WITH THE INCREASING FOOD ALLERGY EPIDEMIC, PARENTS ARE MORE SCARED THAN EVER OF THEIR KIDS SUFFERING ALLERGY ATTACKS

50% increase in food allergies in children between 1997 and 2011

1 in 4 school EpiPen administrations were a result of unknown allergies

“Created in 2014 with the goal to create a charitable organization committed to finding and funding treatments and cures of food allergies.”
NEW RESEARCH HAS SHOWN FOOD ALLERGIES CAN BE DRASTICALLY REDUCED BY EARLY EXPOSURE, BUT THIS HAS NOT PERMEATED PUBLIC CONSCIOUSNESS

13.7% 1.9%

Children who had developed a peanut allergy by age 5

New England Journal of Medicine, 2015
Annals of Allergy, Asthma and Immunology, 2018

INSIGHT
Under-exposure has helped create the food allergy epidemic. Parents are unaware that early exposure can help solve it altogether.
WE MUST SHIFT OUR TARGET TO THOSE WITH THE MOST PERSONAL INVESTMENT IN ALLERGY PREVENTION: PEDIATRICIANS AND PARENTS
OUR STRATEGY: SHIFT THE FOCUS FROM AVOIDANCE TO EXPOSURE

The solution to eliminating food allergies in the US is closer than we think. We must

TAKE CONTROL OF EARLY EXPOSURES

introducing allergens to children at a young age in the quest to stamp reactions out for good.
THE BIG IDEA: E.A.T. BABY FOOD

Create a consumer product that fights the allergy epidemic through early exposure

Pediatricians recommend new baby food that reduces children’s risk of developing food allergies

October 2, 2019

Food allergy charity E.A.T. has developed a revolutionary new baby food to help your kids resist developing food allergies as they grow. The new products, which feature un-taste-able traces of the big 8 allergens to encourage immuno-resistance, come in a range of delicious flavors babies love. By eating E.A.T. Baby Food throughout their developmental years, kids are around 4x less likely to develop allergies & sensitivities later on in life.

DUAL BENEFITS

1. REDUCE the total number of allergies through exposure

2. Profits from sales go towards research to eventually CURE those with existing allergies

Canadian Healthy Infant Longitudinal Development Study
E.A.T. BABY FOOD WILL HELP EASE THE FOOD ALLERGY EPIDEMIC AND BOOST RESEARCH $ FOR E.A.T.

Curb the outbreak of new food allergy sufferers by ~4x

Based on study indicating children who avoided milk in their first 12 months were 4x more likely to be sensitive later in life

*Canadian Healthy Infant Longitudinal Development Study*

Generate ~$11.78MM from E.A.T. baby food sales in year 1

Based on stealing 5% share of leading baby food brand (Gerber Foods, 2017 Sales = $235.6MM)

*Statista.com*
### The Consumer Journey for E.A.T. Baby Food

<table>
<thead>
<tr>
<th>Child Age</th>
<th>4-6 Months</th>
<th>6 Months - 2 Years</th>
</tr>
</thead>
<tbody>
<tr>
<td>Location</td>
<td>Doctor’s Office</td>
<td>Grocery Store</td>
</tr>
</tbody>
</table>

#### Control Early Exposure
E.A.T. Baby Food is given to children at pediatrician check-ups to introduce the big 8 allergens in a controlled environment.

#### Maintain Exposure
Pediatrician recommends that the parents continue to buy their child EAT Baby Food to decrease their chance of developing a food allergy at an older age.

In order for this to succeed, doctors & parents need to work together...
MEDIA WILL BRING TOGETHER DOCTORS AND PARENTS TO FORM THE ULTIMATE ALLERGEN-FIGHTING TEAM

Use the power of community to promote information sharing & trust across the medical & parent communities
**THE MEDIA PLAN: FIRST ARM THE MEDICAL COMMUNITY, THEN IGNITE PARENTS**

### MEDICAL COMMUNITY (B2B)

**TARGET:** Pediatricians  
**OBJECTIVE:** Advocate and Administer  
**KPI:** # of Pediatric Recommendations

<table>
<thead>
<tr>
<th>Prime Medical Professionals</th>
<th>Mass Launch to Parents</th>
<th>BUDGET ($)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>JUL</strong></td>
<td><strong>AUG</strong></td>
<td><strong>SEP</strong></td>
</tr>
<tr>
<td>EXPERIENTIAL: National Pediatrics Conference</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**PRINT:** Journal of Pediatrics & Pediatric Research  
**SOCIAL:** Pediatrician targeted LinkedIn  
**PROGRAMMATIC:** Targeting Pediatricians

### LOCAL COMMUNITY

**TARGET:** Pediatricians & Parents w/kids 0-2  
**OBJECTIVE:** Create a United Allergy-Fighting Team  
**KPI:** # of allergy queries

**DIGITAL:** E.A.T. x Teladoc Advice Partnership  
**EXPERIENTIAL:** Local Health Fairs  

### PARENT COMMUNITY (B2C)

**TARGET:** Parents w/kids 0-2  
**OBJECTIVE:** Trust and Buy  
**KPI:** Sales of E.A.T. Baby Food

**PRINT:** Parenting Magazines  
**SOCIAL:** Parental Influencers & Bloggers  
**PROGRAMMATIC:** Targeting Parents 0-2  
**OLV:** Infant Content on YouTube  
**PPC:** Keyword targeted e.g. ‘Solid Foods’  

- PRINT: 300k  
- SOCIAL: 400k  
- PROGRAMMATIC: 525k  
- OLV: 450k  
- PPC: 100k/3MM
WHY OUR IDEA WILL WORK

1. A RADICAL SOLUTION TO ONE OF THE ROOT CAUSES OF FOOD ALLERGIES

2. A POWERFUL ALTERNATIVE REVENUE SOURCE FOR E.A.T.

3. HARNESSES THE POWER OF COMMUNITY TO BUILD TRUST & AWARENESS IN E.A.T.