



# NutriLink

Connecting surplus food to food-insecure households through a community-based redistribution platform.

## Problem

Food waste and hunger coexist because surplus food is hard to discover, verify, and deliver quickly. Local providers lack a trusted, real-time way to share excess food with nearby households.

**Evidence:** About one-third (1.3–2.5B tonnes) of food is lost or wasted yearly, around 1B meals/day; this drives 8–10% of global GHG emissions, with households responsible for 60% of waste.

## Solution

NutriLink is a mobile-first platform that enables food providers to list surplus items, beneficiaries to request nearby food, and delivery agents to complete safe, timely distribution.

## Product Snapshot

- Surplus listings with quantity, expiry, and location.
- Nearby discovery, requests, and status tracking.
- Delivery workflow with pickup and drop-off confirmation.
- Notifications and admin impact monitoring.

## Target Market

- Primary users: food providers (restaurants, groceries, institutions), food-insecure households, delivery agents.
- Focus geography: Yaounde, with expansion to wider Cameroon.
- Market sizing: [TAM/SAM/SOM or estimated addressable households/providers].

## Business Model

- Provider subscriptions for listing and analytics.
- Small delivery/service fees per fulfilled request.
- NGO/CSR partnerships and institutional dashboards (future).

## Go-to-Market

- Pilot with local providers and community partners in Yaounde.
- Leverage campus and NGO networks for beneficiary onboarding.
- Scale to wider Cameroon after validated unit economics.

## Impact Model

- SDG 2 (Zero Hunger), SDG 12 (Responsible Consumption), SDG 17 (Partnerships).
- Metrics tracked: meals delivered, food waste reduced, beneficiaries served.
- Impact targets: [e.g., 5,000 meals/month, 20 tons waste reduced/year].

## Traction

- Pilots, partnerships, LOIs, early users, awards.
- Prototype or MVP status.

## Competitive Advantage

- Community-based redistribution with verified roles and accountability.
- Real-time listing expiry controls and delivery workflow.
- Local partnerships that build trust and scale.

## Team

<b>Kamdeu Yamdjeuson</b>	Product lead
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## Call to Action

We are seeking mentorship, partnerships with food providers, and pilot opportunities to validate and scale NutriLink.

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