

Booth No. 8.1B40.4

NUSEUM-LAB



Year Established	2023		Type of Business	telecommunication of information
Website	nuseum-lab.com			
The Person In Charge	Name	Position		
	Jiyoung Kim	CEO		
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Company Description

NUSEUM-LAB, established in 2023 as a Seoul National University startup, specializes in personalized nutrition healthcare using Nutrient Physiology & Pharmacology. NUSEUM-LAB focuses on innovative food selection and purchasing for improved health, providing data-driven solutions and consulting to be a world free of disease.

Product

Personalized Nutrition Healthcare Commerce

Function and Usage : NUSEUM's service is based on individual health and disease characteristic surveys. The solution provides a list of foods to avoid and foods to buy, selected by NUSEUM's tech, and links to major e-commerce platforms to facilitate easy implementation. It also analyzes the nutritional content and diversity of the foods and applies the collected data to the next shopping list. With NUSEUM, customers can buy the right foods for themselves and maintain healthy eating habits.

Marketing and Selling Points : NUSEUM has secured a database of 381 NUSEUM's choice top-tier products that are nutritionally valuable and specialized for specific disease conditions. NUSEUM is differentiated from others by our focus on microbiome-host knowledge, personalized configuration of recipes and foods, holistic shopping experience, and unmatched analytics of purchase behaviors.

NUSEUM's CEO worked as a research professor at Seoul National University, with an in-depth expertise in nutrient physiology & pharmacology. CEO ran the SNU AI diet consortium, which includes more than 30 companies such as genetic, microbiome analysis, F&B, retail and supplement. CEO has networks with various associations and communities.

