

# APPLE & TELLSPEC: REVOLUTIONIZING THE WAY WE EAT

A PRESENTATION BY:  
STEPHEN MAURER | JACKSON MOSLEY | BRIANNA NGO | CALEB ROCHE



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## IT'S NO SECRET ...

- NET INCOME OF \$37 BILLION IN 2013
- 51 MILLION IPHONES SOLD IN FIRST QUARTER OF 2014 ALONE
- MORE PICTURES A DAY ARE TAKEN ON IPHONES THAN ON ANY OTHER DEVICE




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## THE PROBLEM

- SAMSUNG GAINING MARKET-SHARE
- LACK OF INNOVATION
- LOSING EXCLUSIVITY

TOP SELLING SMARTPHONES BY MARKETSHARE



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## THE SOLUTION



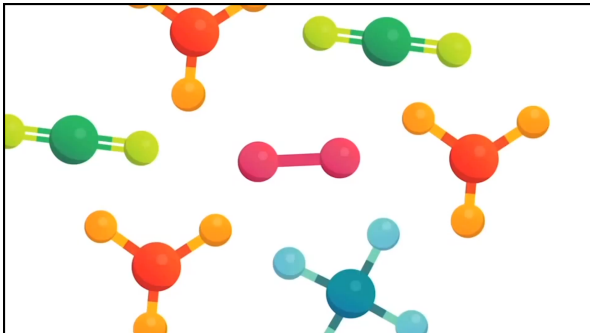
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## HOW IT WORKS

- RAMAN SPECTROSCOPE




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## HOW IT WORKS

- RAMAN SPECTROSCOPE
- COMMUNICATES WITH COMPLEX TELLSPPEC ALGORITHM
- DELIVERS INFORMATION TO CONSUMERS THROUGH APP

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## TELLSPPEC: DELIVERING INFORMATION CONSUMERS NEED


- PERSONAL
  - DIETING AND NUTRITION
- SOCIAL
  - COMMUNICATION BETWEEN DEVICES AND USERS
- MEDICAL
  - POWERFUL INFORMATION FOR DOCTORS AND DIETICIANS

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## WHAT'S THE VALUE ADD?

Smartphone ownership by income/age grouping  
% within each age/income grouping who own a smartphone (example: 77% of 18-29 year olds with an annual household income of less than \$30,000 are smartphone owners)

Age Group	Less than \$30,000	\$30,000-\$74,999	\$75,000 or more
18-29	77%	81%	90%
30-49	47%	68%	87%
50-64	22%	40%	72%
65+	8%	21%	43%

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## THE NUMBERS

- CONSERVATIVE 15% INCREASE IN IPHONE SALES
- INCREASE SALES REVENUE FROM \$170 TO \$194 BILLION
- COSTS INCREASE FROM \$125 TO \$140 BILLION
- NET INCOME INCREASES 8.9% FROM \$48.9 TO \$53.7 BILLION.

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## THE BOTTOM LINE

TELLSPPEC HAS THE POTENTIAL TO REVOLUTIONIZE THE WAY WE EAT



- DEMYSTIFYING THE FOOD WE EAT LEADS TO A HEALTHIER TOMORROW.
- THIS TECHNOLOGY IS INEVITABLE AND TRANSFORMATIVE.
- APPLE NEEDS THIS TECHNOLOGY TO REMAIN ON THE CUTTING EDGE.

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