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## Company Profile

### Industry Sector: Public Health Research and Evaluation

**Company Overview:** Samuels & Associates, Inc. (S&A) serves as consultants to foundations, local and statewide public agencies, community-based organizations, and non-profit health programs. The firm specializes in program development and evaluation, policy related research and analysis, and strategic planning, with a particular emphasis on the design and evaluation of programs aimed at reducing health disparities and childhood obesity through environmental and policy change. Samuels & Associates has pioneered efforts to measure and assess changes in the food and physical activity environments in neighborhoods, schools, after school programs, and healthcare/public health institutions.

**Target Market(s):** Food Manufacturers, Food Vendors, Schools, Government Institutions, Public Health Researchers

## Key Value Drivers

**Technology\*:** S&A seeks to address the issue of childhood obesity by developing a software tool to improve the nutritional quality of foods sold in schools. The Food and Beverage Environment Analysis and Monitoring System (Food BEAMS) is an electronic data collection and analysis system which that can be used to monitor the implementation of school food policies.

**Competitive Advantage:** There are few software tools specifically designed for competitive food analysis. The ease of use of the product will allow a minimally trained person without nutrition expertise to quickly and easily collect data and receive an accurate report on food and beverage adherence to nutrition policies.

**Plan & Strategy:** Identifying potential markets and buyers for our product, determine our revenue model and pricing strategy, and explore partnerships

\*Technology funded by the NIDDK and being commercialized under the NIH-CAP

## Management

### Leadership:

Sarah Samuels, President  
Lisa Craypo, Senior Associate  
Sally Bullock, Associate

### Advisory Board:

Carol Hiort Lorenzen, Child Nutrition Programs Consultant  
Alicia Moag-Stalberg, Executive Director, Action for Healthy Kids  
Gail Woodward-Lopez, Associate Director, UC Berkeley Center for Weight and Health  
Scott Burg, Independent Consultant  
Nancy Gelbard, Education Consultant, California Department of Education  
Diane Woloshin, Director, Nutrition Services, Alameda County Public Health Department  
Peggy Agron, Chief, California Project LEAN  
Carol Chase, Assistant Director, Nutrition Services Division, California Department of Education

## Product Development

Current development efforts include:

- Configuring the system to function on mobile devices;
- Improving the user interface to increase user-friendliness, decrease data entry time and decrease error;
- Increasing the coverage and improving the management of the nutrient database within the system;
- Increasing the functionality of the system to enable users to adapt the adherence analysis to multiple nutrition standards; and
- Conducting a study to compare adherence to nutrition standards in high schools randomly assigned to use Food BEAMS and high schools randomly assigned as control sites.