

Pitch Deck: FoodLink Kenya



FoodLink Kenya: Turning Surplus into Hope

FoodLink Kenya by ImpactLink aims to revolutionize food distribution in Kenya, transforming surplus into hope by connecting those with excess food to those in need.

"Turning food surplus into hope, one match at a time."

The Urgent Challenge: Food Waste & Hunger



Massive Food Losses

Kenya faces significant food loss, with [30-40% of harvests wasted](#) due to poor storage, inefficient distribution, and lack of access to markets. This staggering amount of edible food never reaches those who need it.



Millions Go Hungry

Simultaneously, millions across Kenya battle daily hunger. Farmers struggle to sell their produce, while NGOs and schools find it challenging to source affordable food for their communities.

Our Vision: FoodLink Kenya



Seamless Platform

A user-friendly web and mobile platform connecting food surplus to demand.



AI-Powered Matching

Intelligent algorithms match available surplus food with communities in urgent need.



Optimized Logistics

Efficient transport routes using local boda bodas and existing networks.



Easy Payments

Integrated M-Pesa for seamless mobile money payments and donations.

How FoodLink Kenya Works

01

Suppliers Post

Farmers and vendors list their available surplus produce on the platform.

02

Demand Posted

NGOs, schools, and food banks post their specific food requirements.

03

AI Matches

Our AI matches supply and demand based on freshness, proximity, and urgency.

04

Delivery & Logistics

Local transporters deliver food swiftly and affordably to beneficiaries.

05

Payments & Donations

Secure in-app processing of payments and charitable donations via M-Pesa.

Under the Hood: Our Lean Tech Stack

Agile Development

- Low-Code Tools: [Bubble.io](#) / [GlideApps](#) for rapid app development.
- Flexible Databases: [Airtable](#) / [Firebase](#) for robust data management.

Intelligent Core

- AI-Powered Efficiency: [OpenAI](#) / [Google AutoML](#) for smart matching and route optimization.
- Seamless Transactions: [M-Pesa API integration](#) for secure and instant mobile payments.

Our Unique Value Proposition



Dual Impact

Simultaneously addresses food waste and hunger, creating synergistic solutions.



Farmer Empowerment

Provides new income streams and incentives for smallholder farmers.



Leveraging Local Networks

Utilizes existing local transport networks (boda bodas) for cost-effective and swift deliveries.



Scalable & Community-Driven

Designed for scalable growth while fostering strong community engagement and self-reliance.

Tangible Impact: Feeding More, Wasting Less



FoodLink Kenya directly combats two critical issues:

- **Saving valuable food:** Redirecting food that would otherwise be discarded back into the supply chain.
- **Nourishing communities:** Providing essential sustenance to vulnerable families and children.

"Every 10 bags of maize saved = 50 families fed."

Prize Utilization: Scaling Our Impact



With the [40,000 KSH prize](#), we can take these crucial steps towards full-scale implementation.

Join Us: Invest in a Smarter Food System

"FoodLink Kenya transforms surplus into hope. Join us in cutting waste, fighting hunger, and building a smarter food system for our communities."

Together, we can create a sustainable future where no food goes to waste and no one goes hungry.

