



# Wonderfood AI

## The Eco-Friendly Restaurant Copilot



This project has received funding from the European Union's Horizon 2020 research and innovation program under grant agreement No 101036480. ©2022 GreenScent. All right reserved



# CONTEXT



## ENVIRONMENTAL IMPACT

### Food impact on CO2 emissions

of our Greenhouse Gas emissions comes from our food consumption



1/3

Source : [notre-environnement.gouv.fr](http://notre-environnement.gouv.fr)

### Food Service industry impact

comes from the foodservice sector in France



1 meal/5

## SET OF LAWS



*Garrot Law*



*AGEC Law*



*LTECV Law*

government's commitment to a transition towards Eco-Friendly practices within the restaurant industry

## MARKETSIZE IN FRANCE



### Critical challenge for Food Service BUT



Limited data-driven insights and strategic guidances



Difficulty in an effective transitioning towards eco-friendly practices



Need for a streamlined path to sustainability



&gt;&gt;&gt;&gt;

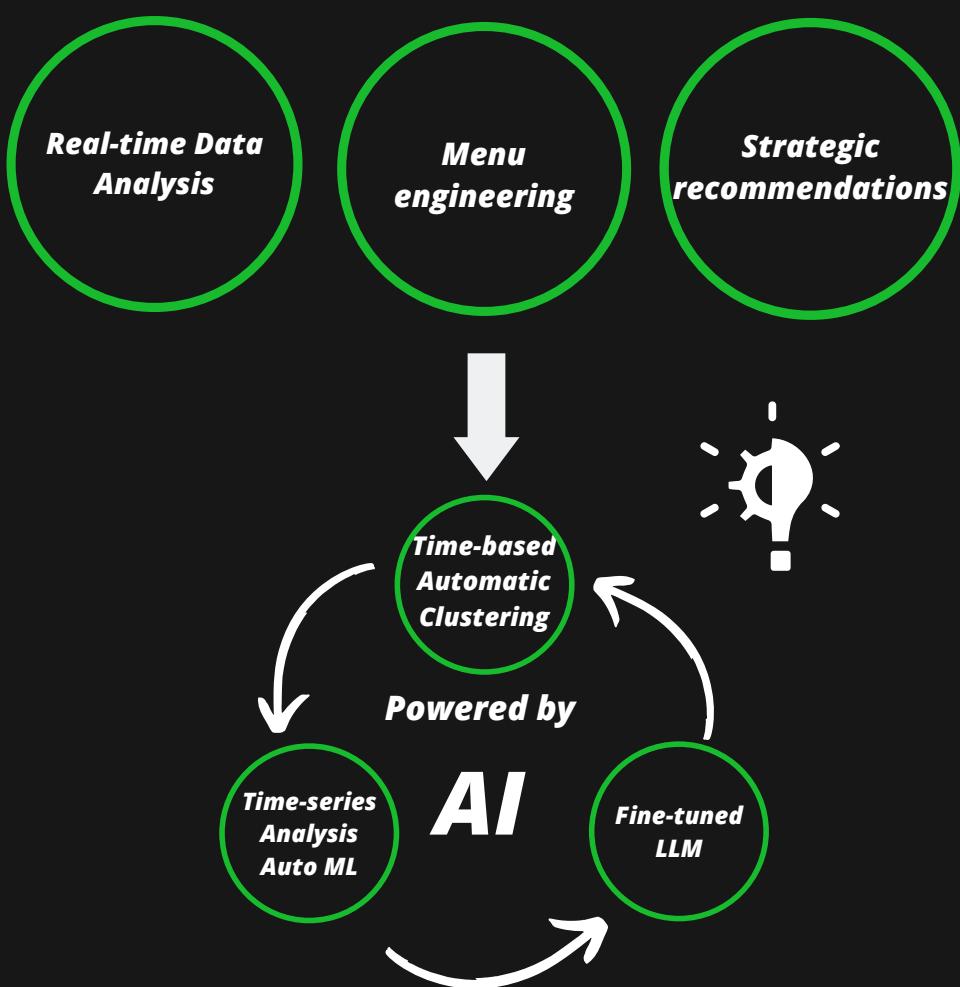
# OUR SOLUTION



All-in-one AI-powered solution that simplifies an Eco-Friendly restaurant transformation by offering data-driven insights, menu optimization, and by delivering a CSR label

## Innovating tool

### *Web Application*



## Supporting

### *Ecological transformation for:*

- Restaurants
- Dark kitchens
- Fast foods
- Bakeries



## Partnerships

### *between Customers & CSR Actors*

#### *Customers*

- Chained
- Independent



#### *CSR Actors*

- Short Supply Chain
- CSR Suppliers

## Certifying

### *with a CSR Label*

#### *Why:*

- Transparent Communication on CO2 emission and CSR Strategies



#### *With whom :*

- Regulator & Policy Makers
- Certification Bodies
- Non-governmental Associations





# IMPACT AND ADDED VALUE

## PRODUCT FEATURES

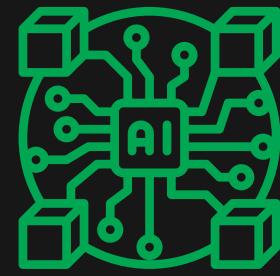
### KPI ANALYSIS



### CARBON FOOTPRINT REPORTING



### AI-GENERATED RECOMMENDATIONS



### PARTNERSHIP WITH ECO-FRIENDLY SUPPLIERS



## KEY DIFFERENTIATORS

### USER-FRIENDLY INTERFACE



### STATE-OF-THE-ART AI



### COMMITMENT TO SUSTAINABILITY



### DYNAMIC ADAPTABILITY



### CUSTOMER ATTRACTION



### EMPHASIS ON CSR TRANSPARENCY



### CSR RECOGNITION

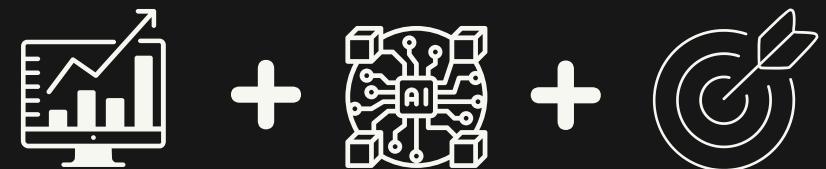


## UNIQUE SELLING POINT

**Data Analysis Software and Algorithm**

**Powered by AI**

**Giving optimized and personalized strategies**



## MARKET POSITIONING

	dvore	mapalos	greenly	WONDERFOOD AI
Financial guidance	✓	✓	✗	✓
CSR Reporting	✗	✗	✓	✓
Automated process	✓	✓	✗	✓
CSR Label	✗	✗	✓	✓



# BUDGET



## COSTS

### POS INTEGRATION & API ACCESS



### CSR CERTIFICATION & COMPLIANCE COSTS



### WEB SERVICES COSTS



## SOFTWARE AS A SERVICE (SAAS)

Based on monthly subscription tiered plan

### STARTER

#### FEATURES

- KPI Analysis
- Carbon footprint reporting
- AI-generated recommendations
- Marketplace for Eco-Friendly suppliers

### STANDARD

#### FEATURES

- KPI Analysis
- Carbon footprint reporting
- AI-generated recommendations
- Marketplace for Eco-Friendly suppliers



#### Menu Engineering Tools

### PREMIUM

#### FEATURES

- KPI Analysis
- Carbon footprint reporting
- AI-generated recommendations
- Marketplace for Eco-Friendly suppliers



#### Menu Engineering Tools



#### WonderBot

## FUNDING OPTIONS WITH A 10K EUROS ESTIMATED BUDGET

### Q1 JULY 2023

#### MVP DEVELOPMENT



#### LAUNCH MARKETING



- POC + Website creation + Social media Campaign

Est. : 3K euros

### Q2

#### MVP IMPROVEMENT



#### MARKETING IMPROVEMENT

- With user's feedback
- Promote MVP
- Involve the user

Est. : 2K euros

### Q3

#### NEW FEATURES



#### MARKETING IMPROVEMENT

- Targeted advertising campaign
- Content for Wonderfood

Est. : 2.5K euros

### Q4

#### PRODUCT RELEASE



#### MARKETING CAMPAIGN

- Launch Product & Public Relationship & Events

Est. : 2K euros



# IMPLEMENTATION



## AGENDA

1 July 2023

### MINIMUM VIABLE PRODUCT

- Develop an AI-powered Web Application
- Test the MVP with early adopters

2 Sept. 2023

### PROOF OF CONCEPT

- Integrate POS, Eco-Suppliers
- Onboard pilot restaurants
- Validate the solution

3 2024

### SCALE

- Bolster eco-supplier and CSR partnerships
- Onboard more restaurants
- Expand geographically

4 > 2024

### LONG-TERM GROWTH

- Drive widespread adoption across the restaurant industry
- Contribute to the reduction of GHG emissions

## PROMOTIONAL ACTION

- Marketing content
- Targeted Events and Conferences
- Startup Contests
- Marketing Emails and Newsletters

## POTENTIAL PARTNERSHIPS

- Eco-Friendly suppliers
- CSR Certification bodies and Organizations
- Restaurant associations and Industry groups
- Local and Regional environmental Agencies

# OUR TEAM



+++  
+++  
+++  
+++  
+++



**Gabriel LAFFITTE**  
**Data Engineer**  
"Data-driven enthusiast with a deep commitment to harnessing state-of-the-art technology to create impactful solutions."



**Karam MANSOUR**  
**Software Engineer**  
"Visionary, loves to innovate and create cutting-edge technologies."



**Briac MARCHANDISE**  
**Data Engineer**  
"Passionate about the solutions offered by Deep Learning in the field of sustainable development."



**Pablo SANCHEZ**  
**Software Engineer**  
"I believe it is our duty to act to save the planet, here by promoting sustainability in the foodservice industry."

+++  
+++  
+++