



“Type 1 diabetes is caused by an auto-immune reaction... People with type 1 diabetes produce very little or no insulin. The disease can affect people of any age, but usually occurs in children or young adults...If people with type 1 diabetes do not have access to insulin, they will die.”
International Diabetes Federation www.idf.org

Statistics

371 million* (known) adults have Type 1 or Type 2 diabetes. \$471 billion in annual healthcare costs.
 37 million (approx. 10%) have Type 1 diabetes. *Source: <http://www.idf.org/diabetesatlas/5e/Update2012>*
 This figure* does NOT include children (0-19 years).

Children with Type 1 Diabetes 0-14-years-old (countries with highest ratio of Type 1 Diabetes v population)

- | | | | | | |
|--------------|-----------|-----------------|------------|-----------------|-------------|
| #1 Finland | #2 Sweden | #3 Saudi Arabia | #4 Norway | #5 UK | #6 USA |
| #7 Australia | #8 Kuwait | #9 Denmark | #10 Canada | #11 Netherlands | #12 Germany |
- Source: The International Diabetes Federation (idf.org)*

Social Diabetes is the UNESCO WSA award-winning (2012) mobile platform application that: controls Type 1 diabetes; prevents related symptoms from developing. Doctors, engineers, and diabetics have developed the system together to self-manage Diabetes Mellitus Type 1. The system monitors and adapts to changes in the diabetic’s behaviour. It calculates food/drink intake, monitors exercise, and pinpoints the optimum insulin dose required for the diabetic. It learns and evolves with the individual, and actively alerts to prevent hypoglycaemia. **Video www.socialdiabetes.com** [2 mins]

7 Features of the system

- 1 Recalculates the optimal dose of insulin based on patterns of eating and exercise
- 2 Statistics/behavior analysis → Personal Manager flags warnings & sends alerts → improves adherence to optimal health
- 3 Remembers behavior +/- reactions → makes recommendations → prevents hypoglycaemias at night
- 4 Uploads foods to the database via smartphone by reading the barcode on products
- 5 Shares menus uploaded by the Social Diabetes community
- 6 Telemedicine: the doctor can monitor their patient’s changes in health behavior in real-time
- 7 Telemedicine: the doctor can change the insulin regimen; the patient is immediately updated via mobile

9 Basics of the system 

- 1 Control Management: Reminders
- 2 Carbohydrate counter
- 3 Customized meals
- 4 Scan food and see nutritional values of 11,000 existing items in the system database
- 5 Complete statistics of diabetic’s information
- 6 Insulin calculated & customized to optimum needs
- 7 Diabetic’s data always accessible in the cloud
- 8 Share experiences and knowledge and chat on the forum
- 9 Contact our Lab because we want to hear from you!

Life with Social Diabetes: In a Nutshell
 Diabetics gain greater quality and freedom of life. Health systems save substantial time and money.

TEDx Wednesday April 3, 2013 **Social Diabetes on TEDx** presentation in English

Theme TEDxChange 2013: Positive disruption (Barcelona)

18:00 – 19:30 Live-streaming TEDxChange Seattle
 20:00 – 22:00 Live speakers Barcelona (8pm-10pm Central European Time)
<http://www.tedxbarcelona.com/tedxchange-2013>

App Available in Spanish, English, French, German, Turkish, Galician, Catalan and Portuguese

Platform **Android** now. **Apple** almost.

Contact info@socialdiabetes.com (for Press and other communication except Support, Attn: Georgina)

Notify [Subject] **"English"** language version update with US/UK avoirdupois/imperial weights & measures

Notify [Subject] **"iPhone"** app



<http://www.facebook.com/socialdiabetes>

Social Diabetes Multimedia 2013 selection: Newspaper, Radio, Televised presentation, Video

La Vanguardia (Newspaper – print and online in Catalan) 18 Feb 2013

<http://www.lavanguardia.com/mon-barcelona/20130217/54366824154/apps-per-espremer-la-ciutat.html>

Club 21 (Radio in Catalan) Feb 2013

<http://www.rtve.es/alicante/audios/club-21/club-21-mariano-ganduixer-albert-armengol-maria-jesus-salido-numintec-innovador-territori-pimec-david-gimenez/1687508/>

TEDx (Televised presentation in English) 3 April 2013

Theme TEDxChange 2013: Positive disruption (Barcelona)

<http://www.tedxbarcelona.com/tedxchange-2013/>

Video at www.socialdiabetes.com (2 mins) *Narrated in English. Choice of subtitles in many languages.*

Who we are

Victor Bautista (Founder) was diagnosed with Type 1 diabetes 5 years ago. He learned that he could no longer eat what he wanted to eat. He also learned that a dip in his blood sugar (glucose) could cause hypoglycaemia as he slept – and that could potentially lead to coma. He searched the internet to find technology to help him. He found many apps that were data logs: tools to count carbohydrates. It wasn't good. Fortunately, though, Victor is a genius mathematician and statistician. So he set to work and created Social Diabetes, the app/system that lets him eat what he wants to eat, because he can monitor what goes into his body – and, more importantly, the effect it has on him. Now he sleeps safe without fear of hypoglycaemia. As Victor says, quoting [Wikipedia](#) "A great power entails a great responsibility" i.e. look after your health. And, if you want to eat a donut, choose it wisely.

Maria Salido (Co-founder) is an Innovation projects consultant and serial entrepreneur. Director of TheProject.ws a hub of technological and knowledge based projects and startups. Maria and Victor have been friends since childhood. <http://www.theproject.ws/es/social-diabetes>

FAQ

My insulin guidelines are fixed; they cannot be altered. Can I deactivate the automatic calculation option? If you don't want to calculate insulin, set the configuration menu to 0. You need to change this manually.

Why do I need to provide my age, weight, height, etc? In order to do all the insulin calculations correctly, we need your information. E.g. the more you weigh, the higher your insulin resistance.

I have noticed that the food items list does not include food: "X". Can I include it? Of course! And if you add a food item that is not included in the list, you will help other users. When you complete the information on the food, it will be automatically sent to the web, where it is shared with the other users. And you'll see their uploaded foods too.

I want to read a barcode but I can't. Doesn't my phone have a barcode reader? Do you have a camera? Install the application [BarCode Scanner](#) from the Android Market and you can use the barcode reader immediately.

What are my username and password so I can enter my personal area on the app? You will receive all the information on the email account you referenced when you registered the application. If you didn't include your email when you installed the application, enter your email address in the configuration menu.

Can I trust the application? Of course, but you have to use it sensibly, and be aware of what you are doing. Your health is not a game. Your disease is something serious and you, only you, have the power to make it all work right. Social Diabetes is just one more tool. Remember to read our [terms of use](#).

If your diabetes is not under control, you should immediately consult with your doctor or your healthcare team.