

Interesting questions ! (FAQs)

1. How could you use the idea to include all restaurants, so that is not dependent on a restaurant chain's cooperation?

- Well, this is a challenge! But not undoable. We have Chipotle as a great example. Its Mexican, it is \$3-\$4 over priced than other fast foods. It also has a seating facility. But still a fast food. So our first step will be to twist what exists! Can we talk to Chipotle to adopt nutrition point system to adopt? Just like the trip advisor does for the vacation trips or Yelp does to rate its best restaurants etc. To disrupt existing restaurants is not easy but a top-bottom approach that we need to take. Do we have access to these guys? Can we call for a nutrition conference along with other nutrition thinkers like Weight Watchers etc?

2. How did Weight Watchers get all those calorie counts for their point program? And could you also add in healthier choice suggestions much like Amazon tracks what we buy to make suggestions for healthier substitutes?

Calorie counts are easy to make and easily available at nutrition and dietician clinics these days. Healthier choice suggestions can be introduced with what exists again - Yelp, Restaurants search engines like FourSquare or Retail Me Not etc can help us do those tracking stuff the way Amazon does! We need to create that positivity in the environment we live in. For example, California is the most healthiest state in the US and people here talk about protein, exercises, hiking, biking etc. When I lived in Kansas for 2 years, I realized that these conversations were NIL. People spoke about weather, Walmart, The Y sometimes (not all go there). We need to close this gap by introducing emergent thinking. What affects us? What we become after eating this? How can we contribute to the society by staying healthy (both mentally and physically) How can we introduce taste and still make food that we like by not compromising on nutritional value. What are the home makers tips and tricks? These answers can help us bring a best value prop to our users.

The interesting point you made and that helped me think is that : Take a look at this one here - <https://www.google.com/flights/#search;f=LAX;d=2015-07-02;r=2015-07-06;mc=m>

Can we make a map like this (ITA software) for Foodingame (nutrition) certified food places around the world? <http://Kayak.com> also uses something similar to track flights and rates with given dates.