

Name Clear
Website [Clear.bio](https://clear.bio)
Year Launched 2019
Area Precision Nutrition



Description

Clear is a precision nutrition company with a data product that combines bioscience, biomarkers from wearables and artificial intelligence. The company makes use of its proprietary glycaemic algorithms based on real-time biomarkers to provide individualised recommendations to users on what their diet should be.

Clear allows people to become healthier by changing small habits and understanding their biology, whilst reducing global healthcare costs related to preventable diseases such as diabetes and obesity.

SDG Analysis

Clear is focused on sub-goal 3.4 which aims to reduce premature mortality from non-communicable diseases through prevention and treatment and promote mental health and well-being.



Impact Management Project assessment

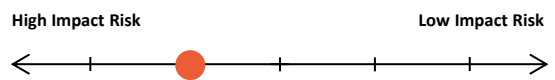
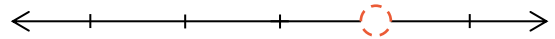
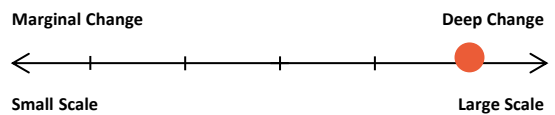
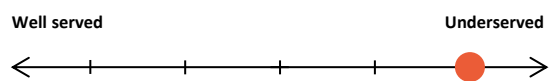
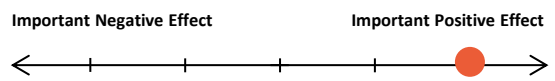
What: Clear focuses on improving the health of people, by teaching them how their bodies react to food and helping them implementing healthy habits while reducing the risk to contract diseases caused by bad diets, such as obesity and diabetes.

Who: Over 2 billion people in the world are overweight (c. 25% of the world population), with over 500 million with diabetes type II, a totally preventable disease if healthier lifestyles are adopted. These numbers show that the world population is underserved in relation to this outcome. The initial beneficiaries of Clear are patients with diabetes type II.

How much: Clear has the potential to achieve impact at scale because of macro tailwinds – it operates in a sector facing exponential growth – and depth, by the life-changing impact it has on one’s life. Impact will be measured by the number of users that decreased their risk factors after using Clear.

Contribution: Despite the number of alternatives within the precision nutrition space, Clear has convenience at its core which will increase adoption at scale and position the company to contribute to better social outcomes.

Impact Risk: There is some execution risk, as the product adoption requires a new consumer behaviour. However, this risk will be mitigated as the company executes on its product roadmap - new technology will be implemented to reduce manual input and improve data collection.



■ Carry-linked ● Today ○ Projected

Conclusion

According to the IMP framework, the impact classification of Clear is a C (Contributing to solutions) given that the Company contributes to positive and important outcomes, while helping underserved customers.