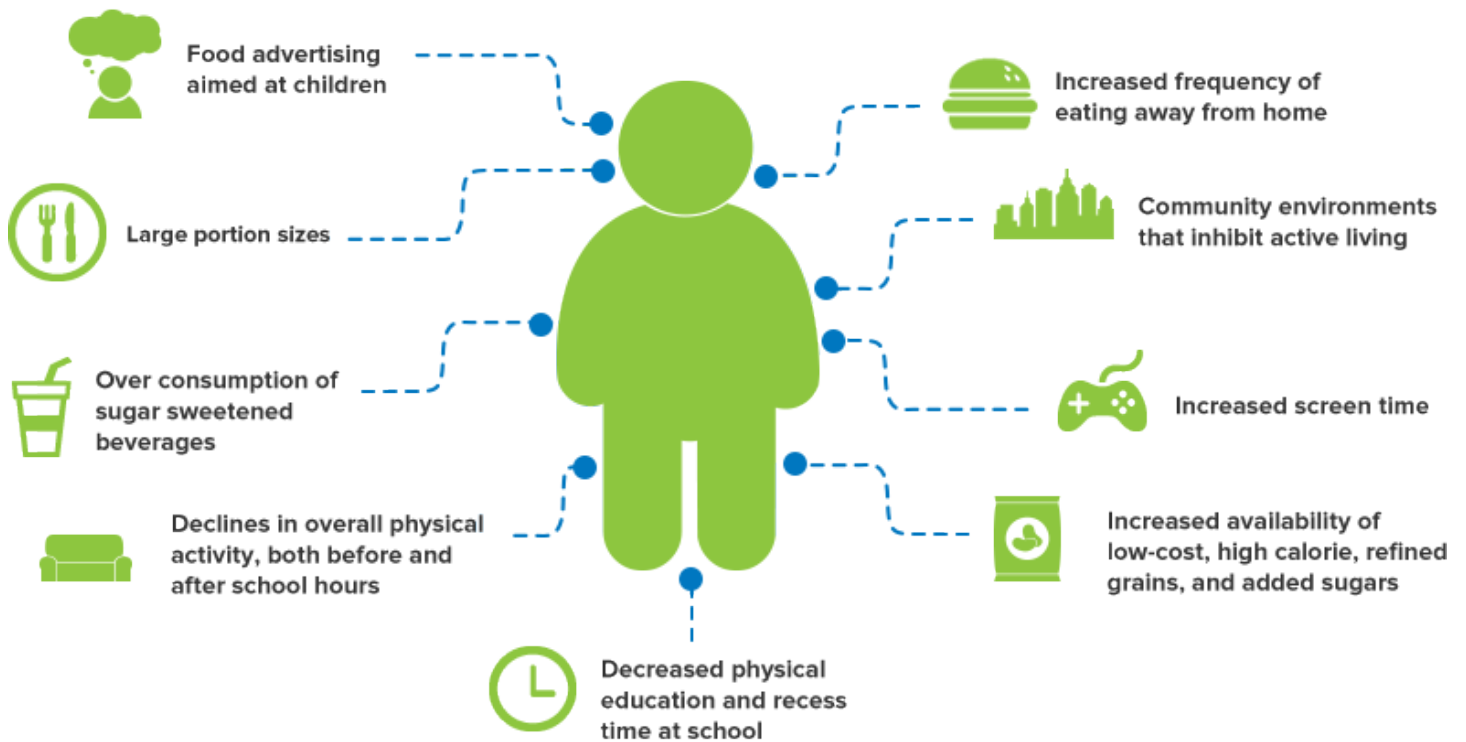


## THE CHALLENGE

Kids health is critical to creating a thriving society, in the United States 1/3 children suffer from obesity<sup>1</sup>. As we accelerate into the 21st century, we are beginning to understand that there are key drivers to this challenge. Mostly driven by the increased availability of low cost sugary foods and decline in physical activity.

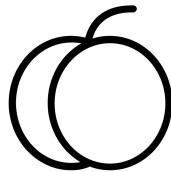


<sup>1</sup> American Heart Association & Center For Disease Control  
Prepared by True West Ventures

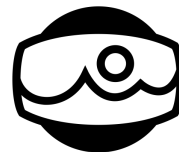
## THE OPPORTUNITY

As we look towards the future we see the potential to leverage an array of new technologies, business model solutions, and interactions that can transform how we provide kids with access to nutritious food and promote healthful lifestyles.

*How can we support parents and children in effortlessly establishing healthier eating, drinking, and lifestyle habits?*



**What new technologies can be used?**



**What new business model solutions can be created?**

