

Nutrino and IBM Introduce Watson-Powered Nutrition Recommendations for Expectant Moms-to-Be

TEL AVIV AND NEW YORK - 10 Dec 2015: Nutrino Inc. and IBM (NYSE: [IBM](#)) today announced the launch of the Nutrino App Powered by Watson (Nutrino App) to provide expectant mothers with real-time science-based, personalized and contextual nutrition advice. The Nutrino App combines Nutrino's nutrition insights platform with Watson's natural language capability and deep question and answer capability to offer personalized meal recommendations and 24/7 nutritional support. The Nutrino App is available for Download from the Apple Store today.

The National Institutes of Health estimate that in the U.S. nearly four million women have babies each year. According to a 2014 study published in the journal Maternal Child Health, in general women are not receiving adequate nutrition education during pregnancy. Although healthcare practitioners perceive nutrition education to be important, barriers to providing education include lack of time, lack of resources and lack of relevant training. An estimated 10,000 nutrition studies are published each year in the English language alone, which makes it nearly impossible for an individual to understand the right nutrition plan based on his or her needs.

"Healthy eating — a challenge at any point in our lives — becomes that much more daunting during pregnancy, when a mom-to-be's nutritional needs can fluctuate week to week," said Yaron Hadad, PhD. co-founder and chief science officer at Nutrino. "The Nutrino App Powered by Watson helps women navigate through a trove of available nutrition information and offers recommendations responsive to a women's changing needs throughout her pregnancy."

When a woman registers for the Nutrino App, she opts to input her pregnancy status, individual health goals, dietary needs, food preferences, eating habits, and data collected automatically such as wearable device data on exercise, sleep and stress. She can then choose from a list of common nutrition questions specific to different stages of pregnancy, such as:

- Is it ok to eat eggs during my first trimester?
- Do I need to eat differently if I'm having Twins? Triplets?
- Can I drink coffee?
- What should I eat to help with heartburn in my third trimester?

Responses are drawn from a Watson-derived analysis of the data stored in the Nutrino insight platform — which currently includes more than 500,000 foods and 100,000 sources — compared against the individuals' self-reported information. When relevant, Nutrino's insights platform surfaces conflicting nutrition recommendations. Nutrino designed the insights platform to understand how reliable each data source is and find a consistent answer or let the woman know what evidence exists. The Nutrino App leverages Watson's deep learning capability to increasingly tailor the responses to each woman over time, based on the questions she asks and her self-reported data.

"Much of health happens outside a doctor's office. For women interested in nutrition during pregnancy, the Nutrino App Powered by Watson is a unique resource to help them make informed decisions based on available peer-reviewed evidence," noted Dr. Kyu Rhee, chief health officer for IBM Watson Health. "The Nutrino App has the potential to help a woman get the precise nutrition information she seeks, when she needs it. Speaking as a doctor, I hope women also use the Watson-powered Nutrino app to prompt a conversation with their physician about eating well during pregnancy."

Nutrino is part of a growing community of startups and established businesses who are leveraging the [Watson Developer Cloud](#), a platform used by more than 77,000 developers globally to pilot, test and deploy new business ideas in industries ranging from health care, financial services and retail to education, music, and sports. The community includes more than 400 Watson Ecosystem partners who are commercializing products and services, with more than 100 of which are being used in market.

Nutrino participated in the IBM Alpha Zone Accelerator Program in Israel, the first and only IBM Accelerator worldwide. The Accelerator supports innovation and seeds start-up companies. IBM Watson initiatives further advance these goals. For example, IBM has allocated \$100 million to fund new Watson-powered ideas. Early investments include Pathway Genomics, Welltok and Fluid, among others.

Hear more about this news from Nutrino co-founder and chief science officer Yaron Hadad at the [IBM THINK blog](#).

About Nutrino

Nutrino has developed a data driven nutrition insights platform that leverages machine learning and optimization to offer consumers highly personalized, contextual and science based nutrition recommendations. Today, the inputs into the Nutrino insights platform include health goals, dietary needs, food preferences, eating habits, and data collected automatically such as wearable device data on exercise, sleep and stress.

About IBM Watson

Pioneering a New Era of Computing [Watson](#) is the first open cognitive computing technology platform and represents a new era in computing where systems understand the world in the way that humans do: through senses, learning, and experience. Watson continuously learns, gaining in value and knowledge over time, from previous interactions. With the help of Watson, organizations are harnessing the power of cognitive computing to transform industries, help professionals do their jobs better, and solve important challenges.

To advance Watson, IBM has two dedicated business units: Watson, established for the development of cloud-delivered cognitive computing technologies that represent the commercialization of "artificial intelligence" or "AI" across a variety of industries, and Watson Health, dedicated to improving the ability of doctors, researchers and insurers and other related health organizations to surface new insights from data to and deliver personalized healthcare.

For more information on IBM Watson, visit: ibm.com/Watson and ibm.com/press/watson

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The Nutrino App Powered by Watson displays high confidence in recommended use of a dietary supplement during pregnancy. (Image Courtesy of Nutrino)

