

Introducing foodtweeks™

Most Americans make small calorie-reducing changes to their food every time they eat.

foodtweeks™ makes this daily habit easier.



foodtweeks™

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Our mission

foodtweeks™ has a dual mission:
to help people eat better in a sustainable
way, and to help end hunger in America.

800 million times a day in America, and billions of times worldwide, people (mostly women) “tweek” their food by making small changes that remove unwanted calories. For instance, they may ask for less mayo, drink diet soda, or buy a low-fat dressing. This daily habit is a natural part of their everyday lives.

The free foodtweeks™ app makes it easier for people to tweek their everyday foods more effectively. The app uses a crowdsourced picture database of over 44,000 small changes to show the user how to take calories out of her food without changing the taste or leaving her hungry. foodtweeks™ also offers the extra benefit of helping to feed the hungry in her community at no cost.

foodtweeks™ takes just a few seconds to use every time a user eats, cooks, or buys food – as fast as checking the weather or email. And because the app gets a complete picture of everything our users eat, we can serve businesses by providing valuable consumer insight data and delivering highly targeted offers.

Why foodtweeks™ exists



Billions of times a day around the world, people (mostly women) ask for less mayo, buy low-fat dressing, or make other small changes to their food that reduce unwanted calories.

Unfortunately, most people struggle to find repeatable small changes that they both like and make a caloric difference.

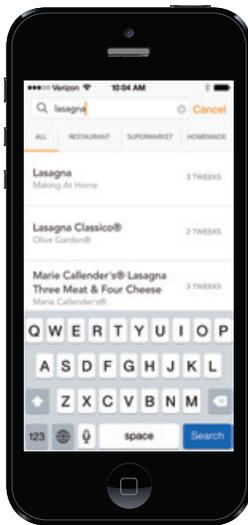
That is why we created foodtweeks™.



About foodtweeks™

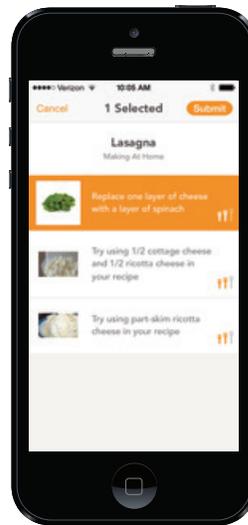
foodtweeks™ is a simple food-editing app that makes removing unwanted calories from your food easier than ever before.

HERE'S HOW IT WORKS:



STEP 1: Enter Your Next Meal

Just tell the app what you are thinking of eating, buying, or cooking.



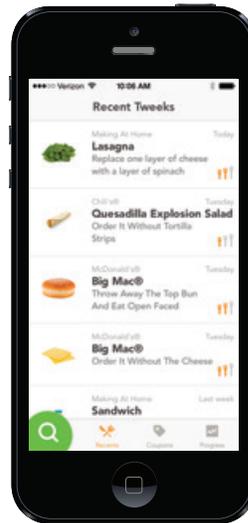
STEP 2: Choose Your Tweek

Choose the tweek that looks most appealing to you.



STEP 3: Feed the Hungry

For every calorie you remove, we donate a calorie to a local food bank— free to you.



STEP 4: Do it Again

If you like the tweek, you can repeat it every time you eat that food.

Excellent value



Users tell foodtweeks™ everything they buy in the supermarket, order at restaurants, and make at home.

This information allows foodtweeks™ to provide valuable consumer insight data and deliver highly relevant advertising to the right audience at the right time, creating excellent value for our advertisers.

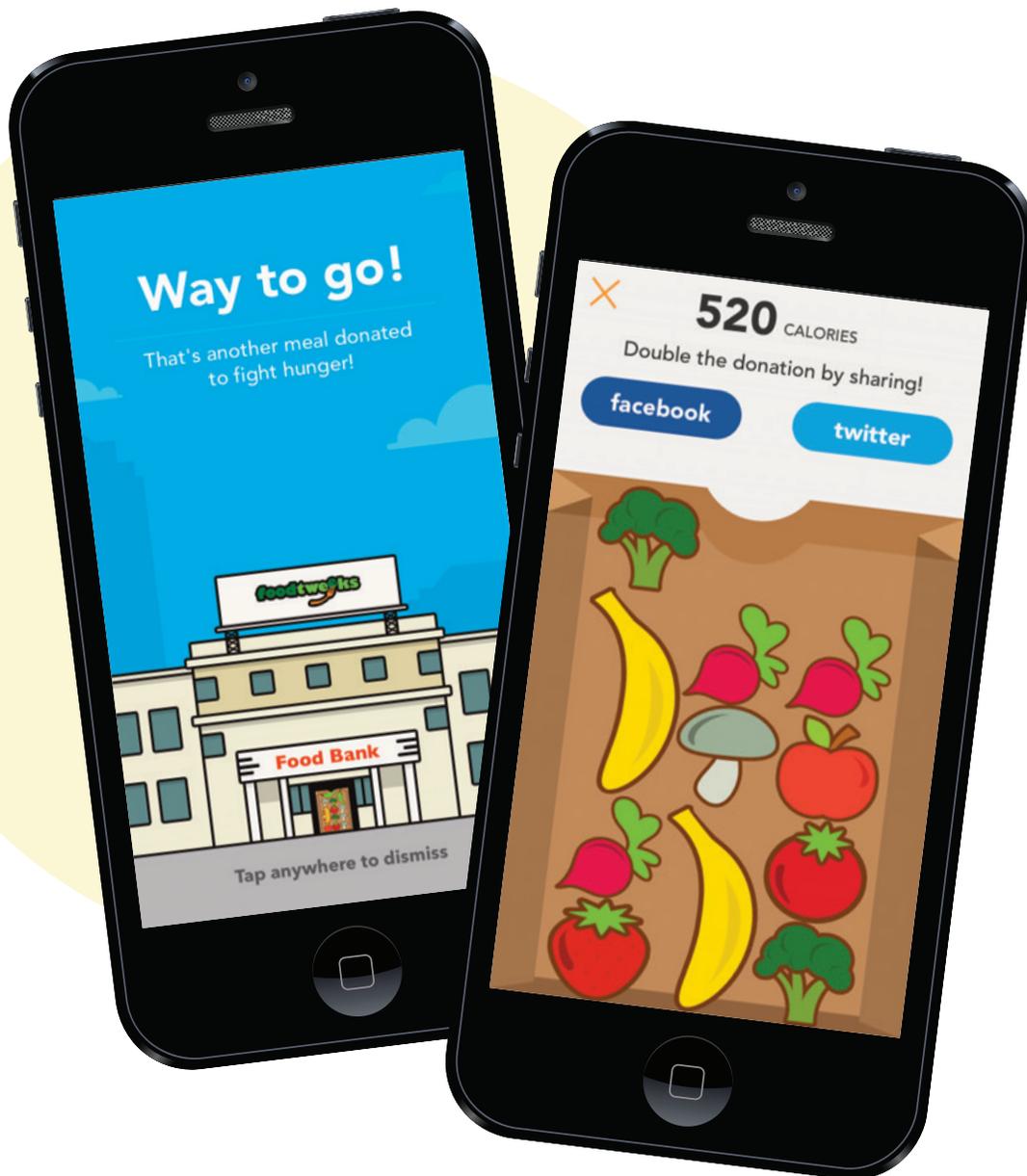
And since most foodtweeks™ ads are in the form of coupons, users love to check frequently to see money-saving updates.



Double bottom line

foodtweeks™ believes passionately in allowing our users to help themselves and others at the same time.

That is why for every calorie a user tweaks out of their food, we make a donation to a local food bank, so they can give the same number of nutritious calories to a hungry family. All at no cost to the user.



Participating major food banks

More Food Banks are being added every week.

Long-term retention



Most apps are a flash in the pan. Why does foodtweeks™ become a permanent part of people's daily digital routine?

1. **Fast** – it only takes 10 seconds to use.
2. **Feed the hungry** – every time food is tweaked, foodtweeks™ donates to a local food bank.
3. **Coupons** – new coupons are always arriving in your in-app coupon book.
4. **Fun** – users frequently check for new tweaks to their favorite foods.



Growing beyond calories...

As a food-editing app, foodtweeks™ will quickly move beyond calories.

Soon, foodtweeks™ will help people lessen saturated fat, salt, sugar, and other food ingredients they care about.

foodtweeks™ will become a **one-stop source of food information** for people who want to make their food “work better” for them – however they define that term.



...And overseas



foodtweeks™ will quickly span beyond America and Canada.

Every country has food, and billions of people around the world with smartphones are looking for easy ways to remove unwanted calories from their food.



foodtweeks™ makes eating more personalized

By far, the most popular and natural way people manage their weight is by making small changes to their food.

foodtweeks™ makes this daily habit easier, faster, and more reassuring – all for free. The food preference information that we gather allows foodtweeks™ to offer valuable consumer insight data and create highly targeted programs for our advertisers.

And our passion for feeding the hungry helps our users feel even better every time they use foodtweeks.™

