



**Hacking hunger for
healthy weight loss;
*Fundamentally
rethinking how we eat.***



Food Pill Diet

Disrupting the status quo.

Airbnb changed hospitality.

Do we need traditional hotels?

Uber changed mobility.

Do we need traditional taxis?

Food Pill Diet will change consumption.


Traditional eating behaviour is not working and it's making us sick, do we still need it?



The diet industry is the largest failure in the economy.

A \$423 billion-dollar (9.1% CAGR) industry that is a colossal flop by any measure:

- Over 70% of Americans are overweight
- Over 40% are obese
- Over 30 million are diabetic (+7 million undiagnosed)
- Over 80 million are pre-diabetic
- It's a national security issue:
Only 30%, aged 17 to 24, could qualify to join the Armed Forces



It has failed because it has not addressed the fundamental problem: Hunger.

That gnawing feeling in the pit of our stomach
that makes our brain and body chemistry go wild,
breaking our willpower and our best intentions.

Hunger is the enemy.

Traditional consumption of food is the problem because it engages our visual, taste and olfactory senses.

Smell: “Food industry has weaponized food against the American people! Food smells have been designed to induce hunger, dopamine release, and cause addictive associations.”

- Christopher J. Lynch, PHD., Director, National Institute of Health (nih.gov)

Taste: “Fatty & sugary foods are as addictive as cocaine & nicotine. We are finding tremendous overlaps between drugs in the brain and food in the brain.”

- Nora Volkow, MD., Director, National Institute on Drug Abuse (nih.gov)

Sight: Humans are biologically programmed to rely heavily on their visual acuity system to sense available nutrients in their environment. The food industry exploits this power with food stimuli advertisements to trigger the reward center of your brain and create an instant craving for that food.

- Prof. Ashley Gearhardt, Director of The Food and Addiction Science and Treatment Lab

What if we could eliminate the hedonic response to food?

Have you ever tried to have just one potato chip or one French fry?

One bite and you are immediately hungry.

Have you ever taken a handful of pills?

It doesn't trigger any kind of hunger.



**By not smelling, tasting
or looking like food
your hedonic response
is not triggered.**

What if we could deliver enough nutrients to the body and be lower in calories, without any of the typical hunger symptoms?



300 FOOD PILLS A DAY.

**A new patentable
consumption methodology.**

50 – 6 – 720

50 food pills = 1 meal = 120 calories

6 meals a day (7am, 9am, 11am, 1pm, 3pm, 5pm)

720 total calories = 300 food pills per day

Followed by a traditional dinner of a 1,000 calories or less.
You will lose up to 2 pounds a week or more.

We have solved hunger on a low-calorie diet.

“It seems crazy, we know – but so did paying to stay in a stranger’s home or getting into a stranger’s car.”



What's in it? *Farm-to-pill:*

Locally sourced Non-GMO and 100% organic whole food
– just in capsule form.

- 100% plant based, vegan, and gluten free.
- Providing your daily recommended vitamin and nutrients.
- Nothing added and nothing taken away.
- By being in capsule format we do not need to add sugar, salt, or drizzle chocolate to make it palatable to eat. Just the healthiest food we can deliver, directly to your body.

“I’m not only the president but I’m also a client!”

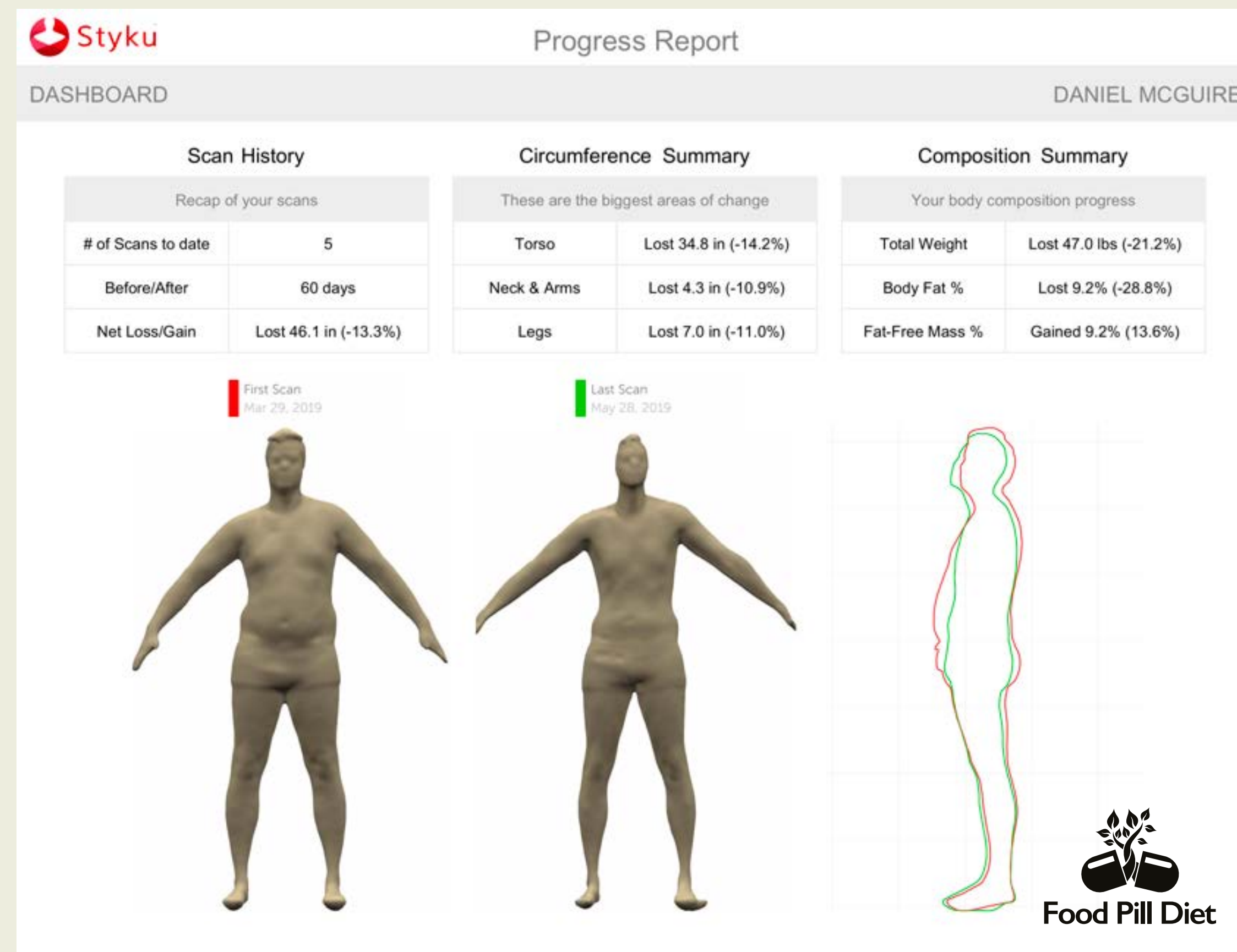
Daniel McGuire - Founder of Food Pill, Inc.

Results:

- Lost 47 lbs. in 2 months
- Lower blood pressure *141/105 to 109/71*
- Pre-diabetic A1C *5.7% to 5.2%*
- Cholesterol *232 mg/dl to 154 mg/dl*

This was the results of the “All-In Plan,” living totally off food pills and not having any traditional food.

More popular option is 6 food pill meals a day and a traditional dinner (under 1,000 calories) and lose weight more gradually.



TEAM

Innovation was born at the NASA Ames Research Base as part of the Singularity Global Solution Program solving climate change.



CEO

Daniel McGuire, is an experienced entrepreneur who has one previous startup under his belt, has gone through 6 business accelerator programs, has 3 granted patents and 1 pending.

He was also Director of Launch Accelerator for the super angel investor Jason Calacanis; selecting companies for the accelerator program, giving them \$100K in funding, and then mentoring them over 12 weeks so they can then raise a Series A funding round.

He then was accepted in Singularity Global Solution Program where 90 of the smartest PHDs, scientists and engineers from 60 countries were selected to live on the NASA Ames Research Base, Mountain View CA, for the summer and work on solutions to solve climate change. It was here where the Food Pill Diet innovation was born.



CMO

Adam Hanft, CEO of Hanft Projects, is a globally-known expert in marketing strategy, branding and messaging; he is also a prolific cultural critic and journalist. Adam sits on the board of two public companies, Scotts Miracle-Gro and 1800Flowers; and private company - Sensory Cloud, a pioneer in the application of olfaction technology. He also has a non-Board role at SMG as Chief Brand and Creative Advisor. He is an advisor to TED and is on the Board of Advisors of the MIT Media Lab and Hampton Creek (now JUST) who is valued at unicorn status for their plant-based food innovation.

The range of well-established companies and start-ups where Adam has contributed strategic insights and creative leadership attest to the range of his talents. They extend from WeWork to Match.com and Tinder; to TAE Energy – a pioneer in nuclear fusion who has raised nearly \$1B– to McKinsey and Life Biosciences, the world's leading company in longevity research.

Branding & Marketing

Advisors

We are working with a world-class team to grow the Food Pill Diet brand.



Otherway is a hybrid between a design and advertising agency. Over the past six years they've helped a number of successful startups launch and grow including London-based spinning studio Psycle, juice brand Moju, watch brand Farer, DTC dog food brand Butternut Box, low alcohol beer brand Lucky Saint and US-based pharmaceutical startup Cabinet (to name a few).

Alongside investing and working with new businesses Otherway also has experience working with a number of established brands in the food and drinks sector such as Fever Tree, Fortnum & Mason, Heineken, Diageo, Ole & Steen, Unilever and Huel.

They have a unique end-to-end service proposition that is specifically designed to help new brands scale quickly.

Richard Black, PHD

Ex-VP of Global Nutrition Pepsico

Professor at Tufts School of Nutrition

Craig Hettrich

30 years in CPG, Foodservice & Manufacturing

On board of Trifecta Nutrition (growth \$1M to \$50M)

Sonny Mayugba

Took Waitr, food delivery company, public (ex-CMO)

Owns 4 restaurants in Sacramento, CA



Thank you