

READ YOURSELF TO EATING PLEASURE

# I GUT THIS!

CONCEPT BOOK AIMED AT PUBLISHERS AND STAKEHOLDERS

“Find out what IBS means to you, what you’ve gut. With personal help, gain control over your own gut and design a positive and enjoyable lifestyle that suits you. Finally find pleasure in eating and living in harmony with IBS.”

# I GUT THIS!

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ON BEHALF OF OPTIMA VITA

2021

Bachelor Master Thesis 2021 - 25L3MPAFSA  
Trend Research & Concept Creation in Lifestyle  
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# Preface

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## **Isn't everyone entitled to the joy of eating?**

You may not realise it, but the pleasure of eating is truly a privilege. In a society where food is central, the basis of sociability and enjoyment, where no party goes by without a cake and a snack, the enjoyment of food is of inestimable value. Although no one actually gives it a second thought.

There are, in fact, groups within society for whom the pleasure of eating is not as obvious. Actually, the system of our society even impedes the pleasure of eating for these people. One of these groups are people with irritable bowel syndrome.

Let us therefore work together, in a fun and simple manner, to find a new path to the joy of eating for everyone. So that together we can enjoy the beautiful and pleasant aspects of food.

This concept book presents a workbook that guides people with irritable bowel syndrome towards a more enjoyable way of eating. With this workbook we are taking a step in the right direction towards the larger goal of eating pleasure for all. Additionally, it is also highly valuable to you as a stakeholder or publisher.

The concept of the workbook came about after extensive research, which is described in detail in the accompanying research report. More information about the workbook and its value for you as a stakeholder is explained in this book.

This book is aimed at stakeholders and publishers to provide the right information needed to understand I Gut This. In this way, it becomes clear if it suits you, for possible cooperation.

# Content

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## I GUT THIS IS A WORKBOOK THAT IMPROVES EATING PLEASURE

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# Would you like a biscuit with your coffee...

**If it would make you feel like someone  
is punching you in the belly?**

**Or as if your bowels are on fire?**

**As if you are emptying your whole  
body and only the casing remains?**

**As if a stone is stuck in your  
intestines?**

**Or as if your belly is a big balloon?**

This is how people  
with irritable bowel  
syndrome experience  
bowel symptoms



# WHO ARE PEOPLE WITH IRRITABLE BOWEL SYNDROME?

For at least 10% of the Dutch society, this biscuit question would not have been easy. They suffer from irritable bowel syndrome. This is a functional intestinal disorder which, after eating specific foods, or after mental factors, causes them to suffer from symptoms such as abnormal stools, abdominal pain or bloating. These symptoms affect their quality of life.

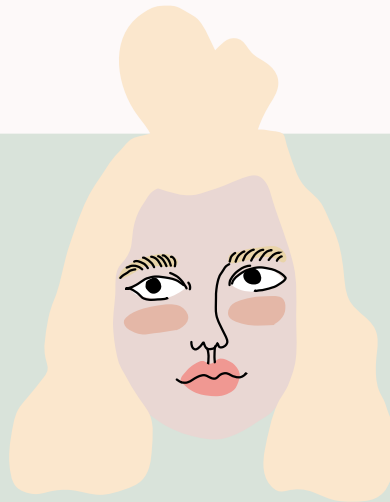
To minimise the symptoms, they often try to avoid triggering foods, which in turn leads to reduced eating pleasure. Simply enjoying the biscuit with the coffee, the bitterball on the Friday afternoon drink, the breadboard in the restaurant or the fruit snack during the half-time interval at the sports match is often difficult. They have to think carefully about what they eat and what the consequences are to ensure that they can keep up with the rest. This is often, quite understandably, seen as tiring and unpleasant. Unfortunately, they receive little understanding or support from society.

**PEOPLE WITH IBS WANT TO BE ABLE TO ENJOY FOOD WITHOUT WORRIES.**

# MEET ISA VONDEL

"I JUST DON'T KNOW HOW TO APPROACH IBS. IN RESTAURANTS; WHAT THE F\*CK AM I SUPPOSED TO EAT SO I DON'T GET ANY TROUBLE. AND HOW TO DO IT WHEN TRAVELING ABROAD, WITH VACATIONS. I STILL DON'T KNOW, I REALLY NEED TO FIGURE IT OUT. HONESTLY NOT COOL WHAT HAPPENED TO ME ALMOST OUT OF THE BLUE. FROM ONE MOMENT TO THE NEXT MY WHOLE LIFE IS TURNED UPSIDE DOWN."

Isa Vondel has just been diagnosed with IBS and the symptoms are greatly hindering her life. Isa is a representation of the target group that qualifies for the I Gut This workbook. She is looking for information, inspiration, knowledge and guidance to find more pleasure in eating and can have a carefree life again.



Isa Vondel

Short diagnosis -  
Maximal hindrance

25 years

Amsterdam

Marketing department  
manager

Isa has been working for six months as a manager of a large marketing department with a high workload. She likes to spend her free time with her close group of friends from the city. She has been diagnosed for IBS through the hospital since two weeks as she has daily suffered from abdominal cramps and diarrhea for the past 3 months. These symptoms strongly hinder her work and leisure time which frustrates her greatly and thus hinders her quality of life.

## Behavior:

- Often cancels friends due to escalating symptoms
- Obsessively searches for answers and advice on the internet
- Tries every treatment and trick she hears and reads (unfortunately also a lot of false information). Many times this does not work or is counterproductive.
- Ends up asking for professional help

## Attitude:

- Is willing to put time, money and energy into a solution
- Is ready to make major lifestyle changes to reduce her symptoms

## Frustrations:

- Wants to join her friends
- Can't see the forest for the trees anymore
- Feels hopeless

## Needs:

- Clarity
- Knowledge
- Guidance and help

We can help Isa  
Vondel, along with  
others with IBS, to  
have more eating  
pleasure!



# HOW

CAN WE HELP?



MARLOES KORVER- WAARDIJK  
OWNER OF OPTIMA VITA



To help Isa Vondel, and all others within the target group, I Gut This is developed commissioned by Optima Vita. Optima Vita is an online food platform owned by Marloes, dietician and sports professional with her mission to make a healthy lifestyle positive by showing people how to design a personal healthy lifestyle that sparks self-love.

**I Gut This stands for increasing eating pleasure by designing an enjoyable personal and positive lifestyle with IBS.**

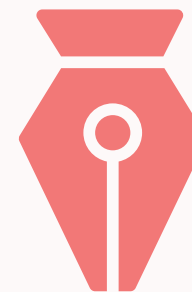
In this case, this concept is developed in the form of a multi-purpose workbook designed specifically for people with IBS. Through information and inspiration gives the target group more insight and thus more control over their bodies, disorder, symptoms, triggers and enjoyment of eating. The focus is not only on food but on the entire lifestyle and context, so that avoiding food is no longer the only treatment.

# I GUT THIS NEEDS YOU



## STAKEHOLDERS

Different stakeholders are needed in all lifestyle areas, as well as in gut health, to provide a broad base of scientific knowledge and assistance.



## PUBLISHER

A publisher is needed who is willing to invest in I Gut This and who can lead the design and publishing process so that the book is finally available to the target group.

# HOW

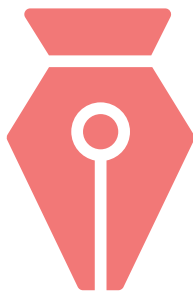
CAN YOU HELP?



## STAKEHOLDER

Stakeholders can help with the workbook by sharing their knowledge and information during interviews and meetings. Together with a content writer, the content of the workbook will be written. In addition, they can proofread the written text to make sure it is scientifically sound.

The time needed for this differs per stakeholder. This will be agreed beforehand in consultation with Optima Vita and the publisher.

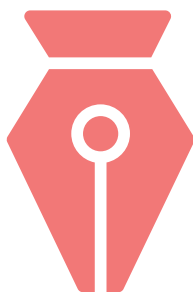


## PUBLISHER

The publisher will be responsible for the realisation of I Gut This. This includes arranging an editor and a content writer to help the stakeholders, the design, the printing process, the sales, and the finances (including the arrangement with stakeholders). Optima Vita is responsible for marketing on her own platform, and for content. This includes finding the right stakeholders, gathering the right information sources, and writing the texts. The publisher does not necessarily have to help with this.

# WHY

WOULD YOU HELP?



## STAKEHOLDER

Sector research showed that the target group feels that there is little to no inspiration and information on lifestyle that suits them. This is because there is a taboo in society around gastrointestinal problems. It also turned out that the target group feels misunderstood or badly helped by the health sector and therefore has little trust in it. This is partly because there is little cooperation between professionals and because there is a lot of false information out there.

I Gut This offers opportunities for stakeholders to join their strengths and knowledge in different areas and thereby spread the correct information by working together. In this way, you can regain the trust of the target group. It gives you the stage to stand out from the crowd and gain a better reputation while working on the taboo.

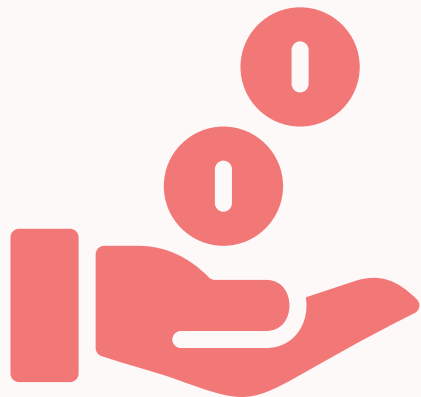
## PUBLISHER

Trend research showed that within society, there is a growing need for information (especially within the health sector), time for oneself, truth, and self-understanding. On the other hand, the pandemic has led to a greater value for happiness and joy. In addition, sector research showed that there is increasing attention for gut health (for more information, read the Research Report).

This shows that there is a growing market for products and services like I Gut This.

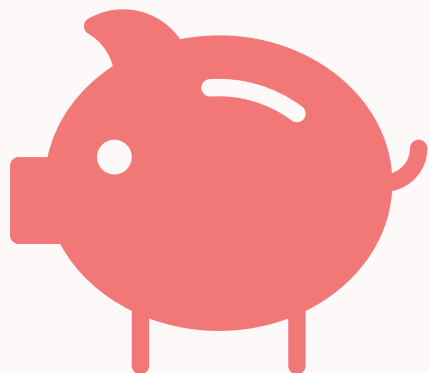
Yet there are already many books that address this growing information need. However, I Gut This is unique. I Gut This focuses on a new target group, people with IBS like Isa, who are not previously been addressed within the book market. Since this is a large target group (at least 10% of dutch society) I Gut This offers valuable opportunities for a publisher! Optima Vita will also want to sell books herself, so will buy out part of the books from the publisher, thus already ensuring income.

# HOW MUCH?



## Sales price

At the moment, 65% (of respondents in an online survey amongst 179 people in the target group) indicated that they would rather buy a physical book for €21.50 than an e-book for €12.50. For this reason, the price of €21.50 has been retained for the time being. The retail price will be further negotiated and fixed in cooperation with the final publisher, who will be able to make a better estimation.



## Profits

For the stakeholders, the income depends on what they offer and how much time they put in. An hourly rate will be agreed with the publisher. It will probably be around the average hourly wage for an information and communication worker, which was €29,15 euros in 2020 (CBS, Uurloon, 2020)\*. In addition, the name recognition will provide more indirect income.

How much money the workbook will generate for the publisher depends on the print run and marketing. What is certain is that Optima Vita will buy around 150 of the books directly for own sale, which will guarantee the publisher sales and therefore income. Optima Vita asks for 11% royalties per book since she covers marketing (to be negotiated), the rest of the proceeds are for the publisher.

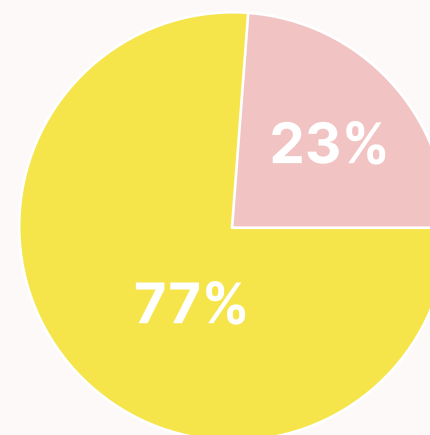
# WILL IT SELL AND MAKE IMPACT?

To be valuable I Gut This needs to generate sales, the concept will have to appeal to the target group. This is ensured by marketing via the Optima Vita platform. The visualisations on this page support the likeliness of impact creation, and therefore sales, through Optima Vita. Besides that, Optima Vita will run a pre-sale on her website before realisation, to indicate the likeliness of sales and so reduce the risk of overproduction.

In addition to sales, it is important that the concept creates value for you as stakeholders and publisher in various sectors and society. For this purpose, a theory of change model (TOC) has been created, which can be seen on the next page.

The ultimate impact that this project wants to achieve is eating pleasure for all people with IBS. This TOC shows how I Gut This contributes to this. The first row shows the impact for the target group and Optima Vita, the second for you as publisher and stakeholders, and the last one for society. On the top it starts with the activities, one row down are the direct outputs of these activities, followed by the effects. These are based on assumptions that result from the research. The further down you go, the bigger these assumptions get.

## TARGET GROUP



A survey of 179 people with IBS showed that 77% would like to buy the book. The purchase price mentioned in this survey was 21.50 euros per book. This reflects the interest and demand of the target group.



## OPTIMA VITA PLATFORM



**145K**  
Subscribers



**44,9K**  
Followers



**19,6K**  
Followers



**10K**  
Views per month

Optima Vita will be partly responsible for the marketing. With her broad platform, a significant section of the target group will be reached from the start. Her large network of involved fans will also show interest in the book. This ensures sales and promotion and reduces the investment risk for publishers. For stakeholders, this offers opportunities to showcase themselves, which in turn creates more name recognition and publicity.

## USER + ORGANISATION

Optima Vita sells, promotes and uses the book during coaching sessions.

Some of the target group buys the book and read and work with it by implementing the content into their lifestyle.

I Gut This users better understand the guts, their bodies, condition, symptoms and triggers.

By acting on these insights under the guidance of the book, they find out how to influence their own bodies with IBS and their own eating and living pleasure (for example, through mindfulness or by replacing triggering foods with new tastes).  
Not only with food, but with all lifestyle factors.

The users also find out how they can cope emotionally and socially with IBS so that they make more self-confident choices.

The users create a new lifestyle that fits better within the system of society (read quality of life for more information).

This lifestyle gives the users more control, which offers reassurance in (spontaneous) social situations.

Through this control, they have more influence on their own eating pleasure and can therefore ensure that they enjoy eating more often.

## ECOSYSTEM (Stakeholders)

The publisher publishes the book

The publisher is appealing to a new target group through the sale of I Gut This and turns over sales

The target group reads more about the stakeholders and their knowledge.

They implement the knowledge and tips into their lifestyle and notice relief and improvement.

Through this positive experience, coupled with multiple stakeholders, more trust with name recognition will be created.

This growing trust also creates more trust in the health sector makes them feel better supported and so will recommend the stakeholder to others.

## SOCIETY

More and more people see and hear about I Gut This

There is more talk about I Gut This and the informative content.

More people are talking and learning about the gut and gut health.

The taboo on intestines is slowly diminishing which leads to a greater understanding of the society in the target group.

Activities

Outputs

Direct measurable results from activities

Effects

Direct short-term results from the outputs

Higher effects

Indirect long-term results

## Ultimate impact

Eating pleasure for people with irritable bowel syndrome.



# WHAT

WILL YOU BE WORKING ON EXACTLY?

To round it off, the following pages give an impression of the content of I Gut This. This serves purely as an example to give an idea of what you will be working on, used to explain how it functions. The entire content and design has not yet been determined and so is completely discussable.

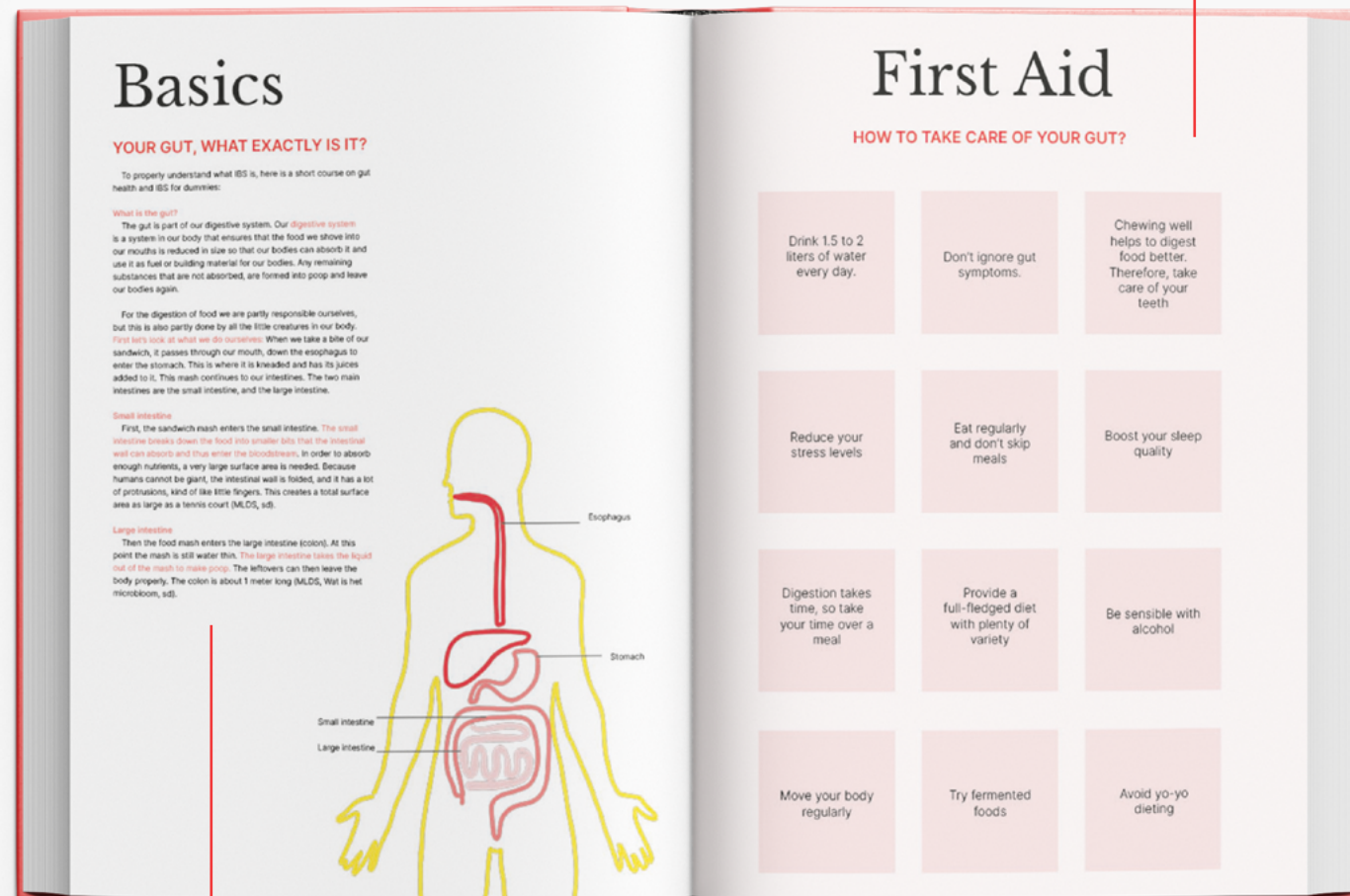
Marloes speaks about her own IBS experiences to express understanding and share positivity by highlighting what her new lifestyle has brought her.



Introduction of all stakeholders by sharing knowledge, empathy and compassion



Basic lifestyle tips for healthy gut such as sleeping, eating and drinking, exercising, taking rest, as well as what position to sit on the toilet etc.



Basic knowledge about the gut, digestive system, Gut-Brain-Axis and IBS. Why a healthy gut is so important.

Map out the results  
visually to get a better  
overview

## IBS Diary

	Morning	Afternoon	Evening
Food			
Exercise			
Happiness & Stress			
Eating pleasure			
Symptoms & Stool			
Sleep			

What eating moment have I enjoyed the most and the least? Why?

Is there any factor that stands out?

Try to test and experiment with this factor in a week's time by changing the other factors. See if you can find a pattern; when I do X, Y happens.

## Monthly check

IS THERE A PATTERN?

### Symptoms

- 1 - No pain
- 2 - Mild
- 3 - Moderate
- 4 - Severe
- 5 - Very severe
- 6 - Worst pain possible

### Stool

- 1 - Severe constipation
- 2 - Mild constipation
- 3 - Normal
- 4 - Normal
- 5 - Lacking flow
- 6 - Mild diarrhea
- 7 - Severe diarrhea

### Mental health

- 1 - Loved
- 2 - Excited
- 3 - Happy
- 4 - Satisfied
- 5 - Disappointed
- 6 - Discouraged
- 3 - Unhappy
- 4 - Awful
- 5 - Angry
- 6 - Depressed

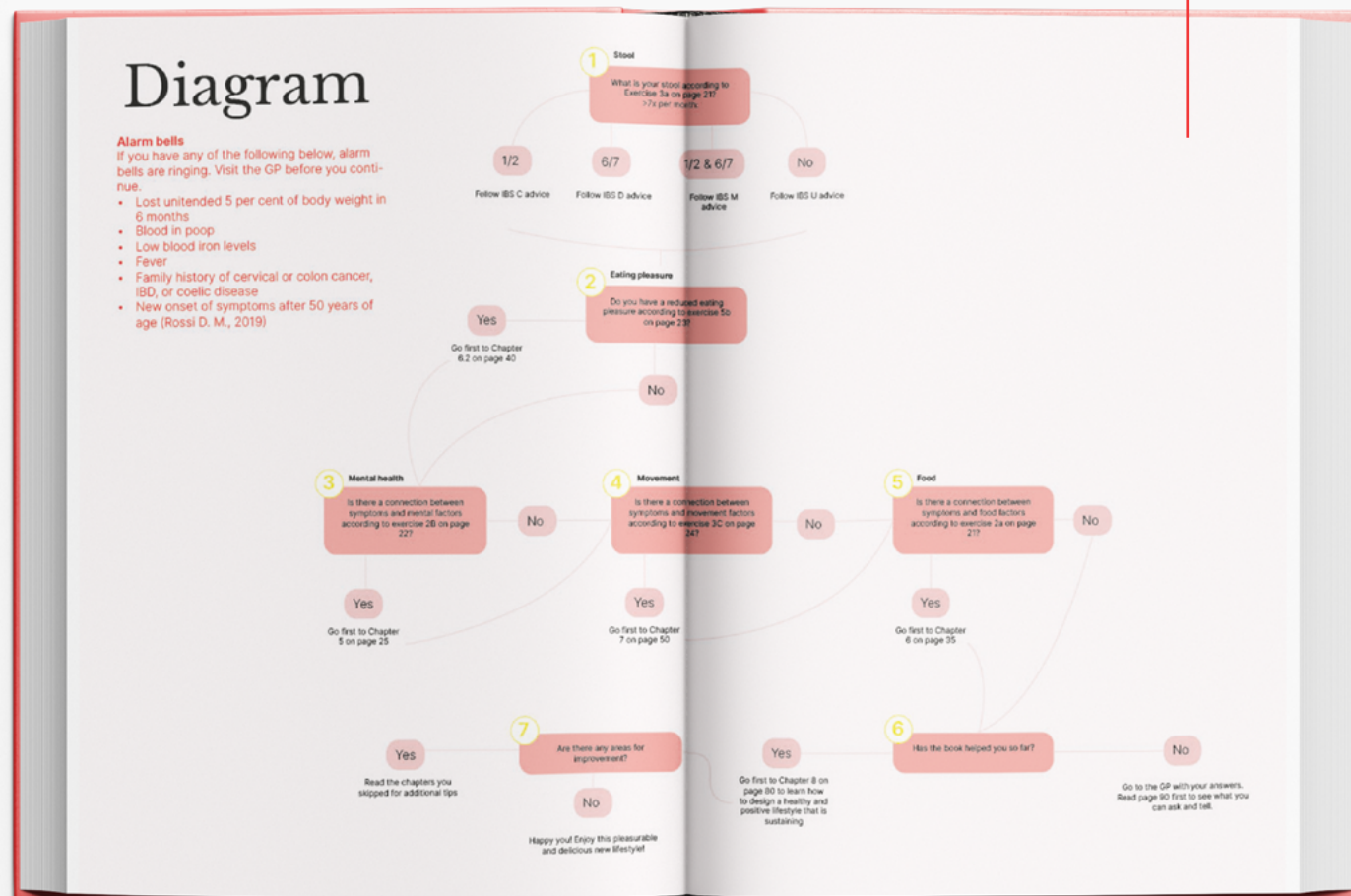
### Stress

- 1 - Everything OK
- 2 - Little worried
- 3 - Stressed
- 4 - Upset
- 5 - Losing it

All kinds of assignments and exercises to recognize patterns in triggers and symptoms, but also, for example, factors that influence eating pleasure.

## CH 3 Diagram

By filling in the answers from the previous section into the flowchart, a complete picture of the readers personal IBS is created. The diagram is used to show how the book can help them with this.





## CH 4 Mental health

Assignments and exercises that create ways for the reader personally to improve their mental well-being which they can apply when needed.

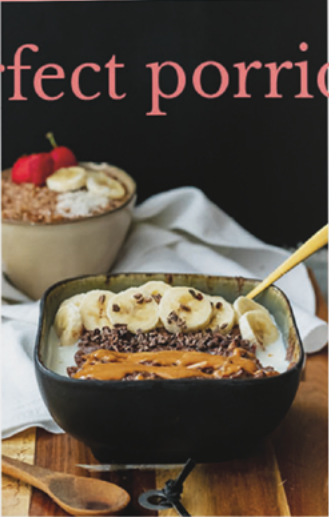


There is an important connection between the brain and the gut (GBA) that provides opportunities to reduce symptoms. This chapter gives more information, with lifestyle tips for better mental health such as good sleep, mindfulness, relaxation and happiness.

(Read more about this connection in the research report)

Space to write down own recipes, with room to mention memories and experiences with that dish. This gives readers more control over their eating pleasure and symptoms.

# Perfect porridge



Based on the results of the tests on page 22, here you can choose for yourself which ingredients to choose.

**Base = 40g uncooked**

- Rolled oats
- Quinoa
- Brown rice
- Wheat flakes
- Buckwheat
- Amaranth
- Teff
- Millet
- Couscous
- Polenta

**Hydration = 150/200 ml**

- Milk
- Soy drink
- Cat drink
- Almond drink
- Rice drink
- Brewed tea
- Water
- Coconut milk
- Buttermilk

**Natural touch = 50g**

- Apple
- Pear
- Banana
- Blueberries
- Chickpeas
- Cherry tomatoes
- Mango
- Butternut squash
- Sweet
- Grapes

**Nuttyness = 1 tbsp**

- Any kind of nuts
- Any kind of seeds
- Peanut butter
- Nut butter

**Sweetness = 1 tbsp**

- Dried figs
- Raisins
- Dates
- Dark-chocolate chips

**Flavour punch = 1 tsp**

- Coconut flakes
- Vanilla extract
- Cinnamon
- Nutmeg
- Ginger
- Cacao powder
- Salt & Pepper
- Turmeric
- Curry

**Preparation:**

1. Cook the base with desired flavor additives as indicated on the package or as desired. Usually this is by cooking it with the liquid base for about 10 minutes.
2. Scoop it into your pretest bowl and choose your favorite spoon.
3. Finish it off with your desired toppings. Do your best so it looks like a feast.
4. Choose your favorite spot in the house. Leave out all the technology. And consciously enjoy every bite.

# My porridge

Name

Serves

Prep time

Cook time

Why I love it:

Severity of symptoms:

Eating pleasure:

Ingredients

Preparation

When

Who

Why

Where

How

Symptoms

Eating pleasure

TRY TO DISCOVER WHAT FACTORS INFLUENCE YOUR ULTIMATE EATING PLEASURE

35 recipes and additional inspiration and tips (like food swaps or tips to spice up your diet) that are customizable to personal dietary needs. In addition, tips are given on how to make eating more enjoyable without focusing on the food itself.

All kinds of exercises and challenges can also be given that, for example, challenge you to vary more, try new flavors or create ultimate eating pleasure habits.

Exercises such as abdominal massages that can reduce symptoms, as well as sports, walking or yoga challenges that help readers discover their personal way of moving.



Personal yoga tips proven to have an effect on IBS symptoms.

Information on how exercise affects the gut with personalized tips on which way of moving suits the reader and how they can use it as a treatment.



Tips and advice on how the readers can deal with (social) situations that are often experienced as difficult by the target group, such as eating out, waiting for the toilet or going on holiday.



More tips and information on how to implement and sustain the new lifestyle, adapt new habits and unlearn old ones.

Motivating exercises by setting personal goals.

# Conclusion

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## **Isn't everyone entitled to the joy of eating?**

In short, I Gut This is a workbook with the aim of creating more eating pleasure by designing a personal enjoyable and positive lifestyle with IBS. By bringing this workbook to the market, value is created not only for the target group, but also for you as a stakeholder and publisher, for Optima Vita and for society.

However, for this to happen, I Gut This needs you. By working together we provide a broad base of information and inspiration from different sectors and stakeholders. The food-only focus is challenged, creating impact for the target group, stakeholders and society. Besides that a whole new target group is reached, which isn't been targeted before. This provides opportunities for you to stand out. So let's work together to make eating more fun!

## **Would you like a biscuit with your coffee?**

If interested, you are invited to a cup of coffee (with no strings attached) so we can discuss the possibilities.

THROUGHOUT THE BOOK, REFERENCE IS MADE SEVERAL TIMES TO PREVIOUS RESEARCH. PLEASE TAKE A LOOK AT THE ACCOMPANYING RESEARCH REPORT FOR THE COMPLETE RESEARCH WITH FURTHER DETAILS AND ELABORATIONS.