

SafeNutriKids: Safe Nutrition for Kids

Eat Better. Learn Smarter. Grow Safer.

We are raising healthy, informed eaters with a responsible digital nutrition coach.

Assoc Prof Rosen Dimov, PhD, Phasegrowth Board Member
22.10.2025





The Team

Combining Expertise and over 70 Years' Experience from
3 countries

Key Team Members



Ozlem Uluc

Biologist

Sabri Ulker Foundation, TR



Darina Zaimova

Vice Rector, Academician in
Agrifood Business Models
Trakia University, BG



Egecan Yildirim

Game Developer
Phasegrowth, EE



Rosen Dimov

Sales, Finance and
Operations
Phasegrowth, EE





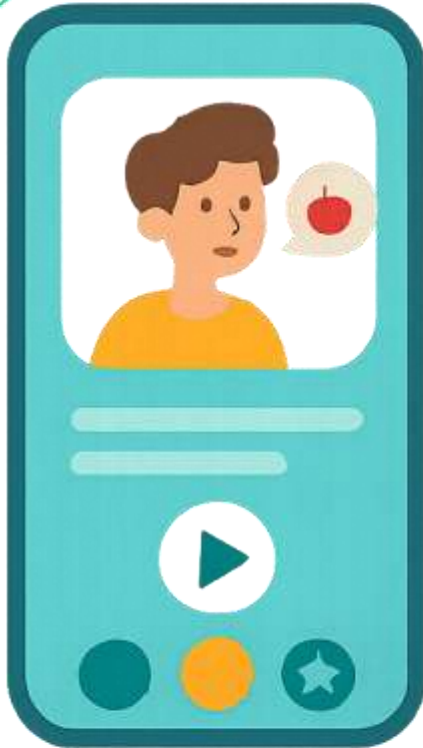
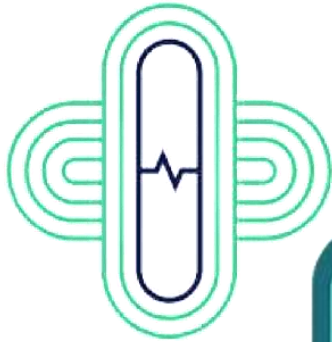
The Problem and Our Solution to it

Problem

- In the **WHO European Region**, around **29 %** of children aged 7–9 years live with overweight or obesity. Over the past 30 years, rates of childhood obesity have **tripled**, and excess weight prevalence has doubled. (2024 WHO report).
- **Current digital nutrition tools are not made for children.**
 - Generic apps are not suitable to how children learn or eat.
 - No personalisation for age, culture, or dietary restrictions.
 - Existing apps often ignore **data privacy**, especially for minors.
 - Public health and education systems want digital tools, but cannot adopt untrusted platforms.
- A sheer market gap for a **child-safe, personalised, and curriculum-ready nutrition platform**, remains unfilled.

THE Solution

SafeNutriKids is a gamified mobile platform co-created with families offering:



AI-powered meal suggestions & nutrition tips tailored for children



Parental dashboard with behaviour insights and health tracking



National curriculum alignment in 3 countries



DRG-compliant architecture (role based access, minimal data, parental consent)



Supports multilingual, culturally sensitive content

Developed and tested across three countries. Ready to scale.





Traction

Promising for the future

Results to Date

Tested

- **Over 180 families, in 3 countries** (Estonia, Bulgaria, Turkey)
- **Validated in 11 schools** with teachers and education managers

AI Recipes

- **Over 1500 interactions** with the AI chef that suggests affordable personalised healthy meals

Feedback

- **Over 85% positive** user feedback by parents
- **98% pre-subscribed users** on waiting list for paid version release

Officially backed

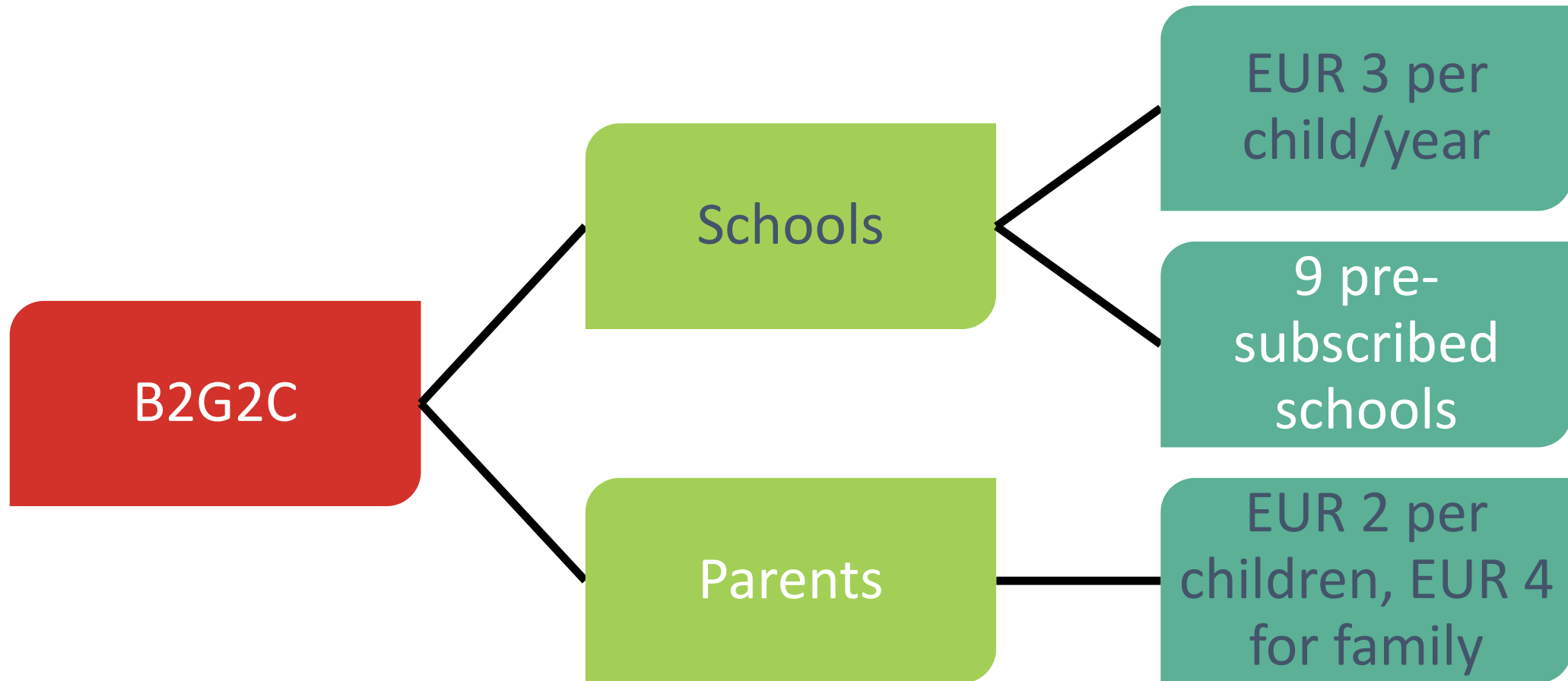
- Letters of support by **ministries of health and education** (EST, BG, TR...)
- Endorsed by mayors, headmasters, school councils, nutritionists





Business and Plans

SaaS Model with Premium Paid Plans



Go-to-Market Plan

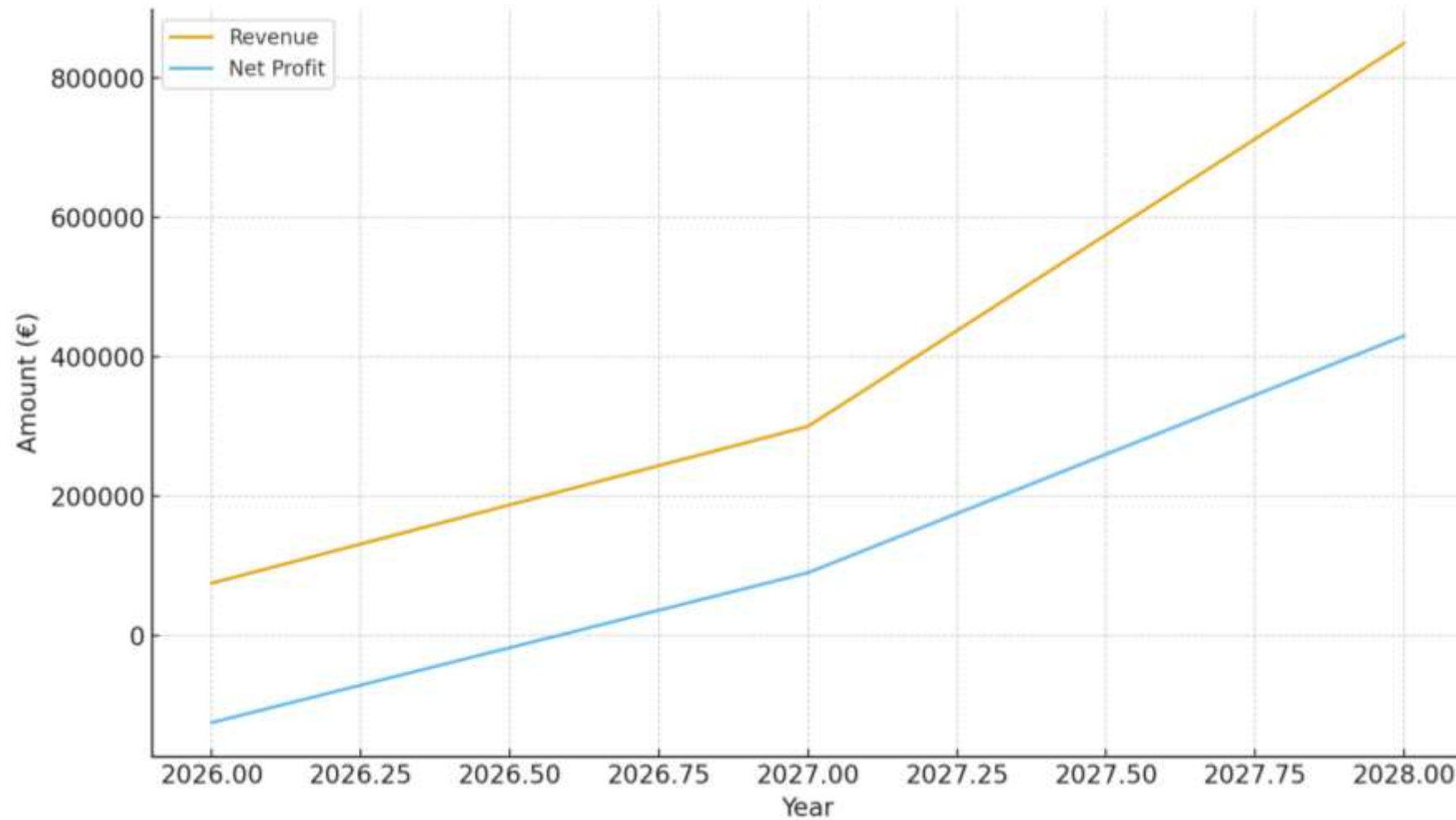
Nutritionists, Headmasters and Teacher Associations – Referral Fees



Freemium version trial at no cost for 1 month for Parents and Schools



Financial Forecast





Our Ask



Our Ask

- **€500,000 convertible loan** to drive the next 24 months, ca **300K already committed by business angels.**
- Finalise health-risk modules (diabetes, CVD, colorectal cancer, food waste reduction)
- Local teams in BG/TR/EE for outreach and support
- New pilots with institutional partners and schools

We are revenue-ready. Presubscriptions and letters of intent available on request.

**Thank you for
your attention!**



Funded by
the European Union