car engine and nutrition as the fuel. Now we can better understand the body as a computer program (written in the code of DNA). What, when and how we eat (and everything else we do) effects this program. We've learnt so much in the last few years, and yet we are only just scratching the surface.

3. Where do you see the industry in 5 years time?

In the near future, we are certainly going to see an injection of revolutionary ingredients that bring game-changing clinically significant efficacy. Some of these will have been discovered by new technologies; and some will be in exciting new areas that have been unlocked by technology, such as epigenetics and the microbiome. However, somewhere just beyond the horizon, there is a time where monitoring (e.g. DNA, blood, Microbiome), selftracking and meaningful personalised nutrition solutions converge to totally disrupt the existing status quo. This is where things get really interesting. Who needs health claims when the consumer can see the results of what they are eating for themselves in real-time?

4. Nuritas has achieved a great deal of publicity around recent deals with the likes of BASF and Nestle; what are the most exciting recent developments?

Our growth trajectory has been phenomenal. In addition to the successful closing of a \$20M Series A round at the end of last year, we have also announced a number of extremely exciting and impactful partnerships. We are incredibly proud of all our partnerships to date, both those that are publicly disclosed and those that are not yet. We aim to partner with the world's most innovative and far-reaching leaders in health and nutrition. Not just for the obvious validation that these agreements provide, but as working in partnership with such great companies also affords us tremendous opportunities to learn from the best.



“Who needs health claims when the consumer can see the results of what they are eating for themselves in real-time?”

The Personalized Nutrition Innovation Summit will be taking place in San Francisco at the Hotel Kabuki on the 26-27 June 2018.

**Interested in attending?
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