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Winner of 2016 USA CREATIVE BUSINESS CUP

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The National Creativity Network (NCN) is pleased to announce the winner of the 2016 USA Creative Business Cup - Kitchology of Germantown, MD. Kitchology (www.kitchology.com) is the first company to create an integrated social cooking platform for the estimated 160 million people dealing with special diets and the suppliers who sell to them. It allows consumers to overcome the limitations imposed by food restrictions, and makes it easy for like-minded cooks to find each other. Kitchology applies machine learning to nutrition science, profiling and social curation to help the home cook match and modify recipes to satisfy the challenges of food allergies, intolerances, and special diets. Kitchology enables meal planning based on ingredients previously used and explored, personalized ingredient substitutions, purchasing with intelligent shopping lists, step-by-step cooking, and fosters influencer relationships.



Dr. Alain Briançon, co-founder and CEO says, "We are thrilled to be recognized as the 2016 USA Creative Business Cup Winner. The Kitchology platform, created by chefs, nutritionists, data scientists

and software engineers is one of the most cross-disciplinary designs with which I have even been associated. Marrying gastronomy, artificial intelligence, and mobile software creates a potent recipe for purposeful disruptions in the food and wellness industries. We can't wait to go to Copenhagen to meet and compete with our counterparts from 70 nations."

This is the fifth year of the USA Creative Business Cup and the first face-to-face finals competition. David Baldwin, President of Aquarian Technology Systems in Ohio, served as the Coordinator for this year's finals. He assembled four judges with diverse areas of expertise: Anas (Andy) Shallal, founder and owner of Busboys and Poets and other culinary establishments in the greater Washington, DC area; Aric Wanveer, co-founder and CEO of Zero Gravity Creations of Baltimore, MD – the 2013 USA Creative Business Cup winner; Bailey Skiles, Managing Director of TAG Media of Booz Allen Hamilton's Strategic Innovation Group; and Richard Miles, co-founder and Vice President of the Cade Museum for Creativity + Invention in Gainesville, FL and coordinator of the annual CADE Museum Prize for inventors and entrepreneurs in Florida universities and colleges.

"While each of the finalists in the Creative Business Cup Competition were worthy of consideration for the award," Dave Baldwin noted, "Kitchology emerged as a clear leader in terms of the market potential of its unique product and service, the level of research and soundness of its product for the target market, the experience and maturity of the leadership team, and the potential to compete most effectively in Copenhagen for the Global Creative Business Cup competition. We're very excited for the folks at Kitchology."

Creative Business Cup (www.creativebusinesscup.com) is an annual competition that culminates in the world finals in Copenhagen, Denmark as part of Global Entrepreneurship Week - the entire third week of November each year involving some 10 million people worldwide in some 40,000 activities. National winners from over 70 nations will compete this November before a distinguished panel of 20 judges, dignitaries, and potential investors from private and public organizations around the world. All entries are recent business start-ups that draw upon the talents of the creative industries for their core business practices and products, e.g., design, architecture, crafts, advertising, publishing, music, film & video, gaming, radio & TV, gastronomy, and leisure activities. National winners will also participate in a variety of other events organized in conjunction with the Creative Business Cup.

For more information on Kitchology, please visit its [blog](#) and social media channels via [Facebook](#), [Pinterest](#), [YouTube](#) and follow @kitchology or @kitchenchick on Twitter. Kitchology blog is the source for updates surrounding great food, recipes to share along with food interests, and technology industry headlines.

The **National Creativity Network** (www.nationalcreativitynetwork.org) is a US-registered nonprofit that seeks to advance the skillful application of imagination, creativity, and innovation to positively impact commerce, culture, education, and government across North America. The NCN works with regional coalitions, tribal nations, and national organizations across Canada, Mexico, and the United States and with global partners with similar goals. Its activities include the work of the Creative Economy Coalition, the annual USA Creative Business Cup, weekly news blasts, webinars, the Sir Ken Robinson Award for Leadership in Creativity and Innovation, National Creativity Network Conference, and the National Creative Economy Summit.