



**Let's
detect
Gluten.**

Target Customer : Early Adopters



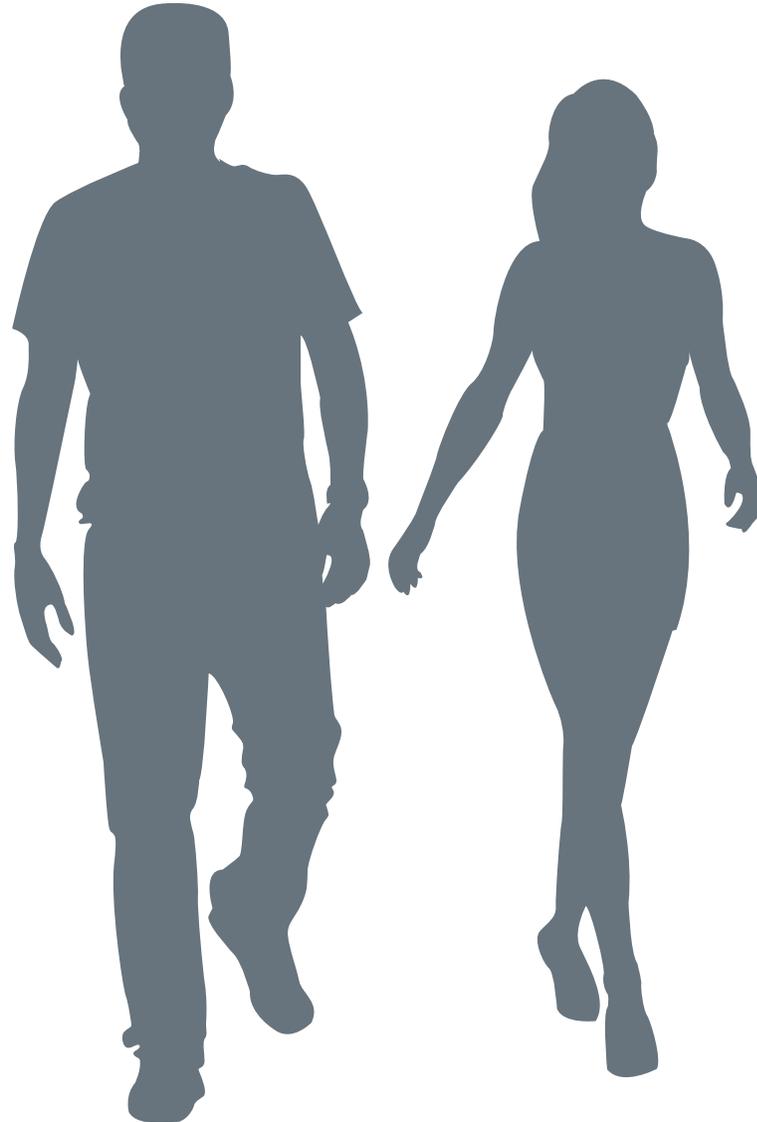
Person have the celiac disease



Literate and comfortable with technology



Above 7000 Dhs/month nonetheless, people with low income can also purchase the product



User: +14 Years Old

Buyer: 20 to 40 years old



Morocco & France
(Expend to Other countries)



START with B2C Market

100 Million celiac

More than **100 Million** Coeliac Patients over the World



No solution

There are **no** pharmaceutical treatments or cures for celiac disease.



Cancer's Risk

Failure to comply with the gluten-free diet increases the risk of colon **CANCER**



No Traceability

The rise of a gluten-free market that is **lacking** traceability and guarantee.

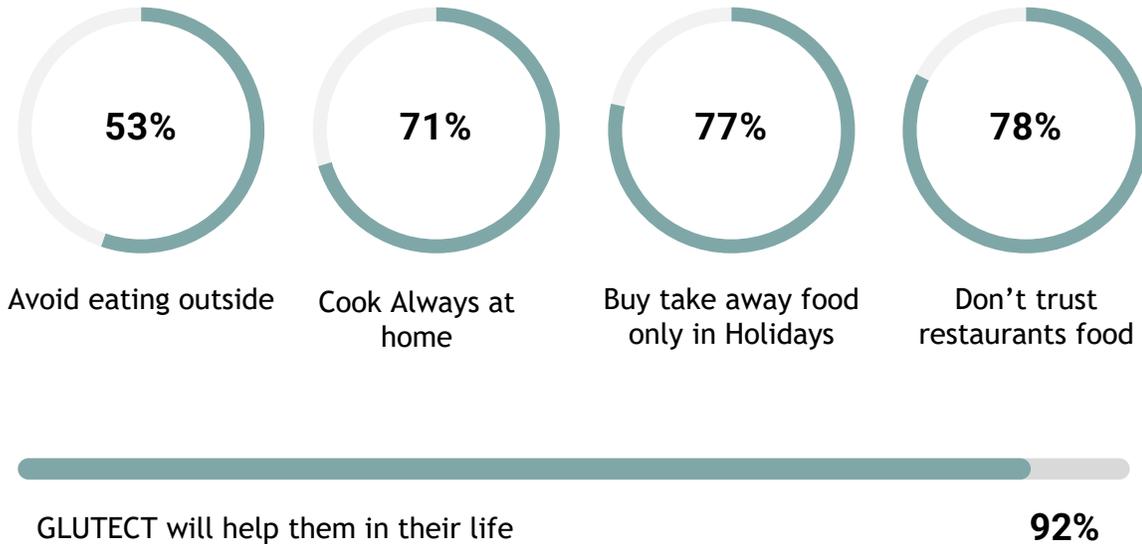


B2B

More than **30.000** businesses serving gluten-free food in the world



Quantitative Results



We also circulated a **survey** among the celiac patients' groups from NGOs and facebook users, etc to further understand our customers daily struggle and pinpoint the pain points we could help tackle.

We **received 415 answers**, from : Morocco, France, etc. participants



415 Respondents



To understand our prospective customers and their needs we conducted **45 interviews** with doctors and patients from Morocco, France, etc



45 Interviews



The gluten detector hopes that celiac patients have been waiting impatiently to be able to eat outside the home with confidence, without remaining vulnerable to exploitation as it is now.



It will be very useful in restaurants, take-away sales because often restaurant owners take gluten intolerance lightly because of the fashion effect.



For patients who want to make a serious diet, during a trip abroad or during a meal served in a restaurant it could be useful. It remains to be proven that it is 100% effective.

Competitors Matrix



Direct Competitors

They can use antibodies in capsules and have result in a digital way and comes in small size.

 3 Minutes

 299\$ for sensor
+ 5\$ for each test

 3 Steps

They detect gluten using chemical method providing a box for gluten antibodies.

 15 Minutes
to 20 Mins

 12\$ to 16\$ for each test

 9 Steps



They don't

They Don't test all corner of a plate
Not Fast Enough



They don't

They Don't test all corner of a plate
Not for restaurant (only for home)
Keep the shape of food (Destructive)
Not fast



Indirect Competitors

- They Focus In B2B Market
- They worked on various protein and segment of detection.
- They Use cell phone application to show results.

Their Price
\$ 2000



They don't

Test Gluten nor allergen
Work With Clients (b2c)
Sell in affordable price

Our Value Proposition



1 Time payment

The buyer will pay only one time for the detector, no need for any complementary products.



One Click

Only you need is to hold the scanner, scan your food, and you have the results.



Contactless

Glutect avoid any contact with food, so there is less risk for cross-contamination



10 Seconds

Glutect give the results in less than 10 Seconds.

**The choice is obvious.
Isn't it?**

Execution

10^S

Results

60%



2 Weeks

We tried our proof of concept during 2 weeks with an existing Sensor of NIR

Open Laboratory

We did our test in a Studio, which doesn't give a good environment for research : humidity and a waveland of 300 nm between 1800 and 2100 nm

2 Person

7/12 correct tests of samples of food that can be served in restaurants

Our Achievements

First P.O.C



Provided visibility; Eased the trip to Next competition.



Provided visibility in France

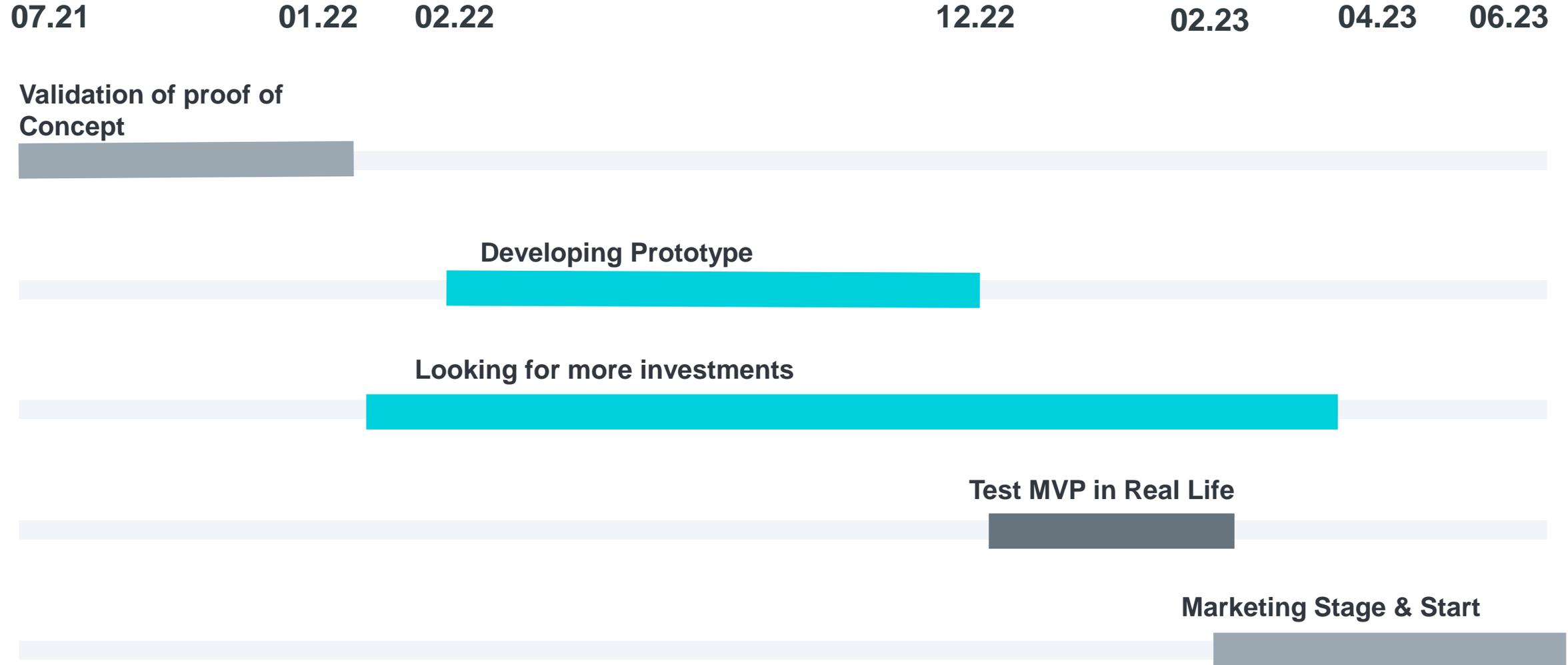


They Need GLUTECT

12



Project Timeline



NEED



Spectrometry Expert



Gluten Expert



Laboratories



Funds

ROADMAP (3-6 Months)



**Add more
Members
to the team**



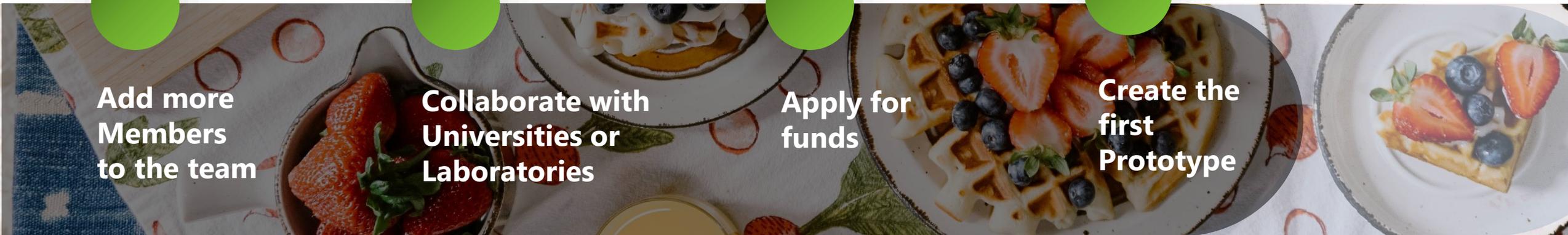
**Collaborate with
Universities or
Laboratories**



**Apply for
funds**



**Create the
first
Prototype**



Financial Needs:

IN this part we present our needs for the proof of concept then we present the predicted cash flow for 2 years.



Proof of concept

\$30 000 For 6 months



Prototype

Unknown



POC:

First Step to do, is to validate the signature of Gluten with infrared, or with other spectrometry technologies

Result:

We need first to validate the detection of Gluten with the technology proposed, before giving any calculation of Prototype

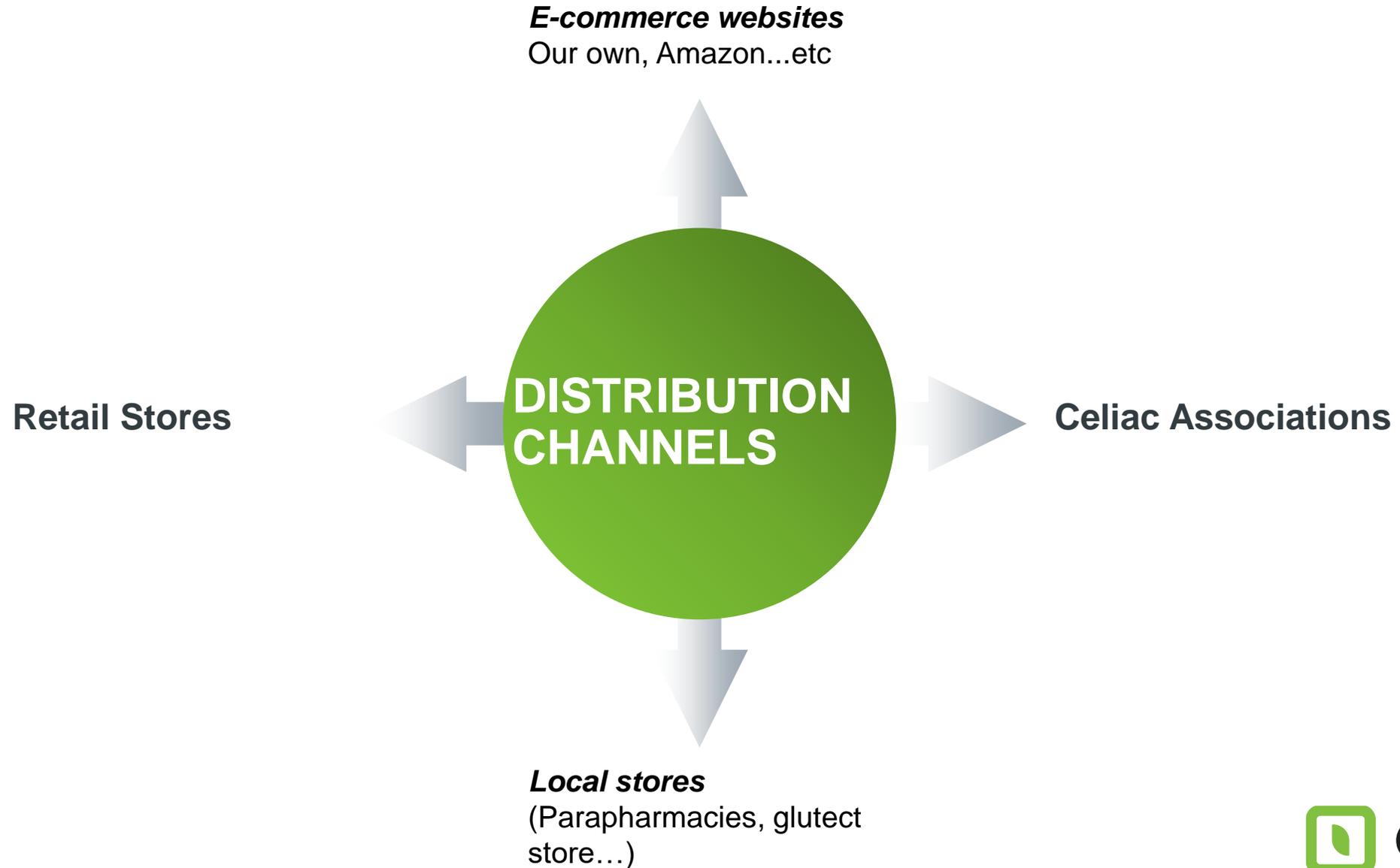
Actively applying for funds
(currently trusting us)



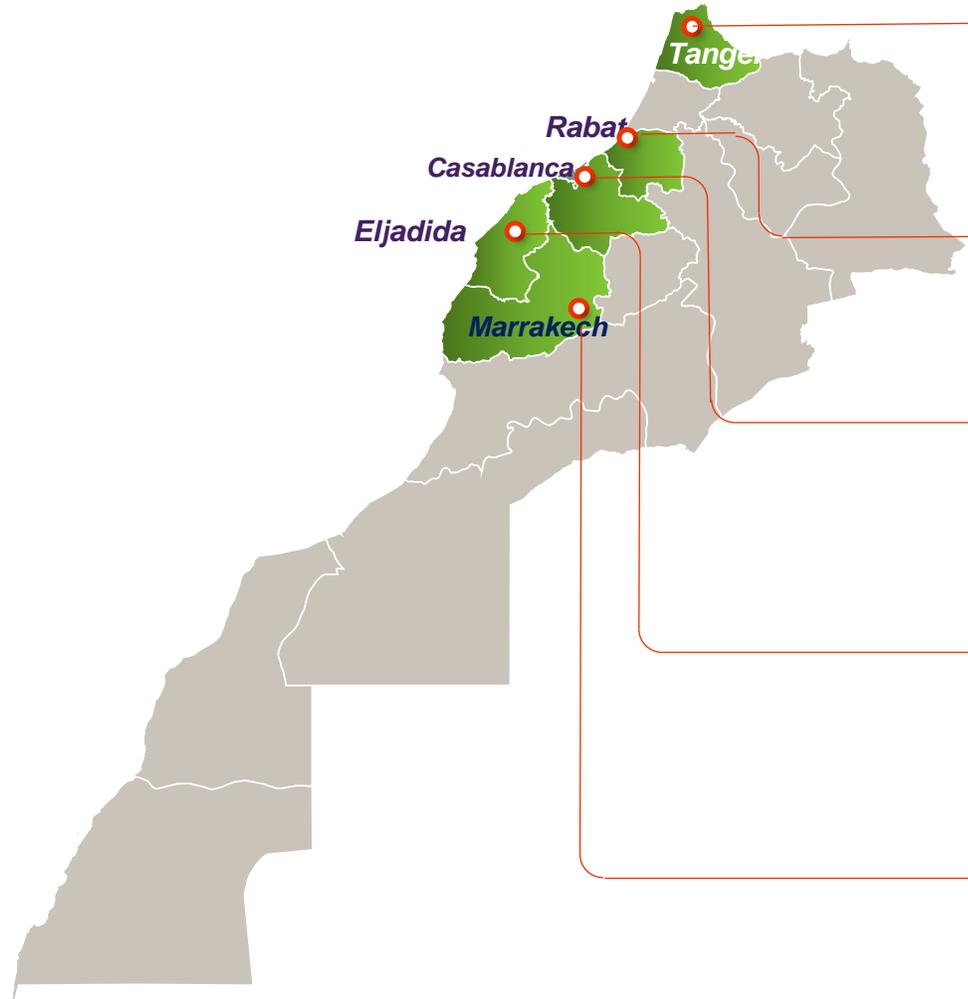
Currently in discussion to build
the prototype. **Locally**



Distribution Channels



Glutect Team



Yousra ASSALI, CTO
Embedded System Engineer Student



Mouad TOUIL, CFO
Finance Student



Reem CHEBLI, CMO
Medical Student



Sara ELATEIF, CTO
Machine Learning Engineer



Ahmed ZAHLAN, CEO
*PhD Student in Entrepreneurship in ABS, UM6P
Celiac Person*

OST COACHES



Agnes GORGES



Sanae El Ouali



Our vision is for **Glutect**
to make Celiac Life Easier

 **Glutect**

With **Glutect
you can see **Gluten.****

