



Challenge Deep Dive

Q-Hack 2025

Confidential

Before we get started...



Lindsay Kempen

Warehouse Systems



Matteo Šimić

Payments



Meaghan Mahoney

Warehouse Simulation



Sophie Rupp

Recruitment



Wouter Danes

Developer Platform



Polina Sozinova-Rodina

Recruitment

Once upon a time we loved the service of the milkman

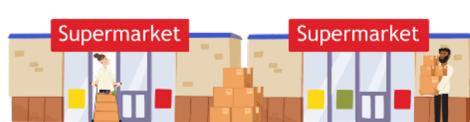
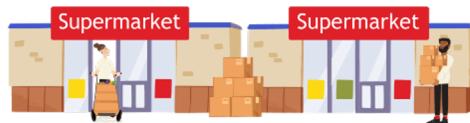
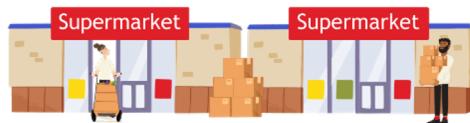


Traditional supermarket

Producers



Consumers

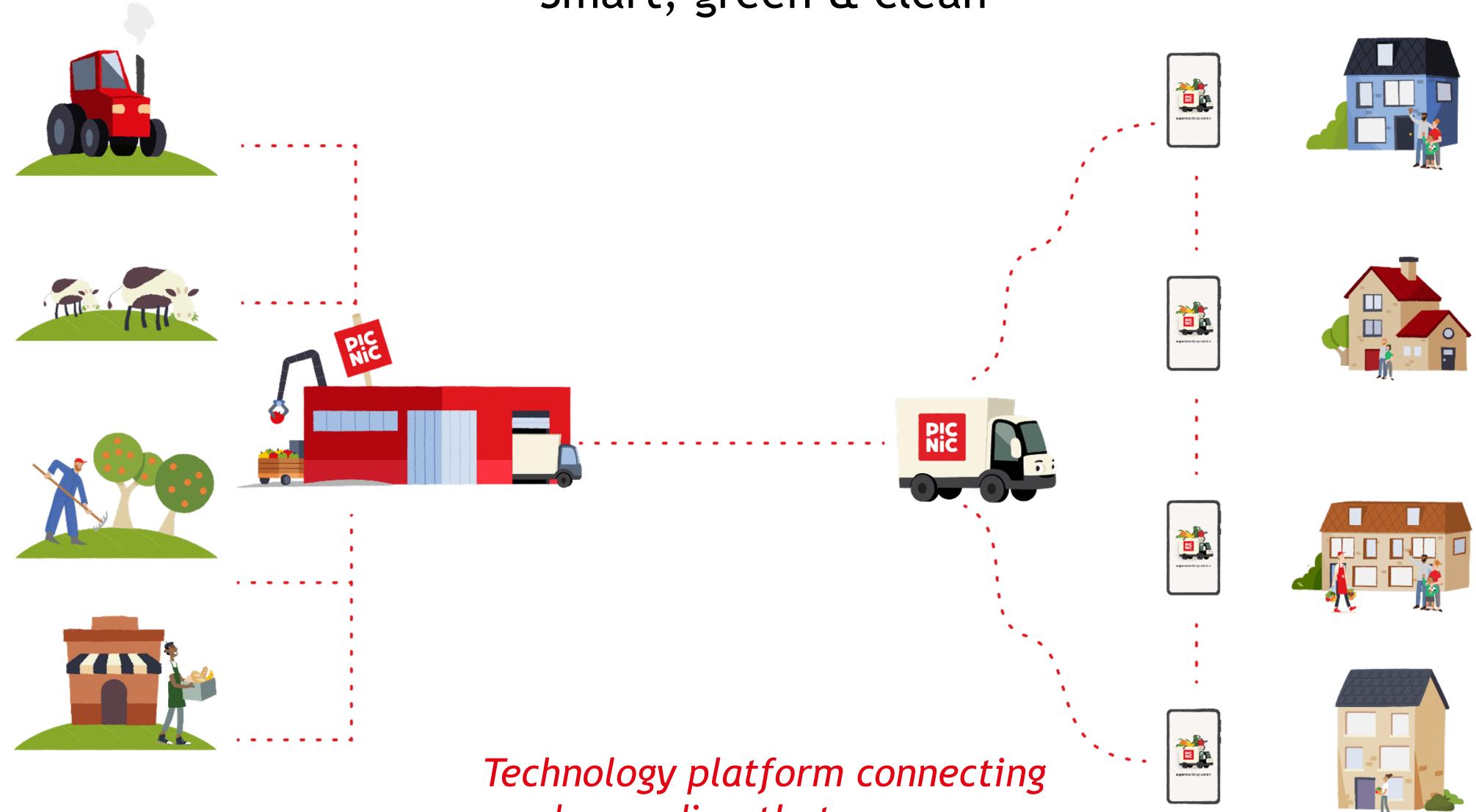


Modern Milkman

Smart, green & clean

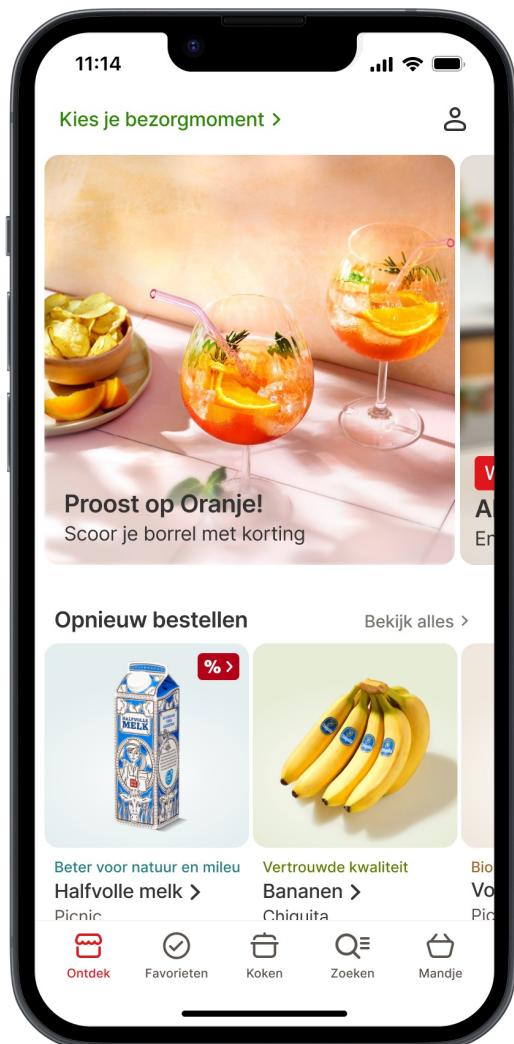
Producers

Consumers



*Technology platform connecting
producers directly to consumers*

Full service supermarket range



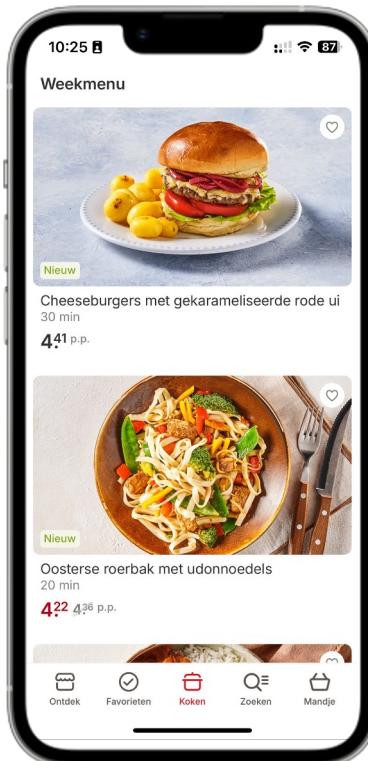
Picnic Products (that make you smile)



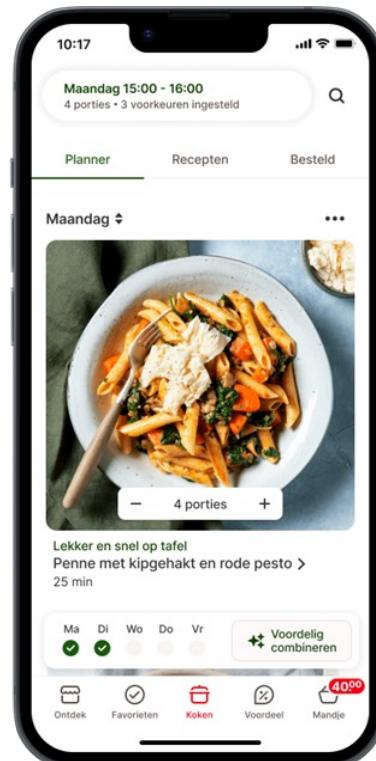
Innovations in store

Business meets machine learning

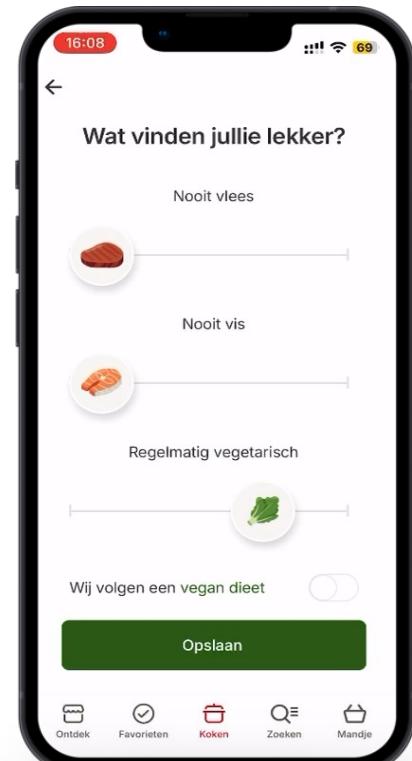
From general recommendations...



...to context aware recommendations...



...to real time recommendations



Manual fulfilment



Our own optimized supply chain

Transforming pallets to ordered frame stacks

35k orders per day (NL), > 1 million items picked every day



FC



items in bags
in totes on
frame stacks

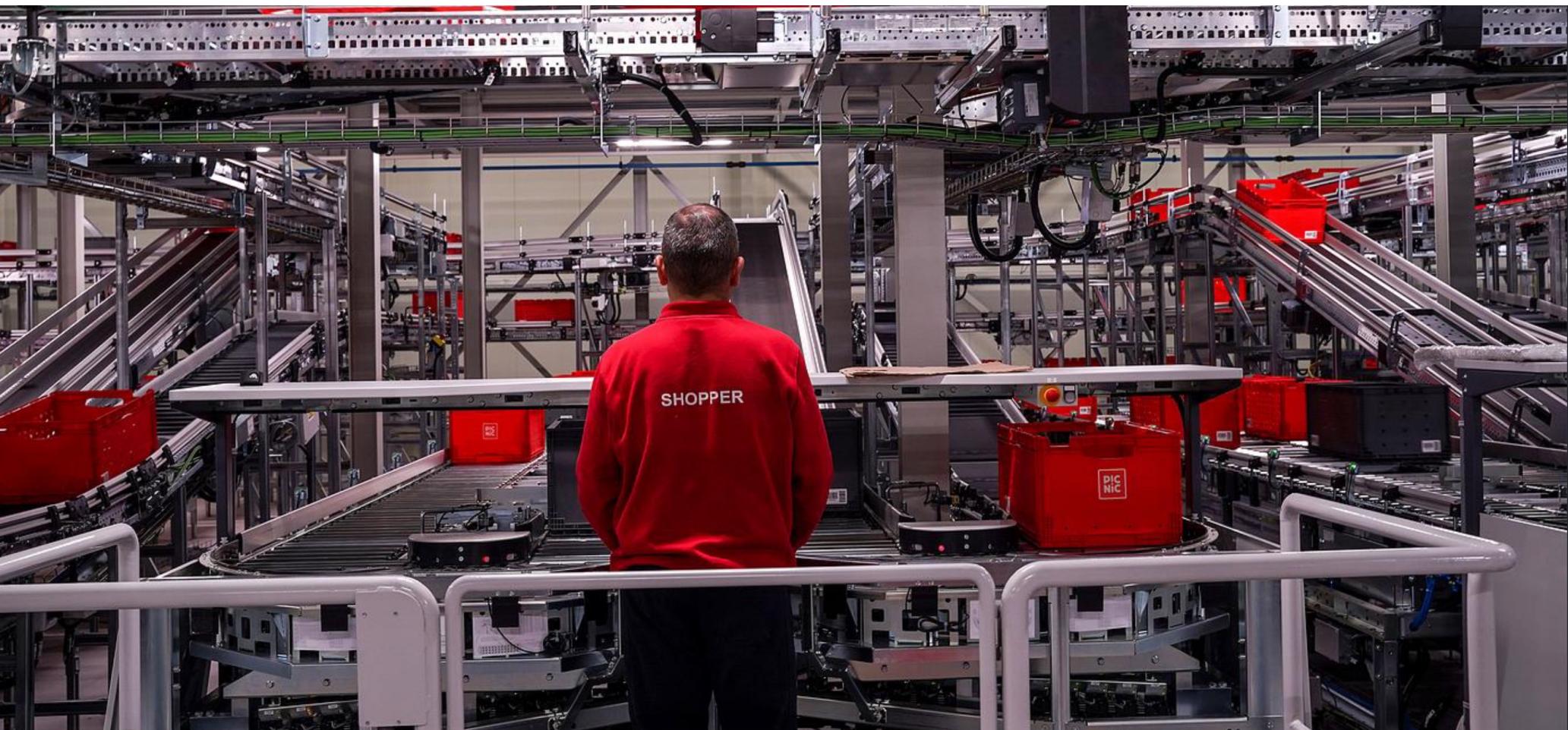


Automated fulfilment



PIC
NiC

Automated warehouses



Hubs
City transit points



CO2-free electric vans
Delivering 2x per day

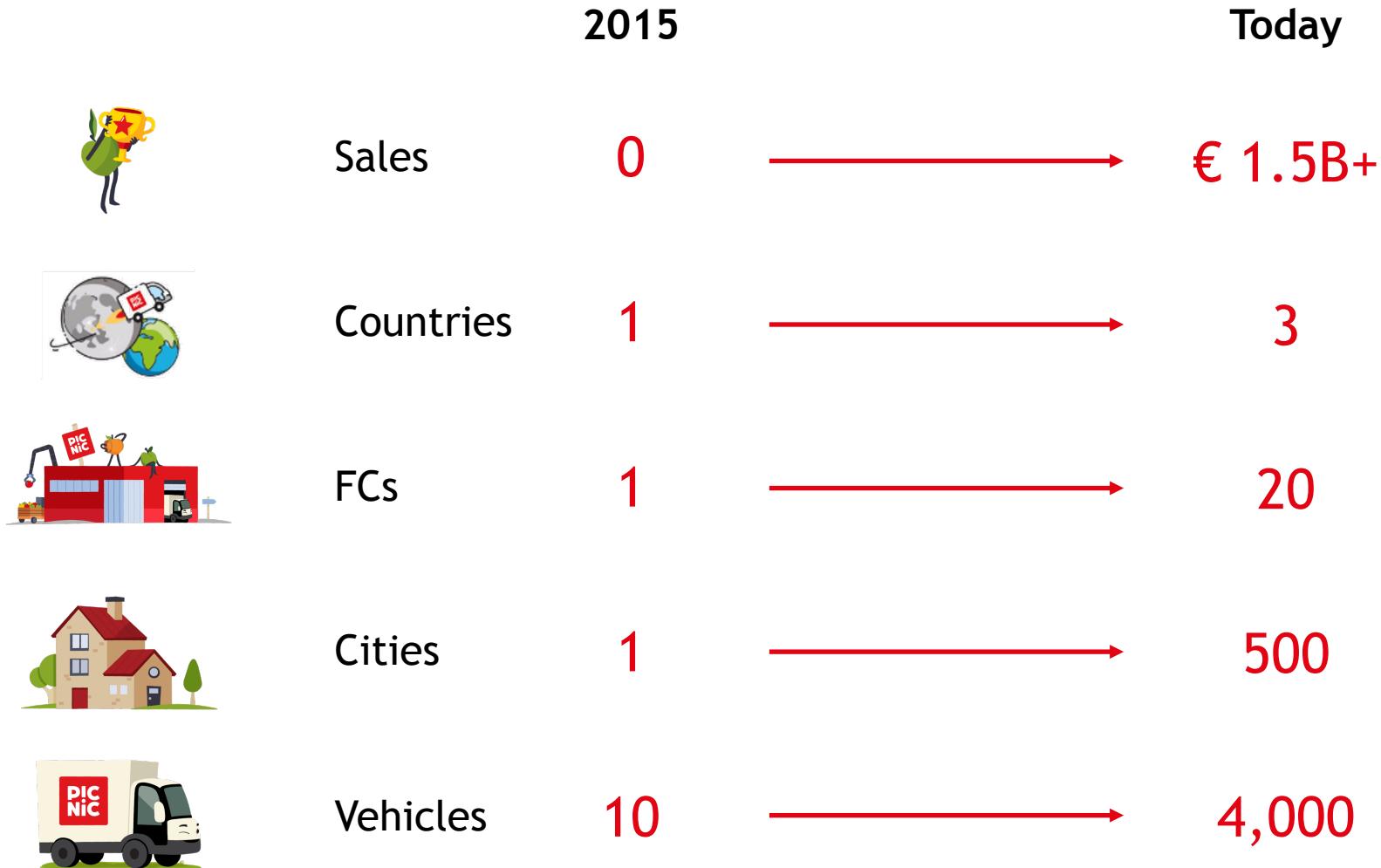


People ❤️ Picnic
The Milkman is back!



Growth at a glance

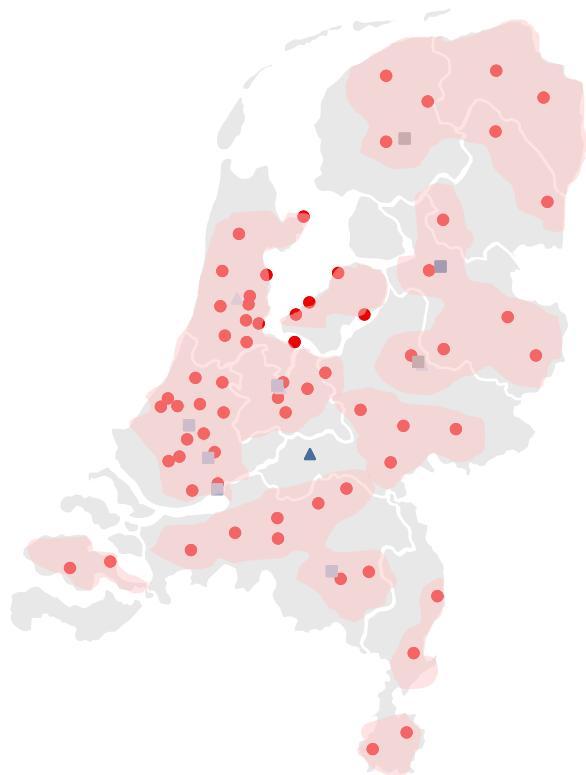
Building the best milkman on earth



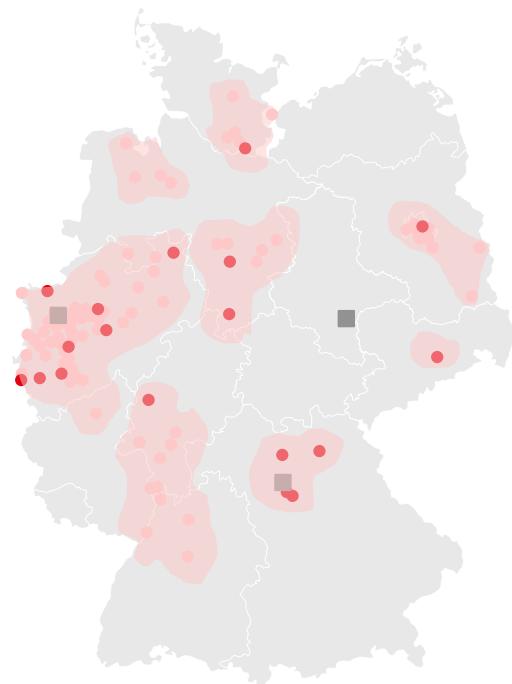
Growing without borders

Reaching >20M families

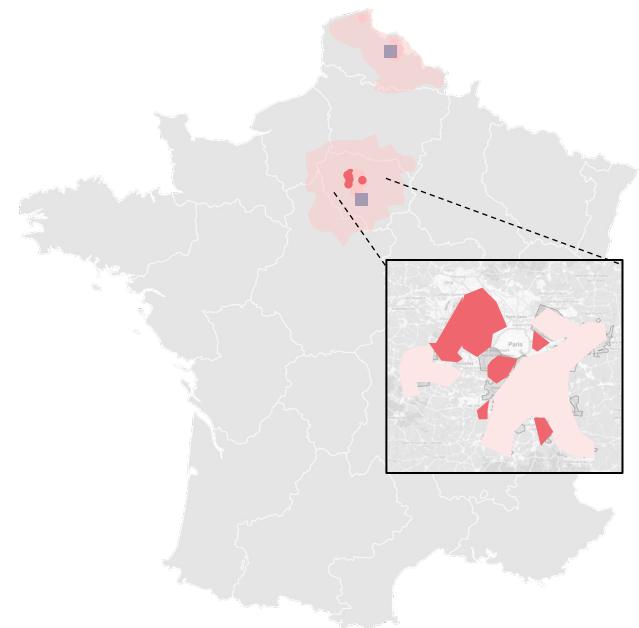
Netherlands



Germany



France



One integrated system

Built on inhouse tech

Own hardware

Store



Picnic products

Distribution



Electric vehicles

Fulfilment



Automated FCs

Own software



Personal store for every customer



Route planning
Driver coach
People planning



Warehouse systems & control
Purchasing
Shopper coach

We're a tech company!

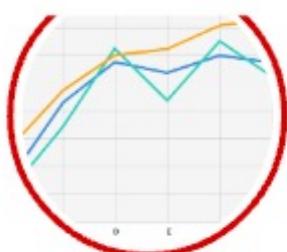
Picnic App



Payments



Analytics



Customer Success



Targeting



Purchase Management



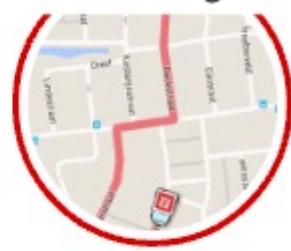
Platform and foundation



People Management



Route Planning



Last Mile Delivery



Always learning

Tech Academy / Lunch & Learn / Tech horizons

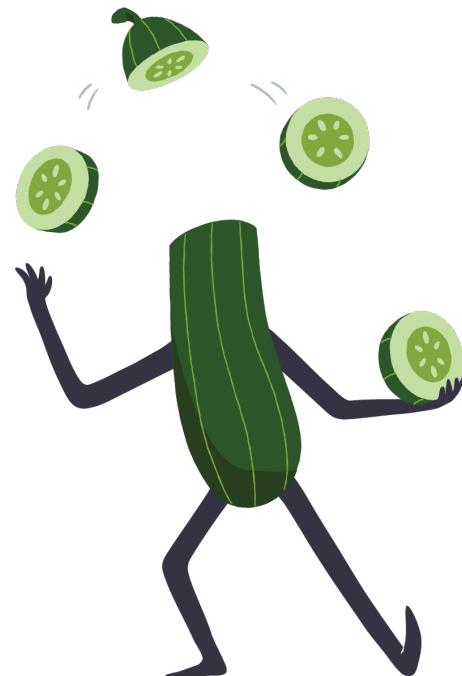


Many, many blog posts



Sustainability at Picnic

The art of managing trade-offs



Sustainability at its core



Less emissions



-90%

100% electric: no CO² emissions

80% less km's

1 household

-270 km
(with emissions)

Less food waste

-80%

Just in time vs.
predictive supply chain

-30 meals
(per year)

1 country
(impact p.a.)

Equivalent of ~100K
less cars on the road

Enough to feed
15K families for a year

More recycling

+85%

Closed loop bag recycling

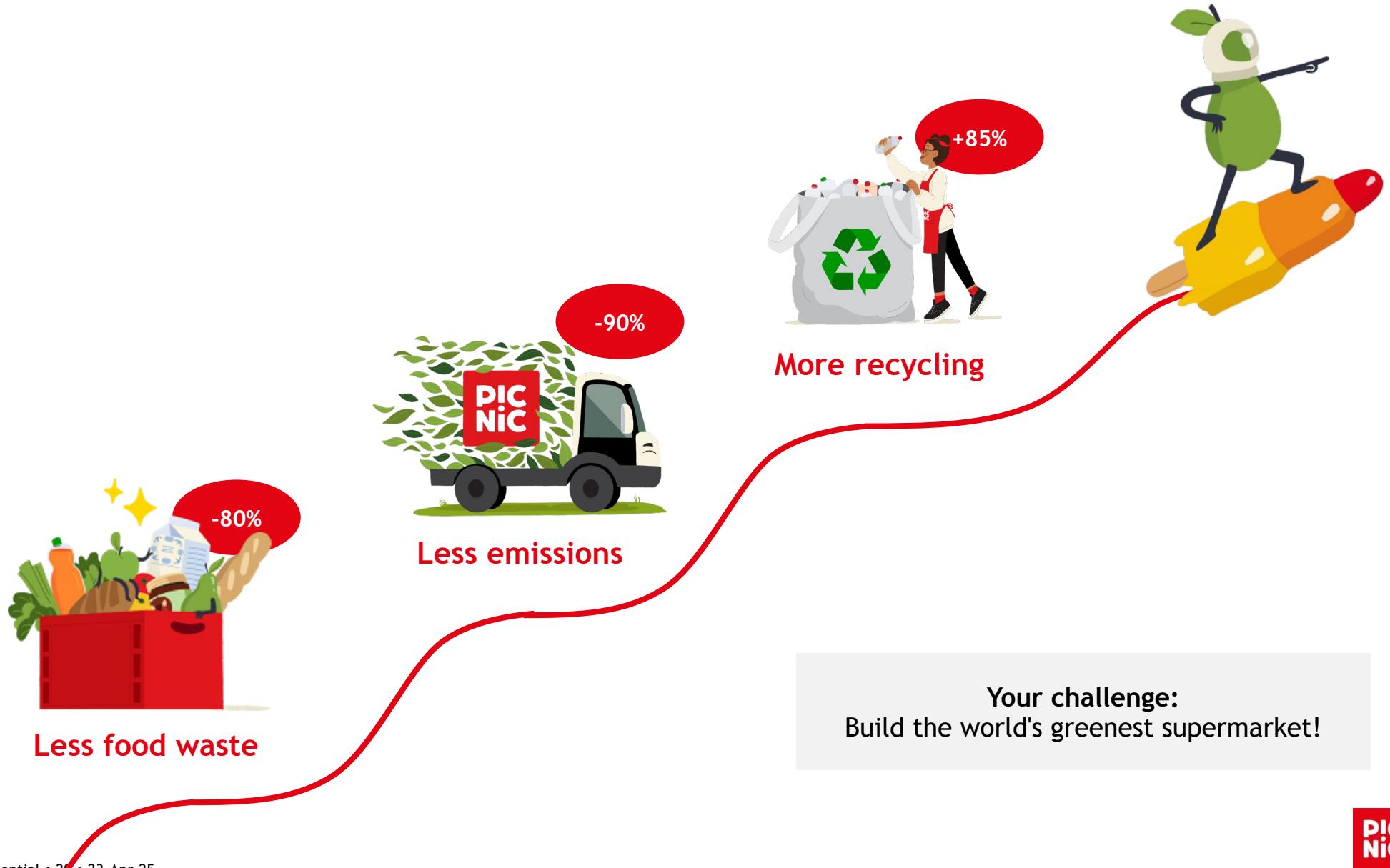
Packaging reduction in chain

- 240 bags

- 7K tons plastic



Sustainability at its core



Where you can innovate!

Less food waste

- Customer homes & operations
- Leftovers, near-expiry, “perfectly imperfect”

Lower carbon footprint

- Greener choices across whole supply chain: source - home
 - Delivery options
 - Recycling: bags, bottles, more?
- You could use our ecosystem
 - Our delivery approach
 - Pick ups via electric vehicle



Endless possibilities

Warehousing, distribution, store...
Features, new apps, clever algos and/or AI, behavioral change...

Hackathon Goals: Build, Present, and Inspire

Be creative and play to your strengths



Functional prototype/MVP

- No restrictions for technology
- Companion app or expand ours
 - More backend focus with designs
 - We're open to your proposals!
- Can be customer facing solution or supply chain oriented

Presentation - Sell your product and idea

- **What** - Solution overview
- **How** - Architectural diagram (not the focus, explain more how it *should be*)
- **Demo** - Show that your idea is working
- **Roadmap** - Future improvements, scalability

3 min pitch + 3 min Q&A
1-2 persons

Suggested Schedule

Today

12:00 - 13:00: Phase 1 - Understand, Ideate & Plan
13:00 - 14:00: Lunch
14:00 - 14:30: Sustainability Call / Technical Setup
14:30 - 15:00: Phase 2 - Refine Plan & Divide
15:00 - 19:00: Phase 3 - Core Hacking Block 1

Tomorrow

08:30 - 09:00: Breakfast & Morning Sync
09:00 - 11:00: Phase 4 - Core Hacking Block 2 & Pitch Prep Starts
11:00 - 12:00: Phase 5 - Finalize, Polish & Package
12:00: FINAL CHALLENGE SUBMISSION DEADLINE



Anna Krotova

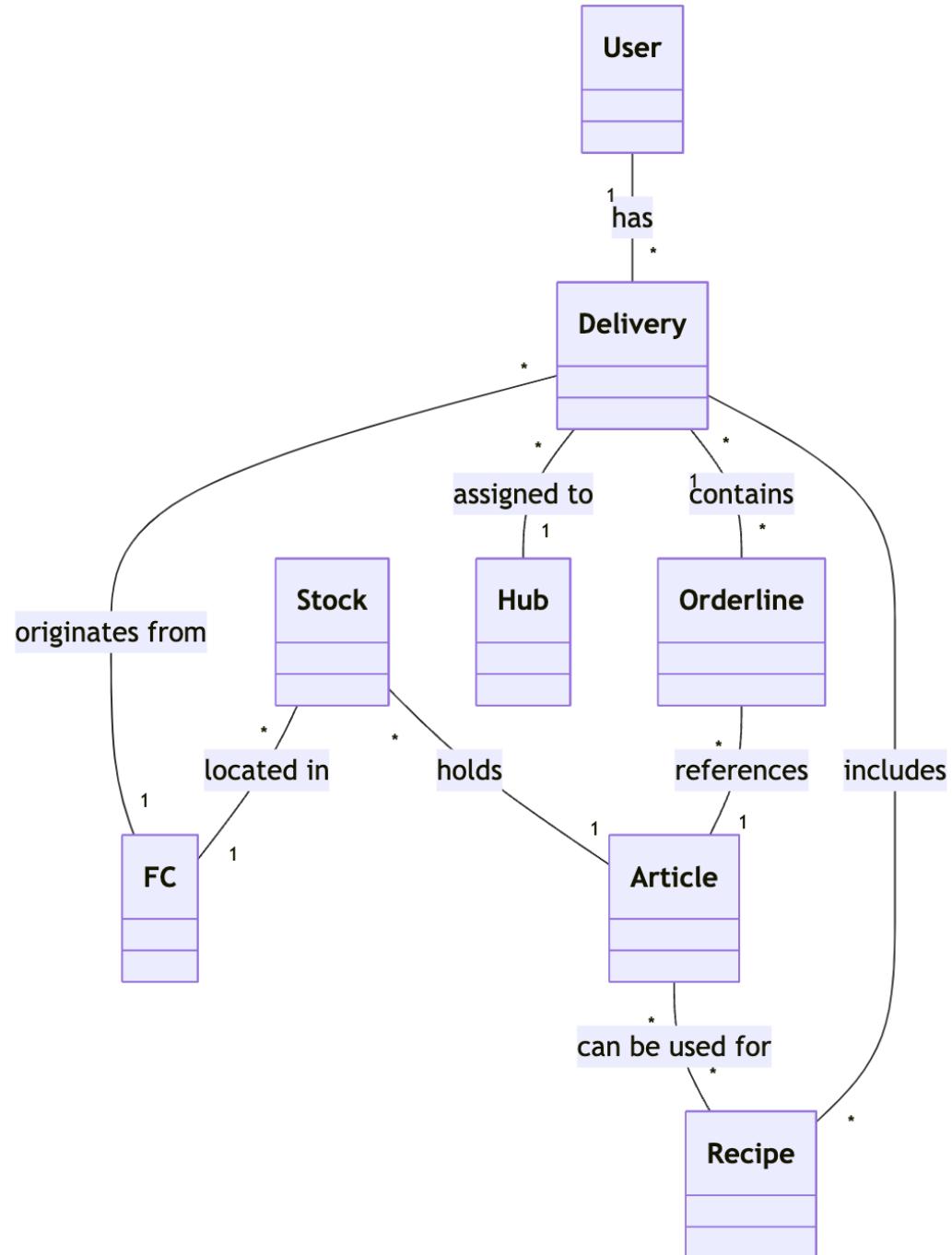
14:00 - Interview With Our
Sustainability Lead



Daniel Gebler

Tomorrow 16:00 The Finalists can
Finalize their Pitch with Our CTO

Data models



#ask-picnic-anything

We're here for you!

Ask us:

- About Picnic
- For help narrowing ideas or scope
- For pitch practice
- For technical help



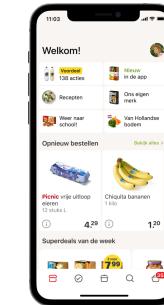
Helpful hints

- Define the MVP early
- Communicate with your team
- Assign roles
- Utilize your resources
- Manage your time
- Take breaks
- Have fun!





Climbing a mountain
One step at a time

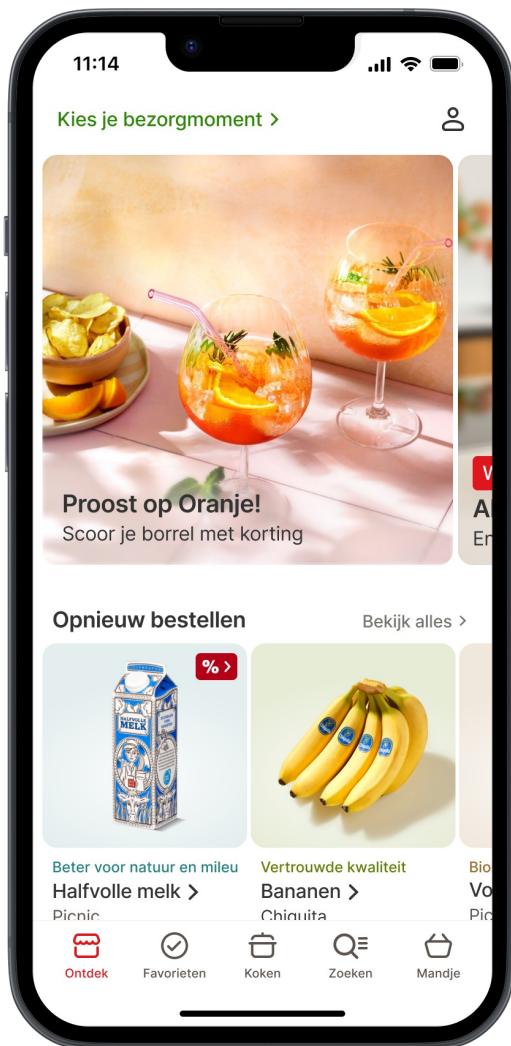


Building the best milkman on earth
serving millions of families

Have a look!

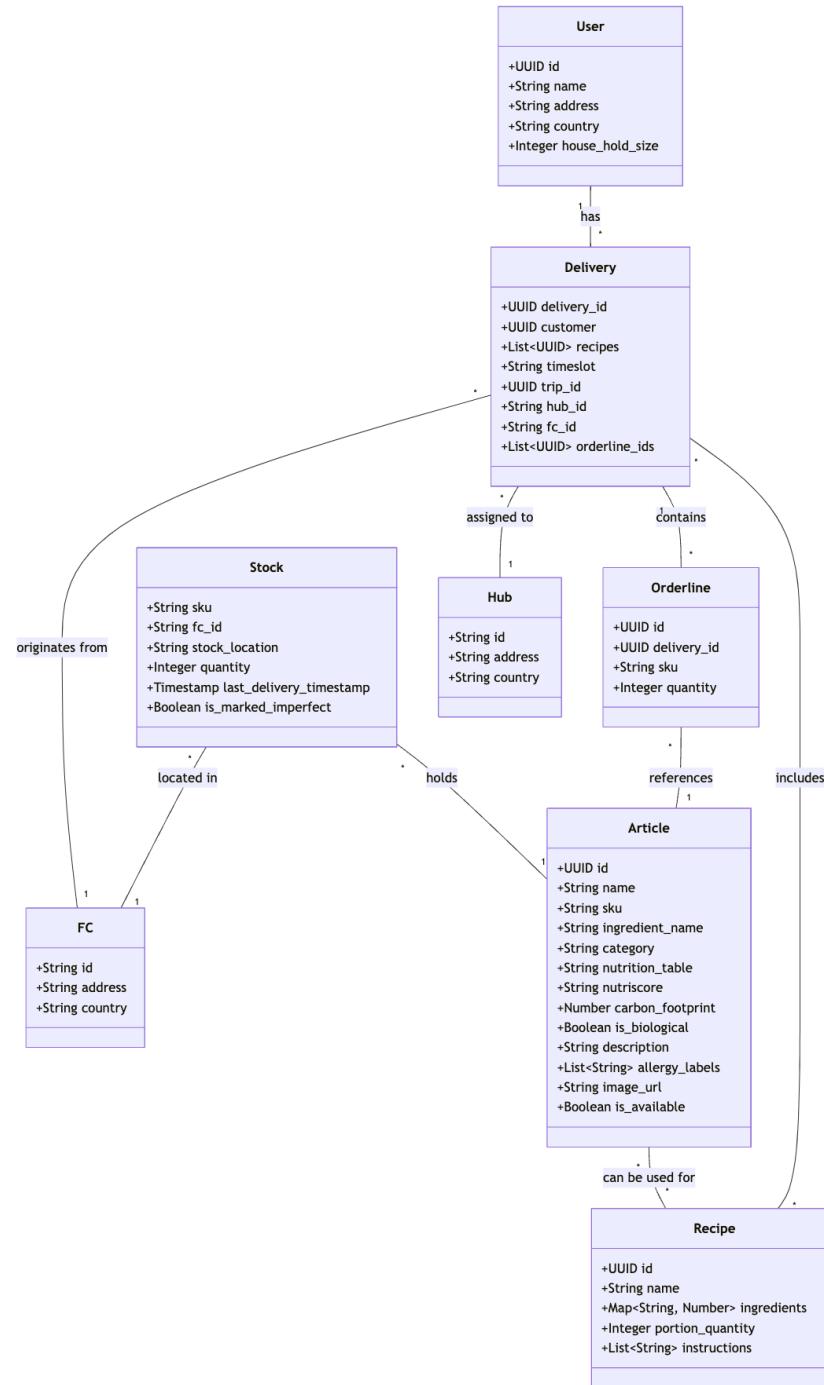


Android



iOS

Data models



Feel free to modify or add any new models or fields as you please.