

HealthTech Startup Abe Health Crowdsources Professional Community to Train its Algorithms in just 4 weeks

To engage nutritionists and health coaches Abe team launched an online Competition where professionals helped a human-behaviour-based digital client Kindzuro to lose weight which resulted in 2.3M qualified data inputs.

London, United Kingdom Jan 18, 2023 ([Issuewire.com](https://www.issuewire.com)) - Abe Health, a health and well-being IT startup has teamed up with nutrition and health coach professionals to train its AI algorithms during an online Competition called NutriGame. For four weeks, 119 health professionals from 10 countries around the world tested their dietary hypotheses on a virtual character Kindzuro who sought to lose weight. The result was 2.3 mln data inputs that were marked up and validated by [NutriGame](#) participants.

The simulation was sped up by a factor of 4, which means that a 4-month nutrition track was modeled over the actual four weeks of the game. All NutriGame participants had to create weight-loss meal plans and feed the same virtual character, Kindzuro Yamamoto. Kindzuro's personal profile was filled out in line with the College of Naturopathic Medicine's questionnaire, which is used on a daily basis by clinical nutritionists.

On top of that, Kindzuro's behaviour in response to the meal plans was based on algorithms that mimic a real person's reactions. Abe Health team used academic knowledge and the latest scientific articles to generate a huge dataset defining human metabolic processes. To mimic human's unpredictable mood waves, Kindzuro's behaviour was attributed to chaotic stock market fluctuations.

To succeed, nutritionists and health coaches had not only to create personalised meal plans, but also to track Kindzuro's behaviour and suggest alternative strategies in the event of inconsistencies and drawbacks. The final result was based on a combination of three factors: weight loss, health score, and level of motivation. Abe NutriGame [winners](#) – experienced clinical nutritionists from the UK, Argentina, and Canada – received cash prizes of \$2,500, \$1,000, and \$500.

“Companies that specialise in AI often face the same challenge - how to mark and validate data. You need to find enough professionals willing and able to do it. Our team came up with a great solution – crowdsourcing in an entertaining format. In fact, we have both accomplished our initial goal and used the opportunity to test different product hypotheses” – says [Roman Zelov](#), CEO and founder of Abe Health (ex-CTO and co-founder, Behavox).

About Abe

Abe Health develops AI-powered solutions to make personalised health-supporting services affordable for all. Abe is actively running R&D and product development within 3 core directions – Nutrition, Personal Training, and Sports Rehabilitation. Our distributed team unites 31 professionals, including experts in Machine Learning, Nutrition, and Professional Sports.

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