

Project Name:

FoodRescue

Problem	Customer	Solution
<p>My idea solves the problem of food waste in restaurants, coffee places, supermarkets, and households. According to the Food and Agriculture Organization of the United Nations, approximately one-third of the food produced in the world for human consumption every year — approximately 1.3 billion tonnes — gets lost or wasted. This not only has significant environmental and social impacts but also economic costs. For businesses, food waste represents lost revenue and profit. For households, it means wasted money and resources.</p>	<p>The problem affects environmentally conscious businesses and households who are looking for ways to reduce their food waste and save money. This could include restaurants, coffee shops, and supermarkets that want to improve their sustainability practices and attract environmentally conscious customers. It could also include households that are concerned about the environmental impact of food waste and want to save money by reducing their food waste.</p> <p><i>They care enough about the problem to want to fix it because they understand the environmental, social, and economic costs of food waste and are motivated to take action.</i></p>	<p>My idea solves the problem by introducing an innovative platform that empowers businesses and households to effectively manage food inventory, sell or donate near-expiration items, and educate themselves on composting and recycling methods. The platform incorporates an integrated marketplace for purchasing near-expiration food at reduced prices, a smart inventory system that sends alerts for expiring food, and educational resources on proper composting and recycling techniques. By utilizing this platform, users can minimize food waste, cut costs, and contribute to a more sustainable food system, all while benefiting from the latest technology.</p>

# Market Segmentation

## Step 1: Brainstorm Broadly Potential Market Segments for Your Idea/Technology/Product

### Brainstorming What My Startup Will Do

<b>What is my idea or technology?</b> FoodRescue is a platform that empowers businesses and households to efficiently reduce waste, manage food inventory and contribute to a more sustainable food system. It includes features such as a marketplace for near-expiration items, a smart inventory system and educational resources on composting and recycling.		
<b>What industries and end users could my idea or technology apply to?</b>		
Industry or Similar Category	End Users	What They Would Use It For
Food Service	Restaurants	Manage inventory, reduce waste, and save costs.
Retail	Supermarkets	Sell near-expiration items and minimize food waste.
Household	Consumers	Learn composting and recycling techniques and save money.
Agriculture	Farmer Markets	Sell surplus produce and reduce food waste.
Hospitality	Hotels	Monitor food inventory and reduce environmental impact.

## Step 2: Narrow Down This Broad List of Potential Market Segments to 6-8

### Top Target Markets to Consider for My Startup

End user	Target customer well-funded?	Target customer readily accessible to sales force?	Target customer's compelling reason to buy?	Can you deliver a whole product?	Is there entrenched competition?	Can you leverage this segment to enter others?	Consistent with values, passions, goals of team?	Rank
Restaurants	Yes	Yes	Yes, restaurants face significant costs associated with food waste	No	Moderate	Yes	Yes	1
Supermarkets	Yes	Yes	Yes, supermarkets incur costs from unsold inventory	No	Strong	Yes	Yes	2
Consumers	Yes/No	Yes	No, consumer's willingness to prioritize reducing food waste is often influenced by personal values and economic factors.	No	Moderate	Yes	Yes	3
Farmer Markets	No	No	No, vendors may not prioritize reducing food loss due to competing farming concerns.	No	Low	Yes	Yes	4
Hotels	Yes	Yes	No, reducing food waste might not be a priority for a hotel.	No	Low	Yes	Yes	5

## Step 3: Drop These Market Segments Into a Matrix and Review/Update the Rows for Your Situation

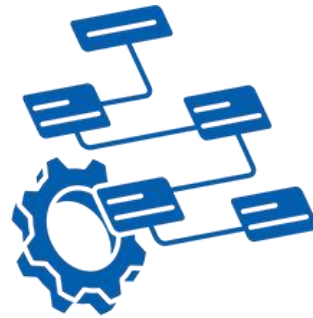
### Market Segmentation Matrix Row Definitions

Market Segment Name	Food Service	Retail	Household	Agriculture	Hospitality
End User	Restaurants	Supermarkets	Consumers	Farmer Markets	Hotels
Task	Reduce food waste in restaurants	Minimize food waste in supermarkets	Manage and reduce household food waste	Minimize food loss during harvesting and transportation	Efficiently manage food inventory to minimize waste in hotels
Benefit	Reduced costs, environmental impact	Lower grocery bills, earn money from market	Save / earn money, education	Reduced environmental impact, adopting sustainable farming methods	Cost savings and improved profitability, Enhanced customer loyalty
Urgency of Need	High	High	Moderate	High	Moderate
Example End Users	Restaurants, coffee shops, catering services	Supermarket chains, Convenience stores	Families, Conscious individuals	Farmers	Hotel Managers
Lead Customers	Large restaurant chains, catering companies	Major supermarket chains, grocery store franchises	Community organizations, local initiatives	Farmer's cooperatives, agricultural associations	Hotel chains, resort groups
Willingness to Change	High	High	Moderate	Moderate	Moderate
Frequency of Buying	Weekly	Weekly	Daily	Monthly	Monthly
Concentration of Buyers	Many competitive buyers	Many competitive buyers	Many competitive buyers	Few competitive buyers	Many competitive buyers
Other relevant market considerations	Food safety regulations, industry trends towards sustainable sourcing	Online grocery shopping trends, competition from discount retailers	Municipal recycling programs, accessibility to composting facilities	Government subsidies or incentives for sustainable farming practices	Hotel sustainability certifications, partnerships with local donation programs
Size of Market (# of end users)	Hundreds of millions	Hundreds of millions	Hundreds of millions	Tens of millions	Tens of millions
Est. value of end user (\$1, \$10, \$100, \$1K, etc.)	\$10 - \$100	\$10 - \$50	\$1 - \$10	\$1 - \$10	\$10 - \$50
Competition / alternatives	Competing restaurants, food delivery services	Other supermarkets, online grocery delivery services	Local community programs, DIY solutions, composting services	Community-supported agriculture programs	Other hotels and resorts implementing waste reduction strategies
Other components needed for a full solution	Food inventory management software, waste tracking systems	Shelf-life tracking tools, donation coordination platforms	Educational materials on reducing household waste	Vertical farming systems, hydroponic kits, urban gardening tools	Waste management software for tracking and optimizing food waste
Important partners	Food suppliers, waste management companies	Food producers, distribution companies	Waste management organizations, community groups	Local governments, community organizations	Hospitality industry associations, sustainable tourism initiatives
Other relevant personal considerations	Team's passion for sustainability, environmental awareness	Alignment with team's focus on reducing waste in supply chains	Personal commitment to reducing waste in daily life	Team's interest in urban farming and local food systems	Team's dedication to crafting a sustainable and exquisite guest experience.

# Calculate the TAM for the beachhead market



**Bottom-up  
approach**



**Top-down  
approach**

# Bottom-Up TAM Analysis Summary

<b>1.</b>	<b>One Time Charge Data Point</b>	
1a	Estimation of price per unit	100
1b	Number of units needed per end user	12
1c	Average life of product in years	1
1d	Annualized revenue (1a*1b)/1d (Data Point 1)	1200
<b>2.</b>	<b>Budget Available Data Points</b>	
2a	Current spending per end user (Data Point 2)	2400
2b	Total budget for the end user	30.000
2c	What percentage of budget could go to this solution reasonably?	5% = 1500
2d	Annualize revenue (2b*2c) (Data Point 3)	45.000.000
<b>3.</b>	<b>Comparables</b>	
3a	Who are the comparables for your business?	Businesses who sell their near-expiration food before closing
3b	What are the comparable products?	Food delivery apps/Food waste apps
3c	What is the comparable converted to similar annualized revenue (Data Point 4 plus however many more you deem relevant)?	960
<b>4.</b>	<b>Interpreting the Results</b>	
4a	Consensus on estimate of annualized revenue per end user, based on the four Data Points above (a range is fine)	1.200 - 24.000
	How did you end up at this number/range?	Calculated the revenue from 1 to 20 customers (stores), while having an annual subscription of 100\$

# Top-Down TAM Analysis Summary

1	Total # of end users in the broad market segment	2.000.000	Source/ based on:	Based on population of Greece and population who could benefit from our app
2	Total # of end users in the targeted subsegment of your Beachhead Market	650.000	Source/ based on:	Based on the previous population and the population of our specific region
3	Annual monetizable revenue per end user	1.200	Source/ based on:	Based on the price of subscription
4	Estimate of top-down TAM (line 2 times line 3)	780.000.000		










# Competition Analysis

A competition analysis plays an important role. Making a competition analysis to know enough about competitors is very important for business. By doing the analysis, you will identify the strengths and weaknesses of current and potential competitors and establish what makes your product or service unique, so that you can develop the correct strategy to win the battle.

Chart 1: Comparison Table

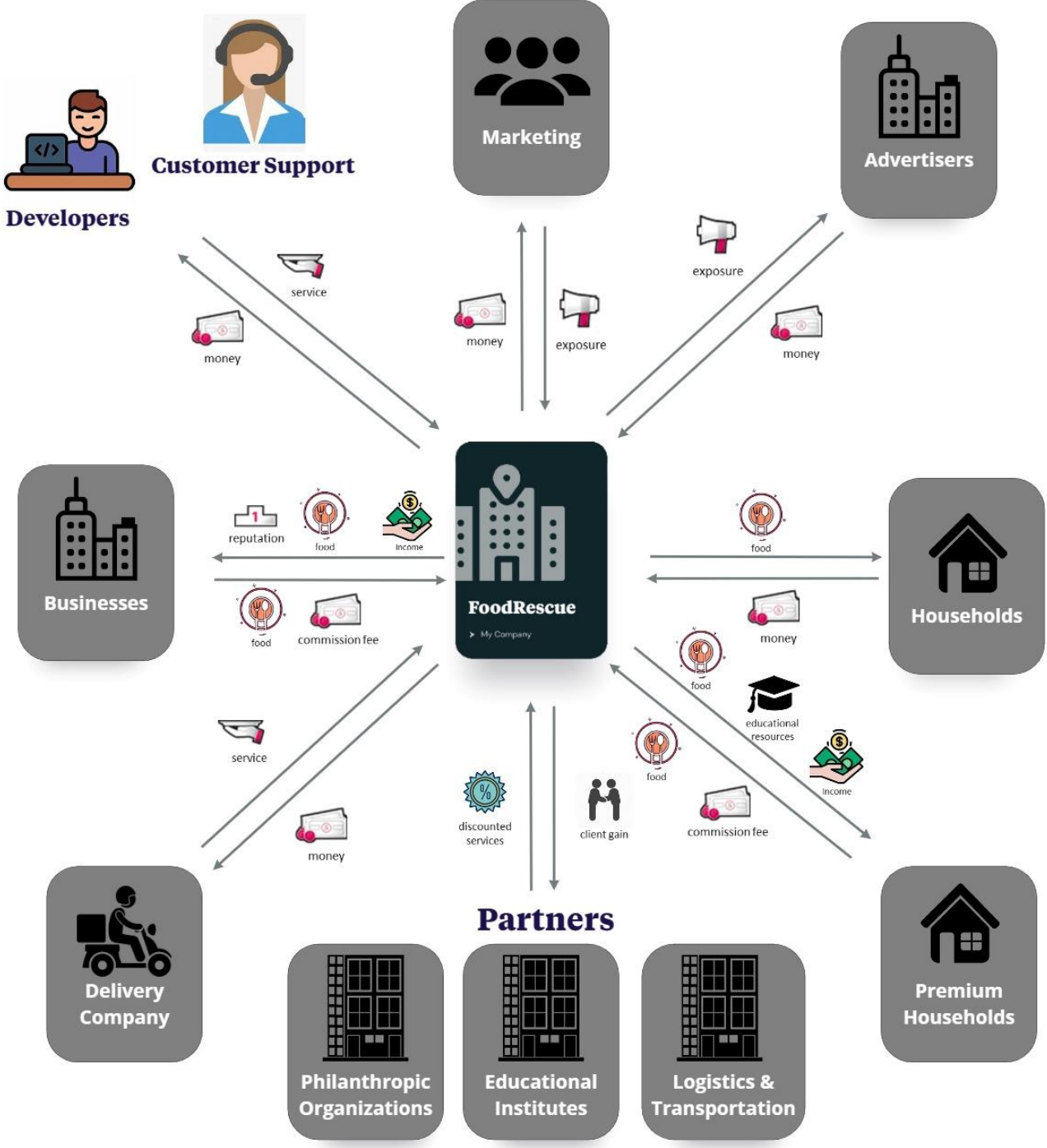
					
inventory system	✓	✗	✓	✓	✗
educational resources	✓	✓	✗	✗	✓
Recipe Suggestions	✓	✗	✗	✗	✗
Local Availability	✓	✓	✓	✓	✓
Price per Serving	✓	✓	✓	✓	✓

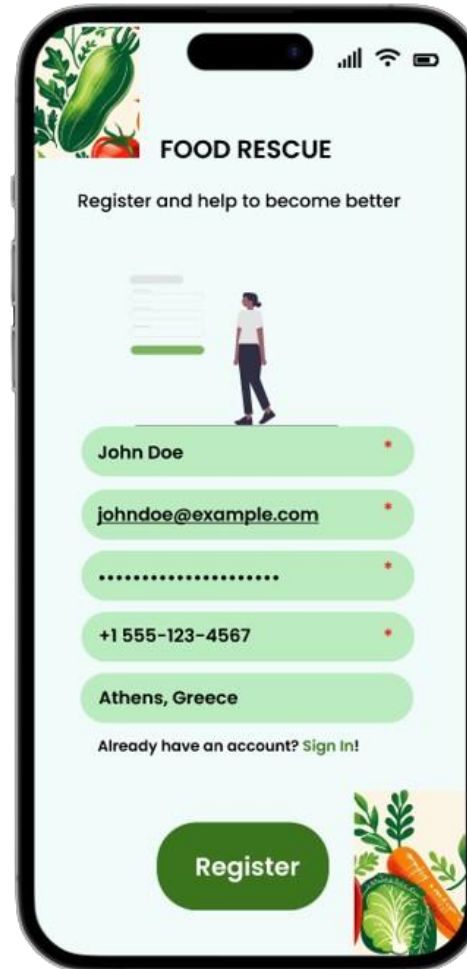
# Business Model Canvas

 <b>Key Partners</b>  The key partners of FoodRescue include businesses in the food service and retail sectors, household consumers, and philanthropic organizations. Collaboration with these partners is crucial for FoodRescue's success in reducing food waste and promoting sustainability, creating a network that supports the exchange and recovery of food that would otherwise be discarded.	 <b>Key Activities</b> <ul style="list-style-type: none"><li>Platform development</li><li>Partnership Management</li><li>Marketing and outreach</li><li>Logistics and operations</li><li>Education and training</li><li>Data analysis</li></ul>	 <b>Value Propositions</b> <ul style="list-style-type: none"><li>Reducing food-waste</li><li>Cost savings</li><li>Sustainability</li><li>Convenience</li><li>Community engagement</li><li>Social Impact</li></ul>	 <b>Customer Relationships</b> <ul style="list-style-type: none"><li>User support</li><li>Community engagement</li><li>Feedback mechanism</li><li>Partnership development</li><li>Educational initiatives</li><li>Communication</li></ul>	 <b>Customer Segments</b> <ul style="list-style-type: none"><li><b>Businesses in the Foodservice Industry:</b> Engaging with these customers to minimize food waste and redirect surplus food to those in need, FoodRescue can substantially reduce food waste at its source.</li><li><b>Household Consumers:</b> Partnering with household consumers who purchase near-expiration food items or donate surplus food contributes to reducing food.</li><li><b>Philanthropic Organizations and Social Assistance Groups:</b> These organizations serve as key partners in distributing surplus food to those in need.</li></ul>
	 <b>Key Resources</b> <ul style="list-style-type: none"><li>Technology infrastructure</li><li>Human capital</li><li>Data and analytics</li><li>Partnerships</li><li>Brand and reputation</li><li>Educational resources</li><li>Financial capital</li></ul>	<div>Value propositions: Reducing food waste, cost savings, sustainability, convenience, community engagement, social impact</div>	 <b>Channels</b> <ul style="list-style-type: none"><li>Social media</li><li>Online platform</li><li>Web app</li><li>Email newsletters</li><li>Community Events</li><li>Workshops</li></ul>	
 <b>Cost Structure</b>  The business model entails significant costs in platform development, marketing and outreach efforts, and operations and logistics. Key resources, such as technology infrastructure and human capital, play crucial roles in delivering a seamless experience to users and partners. With a focus on premium value propositions, FoodRescue invests in extensive outreach, personalized customer support, and ongoing platform development to create a robust ecosystem that effectively reduces food waste. While fixed costs like salaries and rents are inherent, variable costs such as marketing and partnership-related expenses fluctuate based on usage and scale.			 <b>Revenue Streams</b>  FoodRescue generates revenue through various streams tailored to its mission of reducing food waste and promoting sustainability. This includes transaction fees charged to businesses for successful sales or donations facilitated through the platform, subscription plans offering enhanced features, advertising opportunities on the platform, data insights services, partnerships with organizations for co-branded initiatives, and educational programs. These revenue streams enable FoodRescue to sustain its operations, invest in platform development, and further its impact in combating food waste while providing value to its users and stakeholders.	

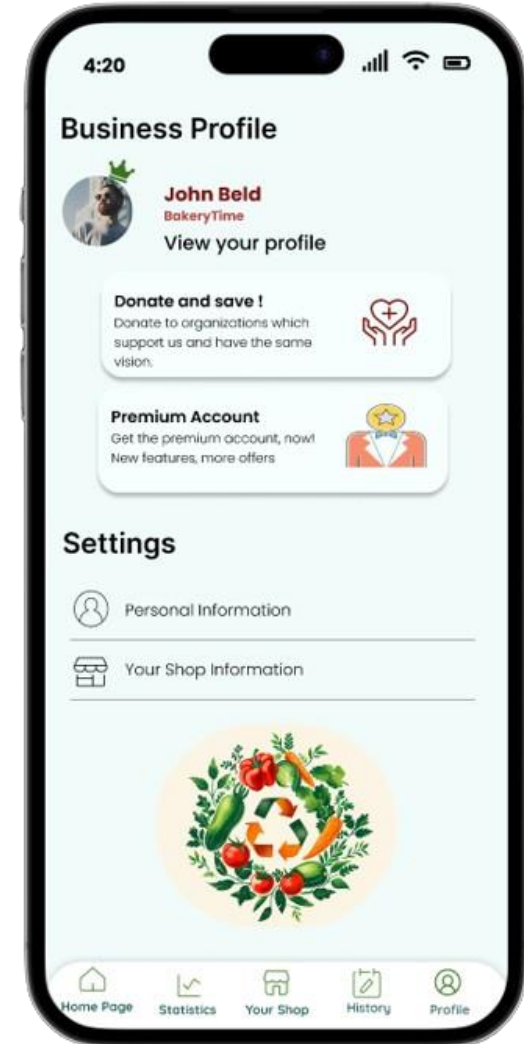
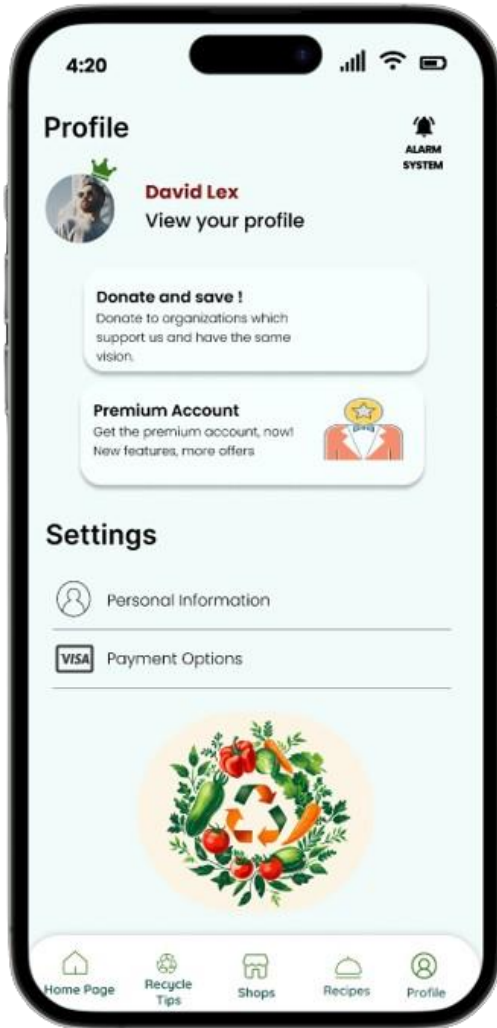


# Business Model Kit





## AUTHENTICATION SCREENS

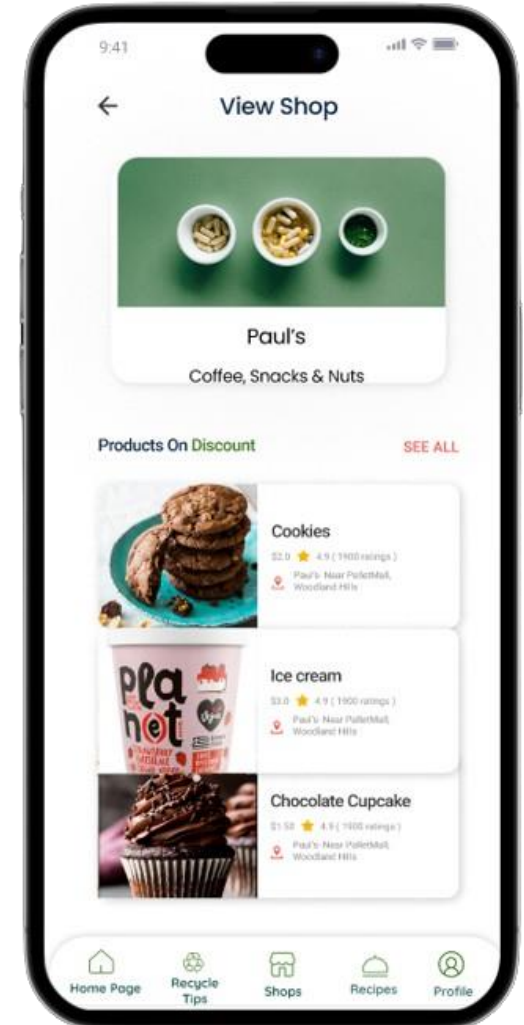
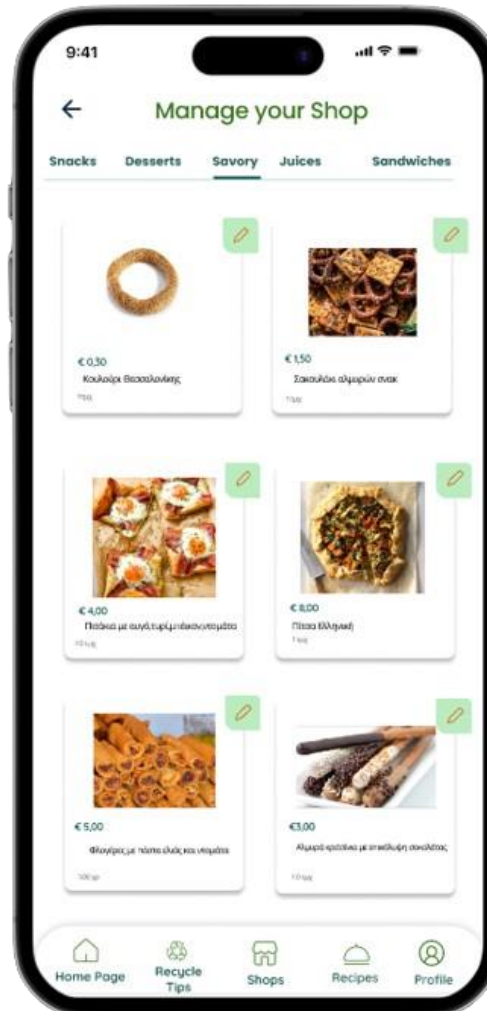
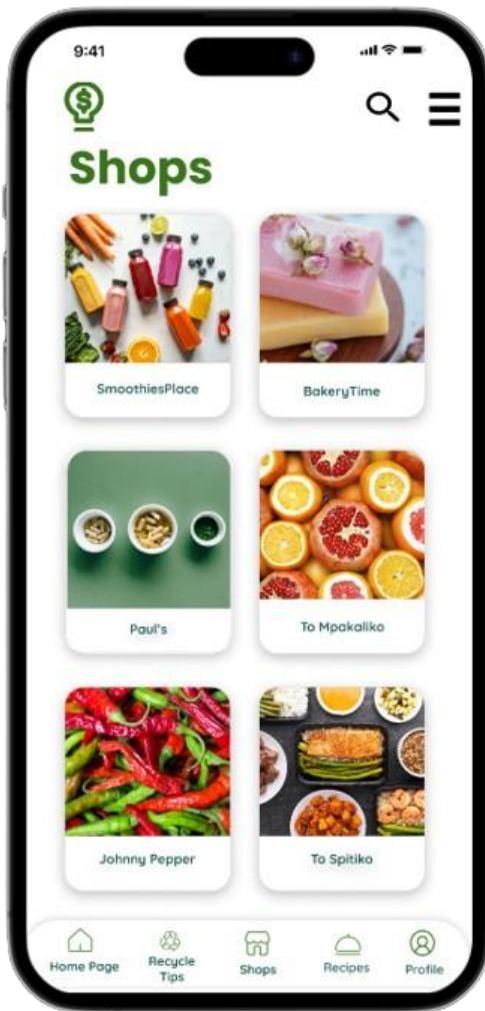


## PROFILE SCREENS

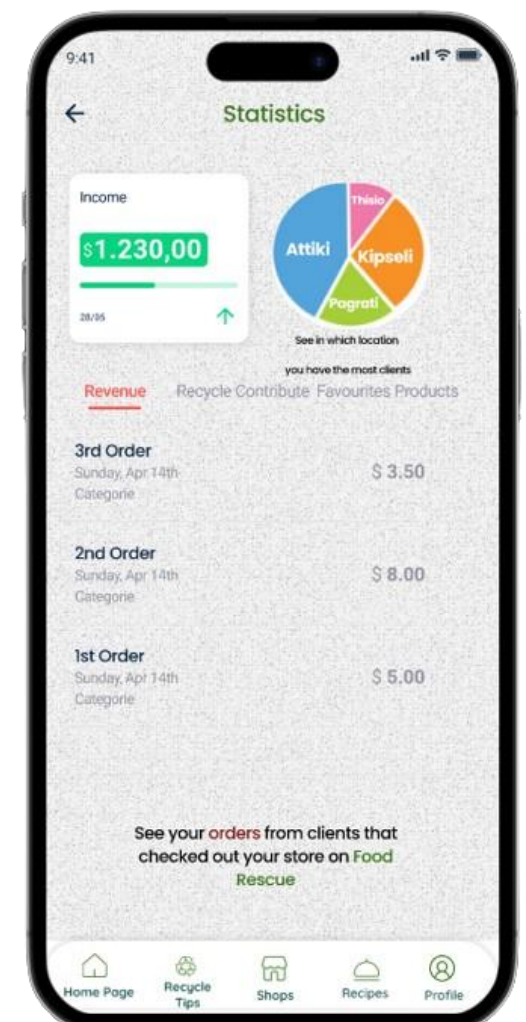
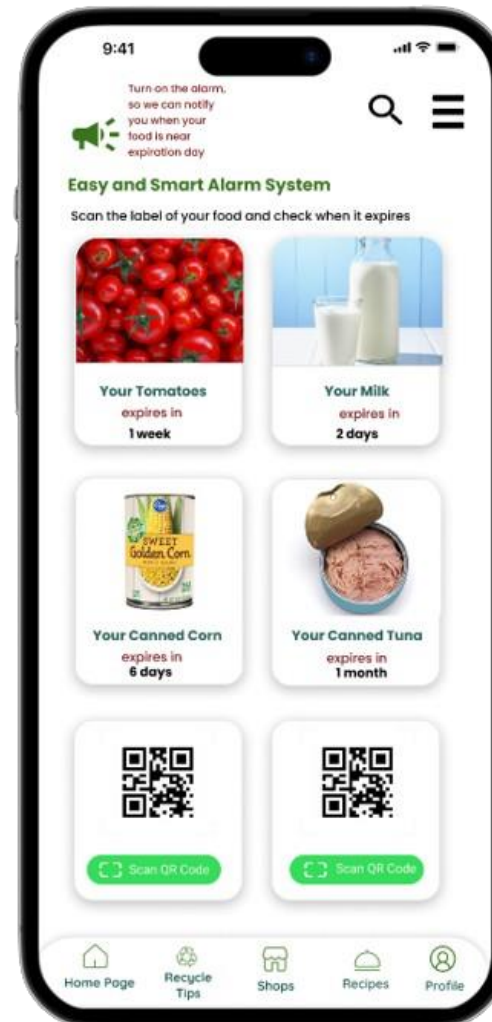
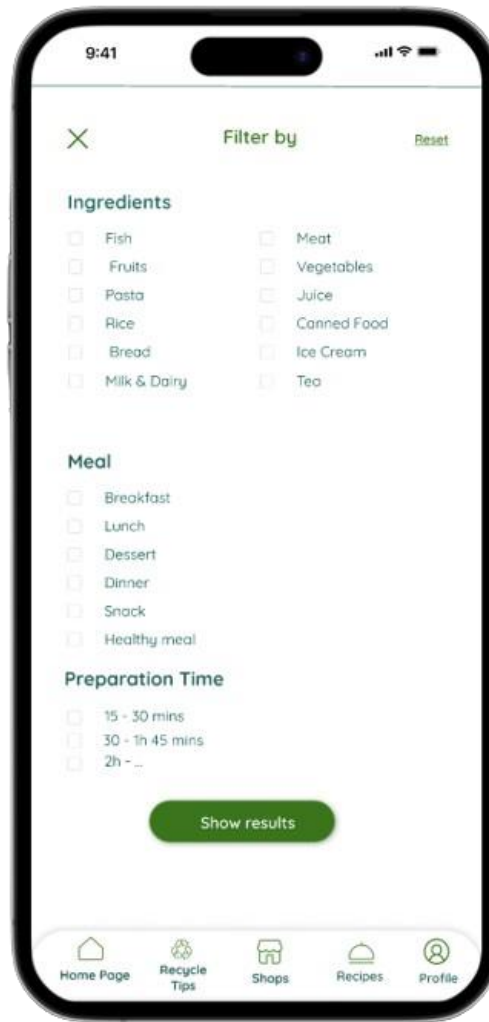
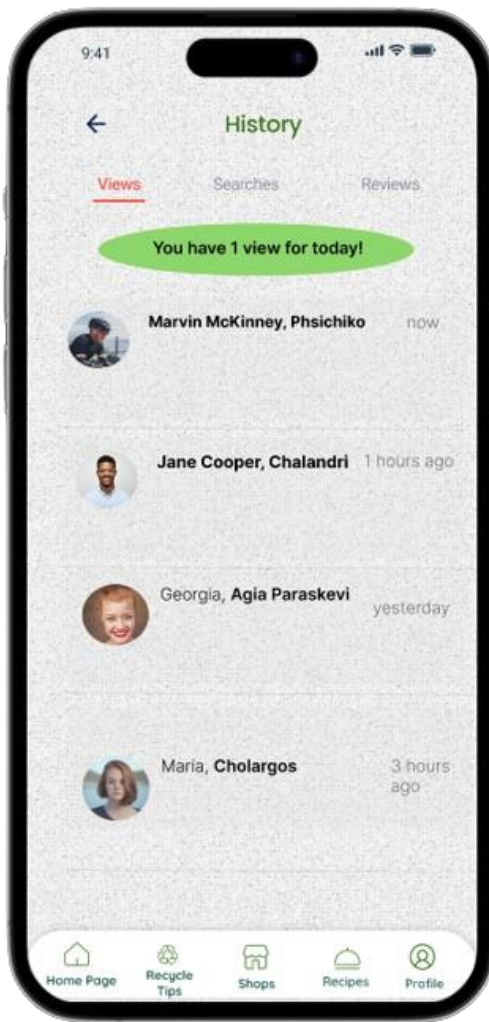


## MAIN SCREENS





## INTEGRATED MARKET SCREENS



EXTRA SCREENS

# Assumptions

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- Willingness of businesses and households to adopt new eco-friendly technologies and practices.
- Ability to establish successful partnerships with key players in the food service and retail sectors.
- Availability and effective integration of required technology (smart inventory systems, machine learning algorithms).
- Revenue streams from transaction fees, advertisements, and subscription plans are sufficient to cover operational costs and generate profit.

# Constraints

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- Complexity of adhering to food safety and waste management regulations across different regions.
- Efficient logistics for the redistribution of near-expiration food items.
- Significant financial investment required for initial development and ongoing maintenance.
- Necessity of robust data protection measures to ensure privacy and security of user data.





# **FOOD RESCUE**

## Pitch Presentation



# THE PROBLEM – FOOD WASTE

## Worldwide Affection

Environmental impact,  
increasing greenhouse gas  
emissions & fuels climate  
change

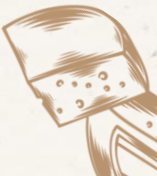


## Economic Loss

Lost revenue for businesses  
and wasted resources for  
households

## 1.3B Tonnes of Food

Gets wasted or lost,  
equating to 1/3 of world  
food production



# OUR SOLUTION

## An Innovative Food Management Platform



### Integrated Market

An integrated market offering win-win solutions for buyers and sellers, enabling everyone to sell near-expiration food and reduce waste efficiently

### Smart Inventory System

A smart inventory system leveraging cutting-edge technologies and machine learning algorithms to predict food expiration dates and set timely alerts

### Educational Resources

A blog offering educational resources on proper recycling and composting, including information on where and how to recycle, and a blog for

### Creative Recipes

A blog featuring recipes specifically designed for using near-expiration foods, helping to reduce waste and inspire delicious, sustainable meals.





# TARGET GROUP

## Supermarkets

Supermarkets, with their vital role in the food supply chain, can leverage our platform to minimize food waste, promote sustainability, and engage customers effectively

## Households

Environmental conscious households can benefit from our platform by accessing educational resources, discovering recipes for near-expiration foods, and participating in a marketplace to buy and sell surplus items.

## Food Retail

Food retail establishments, spanning restaurants, coffee shops, and fast food companies, can leverage our platform's features to efficiently manage their surplus resources and maximize their utilization.



# COMPETITION MATRIX

	 FOOD RESCUE	 BRING IT BACK	 bitl <small>Don't eat it. Buy it.</small>	 Mystery Pot	 FOOD BAG <small>THE FOOD BAG DON'T EAT IT. BUY IT.</small>
inventory system	✓	✗	✓	✓	✗
educational resources	✓	✓	✗	✗	✓
Recipe Suggestions	✓	✗	✗	✗	✗
Local Availability	✓	✓	✓	✓	✓
Price per Serving	✓	✓	✓	✓	✓

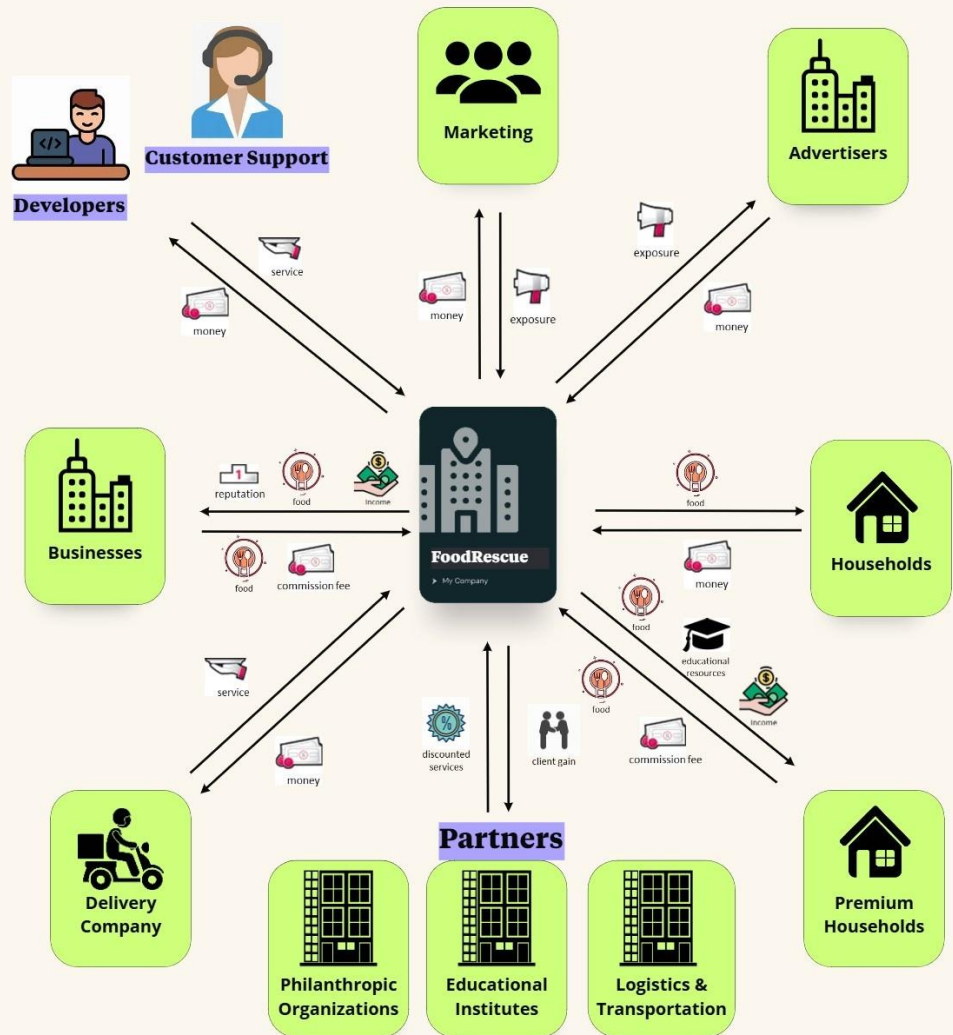
# BUSINESS MODEL

## Income

- Commission Fees
- Advertisements
- Integrated Market

## Expense

- Salaries
- Marketing
- Delivery System



# CURRENT & NEXT STEPS





# OUR TEAM



**Ippokratis  
Pantelidis**  
Researcher  
Pptx designer



**Eirini  
Gaitanarou**  
Researcher  
UI Specialist



**Antonis  
Konstantakis**  
Researcher  
Presenter



**Angela  
Dimitrakaki**  
Researcher  
Market Analyst



**Charalabos  
Kolometsos**  
Researcher  
Marketing Head







# THANKS

**Does anyone have any questions?**

**You will find us very soon on :**

[foodrescue@gmail.com](mailto:foodrescue@gmail.com)

[foodrescue.com](http://foodrescue.com)

