REVIA

Revive Every Bite

REVIA
revive every bite

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Revia — a simple solution to a big everyday problem inspired by inner passion of our founder Fatmah Alyammahi.

We hit the nerve

users need a simple way to know if food is still fresh

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Who is our customer?

Meet Amal — a busy mom of three in Sharjah.

She cares about her family's health and hates wasting food, but with a full fridge and a full schedule, she often forgets what's fresh. Expiry dates are confusing, and smell checks feel unreliable.

That's where REVIA comes in!

A simple, color-based patch lets her know what's safe to eat — no scanning, no guessing.

Less waste, less stress, more confidence.

Conducting

a mixed method interview with **23 participants** we found out

Simplicity is more valued than tech

Safety for others as a major reason

Global problems household food waste and foodborne illness

REVIA - freshness

you can trust,
at a glance!

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Perfect solution for

busy families, health-conscious consumers, and caregivers, Revia offers a simple, foolproof way to reduce food waste and protect loved ones.

Core value

Revia translates invisible spoilage into a clear visual signal — making food safety intuitive, waste reduction effortless, and behavior change natural.

The Revia Smart Expiry Patches

are **biodegradable, tech-free freshness indicators** that change color in real time

No apps, no scanning, no guesswork!

- sustainable materials
- pH-sensitive or gas-reactive membranes
- chemical-based visual changes

SAFE   SOON   EXPIRED

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How we generate revenue and build

a sustainable financial model

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Value propositions

- Color-coded freshness
- Less waste, more savings
- Simple, safe, sustainable

Customer segments

- Health-focused families
- Students
- Safety-conscious seniors
- Eco-minded consumers
- Home cooks

Customer relationships

- Visual guides & clear packaging
- Tutorials & food safety tips
- Email reminders & future app

Cost structure

- R&D & prototyping
- Production & packaging
- Sensor integration
- Retail placement
- Marketing & promotions

Channels

- Retail & e-commerce
- In-store pop-ups
- Social media & influencers
- Blogs & forums

Revenue streams

- Retail sales
- Subscription refills
- Bulk B2B orders
- Licensing (future)
- In-app premium features (future)

The right time for REVIA

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| IS NOW!

WHY NOW?

Food waste is soaring, consumers want simple sustainable solutions, and governments are pushing for reduction

Revia meets this moment with a low-effort, tech-free answer that aligns with rising demand and regulatory urgency

TAM

The global food packaging market is expected to reach USD 815.51 billion by 2032, growing at a CAGR of 6.26%

SAM

Our SAM targets urban households in the GCC region (UAE, Saudi Arabia, and Qatar) with a high food waste, government action and growing market

SOM

We are planning to capture 1–3% of GCC urban households in the next 5 years with a revenue potential of $2M–5M via patch sales, multi-packs and retail partners

Our focus | B2C customers

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1

WHO?

Targeting parents, caregivers, elderly, and health-conscious households focused on food safety

2

WHAT
will they pay?

AED 12–18 per 3–5 patch pack, with strong repeat potential and optional subscriptions

3

HOW
will we reach them?

Reach via in-store retail (Carrefour, LuLu, Union Coop), social media, local community groups

4

HOW
will we keep them back?

Retention through loyalty packs, refill discounts, seasonal editions, and optional app features

Revia's Innovations and Advantages

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| what sets us apart from competitors

Why Revia Wins?

1 Built for the GCC:
Culturally relevant, bilingual, and retail-ready

2 Effortless Use:
Simple color cues —
no tech, no guesswork

3 Affordable & Accessible:
Consumer-focused, unlike commercial-only competitors

4 Eco-Friendly:
Biodegradable and aligned with regional sustainability goals

Competitors

Feature / Company	Revia (Your Startup)	Timestrip® Labels	Tupperware Smart Lids	FreshTag Sensors
Technology	Smart sensor with traffic-light color change	Passive ink-based timers	Air-tight freshness seals	Digital temp/time sensor
User Feedback	Instant visual feedback, intuitive	No clear spoilage indicator	Users must guess freshness	Complex setup, not user-friendly
Reusability	Single-use, compostable	Single-use, non-compostable	Reusable but not freshness-specific	Some reusable models
Cost	AED 12–18 per 3–5 patch pack	USD 10 per 10-pack	High upfront cost (~AED 60–80)	High cost (USD 30+ per sensor)
Local Availability (UAE)	Planned for LuLu, Carrefour	Not widely available locally	Some availability, limited SKUs	Online import only
Customization & Design	Modern, appealing, Arabic-friendly	Generic medical label look	Kitchenware-focused	Industrial design
Eco-Friendliness	✅ Biodegradable body & backing	✖ Not eco-friendly	♻ Some sustainability claims	✖ Plastic, no eco-certification

Our main competitors are: Timestrip Labels; Tupperware Smart Lids; FreshTag Sensors

The Team Driving Innovation

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professionals
with unique expertise

WHY ME?

I've lived this problem my whole life — watching good food go to waste out of fear and uncertainty

That personal frustration fuels my passion for creating intuitive, accessible solution - Smart Expiry Patches

Built to execute

with the right mix of skills to launch, grow, and scale

- **Growth:**
  Social media, influencer outreach, and community building

- **Sustainability:**
  UAE Net Zero 2050 alignment and regulatory compliance

- **Product & Vision:**
  Innovation, design thinking, and MVP execution

- **Operations:**
  Eco-friendly sourcing, manufacturing, and quality control

- **Brand & Marketing:**
  GCC market insight, bilingual packaging, and cultural fit

- **Tech & Feasibility:**
  Smart sensor validation and long-term tech guidance

6 Months to Growth

key milestones and steps toward scaling up

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Step-by-step
development plan (6 months)

1 Finalize MVP design and confirm biodegradable materials from trusted supplier

2 Create packaging prototypes (Arabic/English) and start low-volume MVP production

3 Launch pilot in 15-20 households (students, parents, elderly, home chefs)

4 Collect usage feedback, adjust freshness sensor color timing or visuals

5 Lock in packaging + initiate talks with LuLu, Carrefour, and Union Coop

6 Begin soft launch via preorders, pop-up activations, and social media testing

Profitability and Forecasts

| path to profit and projected break-even point

Year	Revenue	Total expenses	Net Profit / Loss
1	$30.000	$60.000	-$30.000
2	$100.000	$80.000	+$20.000
3	$250.000	$120.000	+$130.000
4	$400.000	$170.000	+$230.000
5	$550.000	$200.000	+$350.000

Expected
to break even   Mid-Year 3

Investment Opportunities

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join us on our path
to scaling and profitability

To cover

product development, launch, early operations, and scale: we need

$200,000 over 5 years

Founders will contribute

- **$20,000**
  in initial seed funding

- Plus non-monetary value:
  labor, IP, early development, and network access

Amount Requested
from Angel Investors

$180,000

- Equity Offered:
  15% of the company in pre-seed stage

- Funds will be used for:
  - 40% product R&D and production scale-up
  - 30% marketing and branding campaigns
  - 15% operations and staff
  - 15% emergency buffer and iteration

Invest
in the future

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Invest today — together
we will change the market
and the environment

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Contact us