



GOBIERNO
DE ESPAÑA

MINISTERIO
DE ECONOMÍA, INDUSTRIA
Y COMPETITIVIDAD



Escuela de
organización
industrial

CARROT

The healthiest comparator



Executive Summary

Adolfo Olea Gutiérrez
Cristina Castro Huerta
Laura Bueno Jiménez
Mariña Blázquez Maseda
Rafael Navarta Sánchez
Sergio Marco Chapapría

Name of the company:

Carrot

Company's activities description:

Carrot is an application for mobile phones and tablets which offers users all the nutritional information needed to choose the most adequate product based on their needs.

Data of the company:

- Webpage: www.carrotapp.es
- Email address: team@carrotapp.es
- Foundation year: 2017
- Sector: health tech
- Number of employees: 9

Team:

- Chief Executive Officer (CEO): Laura Bueno
- Chief Technology Officer (CTO): Adolfo Olea
- Chief Information Officer (CIO): Sergio Marco
- Chief Finance Officer (CFO): Rafael Navarta
- Chief Communication Officer (CCO): Cristina Castro
- Chief Marketing Officer (CMO): Mariña Blázquez

Mentors:

José Valerdi y Pablo Valcárcel

Founding team description:

- Adolfo Olea, industrial engineer specialized in big data.
- Cristina Castro, forestry engineer specialized in environmental engineering and management.
- Laura Bueno, environmental scientist specialized in water engineering and management.
- Mariña Blázquez, marine scientist specialized in sustainable development and corporate responsibility.
- Rafael Navarta, industrial engineer specialized in renewable energies and energy markets.
- Sergio Marco, mechatronic engineer specialized in big data.

Financial status:

- Received funds: 0
- Sought capital: € 15.000

Investors:

- Friends, Fools and Family
- Team members

Destination of the investment:

- Constitution of the company
- CAPEX
- Recruitment
- Marketing

Problem solved:

Mitigate the increase in nutrition-related illness at national level by helping current society choose more suitable foods that allow them to have a healthier nutrition.

Products and services offered:

- Comparator of the nutritional values of food.
- Healthy diet club: forum where users can interact with each other and share ideas, doubts and thoughts.
- Carrot advice: blog where our nutritionist will post weekly entries with different information such as nutritional info or recipes.
- Option to make grocery shopping list with user's favourite products.

Customer segment:

The company's customer segment is people interested on improving their nutrition either by personal decision or medical imposition:

- People interested in the fitness world.
- Consumers of vegan and organic products.
- People suffering nutrition-related health issues.

Marketing strategy:

The application will be promoted through different channels to get to the different client segments:

- Stands in supermarkets of medium and large affluence.
- Advertising campaigns in social media by hiring influencers specialized in the field of nutrition and fitness.
- Stands in fitness or nutrition conventions.
- Company's webpage.

Competency:

Other mobile applications that help counting calories ingested during the day.

Competitive advantages:

Comparison between nutritional values and products' ingredients and not only calories. With this application, users will have all the nutritional information needed to choose the best products for their needs.

Key activities:

The three main activities of Carrot are:

- Comparison: there is no other application in the Spanish market comparing groceries as Carrot will make.
- Information: through the channels previously mentioned Carrot offers the customers information about nutrition.
- Marketing: Carrot focuses its activity in the increasing of the sales and tries that people choose this application instead of other traditional systems for comparing food. For that purpose, the key resource is the nutritional information of the products. Without this information the comparison is impossible, so a good database is needed for this project.

Moreover, this is the easiest way to the nutritionist to give tips to the consumers without necessity of meeting them personally.

Key partners:

The company's key partners are the nutrition experts, the nutrition data providers and the application stores for iOS and Android for information dissemination.