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## **NUTRIFYTODAY C-SUITE SUMFLEX 2024**

Networking the Networks

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# From the Chief Catalyst...

## AMIT SRIVASTAVA

AI is transforming business summits. AI is being used to personalize the experience, provide real-time insights, automate tasks, and create a more engaging environment. This can help attendees get the most out of the summit, make informed decisions, and have more fun.



**AMIT SRIVASTAVA**

Chief Catalyst

**Nutrify Today**

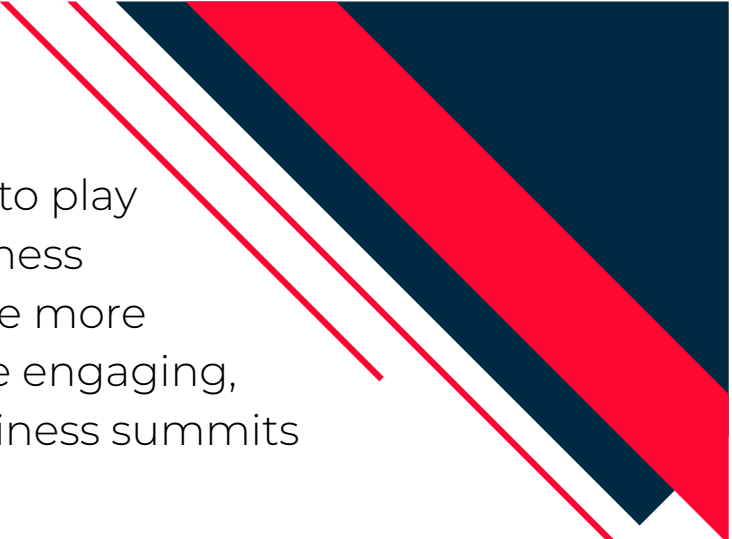
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AI can collect data on attendees' interests and preferences, and then use this data to recommend sessions, speakers, or networking opportunities that are relevant to their interests. AI can also analyze data from the summit in real time, and then provide insights that can help attendees make better decisions.

For example, AI can identify trends, predict outcomes, or recommend solutions. AI can also handle tasks such as registration,

scheduling, and logistics, which can free up staff to focus on other tasks, such as providing support to attendees. Finally, AI can be used to create a more engaging environment by using chatbots to answer questions, providing virtual reality experiences, or using gamification to encourage participation.



As AI continues to develop, it is likely to play an even more significant role in business summits. AI-powered summits will be more personalized, more informative, more engaging, and more efficient. The future of business summits is bright, and AI is leading the way.

Here are some specific examples of how AI is being used in business summits today:

- The World Economic Forum's annual meeting in Davos uses AI to personalize the experience for attendees.
- Nutrify Today C Suite Summit leveraged AI to set up meetings and scale it up through out the year. With advent of Nutrify Genie, Nutrify Today is converging the two AI to deliver real business rate deliverables. Hence Nutrify Today C Suite Summit is now being re-named as Nutrify Today C Suite SUMFLEX.
- The Gartner IT Symposium uses AI to automate tasks.

These are just a few examples of how AI is being used in business summits today. As AI continues to develop, we can expect to see even more innovative and exciting ways that AI can be used to lead business summits.





## **THE POWER OF AI AND GAMIFICATION AT NUTRIFYTODAY**

The combination of AI (Artificial Intelligence) and gamification in the nutraceutical industry has the potential to revolutionize the way people engage with and benefit from nutritional supplements and functional foods. Nutraceuticals, which include vitamins, minerals, herbal products, and other dietary supplements, are increasingly popular due to their potential health benefits. The use of AI and gamification in the B2B nutraceutical industry can bring significant advantages.

NutrifyGenie is a curated AI engine that enables ideation to commercialization powdered by AI. This curated AI Engine presents comprehensive solutions, from ideation to commercialization, providing executives with a powerful tool to navigate the complex world of ethical nutraceutical products. Its ability to structure ingredients, incorporate clinical references and check regulatory guidelines embarks confidence in the nutraceutical world. The Engine's extensive portfolio opens a vast array of differentiated product possibilities, ensuring businesses meet the diverse needs and preferences of consumers. The AI's ability to generate innovative nutraceutical concepts, with its vast network of over 2800 contract manufacturers, 1500 distributors, suppliers, CROs, and pack designers demonstrates its remarkable capability to reduce go-to-market time by 50%, empowering companies to stay ahead of competition.

**Ask NutrifyGenie**

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NutrifyGenie Clicks- our gamification platform offers a unique and interactive experience for participants in the nutraceutical industry. The platform combines the concepts of gamification with an in-depth understanding of the human body, diseases, and ingredients, providing users with a fun and engaging way to explore, learn, and access instant label claims that can be commercialized on the go.

In conclusion, the combination of AI and gamification in the nutraceutical industry, exemplified by NutrifyGenie and its gamification platform NutrifyGenie Clicks, holds tremendous potential for transforming the way we approach nutritional supplements and functional foods. AI-powered solutions like NutrifyGenie offer businesses in the B2B nutraceutical space a powerful tool to streamline their processes, from ideation to commercialization, leading to faster product development and improved decision-making.

By leveraging AI's capabilities to structure ingredients, incorporate clinical references, and ensure compliance with regulatory guidelines, NutrifyGenie empowers executives with the confidence to navigate the complex world of ethical nutraceutical products. NutrifyGenie Clicks, the gamification platform, complements this comprehensive solution by offering a unique and interactive experience for industry participants.

In a world where personalized nutrition and health-conscious choices are becoming increasingly important, the marriage of AI and gamification in the nutraceutical industry provides a compelling path forward. As technology continues to evolve, the potential for AI-driven solutions to shape the future of nutraceuticals is boundless, promising improved health outcomes, innovative yet ethical products, and enhanced customer experiences for all.

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## **HARNESSING THE POWER OF INNOVATION – EVIDENCE BASED CLAIMS**

The importance of standardizing claims derived from scientific studies The Indian nutraceutical industry is one of the fastest growing markets with a growth rate of 16-18%, much higher than global industry trends. With growth potential comes an opportunity for new players to enter the market and for established players to leverage their experience in helping the industry grow further. One such avenue is by conducting scientific research on nutraceutical ingredients, formulations and/or finished dosage forms.

While scientific evidence is extremely important, standardized guidelines need to be established and regulated to ensure true value is transferred to the consumer.

## **ESTABLISHING STANDARDIZATION & STABILITY**

The ingredient or product under study should first have established data on its characteristics and critical attributes, such as assay, heavy metals, solvents, microbiological tests etc. These parameters should fall under GRAS (Generally Recognized as Safe), backed with repeatable & reproducible analytical data across several validated batches.

Further, the stability and shelf-life of the ingredient or product should be established, as the studies will typically be conducted over several months or even years.



## Study Design

The design of the study forms the foundation for the data that is to follow. Some of the key points to consider are as follows:


- **Aim & type of the study** – The objective of the study must be clear to help provide value to the industry. Companies should target double-blind, placebo-controlled randomized trials, typically considered the gold-standard for human clinical studies. Safety should be a primary consideration in such studies.
- **Targeted population & confounders** – Critical review of the inclusion and exclusion criteria is a fundamental requirement of any human clinical study. The target population must be healthy, i.e., without any diseases to allow for health claims, and any confounding factors should be accounted for
- **Sample size** – A statistically significant sample size is important, and a power calculation is necessary to understand the significance of the number of subjects. If a company is unable to invest or fund a study with such number of subjects, a smaller subject size can be considered for a Proof-of-Concept study, however, without health claims.
- **Dosage & duration** – The dosage and treatment duration should be decided based on scientific rationale, with a clear understanding of the mechanism of action. It is also beneficial to understand the consumers' willingness to spend on such a product by evaluating the cost per unit dose or the total cost based on the treatment duration.

## **STUDY REPORT & PUBLICATION**

For a company marketing a particular ingredient or finished product, the clinical study outcome in the form of a report & publication is one of the most exciting parts. Like the study design, the report should also be audited by third-parties to prevent any bias in the data that is presented. Finally, the paper should be published in a peer-reviewed journal that is suitable and relevant to the nutraceutical industry. The language should be such that even a layman is able to understand the importance of the study. This will help the industry learn from each other and grow together for the betterment of global healthcare.

## **HEALTH CLAIMS**

Once the study data is available, one of the most challenging aspects is to determine the health claims that can be made. Consumer protection should be a priority, even for a manufacturing company. The claims must also be reviewed by third-parties, and care must be taken where the nutraceutical ingredients or nutritional supplements do not claim to cure, treat, diagnose, or prevent diagnose any disease as per FSSAI regulations. Where possible, organizations must strive to obtain global health claim registrations or a validated list of health claims through regulatory bodies to further strengthen the value of their ingredient or product.



GET INSIGHTS OF ONGOING TRENDS IN NUTRACEUTICALS AND INNOVATIONS AND WORK TOWARDS ACHIEVING A COMPETITIVE ADVANTAGE IN NUTRACEUTICAL INDUSTRY. LEARN FROM GLOBAL LEADERS AND EXPERTS FROM THE INDUSTRY.

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