**EIT HEALTH INNOSTARS – ILEX INTERNATIONAL INNOVATION CONTEST POWERED BY BCCI**

**ONEPAGER**

**Name of the contest project:** DIGITALIZED, ARTIFICIAL INTELLIGENCE-DRIVEN RESEARCH-SERVICE CENTER FOR THE WIDE DISTRIBUTION OF SUPERALGAE-BASED IMMUNITY-PROOFING SUPPLEMENTS, IN ORDER TO REDUCE THE COSTS OF HEALTHCARE FUNDS INCREASING THE SUSTAINABILITY OF THE HEALTHCARE INDUSTRY

**Methodology:** digitization

**Contest category of innovation:** sustainability

**Project manager**: ImmunLife Forever Kft

**Representative**: Mária Kiss, Managing Director

**Problem:** The question is still relevant. Is our immune system strong enough on its own? Or do you need us to support you continuously? What happens if it is under constant external support, what happens if we leave it to fend for itself? If we do not strengthen the immune system of people who are not yet sick or those who have recovered from the disease, is it possible, and if so, by how much higher, to avoid another fate? Our innovation answers this question.

**Our innovation:** Algae are the oldest known living organisms on Earth and have been classified as a superfood by the WHO. It contains more than 8 essential amino acids, more than 4,000 vital substances, and is an excellent antioxidant against free radicals. Our organization is hit by millions of attacks on a daily basis, which we don't even notice. If we do notice symptoms, we can be almost certain that our body's defense system is fighting the attackers. The ingredients of the ImmunLife Gold algae mixture developed by our company have therefore been selected in accordance with the latest research and the highest expectations, to strengthen the immune system, either as a preventive or after-treatment indication. The only question for us was whether such a product development of nutritional aids alone could bring a striking result in a significant part of the health industry, whether it could help to shorten the follow-up treatment of a larger volume of patients, and thereby reduce the costs of the health fund, even in a preventive way does the product reach consumers? In our opinion, this product - which is otherwise proven useful by research - will remain isolated - in line with other similar nutritional supplements - until the product is connected to a larger, digitized research and service network, which to a lesser extent also ensures the sale of the superalga product, but with a much greater emphasis invests in the registration of related measurements, research, results, contact with users and feedback, since this can be used for the prevention and follow-up of the immune system strengthening of the wider strata of society, in such a way that it also represents a financial surplus for the European health funds. Our innovation is the creation of this digitized, artificially intelligent education and service center, focusing on the algae product described above.

As the author of this onepager, I hereby declare that the innovation recorded in the onepager is my own copyright, and I can dispose of it.

Budapest, January 30, 2024.

Maria Kiss

Managing Director