



## **Fresh Flow business proposal**

### **Executive summary**

Fresh Flow is a software-as-a-service (SAAS) product that is exclusively designed for supermarkets and restaurants, cloud kitchens, and small grocery stores with pricing plans depending on the size of the business.

This platform helps address a pressing issue faced by food businesses by reducing instances of unsold products due to inefficient demand prediction. Fresh Flow provides SMEs with demand forecasting and inventory intelligence, which utilizes AI and helps businesses prepare the correct quantities of products and transform potential wastes into sales.

Fresh Flow faces competition from existing solutions of enterprise inventory management and retail optimization suites such as Oracle NetSuite Retail, SAP Retail, RELEX Solutions, Blue Yonder, NCR, and local POS solution providers such as Foodics and POSRocket; however Fresh Flow, being a locally developed, AI-based inventory and demand intelligence platform, is built with a deep appreciation for the unique requirements of large restaurant chains and supermarket groups operating in the

country. Notably, unlike international enterprise technology, Fresh Flow provides a localized solution with a fast setup process, prices expressed in EGP, and a detailed understanding of local demand patterns combined with action-oriented AI technology that never requires you to go from the insights to the next step. Its features include optimization, considering expiration dates; balanced inventory management across all branches; and an AI-driven chat interface for executives and operations teams, thus offering enterprise-class functionality without the need for enterprise-class complexity and cost.

#### **A. Customer pain points**

- Over-preparation leading to waste and write-offs
- Under-preparation causes stockouts and opportunity cost.
- Manual Inventory Tracking without Forecasting
- Late or Ineffective Discounting of Near-Expired Products
- No data-based understanding of weather, weekends, or holidays

These issues negatively impacts Cash flow, Gross Margins, Operational efficiency and sustainability concerns.

#### **B. Fresh Flow Solution**

The system delivers daily, weekly, and monthly item-level demand forecasts based on historical sales and seasonality. It converts these into optimized prep quantities to minimize waste and prevent stockouts, while intelligently prioritizing expiring inventory with FIFO enforcement. It also recommends profitable promotions and bundles to move near-expired items and adjusts demand forecasts for external factors like weekends, holidays, and weather.

#### **C. Value Delivered to food SMEs and supermarkets**

**Reduction in food waste, improvement in inventory turnover, fewer stockouts, and Monthly savings with a software tailored to the Egyptian market and to their own historical data inserted into the model by our technical experts during the installation phase, all while requiring a payment in EGP.**

#### **D. Pro Model – AI Chat for Executives & Operations**

With Pro, executives and managers can instantly ask questions such as which branches are at risk of overstocking this week, what the waste risk is before Eid, what are some recommendations to move near-expiry items in the dairy category, why Cairo West underperformed yesterday, or what each kitchen should prep tomorrow. This gives way to faster decision-making while reducing dependency on analysts, driving higher platform adoption, and strong differentiation from competitors like SAP, Oracle, and RELEX that remain dashboard-driven rather than conversational AI-driven.

#### **E. Pricing strategy:**

The pricing strategy used is competitive matching depending on the average price of other competitors

<b>Plan</b>	<b>Target Client</b>	<b>Monthly Price</b>
<b>Enterprise Base</b>	<b>Restaurant group / supermarket chain (up to 20 locations)</b>	<b>25,000 EGP</b>
<b>Enterprise Scale</b>	<b>20–50 locations</b>	<b>45,000 EGP</b>
<b>Enterprise Pro (AI Chat)</b>	<b>Large chains &amp; HQ teams</b>	<b>65,000 EGP</b>

**Average Revenue Per user (ARPU) = 50000 EGP/month**

**Noting that there will be a one-time 75000 EGP for installation in the first time, however, it is excluded from the breakeven analysis as the installation will be free in the first year to establish trust and encourage trial.**

#### **F. Cost Structure :**

<b>Category</b>	<b>Monthly Cost</b>
Cloud & data infrastructure	120,000
Engineering, AI & data science team	420,000

Category	Monthly Cost
Enterprise sales, support & admin	160,000
<b>Total Monthly Cost</b>	<b>700,000 EGP</b>

Noting that cloud use is moderated efficiently, the solution will hire local ambitious young talents.

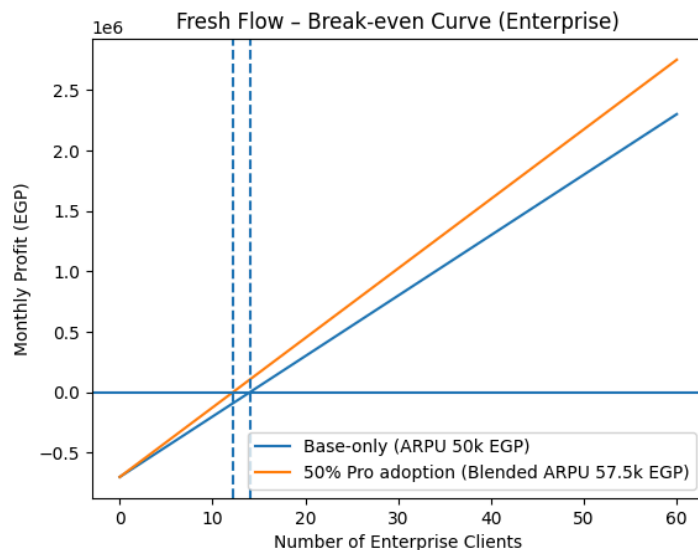
### G. Break-Even Analysis

**Scenario one: Base scenario only break even**

$$700,000/50,000 = 14 \text{ enterprises}$$

**Scenario two: With 50% Pro adoption break-even:**

$$700,000/57,500 = 12.17 \Rightarrow 13 \text{ enterprises}$$



The figure includes two break-even scenarios one with only the base model and the other assumes that 50% of clients used the pro mode.

### H. Profits Calculation

- Base model profits in the 13<sup>th</sup> months

$$\text{Revenue} = 40 \text{ clients} \times 50,000 = 2,000,000 \text{ EGP/month}$$

$$\text{Profit} = 2,000,000 - 700,000 = 1,300,000 \text{ EGP/month}$$

- Assuming 50% of the enterprises use pro

$$(20 \times 50,000) + (20 \times 65,000)$$

$$\text{Revenue} = 1,000,000 + 1,300,000 = 2,300,000 \text{ EGP/month}$$

$$\text{Profit} = 2,300,000 - 700,000 = 1,600,000 \text{ EGP/month}$$