

BudgetBites

BITE ON to CHEAPER and GREENER food



Problem





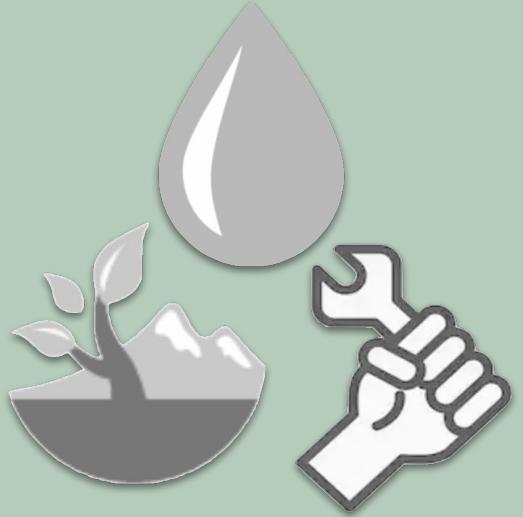
**"of good quality & fit for consumption,
but does not get consumed because it is discarded."**

- World Resource Institute

Source: Shopify, “The \$990 Billion Industry: Food Waste”



Inefficient Distribution of Food Supply



Waste of Resources



Food wasted by the US & Europe alone could **feed the world 3x over**

Our Solution



A mobile app that efficiently distributes surplus food from restaurants to those in need.



Save the Environment
by reducing food waste

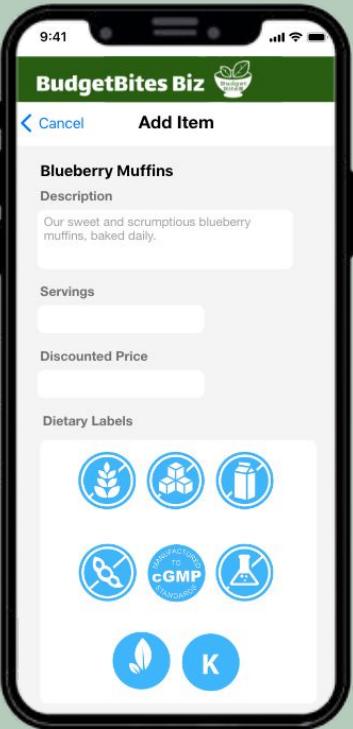


Save Money
when purchasing

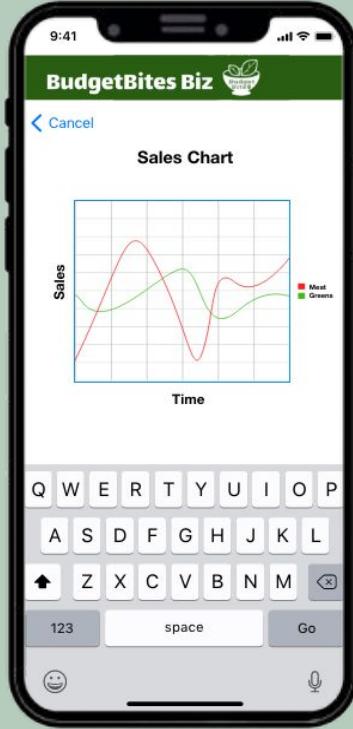


Optimize Food Distribution
when selling

Product (Business)

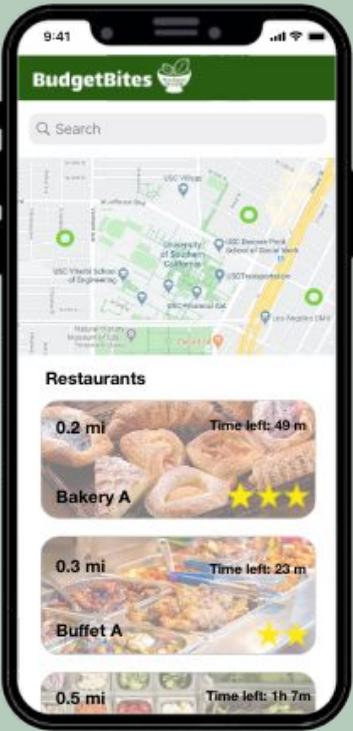


Add excess
inventory

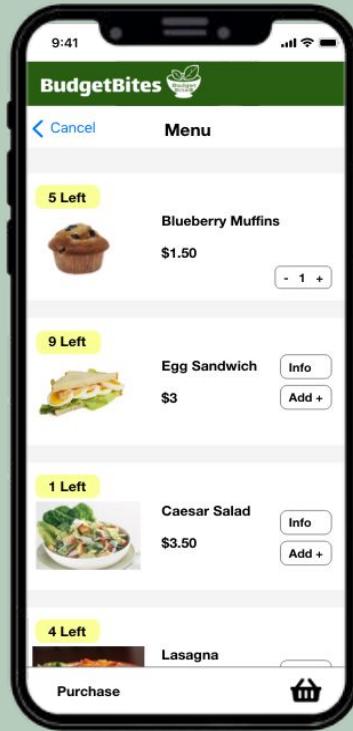


Data report

Product (User)



Look for food



Select & Purchase

Customer (Businesses)



Optimize Distribution

Better prediction of sales and less waste creation



New Customers

Attract new customers that can discover your food.



Increased Revenue

Sell your excess food as a new source of income.

User



Food for Less

Food from restaurants for at least 50% off the normal price.



Convenience

Avoid the hassle of cooking and save time on a great meal.



Save the Environment

Play your part in reducing food waste and saving the planet.





Market Size

24.12M

SoCal residents

3.34M

LA residents

29K

USC students

Available consumers in SoCal
Total Available Market

Delivery orders or takeouts
Serviceable Available Market

BudgetBites Target
Share of Market

"**60%** of U.S. consumers order delivery or takeout once a week"
- Mintel (Market research company)



Business Model

We take a **5% commission** from each transaction.

$$\$7.75 \times 5\% = \$0.39$$

Avg. Discounted
Meal Cost

50% of \$15.50
(avg. meal cost in LA)

Commission Rate

Average Revenue
per transaction

Competitive Advantages



FOOD
for all



Local
to our community



Reviews
on each restaurant's
excess food quality



Customization
follow restaurants &
choose food items



Future Plans



Develop a Prototype

MVP (at USC)

Improve & Add Features

Funding

Expand Market (LA)

Expand Market (SoCal)

Dec 2020

Jan 2021

May 2021

Oct 2021

Dec 2022



Team Members



Ha Young Kong
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Jessica Hadiwijoyo
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Victoria Shin
Computer Science, 2nd year
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Thank You

**Feed the People,
Not the Landfills!**



Resources



Customer Discovery



Nichelle Mitchell-Huizar
Sustainability Administrator,
Auxiliary Services



Janette Brown
Asst. Vice Provost, Emeriti Center
Director of Trojan Table



Jessica Kim
Eboard Member of an umbrella
student organization



Qualtrics Survey
on USC Students



Interview with Nichelle Mitchell

Dining Halls



St. Francis Center

USC
Hospitality
Events



“Chefs To End Hunger”

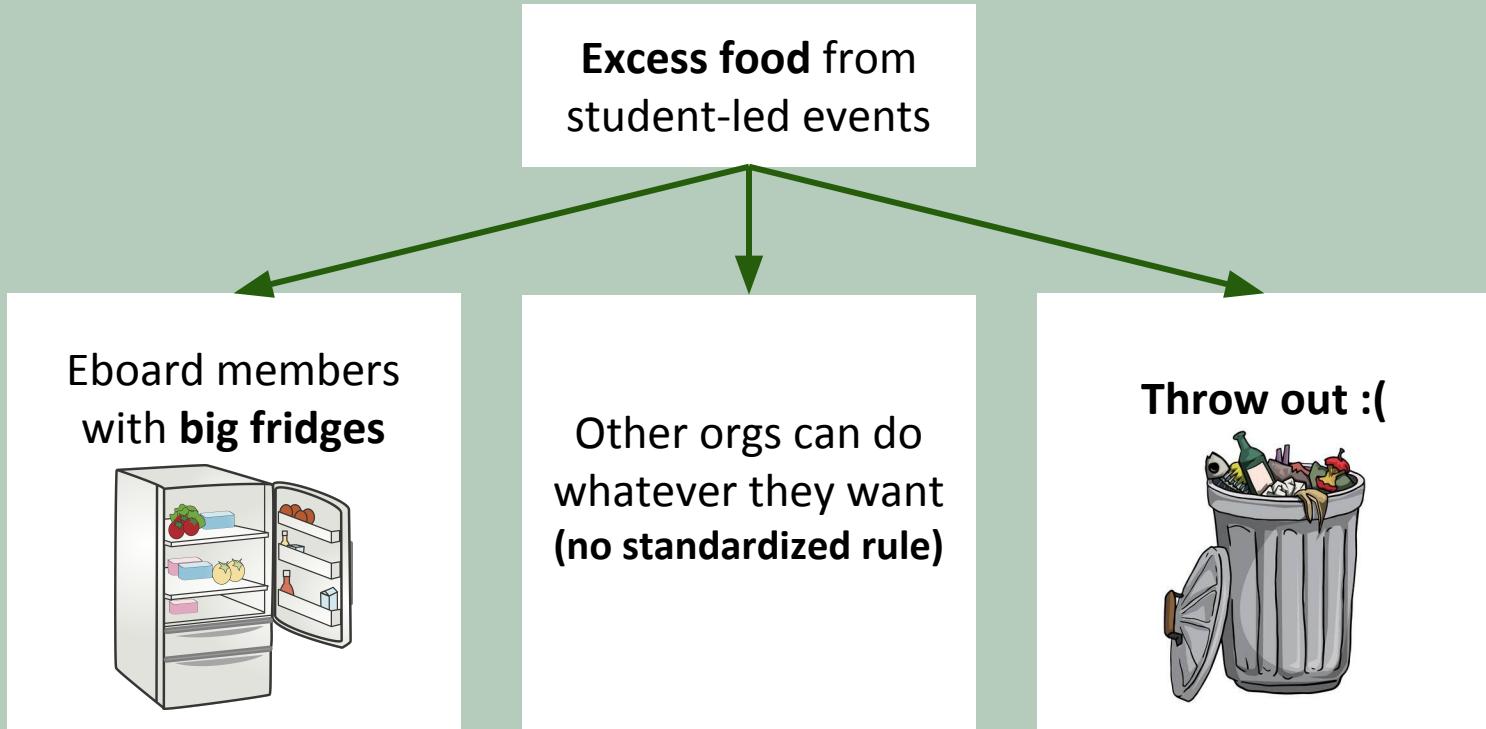
Student Org
Events



???



Interview with Jessica Kim



Interview with Trojan Table

Major focus on **excess food + sustainability**

Recently noticed the number of students facing **food insecurities**

Interviewed **Janette** (Director of Trojan table)

Unsure about what to do with leftover food

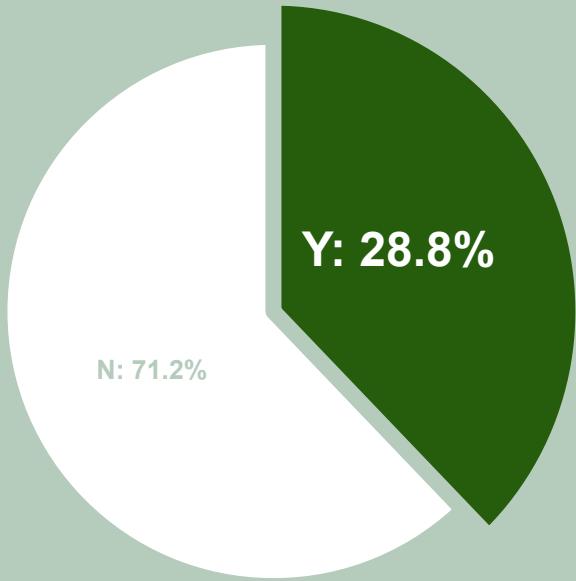
Conclusion: There is enough leftover food on campus from events and organizations to center our project on.



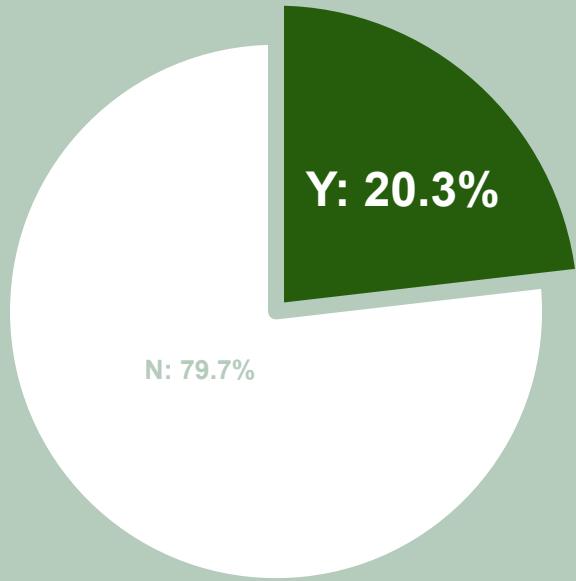


Qualtrics Survey on Food Insecurity

Q: In the last 30 days, did you **eat less** than you felt you should because there was **not enough money** for food?



Q: In the last 30 days, were you very **hungry** but didn't eat because there was **not enough money** for food?



Obtained from
59 Voluntary
responses
from USC
Facebook page
and groups

Conclusion: There is a **significant** number of USC students who are experiencing **food insecurity**.



Advantages

	Alleviates Food Insecurity	Reduces Food Waste	Familiarity among students	Collective Platform	Cost Free	Real Time Notification	Implemented At USC
Food Pantry	✓	✓	✓	✗	✓	✗	✓
Trojan Table	✓	✓	✗	✗	✓	✗	✓
FOOD RECOVERY NETWORK	✓	✓	✗	✗	✓	✗	✓
 Too Good To Go	✓	✓	✗	✓	✗	✓	✗
 Food for all	✓	✓	✗	✓	✗	✓	✗
 Budget Bites	✓	✓	N/A	✓	✓	✓	✓



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Traction/Growth



Expand market

USC establishments → Free
Lyft Area (2 mi) → LA Counties

Increase in Rescued Meals

Increase in Total Revenue



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