

33 Spotlight BeYou on digital health.mp3

Lukxmi Balathsan [00:00:06] Welcome to this bonus episode of The Food Fight podcast from EIT Food.

Matt Eastland [00:00:10] In these episodes, we want to shine a light on new projects and agrifood start ups and hear about their efforts to fight for a better food future. This week, we're handing over to Abir Mehawej to tell us about BeYou. The start up, shaping the future of digital health with their personalised wellness app.

Abir Mehawej [00:00:39] Hi, my name is Abir Mehawej. I'm the Director and Co-Founder of a BeYou is a Start-Up based in Barcelona. We are part of the EIT Rising Food Stars and we are fighting for the future of food because we would like to have people adopt healthier lifestyles and reduce obesity.

[00:01:01] BeYou became a platform for us over the course of this year. It started with a mobile application, but now BeYou is a platform that harness different elements together and nutrition element and fitness and engagement to create a tailor made solution to help people adopt a healthier lifestyle. So the benefit of it as a platform today is that out of this platform, we can customise a solution that can fit into the client needs. As an end user ok, the main benefits for the end user is to receive a personalised solution above anything powered by strong gamification tools to help the user achieve his goals and feel cheerful and like feel rewarded.

[00:01:50] For a solution its always a play, if you want, on a strong mental part. Like the motivation is key in our part. I think seventy percent of the application is maybe basically made out of game, if we can say the game to make you reach your goals. And then thirty percent of it is the content to help you use it to reach your goal.

[00:02:20] The past years, we've learned that giving to people a fixed diet plan or a fixed fitness plan, it doesn't really work. People at the end of the day, they need to personalise the service according to their own needs and according to their own lifestyle. So this is why we created now in our new application, like gamified challenges, challenges of different types. If you want to sleep better like I said, if you want to lose weight, increase the steps, learn healthy recipes we give you then the content. And if you do what we give you as indications or goals, you unlock rewards and you unlock fantastic perks.

[00:03:03] I can talk to you about the latest application, which is called Fit Cash. For example, users, they can sign up to a challenge, let's say increase your daily steps in four weeks by twenty percent or reduce four percent of your body weight, let's say in four weeks. So we give a challenge to the people ok? This is the, we start with this big part, like giving you a motivation to reach a goal and a certain period of time. Ok, so the people, they take the challenge and they challenge themselves to reach their goal by paying the participation fee of the challenge right? We own the participation fee from all the users. It goes to like a pot or to a cashbox. And during the challenge time, let's say we give to the users the tips about fitness, nutrition, wellness meal plans, fitness videos, etc., and all the motivation, the people that can also created between each other, let's say on the social wall of the challenge, sharing their progress, etc., and all the people who reach that goal by the end of, let's say, the four weeks they share the cashbox or the pot all together. So we changed a little bit the way how people also they pay for the mobile applications. You motivate them to bet on themselves to reach a goal and then to help them reach this goal

and get rewarded. We pay you to be healthy and we will give you encouragement and all the tips and coaching to help you reach this goal.

[00:04:41] And the last two decades, you know, obesity has more than doubled. It's increasing rather than decreasing. So today in Spain, for example, one in three children are qualified as obese. So if we don't really help the people adopt healthier lifestyle, the problem is going to be more aggravated. And also, there are some very interesting research saying that covid it can be really much more complicated with obesity and the effectiveness of the vaccine is not going to be the same for an obese person and for a normal person. So this has been so much proven like obesity has been a problem. It's increasing and has to be helping the user understand why they continue with these unhealthy habits and helping them bit by bit, you know, adopt healthier ones.

[00:05:35] Every year we have like two or three or sometimes four projects with EIT Food, of course, it's an amazing funding for alternate funding for your Start-Up, but it's not about this is about bringing you in contact with amazing contacts that normally it will be so difficult to get in contact with people from Siemens, from PepsiCo, from Nestlé, from Danone. We all worked with these people and in projects and research institutes and universities. And it's with EIT Food really I learnt to really not to follow the rhythm of a Start-Up, which is for sure, and respect and understand also the way the big corporates think because we think as start-ups who are super fast. So this is when one very nice aspect is about bringing different mindsets to work together, different people, different minded people you know. Added a lot of credibility to our products and reliability and so it's made, of course, our platform richer.

[00:06:43] The future is to create a different type of connection with the consumers, helping them really understand their struggles and create a motivation for them to change their behaviour. The consumer is your client. He's your main source of success. So the future is to really, like, pay more attention to what people they need in order to bring more sustainable solutions and in market.

Lukxmi Balathsan [00:07:26] Thanks for listening to this bonus episode of The Food Fight podcast.

Matt Eastland [00:07:31] To find out more and to learn how you can get involved in the fight for better food future, head over to eitfood.eu/podcast.

[00:07:42] For more information on BeYou, please head over to beyou.com.