

JOINT EVENT

17th World Congress on **Nutrition and Food Chemistry**
&
14th Euro **Obesity and Endocrinology Congress**

September 13-15, 2018 | London, UK

A comprehensive system for weight management, implementing golden rules and findings of popular field trials and research through innovative technology**Sarfraz Khokhar**

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There are countless research programs and field trials to understand obesity and find ways to stop or mitigate this epidemic. The results are spread to people through various channels. Most of the findings on what people should do is a common knowledge. Moreover, there are numerous gadgets and programs to help people loose weight. It is \$246 B market, of which \$66B is US alone. Nonetheless, people are getting bigger and bigger besides all the efforts they do. When they are tired of not succeeding, they loose heart. On the execution front, what is missing? There is no comprehensive system that would assist and guide people when they are executing their effort on weight management. We have developed a complete system, SureFiz, which comprises of an innovative patent pending scale and suite of ground breaking software programs and applications weaved through internet of things, data analytics and artificial intelligence. This system implements golden rules and findings of popular research through technology. The scale itself is a breakthrough in scale technologies, which shows the users where they stand in their overall and short term goals right on its screen. It implements the idea of breaking large goals into sub goals, accountability circle, and the idea of instant feedback as you step on the scale. The sub goals are dynamically assigned, reassigned and manage by a patent pending algorithm. The system put the user back on track if he/she gets off track. It is truly a Secret Sauce that has been missing for decades.

Biography

Sarfraz Khokhar has his expertise in developing solution to complex problem through technology. He has built this systems after years of research, observation, study and self experience. Most of the programs for weight management are expensive for low-income and middle class people. He wanted to build an effective yet very cost effective system for the masses.

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