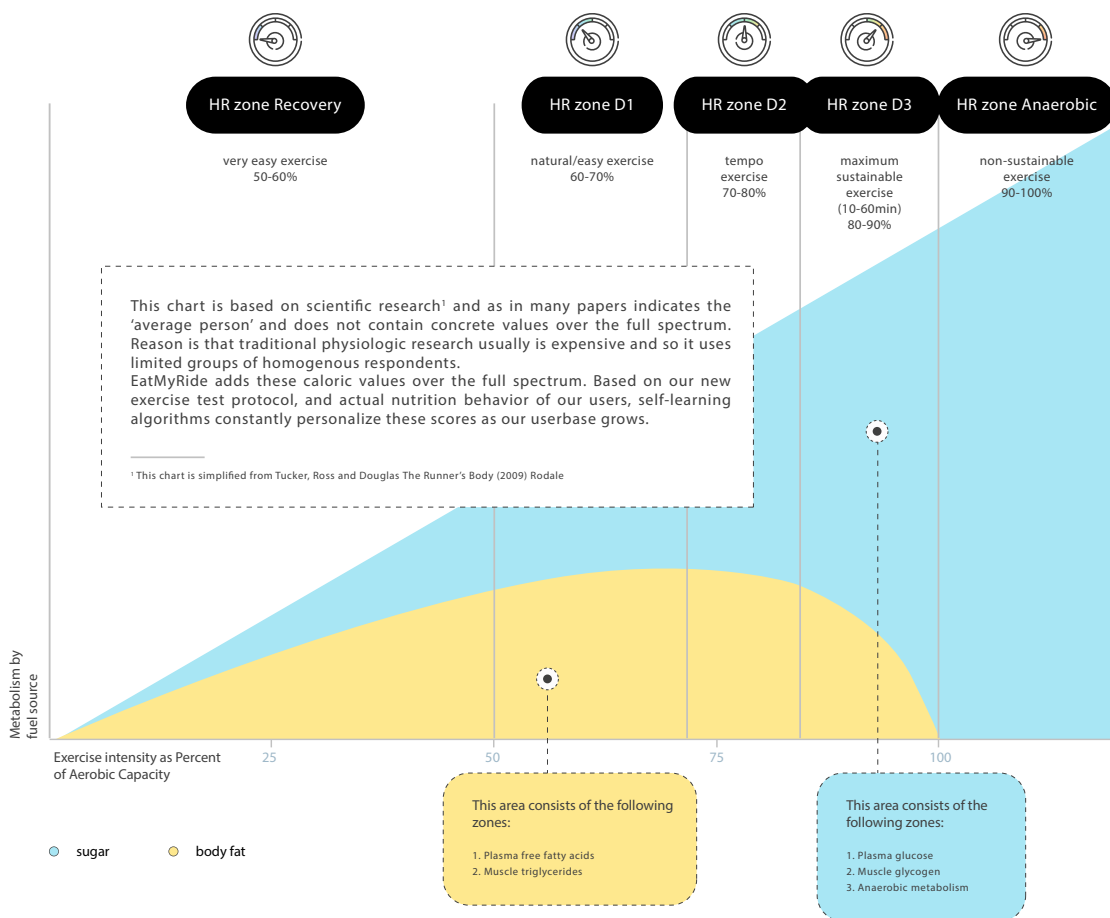


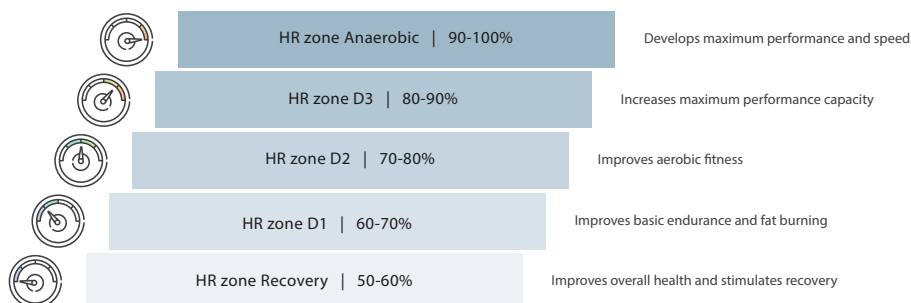
How to manage nutrition intake during exercise?

The human body oxidates 2 sorts of energy: body fat and sugar (glycogen). While most people have an unlimited resource of body fat for a single sports activity, glycogen reserves are limited. During exercise these reserves are usually depleted after 1,5 - 2 hours.

The amount of sugars oxidated is dependent on the level of exercise intensity (heartrate zones). These numbers very much depend on the type of person, traditionally sorted by sex and weight. Scientific research has shown that this approach is too simplistic. Fitness level (such as VO2Max) and personal nutrition behavior are equally important. People who eat less during exercise train their body to oxidate more fats instead of sugars.



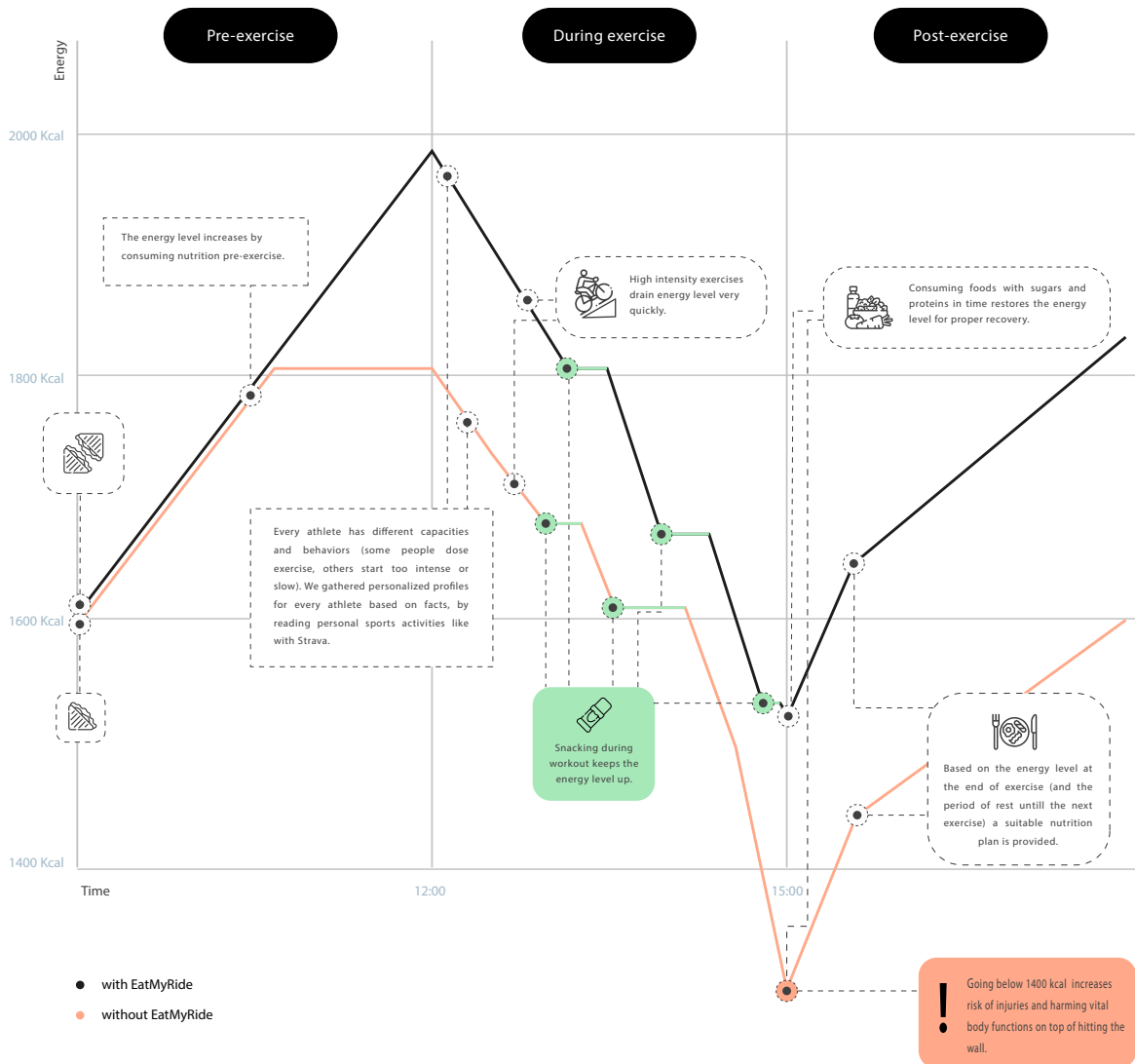
Heart rate zones



Predict and control your energy level over time

After exercising over 1,5 - 2 hours (with solid pre-exercise nutrition) your energy reserves (sugars) are usually depleted. Every athlete has its own sugar (glycogen) capacity and minimum threshold (the sugar level should remain above). Energy consumption differs for every athlete and sports activity as well as every nutrition product has a different absorption period. EatMyRide applies these inputs into an accurately predicted curve on a truly personalized level. It also tracks your data during exercise to recalibrate the curve if needed so it's always 100% correct. Based on this curve users receive solid nutrition plans on their wearable devices, informing and reminding them what products to consume and when.

Energy balance for same athlete and activity with and without proper nutrition plan (simplified example)



Team & partners

Team (founders)



Joram Kolf
Founder
Hustler



Hans Nuijt
Data Scientist
Hound



Mark Toonen
UX Designer
Hipster



Jack van der Eijk
Lead Developer
Hacker



Jan Carel Jansen Klomp
Co-working science advisor
Advisor

Team skills are build around this logic: http://bit.ly/4_team_roles
The team is further supported by 4 trainees

Partners



Mutual development of product for professional cyclists.



Nutrition & exercise science partner, co-create personalized metabolic data

Main contact persons: Dr. Marco Mensink



Link to national athletes within multiple endurance sports

Main contact person: Dr. Jeroen Wouters



Data science partner for Human Computer Interface and scaling

Main contact person: Dr. Joost Kok



Cycling club acting as 'test lab' delivering test athletes for metabolic exercise tests and product feedback

Main contact person: Anouk Suwout

EatMyRide is part of UtrechtInc incubator Accelerate programme, ranked top-10 globally.

Currently our app works for race cycling, in 2020 we will expand to triathlon sports and MTB, and over 2021 to climbing, endurance walking, ultra-endurance sports and other industries.

Question? Contact us via: info@eatmyride.com



EatMyRide is an award Dutch top-50 tech startup and will present at CES Las Vegas (biggest global tech fair) with HRH Constantijn, one of the dutch ministers, ambassador and Techleap.NL