Too Good To Go

TO GOOD TO GO

LET'S START SAVING FOOD

2023

Hmadouch Anass - Boudot Nathan - Cabaret Line

SUMMARY

HISTORY OF THE COMPANY

Too Good To Go is a mobile app that connects its users with bakeries, restaurants, supermarkets and other food professionals to offer them unsold goods at reduced prices in the form of baskets to save.

The company was founded in 2015 in Denmark by Brian Christensen, Thomas Bjørn Momsen, Stian Olesen, Klaus Bagge Pedersen and Adam Sigbrand. Too Good To Go rebranded its first "meal" in Copenhagen in March 2016. The creators' basic idea was to revalue the food thrown away at the end of buffets. As they developed their concept, it soon became clear that this principle could be applied to all kinds of food services, bakery cafes and hotels.

Lucie Basch was an engineer and worked in several NESTLÉ and Open Food Network production lines. Their wasteful mentality shocked her deeply. Working on the same concept, she joined the group of entrepreneurs in Scandinavia. Then, she developed the concept in France in June 2016 by creating an anti-waste app to deal with food waste because she refuses this world that "won't exist in 40 years".

The app has grown exponentially, and in 2009, revenues increased by 200% compared to 2018, totaling nearly 38,000 partners and over 18 million users. Three and a half years after its inception, the company has saved 29 million meals, avoiding more than 72,000 tons of greenhouse gas emissions (the equivalent of 15,000 cars running for a year).
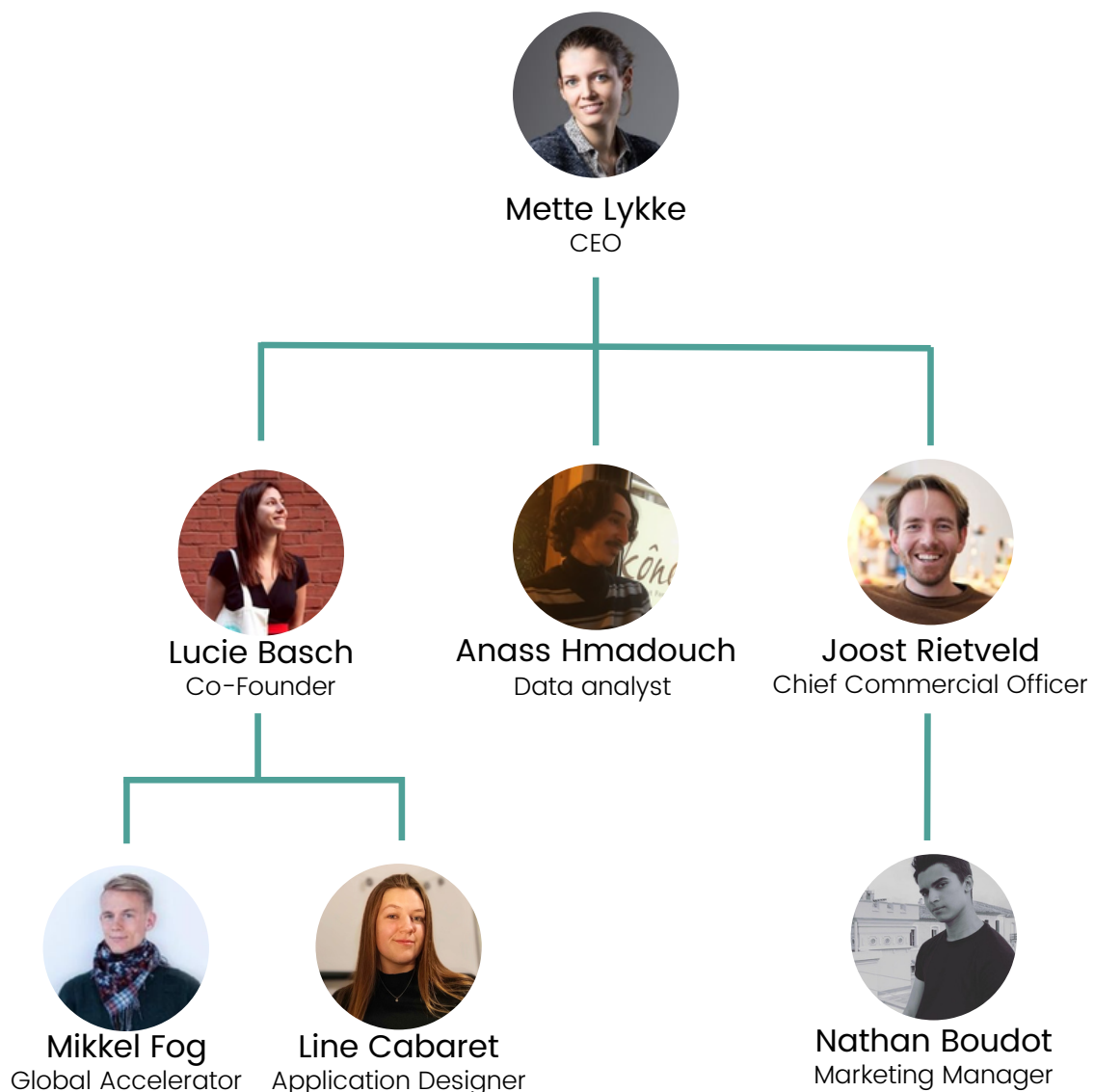
Lucie Bash

" If food waste was a country, it would be the 3rd biggest polluter in the world "

WHO WE ARE ?

We are a growing company specialized in fighting food waste. Since our launch in 2016, we have experienced rapid growth and have become one of the world's leaders in the industry; We take pride in our passionate and determined team that is working to change the world by reducing food waste and offering sustainable solutions for the environment. Here is an overview of our leadership team and their respective roles within the company:

Mette Lykke
CEO

Lucie Basch
Co-Founder

Anass Hmadouch
Data analyst

Joost Rietveld
Chief Commercial Officer

Mikkel Fog
Global Accelerator

Line Cabaret
Application Designer

Nathan Boudot
Marketing Manager

Together, we are working to create a more sustainable future for all by doing our best to eliminate food waste and offer eco-friendly solutions for both consumers and businesses.

LOGO

When we look for the first time at the logo of the company To Good To Go we immediately notice its leaf shape as well as its colors. Indeed the logo is built on 3 shades of green which directly appeal to the ecology which is the essential reason of the creation of this application.

2016

2019

The emblematic logo of the application is at its 2nd design, when it was created it was a circle with the name of the company written on it. It included too many details and was no longer in the air of time.

In 2019 the logo is changed. The graphic designer Carl-Emil explains his creative process as follows: "My goal was to create something that not only embodies our concept, but also shows what Too Good To Go means to the different members of our community. We wanted to keep the best of the old logo, only in a fresher, cleaner and more flexible version. I focused on three main elements:

- Our desire for a more environmentally friendly world
- Keeping the colors soft and light
- A simple design to show the simplicity of our concept"

The leaf for ecology

Too Good To Go

The heart for love towards the community

3

The number 3 because their concept is win-win-win
Everyone wins: the merchant, the user and the planet

THE APPLICATION

The app available on the app store, google play and Huawei AppGallery has over 19.4 million users. More than 38,000 restaurants, supermarkets, hotels, bakeries and canteens in 14 European countries use the app every month

01. How does it work ?

DISCOVER　　　　**COLLECT AN ANTI-WASTE BASKET**　　　　**TREAT YOURSELF**

Too Good to Go is a mobile application that allows users to find cheap food offers from restaurants, bakeries and other local shops. The way the app works is simple: merchants post meals or unsold products they have available at the end of the day, and users can purchase them at a discounted price via the app. Users can then collect their order from the shopkeeper at the scheduled time and avoid food waste while saving money. The app aims to encourage responsible and sustainable food behaviour, while providing a convenient solution for budget-conscious consumers.

Once they have ordered their meal, users receive a receipt that they must present to the merchant in order to collect the order. As for other types of waste such as packaging, the company encourages its partners to accept customers' containers as much as possible.

02. Functionality

Too Good To Go is a mobile application that aims to combat food waste by allowing consumers to purchase surplus food from local merchants at discounted prices. The application is available in several countries and allows users to find nearby offers.

The operation of the application is simple: merchants offer unsold food at the end of the day, such as prepared meals, fresh produce, pastries, and fruits and vegetables, at attractive prices. Users can then order and pay directly from the application, and then pick up their food during the hours specified by the merchant.

This initiative helps to reduce food waste by providing a practical and economical solution for consumers and merchants. Merchants can sell their unsold food rather than throwing it away, while consumers can enjoy quality products at affordable prices.

Furthermore, Too Good To Go raises awareness among users about food waste by providing information on the environmental impact of this practice, as well as tips for reducing waste in their daily lives.

In summary, Too Good To Go is an innovative mobile application that helps to combat food waste by offering a practical and economical solution for consumers and merchants. This initiative contributes to preserving the environment while promoting responsible consumption.
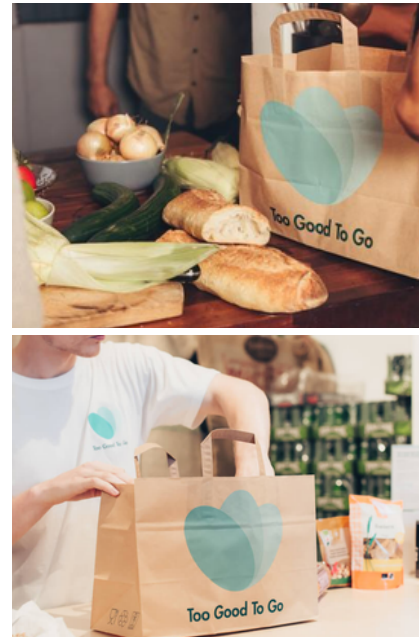
04. Features

With the different features of the application we can target meals based on location or search for meals based on different options, such as time of collection, location, type of food.

In addition, the application is constantly evolving and adding new features, such as the vegetarian option or the ability to add favorite businesses to favorites.

Localisation

The "location" function allows us to detect the baskets to save near us. To activate it there are two options: we can use our current position or define an area with a search radius in km. On this page, a map is displayed with the number of available baskets and their position.

Favorites

The "favorites" function allows you to pin restaurants, grocery stores or others that interest the user to find them more quickly. To do so, simply click on the heart next to the store name. In addition, when a restaurant added to the favorites adds an anti-waste basket, the application sends a notification to the user to know if he or she is interested in that basket.
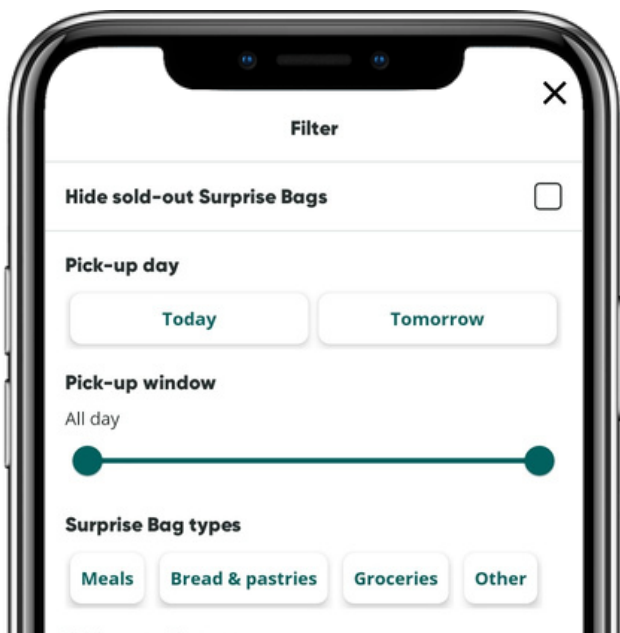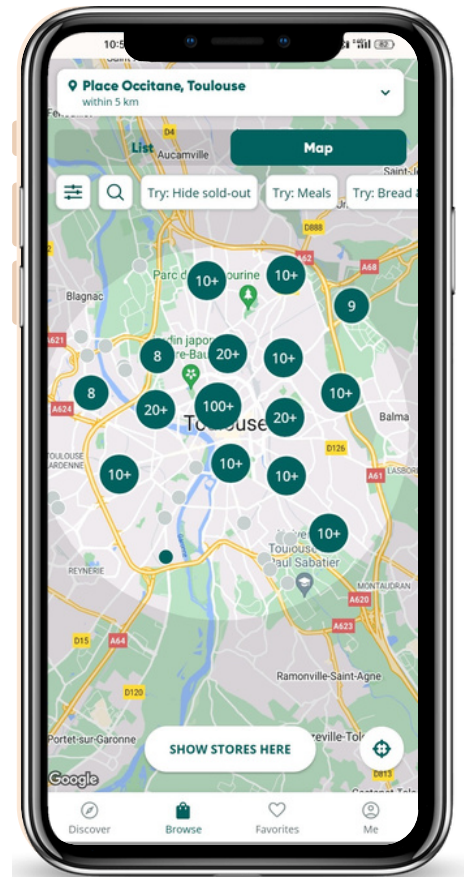
Filtered

There are different filters to refine the basket search. You can select the vegetarian or vegan option. But also choose the time of the collection, the place or the type of food (meal, breakfast, grocery,...).

05. Design

Too Good To Go's graphic charter is based on a specific colour palette, with a dominant dark green colour that recalls the idea of sustainability and ecology. This colour is used consistently on all media, including the website, the application, social networks and advertising campaigns.

The Too Good To Go logo is also used consistently on all media, with versions adapted to the different formats (horizontal for the website, square for Instagram, etc.). The logo is generally placed at the top left of the page or interface, which makes it easy to spot and reinforces the brand's graphic consistency.

#46c4c0

#4ea097

#c4c5c6

#fffff

In terms of typography, Too Good To Go's graphic charter uses a modern and elegant sans-serif font, which is used consistently on all media. The titles are generally in upper case, while the body text is in lower case, which reinforces the accessibility and readability of the contents.

The Too Good To Go application uses icons and illustrations to guide the user and reinforce the user experience. These icons and illustrations also follow the same graphic charter, with coherent colours and shapes that reinforce the visual identity of the brand.

In short, Too Good To Go's graphic charter is consistent across all media, which reinforces the brand's recognition and user experience.

Lsnpcie xzeio

Lsnpcie lcoab

Lxpoenc xsqijd

The design of the Too Good To Go application is elegant and user-friendly. The user interface is clear and intuitive, and the menu at the bottom of the screen makes it easy to navigate within the application. The colours used are mainly green and white, which evoke nature and the freshness of food. On the homepage, users can easily find available baskets in their vicinity through a map.

TARGETS AND COMPETITORS

Targets

The Too Good To Go application is aimed at people who want to fight against food waste by allowing users to recover unsold food from restaurants, bakeries, supermarkets and other food shops at reduced prices. It is therefore aimed at all consumers who want to reduce food waste and save money at the same time. The app can be used by people of all ages, but it is particularly popular with young adults and students who are looking to save money while consuming responsibly.

Family
20%

Student
40%

Young adults
30%

Older people
10%
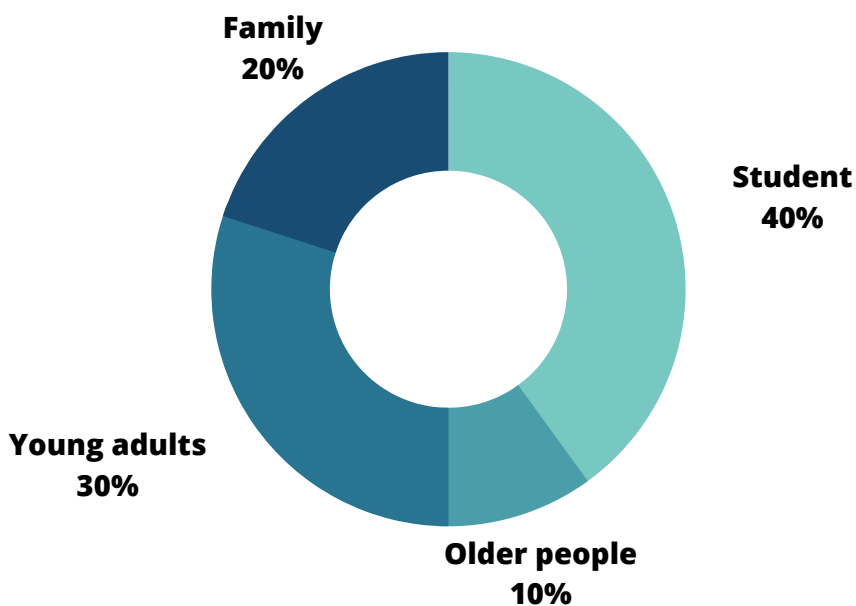
This pie chart shows the distribution of the different populations targeted by the Too Good To Go application, with the respective percentages of each category in the total population

The company regularly uses social networks to publish interesting and attractive content, such as photos of food collected via the app, cooking tips or interviews with partner retailers. In addition, it organises online and offline events to raise awareness of food waste among consumers and partner retailers.

Too Good To Go has set up partnerships with various local and national organisations. These partnerships allow the company to reach new audiences and strengthen its credibility with the sector's stakeholders.

By combining these different strategies, Too Good To Go has succeeded in improving its visibility and reaching an ever wider population, thus contributing to reducing food waste and encouraging more responsible and sustainable consumption

Competitors

Today there are many apps that aim to reduce food waste like Too Good To Go. Its main competitors are Karma, Olio, ResQ Club and SaveEat, all of which are excellent apps for fighting food waste and offer similar solutions to Too Good To Go. However, here is why Too Good To Go stands out:

01. Global scale

Too Good To Go is available in over 15 countries worldwide, making it one of the largest players in the market. This global reach allows the app to reach a wider audience, which is important for food companies looking to eliminate food waste.

02. Intuitive user interface

Too Good To Go's user interface is clear, intuitive and easy to navigate. This makes it easy for users to find great deals and purchase unsold food, making it an obvious choice for environmentally conscious consumers.

### 03. Collaboration with businesses

Too Good To Go works with businesses of all sizes, from large supermarkets to small independent cafes. This collaboration helps businesses to reduce their food waste and reach a wider audience, which is beneficial for all.
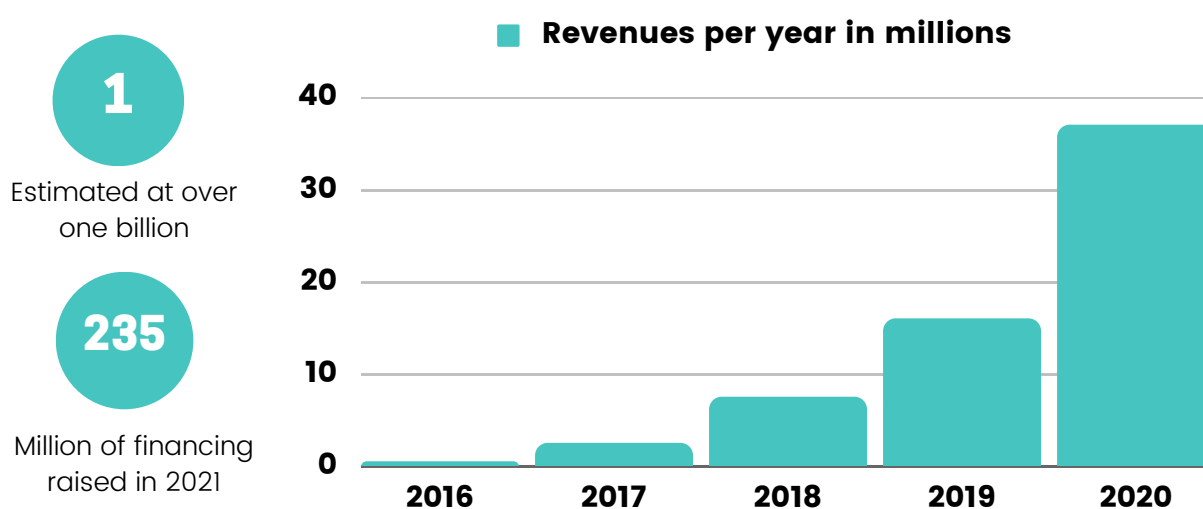
04. Environmental impact

By reducing food waste, Too Good To Go has a significant positive impact on the environment. By purchasing unsold food, consumers can help reduce greenhouse gas emissions, water consumption and other natural resources needed for food production.

Too Good To Go key figures

■ Number of meals saved in Millions

150

Collaborators

1300

Number of employees in 2022
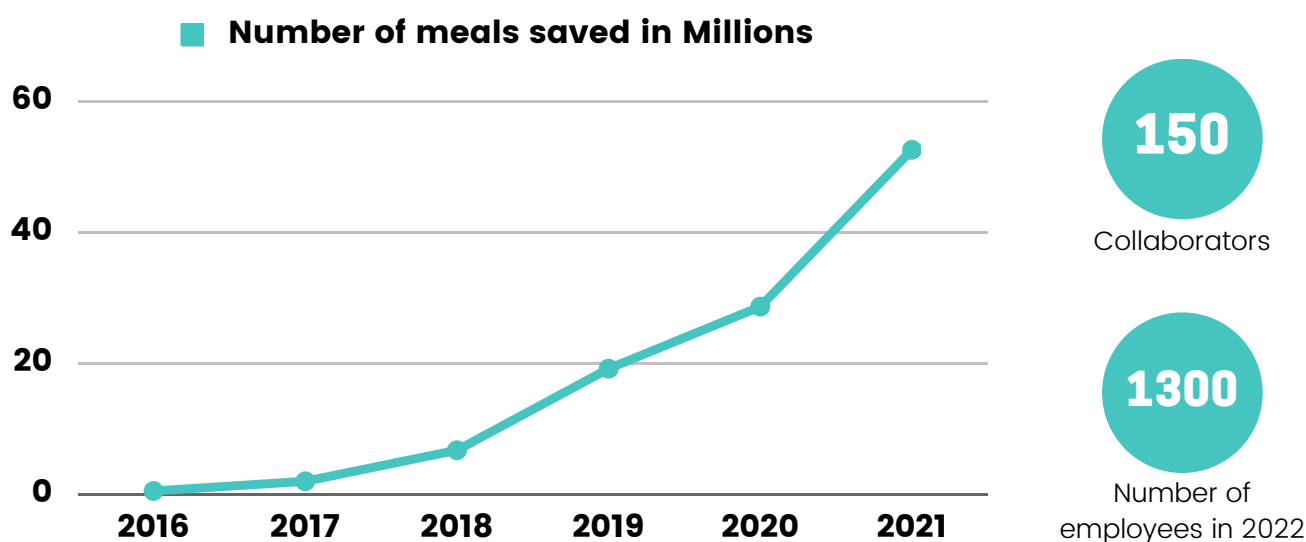
These numbers demonstrate the significance of the Too Good To Go app for the environment. By preventing food waste, Too Good To Go helps to reduce greenhouse gas emissions resulting from food production and transportation. Additionally, by enabling users to purchase discounted food baskets, the app also helps to combat poverty and promote a circular economy.

1

Estimated at over one billion

235

Million of financing raised in 2021

**■ Revenues per year in millions**

These figures show the evolution of the turnover realized by TooGoodToGO during these last years. If we compare the year of creation and the year 2020, TooGoodToGO has had an evolution of its turnover by 7 300% in only 4 years. With its fund raising in 2021 of 235 million euros. TooGoodToGO would be estimated today at more than 1 billion euro.

Conclusion

In summary, Too Good To Go is the market leader in the fight against food waste due to its global scale, intuitive user interface, collaboration with businesses and environmental impact. If you are an investor looking to invest in a sustainable and socially responsible company, Too Good To Go is the obvious choice.

Too Good To Go is committed to expanding its reach to new countries, attracting new partnerships, and bringing more users to its application in order to continue its mission of fighting food waste on a global scale. By leveraging its technology and collaboration with industry players, Too Good To Go aims to make a positive impact on the environment and economy while raising awareness on the importance of reducing food waste. The company's plans for future improvements reflect its dedication to this mission and its determination to make a difference.
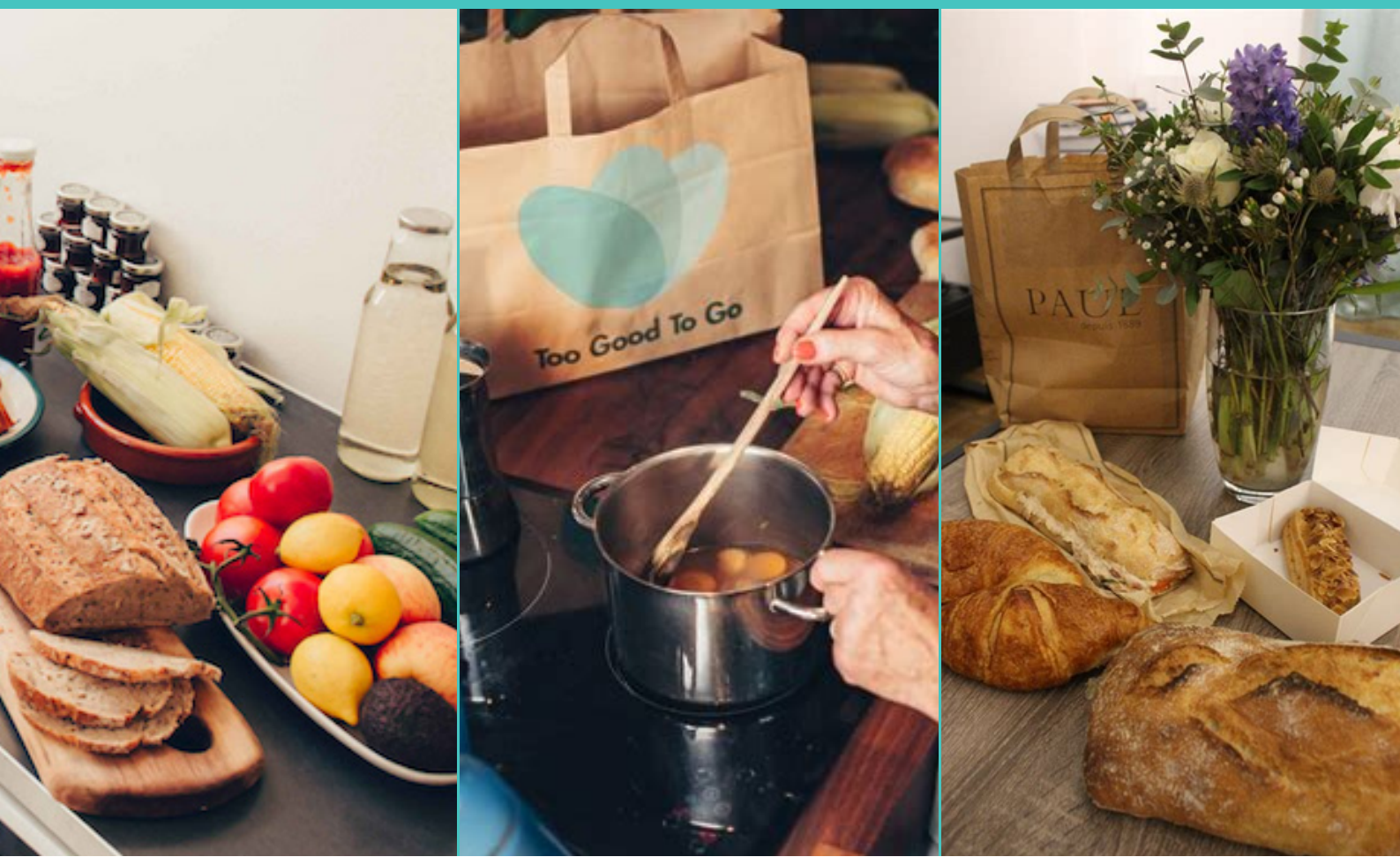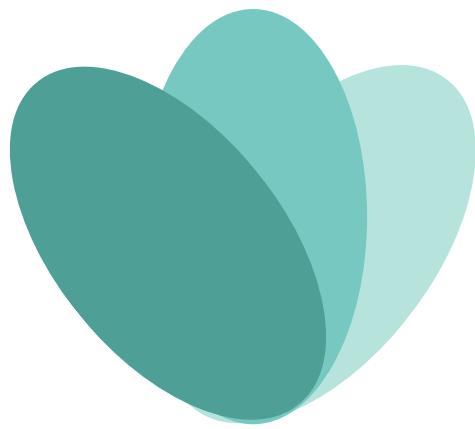
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