

## Model of Excellence Profile – Nutritionix

Company Name:	Nutritionix	ICG#	34201
Address:	127 C Street, SE, Washington, DC 20003		
Product Name:	<b>Nutritionix</b>		
URL:	www.nutritionix.com	President Name:	Daniel Zadoff, Managing Partner
<b>Business and Product Overview</b>			
Business Information Framework Classification	<i>Applications Models:</i> Locate – Central Catalog	<i>Business Model:</i> Subscription – Subscription	
	<i>Content Models:</i> Original Compilation – Primary Research: Manual	<i>Distribution Model</i>  Direct Sales -- Captive	
Company Overview	Nutritionix has developed the world’s largest database of nutritional information, with a primary focus on over 240,000 grocery items and 130,000 chain restaurant menu items		
Product/Service Description	<p>Nutritionix fills a vital role in the vast food industry by helping to streamline maintenance of, and access to, food nutrition information. Food manufacturers and restaurant chains enter nutritional data into a central database and Nutritionix’s field team collects the remaining information manually via the Nutritionix app. This database is used by manufacturers and restaurants not only to maintain their own data for internal uses, but to publish it both to their own websites (Nutritionix provides a series of integrated widgets for this), and to make it available via API to a broad number of developers working on food-related apps.</p> <p>API access is controlled but free to developers up to a certain call volume. Developers can pay for increased API usage and it even allows them to add items to the database by uploading three images of the packaging (including nutrition information).</p> <p>It’s a powerful model: subscribers (who are effectively advertisers as well) get tools to organize their own data, display and merchandise their own data online, and a distribution channel that will make their data easily accessible to consumers in a variety of applications. And as a central catalog of useful product data, all sorts of subsidiary applications invariably arise as well. Through development of its own API, Nutritionix has all the power and appeal of a traditional publisher, with none of the costs. Brilliant!</p>		
Year Founded:	2010	BizDev Contact:	Daniel Zadoff
Employees:	15 (est)	Main Telephone:	888-649-2252
Profile Date:	9/14/2014	Primary Market Served:	72– Accommodation and Food Services
Ownership:	Private	Funding Source:	Angel
MofE Class:	2014		