

FOODLINKER

A close-up photograph of various fresh vegetables on a light-colored wooden surface. In the foreground, there are several orange carrots with green leafy tops. To the right, a whole red bell pepper is visible, and at the top right, a green leafy vegetable, possibly dill or cilantro, is partially seen.

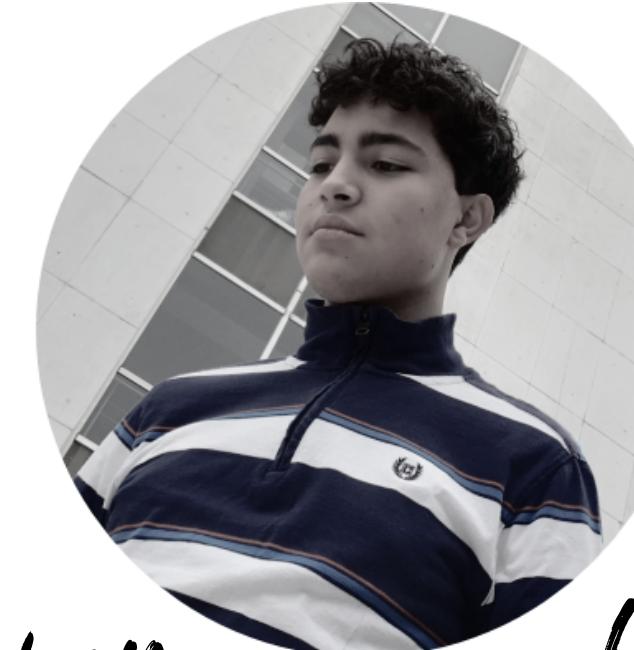
by Infinite Innovation

MEET THE TEAM

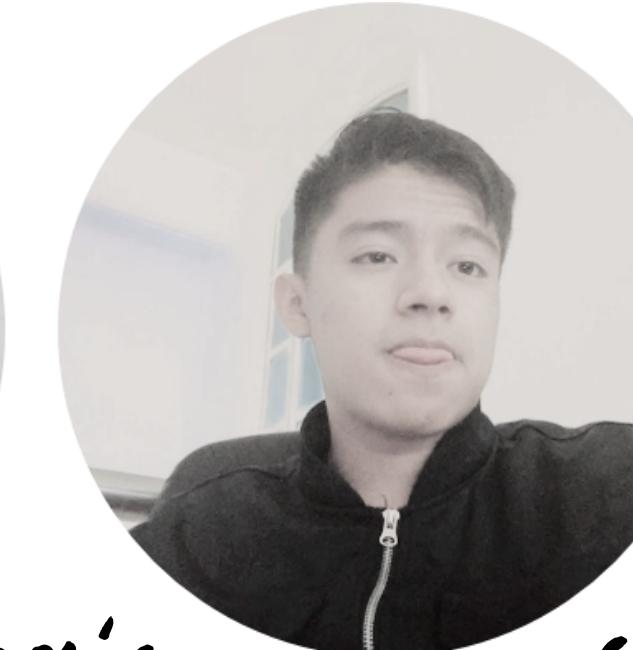
Good afternoon, esteemed judges and fellow innovators. We are Team Infinite Innovation. Our drive to create sustainable solutions has led us to address the pressing issues of food wastage and scarcity, issues that affect both individuals in need and larger food supply chains.



design



logic



creative

OUR SKILLS

AI and Data Science

Our expertise in this area lies in developing AI-driven solutions that are both scalable and impactful, leveraging data to create meaningful change.

Computer Systems

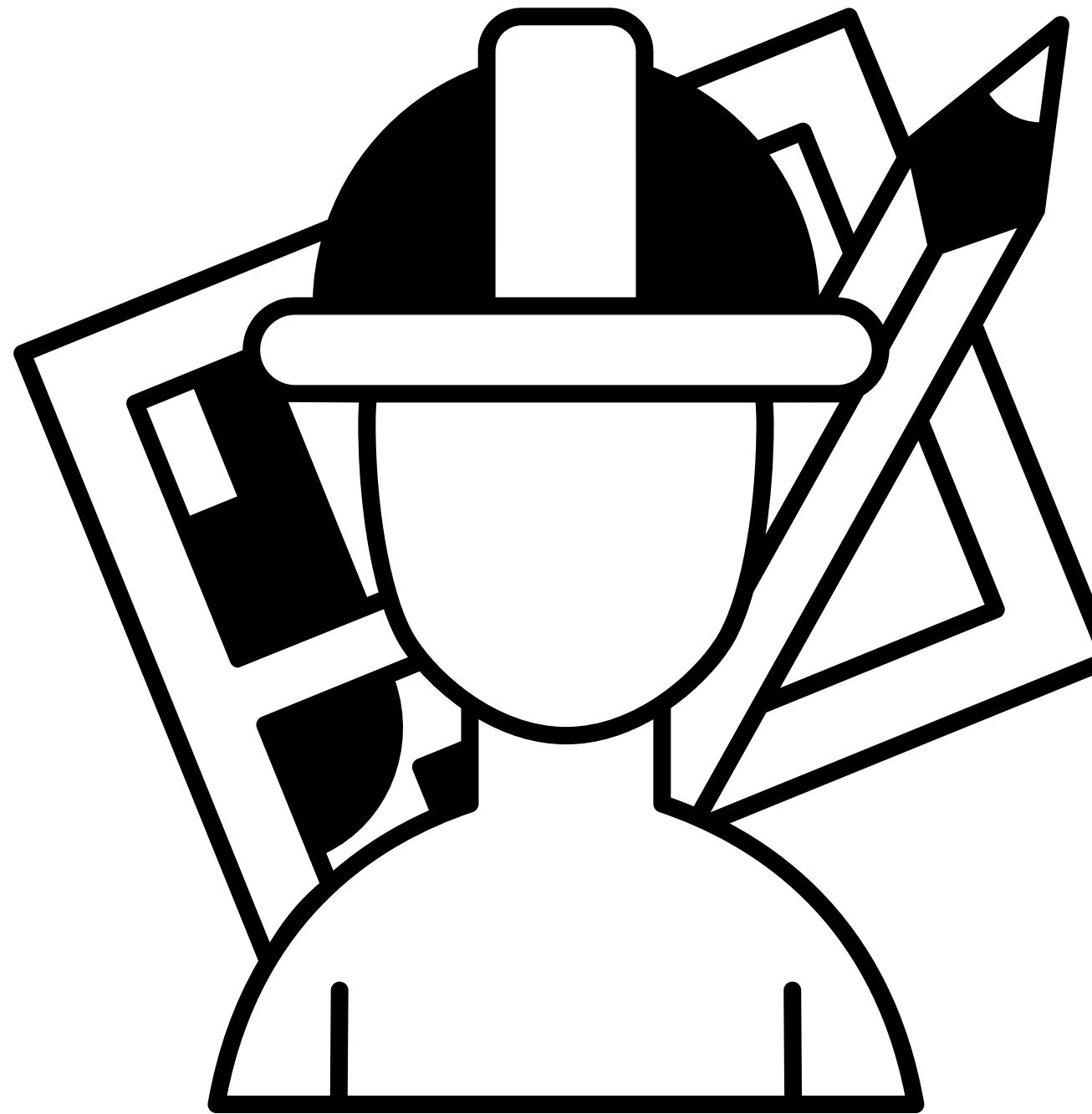
The team's combined skills in AI, data science, and computer systems enable us to construct advanced platforms that address pressing social challenges with technological precision.

PROJECT SUMMARY

In Mexico, we face the paradox of abundant food waste alongside significant food scarcity. Our mission with FoodLinker is to create a synergy between these two extremes, using technology to drive sustainability and reduce waste, while also facilitating the distribution of food to those in need.

FoodLinker is a web application designed to enhance and scale the existing efforts of the ITACATE association, which is already making strides in repurposing food losses from Mexico City's supply center. By incorporating larger food chains into our network, we aim to extend the reach of the 'Comedores Sociales para el Bienestar' program, ultimately nourishing more people and giving food a second chance at life.





TECHNICAL ARCHITECTURE

Frontend Development: Utilizes React for a dynamic and responsive user interface.

Backend Efficiency: Employs Django with a focus on robust backend operations.

Server-Side Rendering: Integrates Next.js for enhanced performance and SEO benefits.

Database Reliability: Leverages Django ORM with PostgreSQL, hosted on Heroku for scalability and security.

API Integration: Implements RESTful APIs to manage HTTP requests and business logic, ensuring smooth platform functionality.

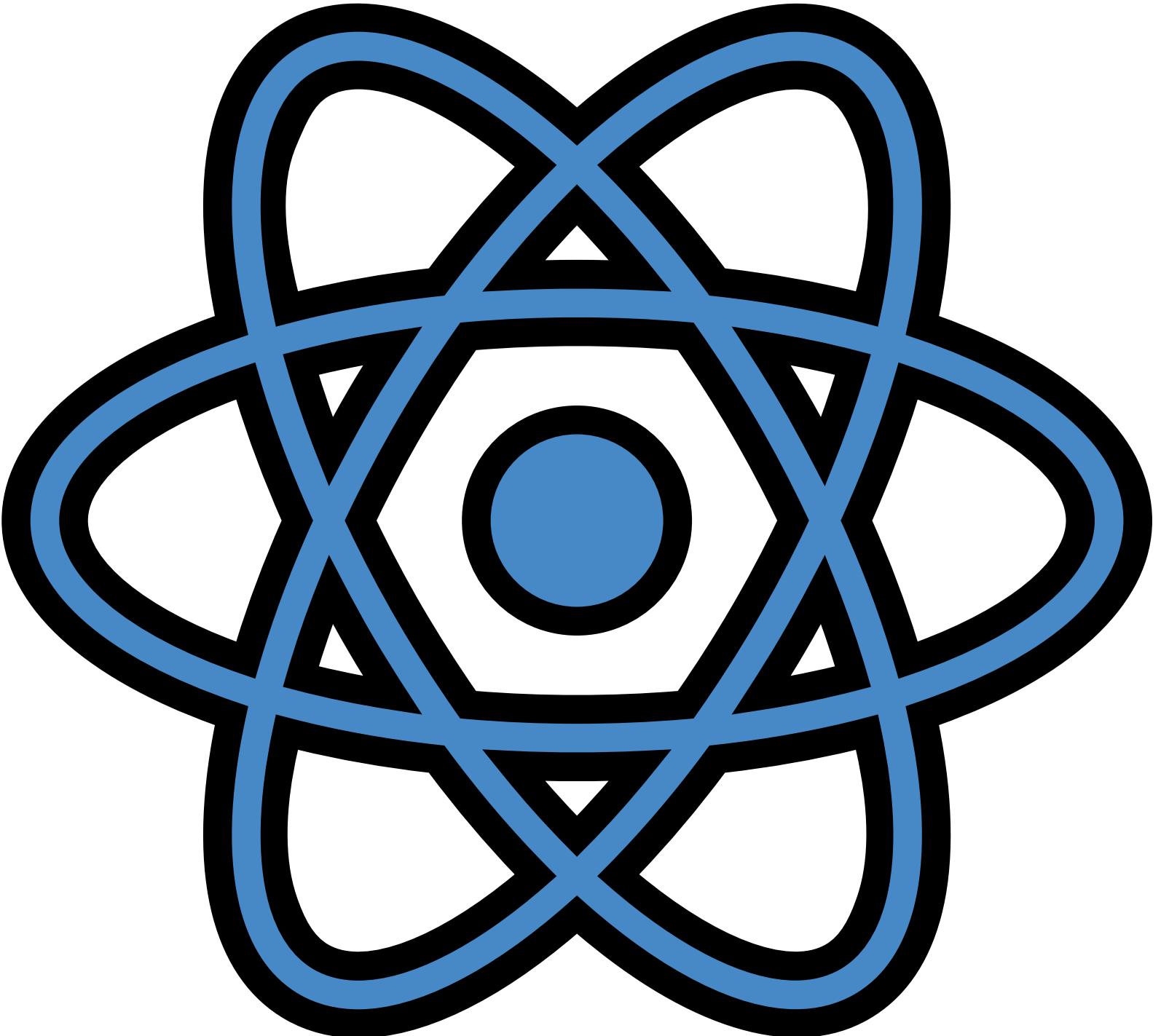
USER EXPERIENCE DESIGN

Emotional Engagement: Carousel imagery depicts food wastage and scarcity, invoking a call to action.

Accessibility: Developed with accessibility standards in mind to accommodate all users.

Responsiveness: Fully responsive design guarantees a seamless experience on any device.

Intuitive Navigation: Simplified workflows to engage users effectively and encourage participation.



MEASURING IMPACT AND FEEDBACK LOOP

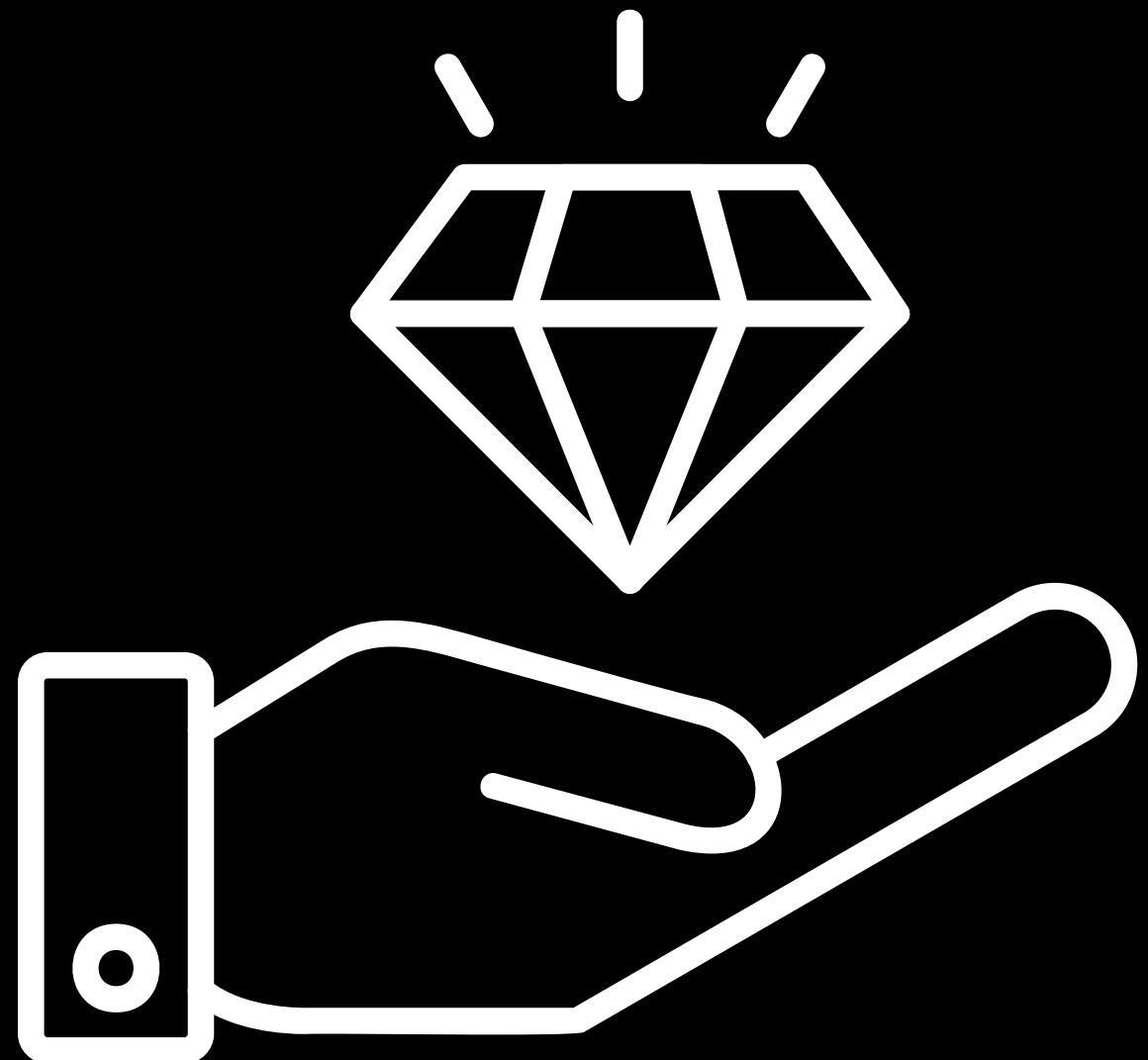
Impact Monitoring: Adopts a government-inspired tracking system to measure the direct impact on shelter beneficiaries.

Feedback Integration: Shelters report on food utilization, enabling real-time impact assessment and strategic improvements.

Waste Reduction Data: We hope that with the implementation of this project, 70% of potential waste is repurposed, 20% is composted, leaving only 10% waste.

Continuous Improvement: Utilizes shelter feedback for ongoing optimization of food distribution and waste management.





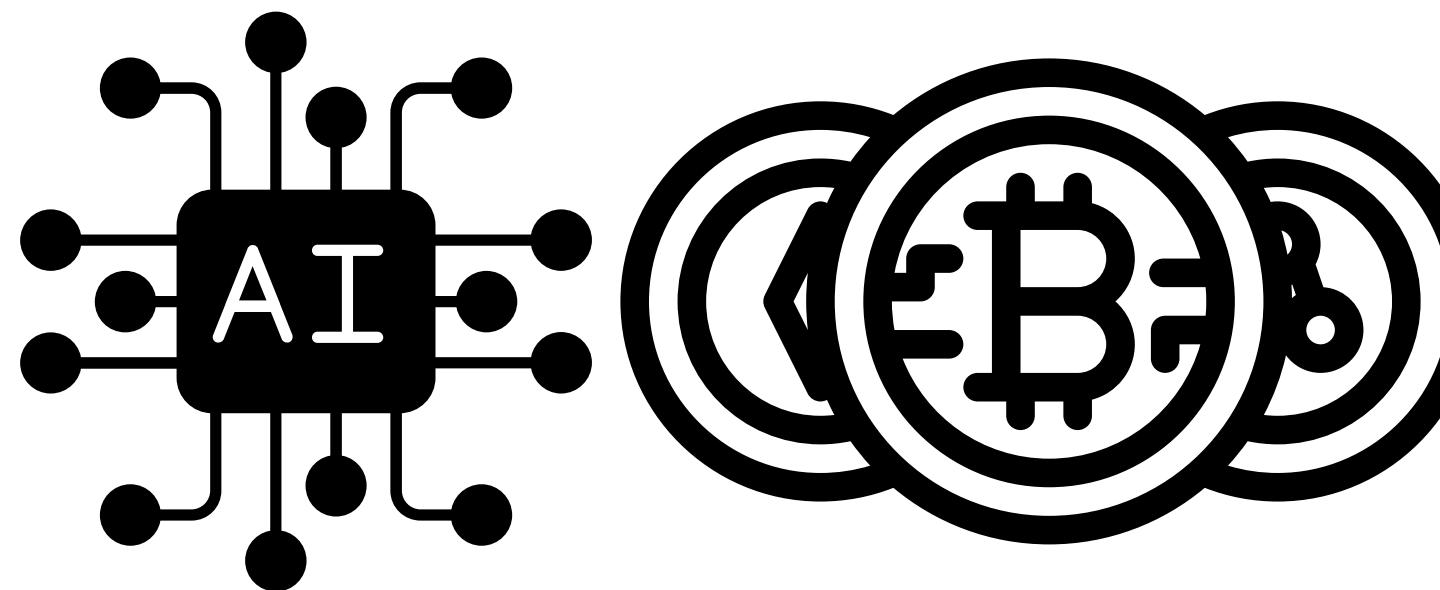
UNIQUE VALUE PROPOSITION AND INNOVATION

Logistics Simplification: FoodLinker eases the donation process, managing the logistics end-to-end for food chains.

System Design: Crafted to alleviate donors' burden, focusing only on the provision of surplus food.

Innovative Approach: Augments an established government program, enhancing its reach and efficiency with modern technology.

FUTURE DEVELOPMENT AND ROADMAP



Decision-Making System: Upcoming development of an analytics-driven system for tailored food allocation to shelters.

Zone and Food Type Analytics: Data-driven strategies informed by shelter feedback to minimize waste effectively.

Token System for Transparency: Considering Ethereum or Solana for a blockchain-based token system to ensure transparent and traceable donations.