IRX FOODSCORE™
Reliable eating without the Reading

Unique Value Proposition (UVP):

IRX FOODSCORE™: Its *unique value proposition* (UVP) is that it turns any global food, supplement, or prescription into a personally relevant, conditionally, culturally and clinically-aligned nutrition score for any individual or any use case; utilizing a patented, multi-vantage-point and evolutionary AI engine rather than a one-size-fits-all (*limited by design*) or fixed nutrition scoring application.

Core UVP statement:

IRX FOODSCORE™ is a first-of-its-kind patented (*4 U.S. patents pending*) AI nutrition platform that generates a **Relevant Nutrition Score** (**RNS**) for any consumable - from consumer packaged foods and fresh meals to supplements and prescriptions, based on an individual's real health objectives, conditions, and setbacks; rather than generic population norms. It continuously synthesizes medical research, user-defined goals, and dietary data to score how "*helpful or harmful*" a given item is for a specific person or objective purpose.

What makes it uniquely different:

- **12 vantage points, one engine:** Unlike conventional scoring systems that only look at a product or a consumer segment in isolation, **IRX FOODSCORE™** provides proprietary, patent-pending RNS outputs across twelve defined user vantage points (*E.g., consumer, clinician, CPG brand-product manufacturer, retailer, government, etc.*), enabling every stakeholder through a "*food chain*" to see the same product through their own nutritionally and clinically relevant lens, goals and perspectives.
- **Truly personal, not just "*personalized*":** The RNS system aligns scores to an individual's explicit objectives (*e.g., cancer or chronic disease survivorship, heart health, athletic performance, cognitive function, etc.*), together with concurrent conditions and constraints, or opportunities and objectives. Thus, every product will receive a very unique, evidence-grounded RNS value for each user inquiry.
- **Scalable across populations & conditions:** Because the core RNS engine ingests global nutritional databases, medical literature, and contextual inputs, the same platform localizes and scales for any country, culture, age group or disease while preserving a consistent IP-backed scoring methodology.

Why this is globally scalable:

- **API- and platform-ready: IRX FOODSCORE™** is designed as an integratable scoring infrastructure and interoperable software that sits behind applications ("apps"), payers, providers, retailers, digital therapeutics & government (*E.g. USDA-FDA "Food is Medicine"*) programs; not just a consumer app.
- **IP-anchored defensibility:** 4 initial USPTO patent-pending AI technologies serve as a development foundation protecting how IRX models ingredient synergies, user-intent, and multi-vantage-point outputs, creating an "*IP moat*" (*see below*) versus simpler, factor-limited scoring systems; makes **IRX FOODSCORE™** a viable global standard for relevant nutrition scoring (RNS) in any country.
- **IP moat:** IRX deliberately engineered a set of legal protections: patents, trademarks, copyrights, and trade secrets, creating a *hard-to-replicate* barrier around key technologies (**IRX FOODSCORE™**), brands (**FIGHTBACK FOODS®**), and knowhow (**Purposeful Formulations**). By converting innovation into enforceable rights and using them strategically (*not just owning them*), the IRX *IP moat* limits copycats, while supporting long-term differentiation, and underpinning superior returns on capital.

How IRX FOODSCORE™ calculates Relevant Nutrition Scores (RNS) step-by-step:

- **Data Intake and context:** The platform collects user-aligned objectives, conditions, medications, constraints, and preferences to anchor scoring to an individual rather than population averages.
- **Knowledge synthesis:** It aggregates nutritional databases and medical literature, using AI/ML (and noted QC-assisted workflows) to model ingredient composition, synergy, bioavailability, and interactions relevant to the user's actual or hypothetical issues or objectives.

- **Item Analyzation:** For a given consumable (*packaged, fresh, meal, supplement, or prescription*), the RNS system parses ingredients and attributes to create a structured representation for analysis.
- **Relevance modeling:** RNS algorithms map an item's features against the user's goals and risk factors, adjusting weights by clinical evidence strength and objective-specific criteria to estimate "*helpful or harmful*" personal relevance and comparative or optional items *(benefits or risks*).
- **Multi-vantage outputs:** The **IRX FOODSCORE™** engine produces a proprietary RNS, and where applicable, a vantage-point specific version for stakeholder views (*consumer, clinician, CPG-Brand Manufacturer, retailer, etc.*), while maintaining one scalable and adaptable learning methodology.
- **Continuous learning:** The RNS system updates as new studies and guidelines emerge, preserving methodological consistency, while evolving the evidence base and model parameters over time.

What evidence supports RNS accuracy across different populations:

- **Evidence-centered design:** RNS synthesizes population studies, cultural sensitivities, medical studies and dietary databases to align outputs with defined health objectives rather than generic norms, supporting applicability across diverse user profiles and global populations.
- **Patent disclosures and press statements:** Our October 2025 IRX press announcement describes patented methods which incorporate ingredient synergy, bioavailability, user intent, and clinical literature - factors central to cross-population robustness.
- **Clinical-facing positioning:** Medical uses position RNS as a tool for integrated healthcare, patient management, treatment-aligned nutrition, and signaling clinical validity, beyond general "*consumer wellness*".
- **Ongoing updates:** The platform's ability to adapt and evolve to new clinical guidelines and feedback through mechanisms to maintain accuracy as evidence evolves and as cohorts differ by geography, disease, and culture.

How do the 12 vantage points map to clinical and consumer needs:

- **Unified scoring layer:** The "*12 vantage points*" concept allows the same product to be seen through role-specific lenses - consumer usability, clinician decision support, payer or provider transparency, and CPG/retailer merchandising - without fragmenting the evolutionary and adaptive methodology.
- **Clinical mapping:** Clinicians/medical professionals gain RNS insights aligned to personal treatment goals (E.g., complex health issues) for personal care planning and patient education; providers and payers obtain explainable outputs suited to integrated treatment and dietary care workflows.
- **Consumer and market mapping:** Consumers, CPGs (*Consumer Packaged Goods Manufacturers*), grocery, mass merchandising and drug-store retailers receive actionable, context-aware scoring for choice architecture, product development, and consumer-aligned assortment optimizations - enabling *"food-as-medicine"* programs and targeted product innovation.

What patents or IP protections cover IRX FOODSCORE™ methodology:

- **Patent family:** A pioneer provisional Patent was filed January 16, 2025 with the USPTO, followed by three non-provisional U.S. applications on October 10, 2025 (now expanded to four), covering advanced AI-driven software and a "*System and Method for Artificial Intelligence Analyzation and Scoring of Consumables*." 3 related international Patents are scheduled for filing in January 2026.
- **Scope highlights:** The filings protect AI methods for ingredient synergy, bioavailability, user intent incorporation, and multi-vantage-point scoring outputs, described in public press release language.
- **Trademarks and roadmap:** IRX has multiple health-driven trademarks, and has directed additional filings for 2025-2026, indicating a broader IP moat around nomenclature and IRX platform services.

How scalable is the platform for millions of global users and real-time scoring:

- **API-first and integratable:** The platform is positioned as a scoring infrastructure that can sit behind consumer and commercial apps, payers, providers, retailers, and programs, a prerequisite for horizontal scale and dynamic partner distribution, globally. (*API = Application Programming Interface*)
- **Data and computing:** Large-scale ingestion of literature and disparate databases, evolutionary Artificial Intelligence ("AI"), Machine Learning ("ML") pipelines, and Quantum Computing ("QC")-assisted simulations to accelerate processing; architecture designed for high-throughput scoring.
- **Stakeholder breadth:** The 12 distinct vantage point model enables a single engine to serve multiple markets continuously, improving unit economics and scalability across use cases and geographies.
- **Adoption intent:** Clinical-facing positioning and geo-consumer brand assets create multi-channel deployments, supporting concurrent user growth and real-time use in clinical and retail contexts.

How IRX FOODSCORE™ Differs from Other Foods Scoring and Grading Apps:

IRX FOODSCORE™ is designed as an always-on, purpose-driven "*nutrition intelligence layer*" that can score any consumable against a specific person's health objectives, not just generic guidelines or a static nutrient panel. It differs from other apps by treating personalization, scientific evidence synthesis, and multi-context coverage (any product, recipe, or intake channel) as core architecture rather than add-on features.

- **Core difference:** IRX uses IRX Relevant Nutrition Scores (RNS) that are explicitly tied to user-defined health goals, conditions, and limits, so the same food can receive very different scores for different users and objectives.
- **Personal Scoring:** The IRX AI scoring engine models individual, situational and functional impacts and interactions, not just calories or front-of-pack or labeled nutrients and health claims, enabling more clinically relevant and reliable guidance over time.
- **Any food, any context:** The IRX system is architected to score "*any consumable*" by fusing multiple data streams: commercial & clinical food databases, research literature, and user-provided health inputs or objectives and context (e.g., recipes, restaurant items, packaged goods, supplements).
- **Dynamic, flexible uses:** This IRX system supports use in grocery stores, restaurants, home kitchens, clinical environments, and digital platforms, or for any use or from any user vantage point, with the same core scoring logic following the user across time and place.
- **Technology and IP moat:** IRX scoring is powered by a patented, AI-driven "*system and method*" that uses advanced algorithms, data science, and, prospectively, quantum-accelerated computation to simulate nutrition–health interactions and continuously refine scores.

The IRX platform is protected by a layered IP strategy (*pioneer patent family plus trademarks such as* "**IRX FOODSCORE™ – Reliable Eating Without the Reading**"), supporting a defendable moat around its scoring methodology and commercialization model.

Beyond typical food scoring apps

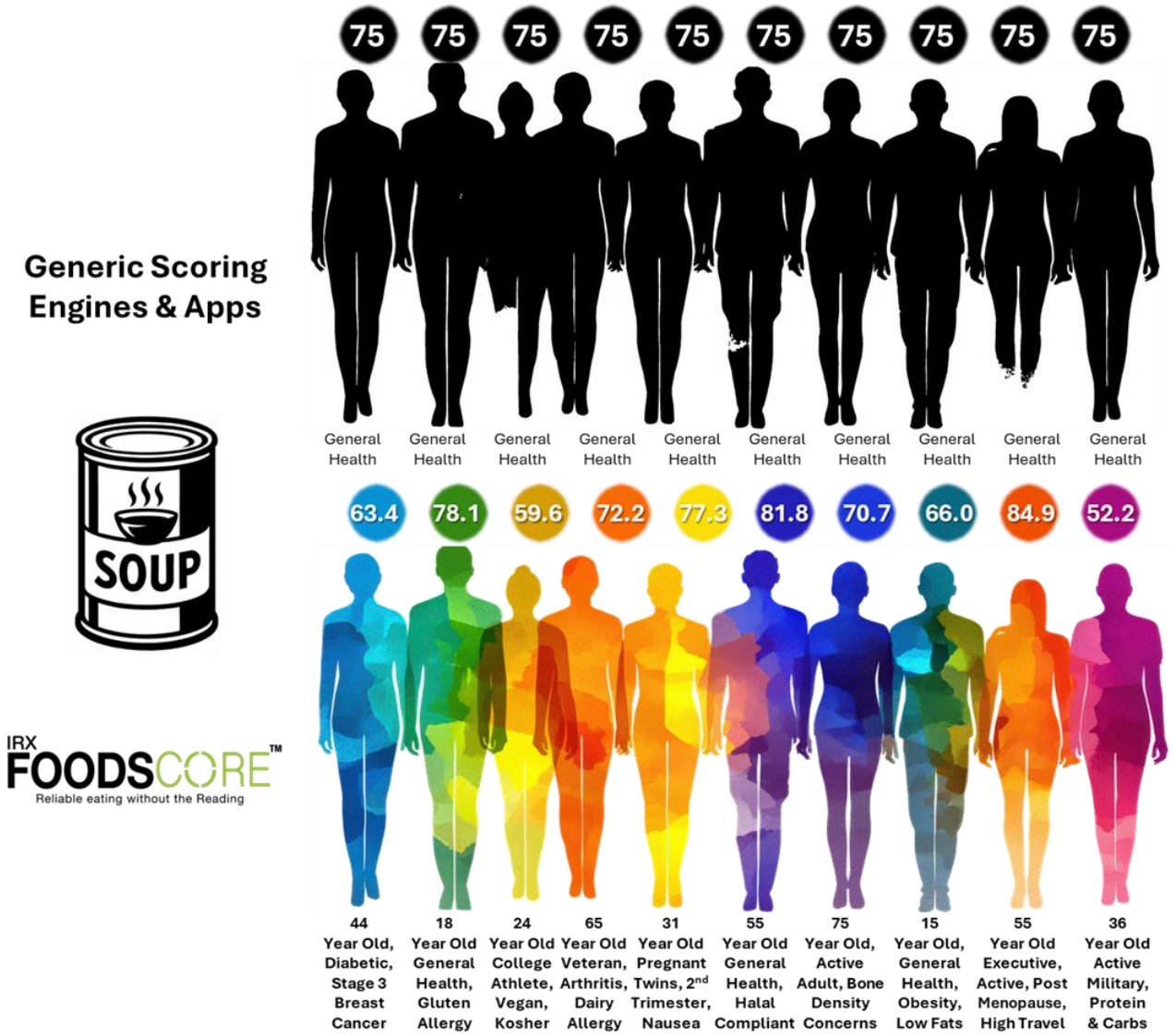
Most scanner apps and retailer scores focus on barcode-based lookups, broad population guidelines, or narrow metrics (*calories, sugar, additives, etc.*), whereas **IRX FOODSCORE™** is built to integrate clinical research and individualized risk/benefit tradeoffs into a single, user-relevant score for decision making.

This makes **IRX FOODSCORE™** less of a "*label simplifier*" and more of a precision-nutrition decision engine that can be licensed into other ecosystems (*providers, payers, retailers, digital health, food manufacturers, military deployments, chronic health hospitals, etc.*) to deliver purposeful and personally relevant nutrition scores (RNS) anywhere a food choice is made, and for any target consumer, user group or regulatory agency.

Unique Value Proposition (UVP):

What does **IRX FOODSCORE™** do differently than any other food or nutrition assessment, scoring and grading application? A simplified illustration below provides a conceptual context for any user for any consumable, anywhere. We illustrate something as simple as soup; any package, any flavor, and anywhere?

Visualize an IRX FOODSCORE™ difference: Enabling a "*Food is Medicine*" World



Not all Scoring Apps or Nutritional Assessments are created equal …

IRX FOODSCORE™: The 1st AI-enabled, purposeful-nutrition intelligence ecosystem of its kind that truly transforms every food or consumable decision into a personalized, clinically grounded health scoring app for any consumable, any individual, and in any context. People anywhere and on any platform can act on what a food does personally, right now, rather than what it means for an "*average*" person. Our **IRX FOODSCORE™** app will then provide as many details as a user wishes to see or to investigate. And, when it becomes a trusted advisor, the simple concept of "***Eating without the Reading***" will be true.