



Food for Thought

Serious Food for Thought

Looking across cultures, regions and age-groups, there are six degenerative diseases that are epidemic in modern life -- heart disease, diabetes, obesity, neurodegenerative diseases, osteoporosis and cancer.

In the very young – newborns and infants – the majority of preventable and treatable diseases and preventable deaths are nutrition based (poor quality, restricted availability, and/or immuno-degenerative) within an overall environment of sanitation and health services issues related to water supplies, environmental toxins and waste management, and accessibility to basic medical services.

For the degenerative diseases of adult and senior populations as well as for the directly nutrition based illnesses of the very young, there are Foods that can lower disease occurrence, limit disease severity, and in some areas reverse the adverse outcomes of these diseases and their effects on the human body.

What are the Healthy Foods that provide continuous health and only health?

There are many guesses:

“There is no perfect diet for human beings. At least not one that's based on how much protein, fat or carbohydrates you eat. People have lived and thrived on high-protein, high-fat diets (the Inuit of Greenland); on low-protein, high-carb diets (the indigenous peoples of southern Africa); on diets high in raw milk and cream (the people of the Loetschental Valley in Switzerland); diets high in saturated fat (the Trobriand Islanders) and even on diets in which animal blood is considered a staple (the Massai of Kenya and Tanzania).

The only thing these diets have in common is that they're all based on whole foods with minimum processing.

Nuts, berries, beans, raw milk, grass-fed meat. Whole, real, unprocessed food is almost always healthy, regardless of how many grams of carbs, protein or fat it contains. All these healthy diets have in common the fact that they... are also extremely low in sugar. ... Real food - whole food with minimal processing - contains a virtual pharmacy of nutrients, phytochemicals, enzymes, vitamins, minerals, antioxidants, anti-inflammatories and healthful fats, and can easily keep you alive and thriving into your 10th decade.”

[The Healthiest Foods On Earth, 9 July 2009, Forbes.com, by Jonny Bowden]

What are the Healthy Foods that Provide Continuous Health and Only Health?

Food for Thought has Answers in its current unique portfolio of Health-Successful Foods that are clinically demonstrated to:

1. Fight diabetes, obesity, and high cholesterol;
2. Kill cancer cells;
3. Dominate the Child Nutrition marketplace;
4. With additional needy-market credentials.

These Food for Thought Products represent:

1. A large-market, global-reach, branded portfolio of Health Successful Foods;
2. Market entry within six months and fully loaded with all three products within twenty four months;
3. Can be accomplished within an “all-in” combined investment of in the under \$10 million range.

The Food for Thought Basic Requirements

I. Foods that are Successful in Instilling Health

Food for Thought, at the first level, takes successful experiments that are well researched and supported in science concerning Foods that instill health and only health – i.e., have no side effects or consequences and have no adverse side effects or consequences. There are three specific Health-Successful Foods that are presented herein within a current, potential portfolio of nine candidates.

II. Health-Successful Foods that have Positive Primary, Secondary and Tertiary Effects

Food for Thought, at the second level, focuses on these Health-Successful Foods that fulfill the general population’s needs for food (nutrition) as a basic requirement and which also fulfill 2nd (direct consequences and fairly obvious relationships) and 3rd order (more indirect or not obvious relationships, or direct consequences of 2nd order events) effects with respect to the rampant diseases and illnesses that afflict humanity today and which, if applied, will project reductions in diseases and illnesses in the future.

III. Apply Health Successful Foods to Targeted Specific Populations of Disease and Disorders

Food for Thought, at the third level, applies these Health-Successful Foods with Positive, Multi-order Effects directly to three very-large population segments with unmet needs appropriate for resolution by these specific Health-Successful Foods:

1. Health-Success Foods applied to Healthy Populations with concerns over longevity induced and life quality issues of mental capacity and physical

functionality. In this application the Health-Successful Foods remove injurious and inhibiting food intakes and/or replace inactive and ineffective diet regimes with scientifically supportable alternatives as supplements to current foods or as replacements of current foods. These Health-Success Foods can be formulated/presented as drinks or as ready to consume “snack” servings.

2. Health-Successful Foods applied to UnHealthy Populations, particularly,
 - a. Individuals with diabetes and diabetic related effects,
 - b. Individuals with high cholesterol and/or high triglyceride levels and related effects,
 - c. Individuals with Obesity and Obesity-related effects,
 - d. Individuals with digestive disorders, including constipation, and related effects, and
 - e. Individuals with Cancer and immuno-suppression effects from Chemotherapy, and related effects

Details supporting these applications and activities are available in the attachments to these materials.

The primary Health-Successful Food candidates (as well as the other six candidates in the initial selection portfolio) are the offspring of several independent research groups, including scientists and physicians, in Israel, Japan, Korea, Indonesia, Jordan, China, India, Sweden and the USA.

The body of research includes segments that were developed by University-based faculty and their facilities and reduced to practice either outside of the University purview or within an approve structure/agreement with an independent, University-allied corporation.

Each of the candidate Health-Successful Foods is available and ready for the stage of development and/or market entry as presented. Each has been tested, the manufacturing file is complete and the the addressable markets are specified.

We continue to evaluate the market entry opportunity for combining the individual selected candidates into a “brand” and retaining full, exclusive control over that branded portfolio – continuing development, manufacturing oversight, and marketing/licensing with strategic partners – or to spin-off the candidates individually or in groups to existing third-party Global 500 entities.

Within the Food for Thought Project, we intend to complete the necessary efforts to attain the entry into the marketplace (within Food for Thought or by sale of the candidate to a third party) within a very short time-line ranging from less than six months for an individual candidate to not more than twenty-four months for completion of all of the initial three selected candidates.

The current stage of development and market-viability assessment for each of the products is based on:

1. Choosing a raw, natural product that is low-cost and readily available,
2. Converting the difficulties in its preparation or re-formulation into an economical product line as Intellectual Property assets with value,

3. Assessing the suitability on both absolute terms and in relative terms of the product-candidate to continuous health (instills health and only health),
4. Develop at least three products out of the raw material without any compromise in the health inputs and outputs, and
5. Construct the products in terms of a complementary portfolio which can evolve further series of products that continue to be complementary.

Continuous Health-Success Foods

There is a basic mind-set that appeals to each person but that is not normally formulated and expressed openly. We all perceive Food as essential to Health. Continuous Health-Success Foods addresses that basic mind-set in a direct manner.

The Food for Thought products, once consumed, creates a natural feeling of well-being in the individual, the nutrition meets or exceeds all dietary certifications for a healthy individual both as a safeguard to current good health and also serves to counter diseases and illnesses currently in the body, or to which the body becomes susceptible due to other deficiencies including dietary intakes, environmental factors, or as a natural progression of age and pre-disposition.

Those diseases and illnesses that can be directly addressed through specific Food for Thought Health-Successful Food Products include diabetes, high cholesterol levels, obesity, digestive disorders and cancer.

THE KNOWLEDGE PLANNING APPROACH

The development and management of these products, markets and industries is a function of discovery through intensive resource mapping within a region joined with a systematic assessment of technologies and continuous evaluation of inputs and results.

In many situations, there are catalysts that can be applied to reveal useful solutions to existing challenges as well as alternatives that lower risks, heighten long term rewards with short term ramps for new products and new markets.

While these markets and industries share a general international trade aspect, they are equally potent in creating benefits and reducing deficits within their discrete local eco-system.

Knowledge Planning's approach to investments is differentiated through its independence from strictly linear approaches and its application of a thorough evaluation process, initial and ongoing, that activates resources, produces significant primary returns, and leverages overall returns through second and third order benefits.

These investments are determined to be high quality means companies that can become industry leaders with high readings in the important metrics of recurring revenues, return on invested capital, sustainable free cash flow and pricing power. Historically, businesses that perform with those results tend to translate into sustainable long-term growth rates. The low entry costs also helps cushion the business activities from market volatility.

Full Documentation for each product within the overall portfolio is available upon request.

We invite your questions and comments.

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