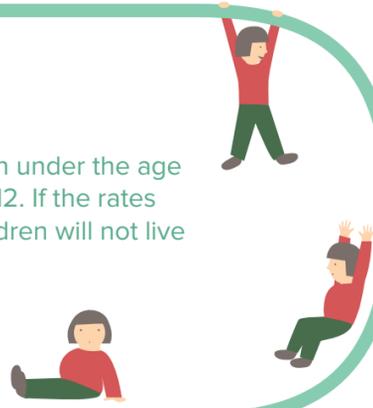


Young Glory – September OBESITY

According to WHO, at least 40 million children under the age of 5 years were overweight or obese in 2012. If the rates continue to rise the current generation of children will not live as long as their parents.



One of the main reasons of obesity is the increase of convenience foods. Grocery stores are filled with products that are high in calories, and deficient in nutrition, which makes it difficult to recognize and make healthy food choices.



Parents are stressed over grocery shopping, and feel that they don't have enough time to spend with their kids. Children are rarely involved in the food preparations, and most of them wouldn't recognize an eggplant, unless it showed up in Minecraft.



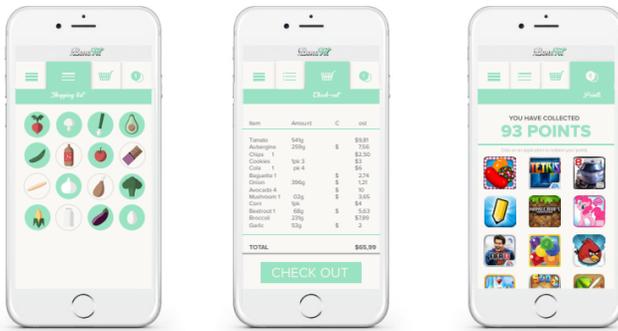
So how can we change the way kids and parents relate to food? Well, with a game of course.

BeneFit

Benefit is an application that makes it possible for kids to help their parents with grocery shopping, while at the same time earning points that can be converted into in-app cash. Simply create your shopping list at home by clicking the icons of preferred groceries, and it's easier to involve your kid in the preparations of dinner.



Once in the store, BeneFit becomes a game in the hands of the child, and by scanning the barcode of the picked food item, points are rewarded. While vegetables, fruits and nuts give higher points, groceries with low nutrition score low points, and items with sugar — like sodas, and snack bars — don't give any points at all.



When the basket is full, you pay the pre-scanned groceries at the store check out, and the points are converted into in-app cash, ready for the kids to use on the App store or Android market.

Benefit teaches kids to make healthy food choices, and inspires them to engage their parents to buy more healthy produce. And it makes grocery shopping a better experience for both kids and parents.

