

## The Diet Data Revolution: Finally, a Truly Automated Meal & Snack Logging System for Obesity and Diabetes Management

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- The absence of an automated meal diary has always been a **huge barrier** to long-term diet efficacy. Manual logging is not sustainable, and all attempts for an automated system have failed so far.
- The advent of wearable continuous sensing and artificial intelligence has enabled the breakthrough.
- Makesense has developed the **first system for fully automated food intake logging**.
- The **AI system** is based on off-the-shelf Continuous Blood Glucose Monitoring (CGM) systems.
- The system currently indicates **precise carbs consumed**, as well as **meal/snack episodes** –carb intake is the main factor in blood glucose management and weight gain – and provides a personalized analysis based on Machine Learning
- The system is **clinically proven** at a major HMO to be accurate for carbs and meal logging.
- Make Sense is easy to embed into all management systems and we believe the current and future capabilities of Makesense will become **essential features** of all diabetes and obesity management systems.
- **The market is huge:** according to Within Health, more than 44% of adults in the US are on a diet; consumer spending on diet programs and products surpassing \$72 billion, and medical costs associated with obesity nearing \$150 billion
- **The patent-pending technology** has received so far excellent traction, and the company is negotiating POC projects with major global players.
- Make Sense has raised so far \$2.4 million from Random Forest, Welltech Ventures and others, and is raising **\$3M** in order to establish a USA beachhead, achieve regulatory clearance, put in place a series a paid POCs for large scale usability and efficacy validation and reach initial deployments in in Israel and USA, as well as further feature development based on data.