

GROEN & CO.

ADAPTIVE NUTRITION INFRASTRUCTURE

Context-aware personalization for juices, functional beverages and oatmeal.

Dutch pilot-first model for gyms and high-impact venues, localized for the Netherlands.



1 THE PROBLEM

- Generic menus miss individual goals and preferences.
- Fixed menus and slow updates miss real-time demand.
- Context (weather, time, activity, location) is ignored.
- Fragmented operations create stock imbalance and manual work.
- Feedback exists but rarely drives decisions.

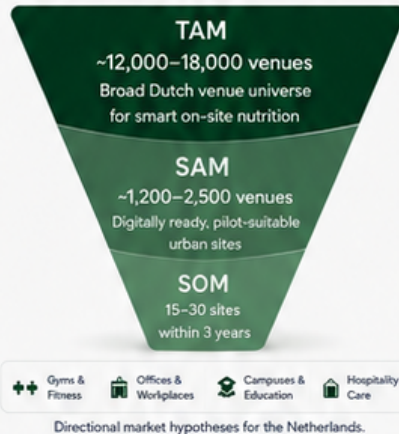
2 OUR SOLUTION

- Personalized recommendations matched to goals, preferences and restrictions.
- Context-aware selection using weather, time, activity, location and events.
- Operator visibility through live dashboards for demand and performance.
- Adaptive replenishment to reduce waste and prevent stockouts.
- Continuous feedback learning that improves recommendations and operations over time.

3 PRODUCT & PLATFORM



4 MARKET OPPORTUNITY



5 BUSINESS MODEL

- Platform Subscription**
Monthly fee for software, dashboards, integrations and support
- Transaction / Service Fee**
Per order, kiosk usage, delivery and fulfillment services
- Premium Data Insights**
Demand forecasts, benchmarking and advanced analytics
- White-Label / Enterprise Partnerships**
Branded solutions, OEM deals and co-development

6 READINESS & PILOT LOGIC

- Gym-first Dutch pilot concept defined
- End-to-end MVP journey mapped
- KPI framework prepared (sales, waste, repeat rate, NPS)
- HACCP, allergen and labeling checklists prepared
- Replenishment and inventory workflow outlined
- Facilitator outreach package and readiness memo prepared

8-week MVP pilot hypotheses



7 12-MONTH ROADMAP



8 THE ASK

Indicative 12-Month Capital Need

€180k–€320k

Working assumption for planning purposes

Use of Funds (Estimated Range)



What we need now



9 FOUNDING TEAM



Dr. Iman Eslamian
Founder & CEO

- ✓ 25+ years of executive leadership
- ✓ Financial engineering & wealth management
- ✓ Innovation, digital transformation & venture growth
- ✓ Board Member at the largest sugarcane company in the MENA region



Sajad Askarian
Founder & CTO

- ✓ 10+ years leading and coordinating IT teams
- ✓ Experience in web, mobile and cloud-based solutions
- ✓ Skilled in system architecture, technical planning and delivery
- ✓ Strong at aligning teams, priorities and execution



Hossein Yarmohammadi
Founder & COO

- ✓ Operations & supply chain leadership
- ✓ Business development & strategic partnerships
- ✓ Process optimization & performance management
- ✓ Execution excellence

ECOSYSTEM PLATFORM & GYM MVP



One intelligent platform. One connected journey.
Measurable impact for gyms and their members.