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AI-powered menu to cope with allergies

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Main product:
Menutech

Aim:
To bridge the information gap between consumers suffering from food allergies and food providers

THE PROJECT

The idea

Menutech is a Software-as-a-Service (SaaS) for food professionals. We automate the preparation of menu plans for individuals suffering from food allergies by leveraging artificial intelligence and crafting a new customer interface system.

Inspiration

Seventeen million Europeans suffer from a food allergy. Seven out of 10 allergic reactions occur outside the home. I only realised how stressful such conditions were when my godchild, who had been diagnosed with a severe nut allergy, and I first went out for dinner. I thought it was time to address the issue very concretely.

Unique selling points

The solution reduces preparation time of menus by up to 90%. We improve the quality of menu plans to guarantee allergy-friendliness and enable a higher level of personalisation. We provide 48 000 allergy friendly menus in 25 countries.

Societal impact

Our menu planning solution enables smarter food procurement decisions and a more personalised meal offering for special diets and food allergies. Our consumer-facing platform addresses growing concerns with respect to health, food transparency, and food diversity.

EIT Community support

The EIT community provides us with access to networks across the world so we can pitch to government bodies, corporates, investors and members of civil society. I am glad to give back by mentoring start-ups in the community myself.

Overcoming adversity

Managing male-only teams of engineers; meeting an investor who constantly diverts the agreed business agenda to tell you how you remind him of his daughter; being suggested to step down and leave the CEO position to my male co-founder to enable an investment process... Driven only by quality work, I overcame such moments by looking up to the 4.7% of top European CEOs who are women.

THE NOMINEE

The beginning

I previously ran a web services agency. It is the combination of this expertise in digital solutions, background in the gastronomy industry, and empathy both for people suffering allergies and clueless food professionals, that triggered my entrepreneurial project.

Rewarding moments

When clients tell us about their customers' appreciation for being treated with care and enjoying stress-free dinners. Seeing smiles on client's faces when using our solutions for the first time and realising they can focus on their food creation.

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Challenge:
Food allergies

Prizes:
SME Instruments Horizon 2020 Seal of Excellence (2020), EIT Food CLC Marketplace prize (2019), and GastroVision and WhatAVenture awards (2018)



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