

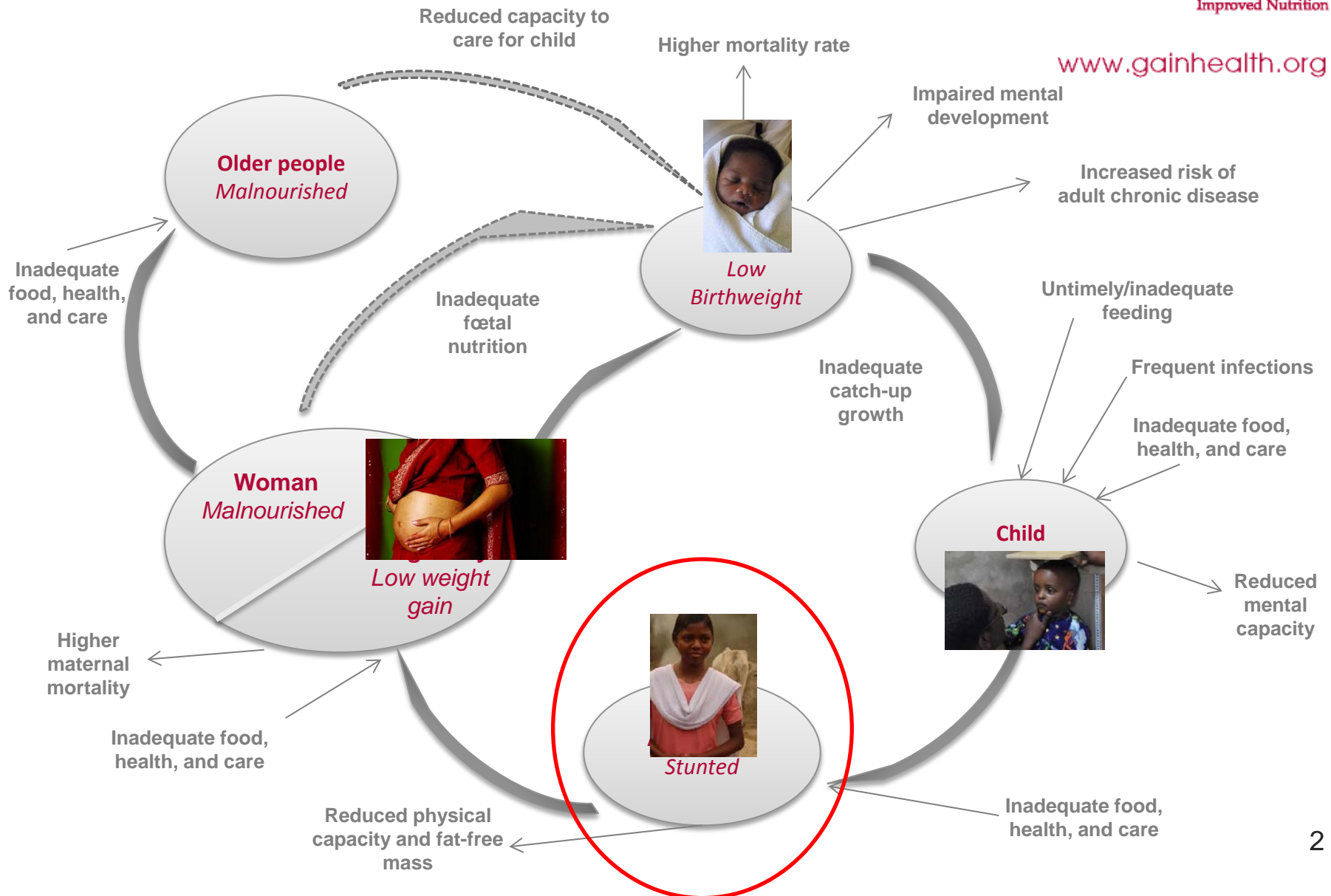


Measurement of Nourishment in People, Supplements, Food and Land



ASHOKA INNOVATORS FOR THE PUBLIC

Targeting: Human Lifecycle



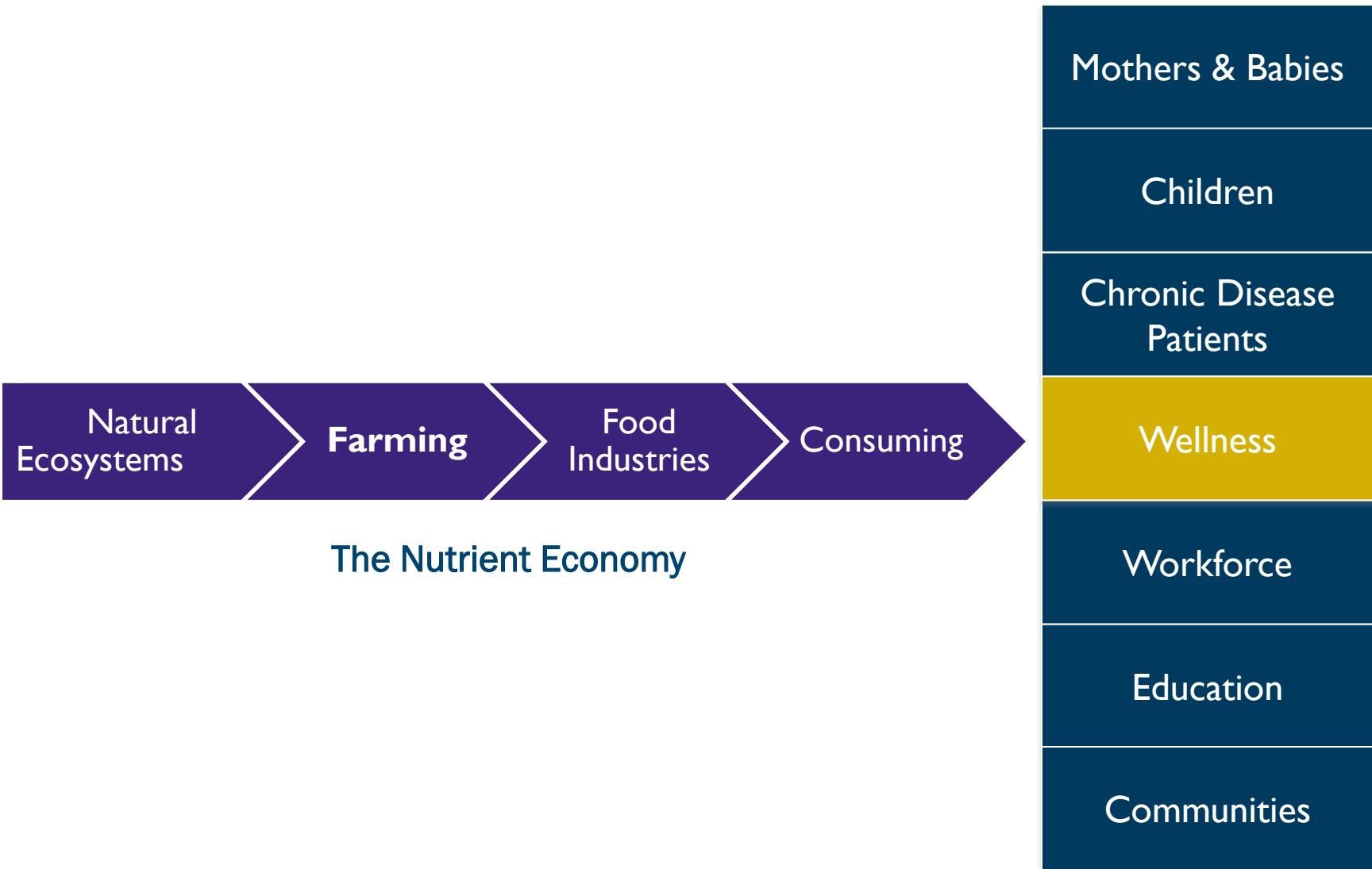
The new idea: A Nutrient Economy



The Connector, the new currency, is *NUTRIENTS*:
*generation, preservation and absorption at each
part of the nutrient value chain*



Wellness Connects to the Nutrient Economy

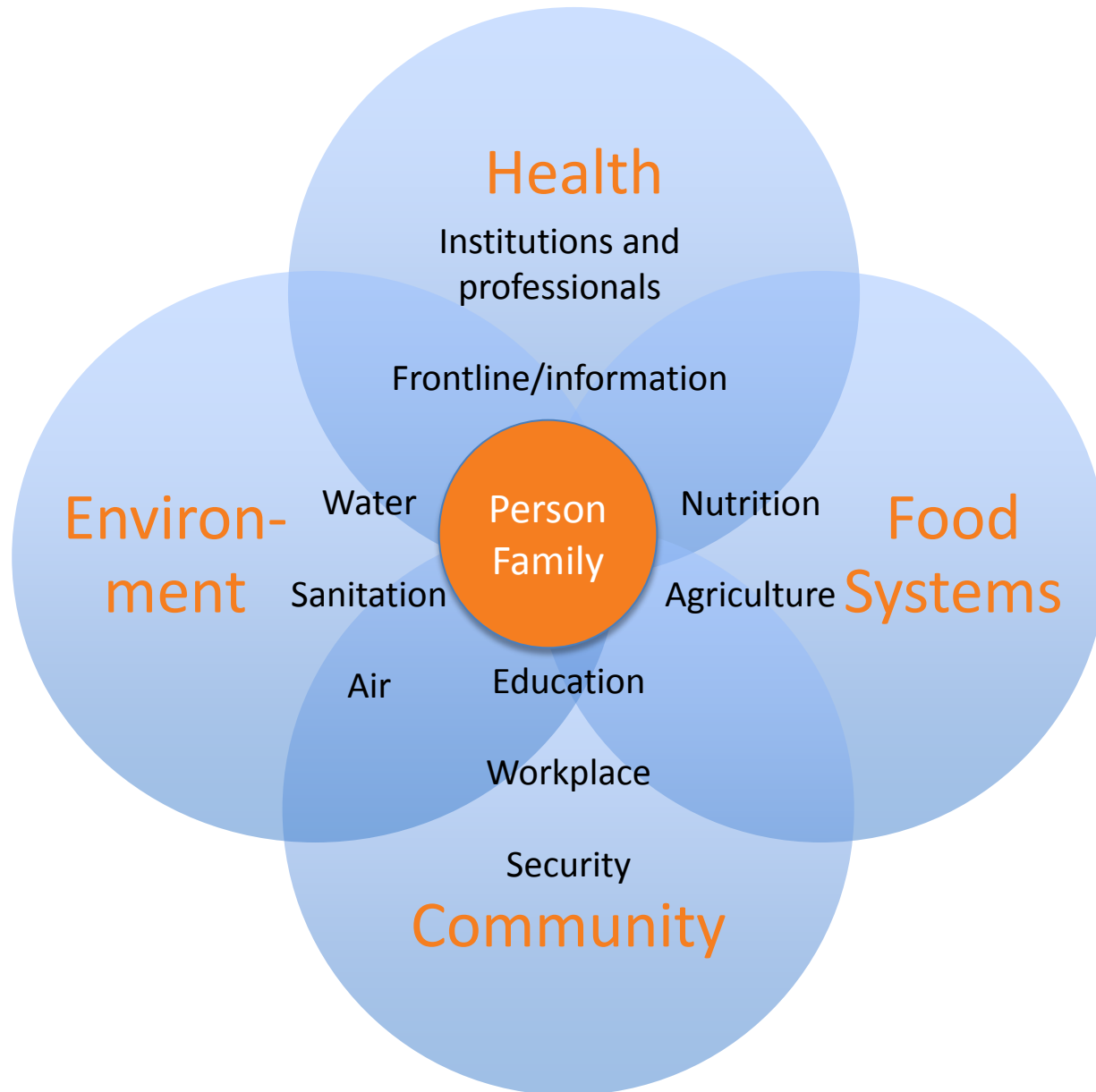


The Nutrient Economy

Wellness and Vitality



Person-Centered Vitality Systems



A Massive Information Failure

- Enabling and tracking interventions: mobile
- Metrics of nutrients, wellness, vitality
- Outcomes/efficacy
- Accountability
- Access
- Public education/training of workforce
- Research and data mining
- 15+ years time of invention to deployment
- Sustainability and scale



The Power and Opportunities of ICT

- Running the systems
 - Empowers public and front line workers
 - Enables protocol driven system
 - Everything on mobile means everything can be recorded
 - Sensors mean hard data
 - Real time data = real time management = accountability, accuracy
- New devices power new metrics of vitality and wellness
- Enormous market for training, games: public and workforce
- Complexity can be addressed with mining, multi-variate analysis
- Data can become a profit center; collection is byproduct, dropping costs

