

PREVIEW_ Arjun Panesar –

Everything goes towards the right direction - Interview (SD 2016)

Arjun Panesar: We have no medical bias so in regards to our approach, we look at the research. And if the research works, the research works. And not only that, we have hundreds if not thousands of anecdotes on the forum who have eaten nothing but butter and cream and everything has gone in the right direction.

People who have tried balanced diets, people who have tried low-fat diets and it hasn't worked for them, looking and understanding what people's experiences has led us to be able to affect change in a mass way with this support and encouragement, with not necessarily feeling as though you are on your own...

Because, you know, people come to the website being diagnosed and literally within 30, 40 minutes of diagnosis come to the website and want to know what to do. It's a tremendous place to be and at the same time, because of all the data that we're seeing, we're actually able to demonstrate that for these people it works.

The things that we can do with that data are really exciting. So for example we are able to predict likelihoods of pancreatic cancer, that's one algorithm that we are looking at, because you would be losing weight, but your blood glucose levels are going to be sort of all over the place. So there are elements within the data that can assist the progression of healthcare.

But not only that, there's never been such a large size of data, especially for low-carb data, so it's been referenced as being the world's biggest clinical trial for low-carb. And although it's not a clinical trial, what is it? Is it's the world's largest celebration of the fact that A, it works and B, it's just an amazing concept to see the support and encouragement that people provide each other along the way. And the data only goes to solidify that.