

transforming moods and human connections

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**MOOD
4 FOOD**

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powered by Behavioral Intelligence (BI)

EMOTIONAL CUE

REWIRING

REWIRING

PLAY

SHARED RITUAL

FOOD

REPETITION

RITUAL



the big problem

human disconnection epidemic:
loneliness, shallow conversations, digital distractions.



the big problem

meals are often missed opportunities for bonding and healing.

the healing/**wellness industry** focuses on fixing individuals, but **neglects collective connection habits.**

The background features a network of nodes and lines. There are seven nodes represented by colored circles: one large red circle on the left, one yellow circle at the top, one green circle at the bottom, and four smaller circles (two green, two red) on the right side. These nodes are interconnected by a series of thin, light-colored lines that form a complex web across the entire image. The text is centered in the middle of this network.

ushers in a new era for

A close-up photograph of two people's faces, likely of Asian descent, looking down and slightly to the right. The image is overlaid with a network of thin, light-colored lines connecting various colored circular nodes. The nodes are in shades of red, yellow, green, and purple. The word "mood" is centered in the image in a white, lowercase, sans-serif font.

mood

A hand is holding a green, cube-shaped food item with small holes, positioned over a plate. The plate contains a large, textured green dumpling, two pieces of broccoli, and a flat, round green food item. A network diagram with colored nodes (red, yellow, green, purple) and thin lines connecting them is overlaid on the image. The text "4 food" is centered in the middle of the image.

4 food



our vision

make human connection **effortless, fun, and scientifically transformative.**

by embedding BI (Behavioral Intelligence) into meals, **we rewire habits of connection in daily life.**

“healing humans through **shared play, food, and science.**”

why scientific?

transformation must go beyond inspiration: it needs
“evidence-based rewiring”

BI taps into **psychology, neuroscience, and behavioral design.**

meals already occupy time and space → **we insert games into
that existing flow.**

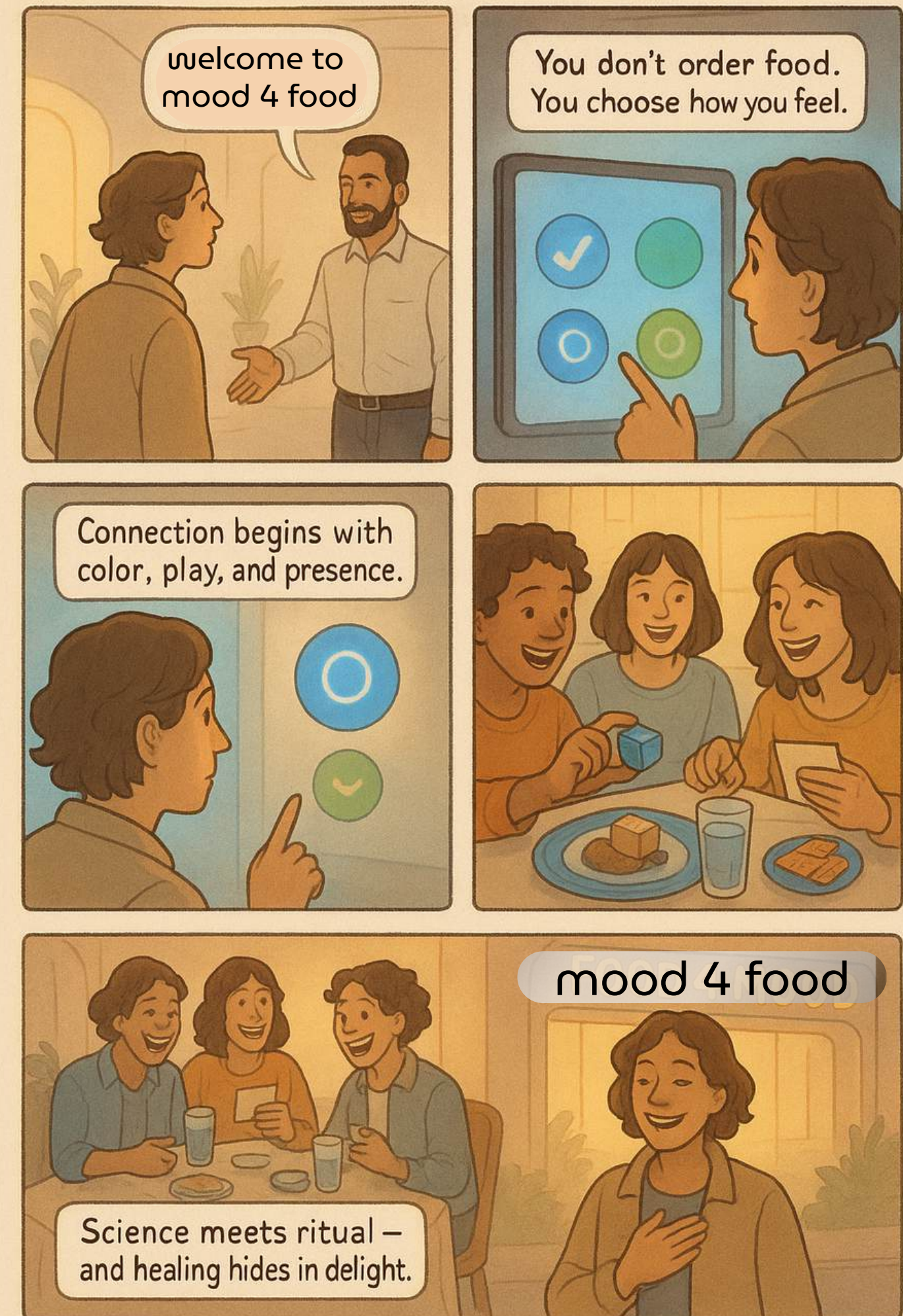
RESULTS

**sustainable change in brain +
relationship patterns.**

the mood4food experience

order a mood instead of food
(playful UX:

*“I’m in the mood for calm /
courage / joy”).*



They came for a meal. They left a little more whole.

the mood4food experience

4

mood 4 food

SELECT MENU CATEGORY:

☐ SOLO 

☐ DUO 

☐ TRINITY 

One main dish
1. _____

Two main dishes paired:
1. _____
2. _____

One appetizer
1. _____

One main
2. _____

One desert
3. _____

HOW MOODY DO YOU WANT TO BE TONIGHT? Select your intensity:

1

2

3

4

5

6

7

8

9

10

YOUR PARTY

_____ players, _____ game master & _____ commentators.

no#

no#

no#

ANY INGREDIENTS TO OMIT? (ALLERGIES OR PREFERENCE)

☐ Garlic

☐ Egg

☐ Fish

☐ Soy

☐ Chillies

Our chefs honor your body's needs with care.

Please check what you want to omit.



Mood4Food
SAD

NO SMALL TALK
When was the last time you felt sad?

Sad



MOOD4FOOD
JOY

NO SMALL TALK
When was the last time you felt joy?

JOY



A man and a woman are smiling and playing the Mood4Food game. The woman is writing on a menu card with a blue pen. The menu card is titled "SELECT MENU CATEGORY:" and includes options for SOLO, DUO, and TRINITY. It also has a section for "HOW MOODY DO YOU WANT TO BE TONIGHT?" with a scale from 1 to 10. The man is looking at the menu card and smiling. The woman is looking at the menu card and smiling. They are both wearing casual clothing. The background is a warm, indoor setting.

menu architecture (3 chapters, 10 pages)

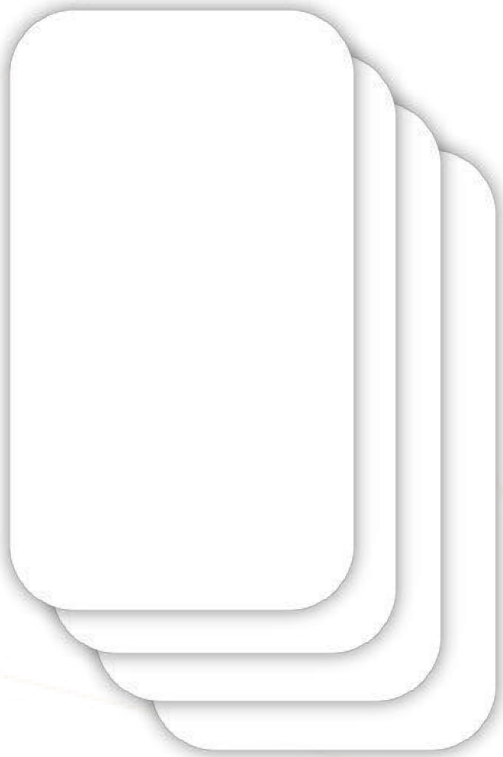
solo moods

solo moods (8 unique moods)



duo moods

4 complementary
4 pairings



trinity moods

4 curated journeys



the mood4food experience

edible games (jello with emojis, dice-shaped snacks, playful rituals).

emotional desserts (post-meal purchase: snacks tied to emotional themes).

level-up gamification (collect “connection points,” unlock new games).



how it works (science + play)

shared rituals + emotional cues =
neuroplasticity triggers.

play + food =
lowers resistance → rewiring happens
effortlessly.

small repeated interactions →
cumulative habit shift.

every bite =
a chance to rewire the brain for connection.



why it will work

healing disguised as play

people don't feel "treated" — they feel delighted.

fun

people love novelty, play, and surprises.



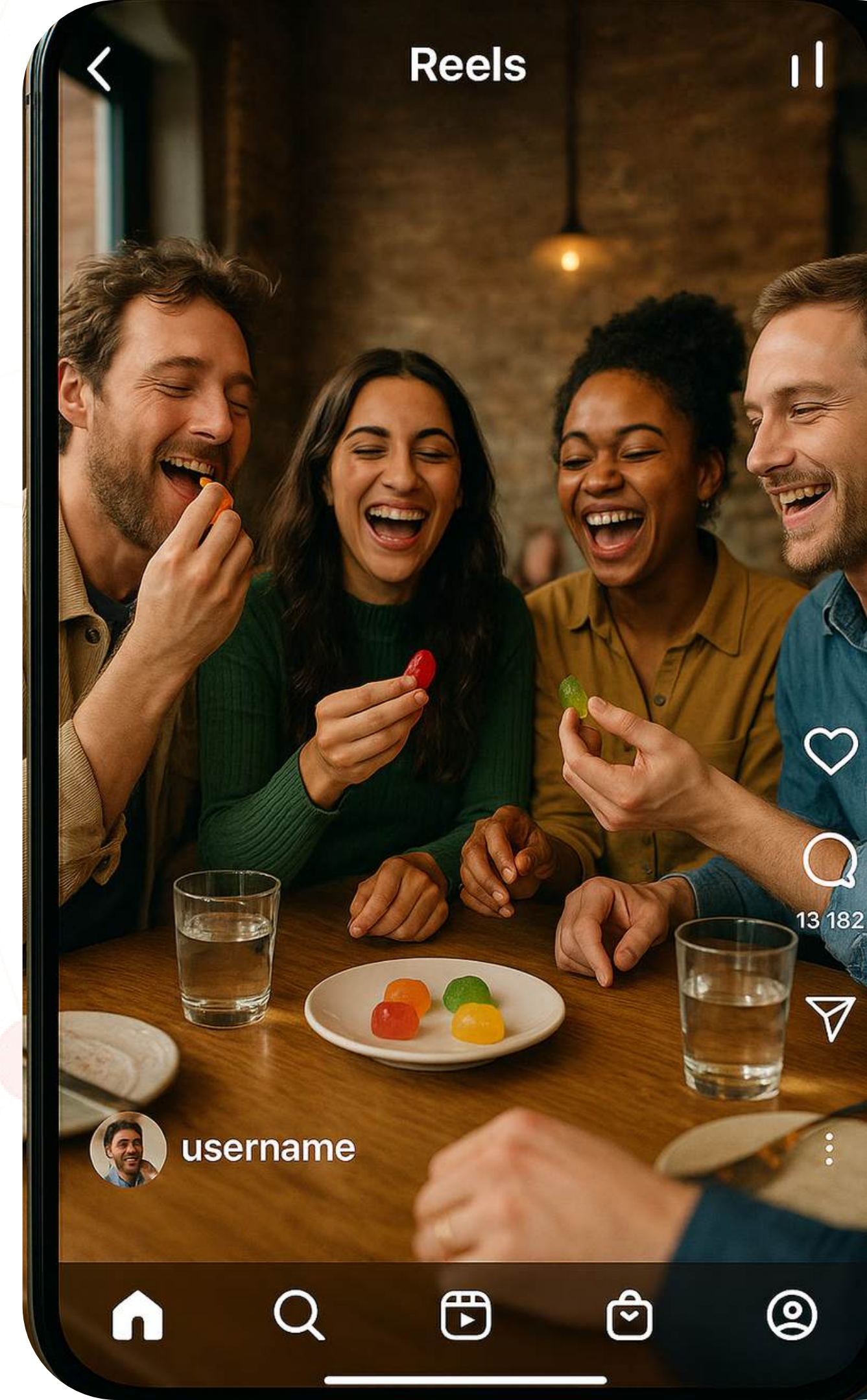
why it will work

Shareable

perfectly designed for Instagram, TikTok, and word-of-mouth.

Scalable

works in restaurants, schools, hotels, and homes.



machinery as a pillar of consistency & scalability

mood 4 food unique culinary offering relies on emotional color-coded meals — and that requires precise control over texture, flavor, and color presentation.

modernist kitchen equipment makes this not only possible, but replicable at scale.



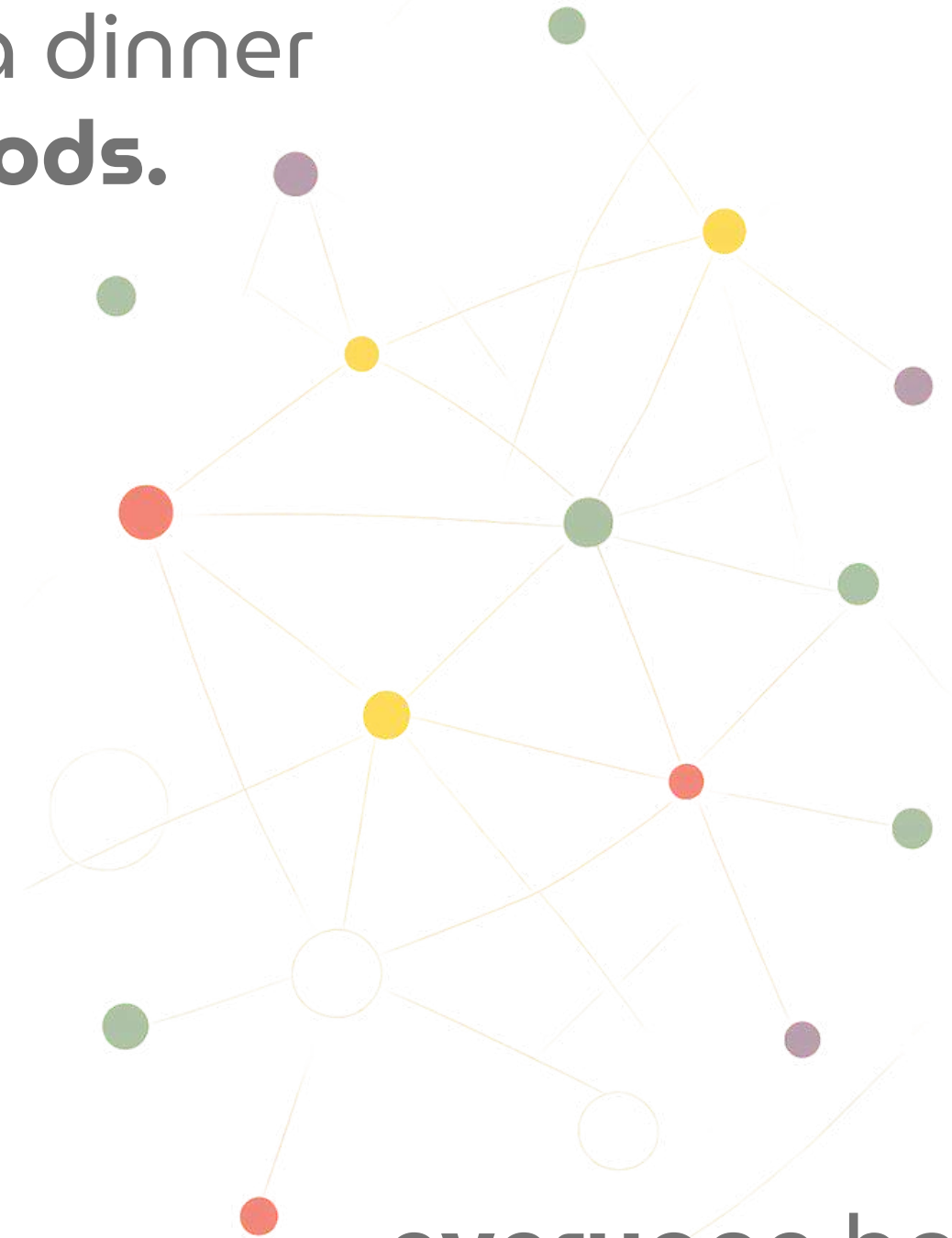
potential impact

- 🌸 transforming dining into a healing ritual.
- 🌸 a new category in the wellness industry: “Connection Healing.”
- 🌸 m4f becomes a viral cultural movement → playful yet transformative.
- 🌸 contributes to solving loneliness, anxiety, and disconnection.



role of the audience

imagine hosting a dinner
that **heals moods.**



partner with us as an
investor, venue, chef,
designer, or connector.

everyone has a role in this
human connection movement.

beyond mood4food

this is just one
example of BI
integration.

BI = a framework that
plugs into any industry
(hospitality, education,
tech, healthcare).

m4f shows how science + play
can rewire habits → countless
other applications.

the bigger story: Behavioral Intelligence (BI)



BI = insights into human behavior transformed into tools for flourishing.

moo4food = a *case study* of BI in action.

a new foundation for **design, healing, and growth.**

A group of four diverse people (three women and one man) are gathered around a table, laughing and smiling joyfully. They are holding hands, suggesting a sense of community and shared joy. The background is dark, and the lighting is warm, highlighting their faces. Overlaid on the image is a network diagram consisting of several colored circles (pink, yellow, green, purple) connected by thin lines, symbolizing interconnectedness and collaboration.

**“Let’s heal humans
joyfully, playfully, scientifically.”**

**join the movement, partner with m4f, or
co-create BI-powered innovations.**



by Hummingbird Habit



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