

## **B.eat, an online platform that will teach you how to eat healthy**

**LOCATION:** Seville

**DURATION:** 2'02"

**SUMMARY:** B.eat is a web platform that its creators, two Sevillian entrepreneurs, use to help people to improve their eating habits and teach them how to eat healthy. Users just need to introduce data such as age, weight and physical activity, and this platform will automatically generate a healthy meal plan for a week including traditional recipes of the Mediterranean diet. B.eat is a platform developed by BalancEat, and is part of the Minerva Programme of technological entrepreneurship promoted by Vodafone and the Andalusian Government.

### **VTR:**

Do we know what foods we should eat to follow a healthy lifestyle? That's what the platform developed by two Sevillian entrepreneurs, Antonio, engineer and Mari Carmen, Nutrition professor, tries to teach us. They are siblings and have united their knowledge in this web app.

**ANTONIO G<sup>a</sup> PARRILLA**  
**CEO of B.eat**

*"All the data we need to follow a balanced diet is in the nutritional labelling but... Who is able to understand it? And, even if you understand it, it contains so much data, so much information, that it is impossible to handle it."*

**MARI CARMEN G<sup>a</sup> PARRILLA**  
**B.eat nutricionist**

*"So we need databases to process it and allow users to be aware of what they eat."*

It's the mission of B.eat, now available on a website and soon on an app. Using the data introduced by the user, it calculates the daily amount of calories they need and automatically designs a meal plan for the week.

**MARI CARMEN G<sup>a</sup> PARRILLA**  
**B.eat nutricionist**

*"We divide the amount of energy into five meals a day, which is the most suitable, and they select recipes that we usually prepare."*

**ANTONIO G<sup>a</sup> PARRILLA**  
**CEO of B.eat**

*"They can adapt recipes and dishes to their taste and, finally, that becomes a shopping cart. Currently, we are closing agreements with supermarkets to transfer that cart to the supermarket, and offer users the possibility to shop everything online."*

Users can also introduce what they eat and the platform will evaluate how healthy their diet is, so they can learn how to design their own healthy meal plans. That's what they are doing in this workshop held in the Faculty of Pharmacy of the University of Seville, to determine on a scientific basis the influence of this platform on improving eating habits.

**MARI CARMEN G<sup>a</sup> PARRILLA**  
**B.eat nutricionist**

*"If you are aware, have information and learn, you will eat better."*

B.eat, which is part of the Minerva Programme of technological entrepreneurship promoted by Vodafone and the Andalusian Government, has also arrived in the University of Seville to design the menus of the campus cafeterias and spread these healthy habits among the university community.