



FoodEZ



The sustainable way to manage food

NO ONE LIKES TO THROW
AWAY FOOD:



...IT'S A MONEY WASTE...



Fact:

Roughly one-third of the food produced in the world every year gets lost or wasted!

Source - UN Climate Change 2020

...IT'S NOT SUSTAINABLE...

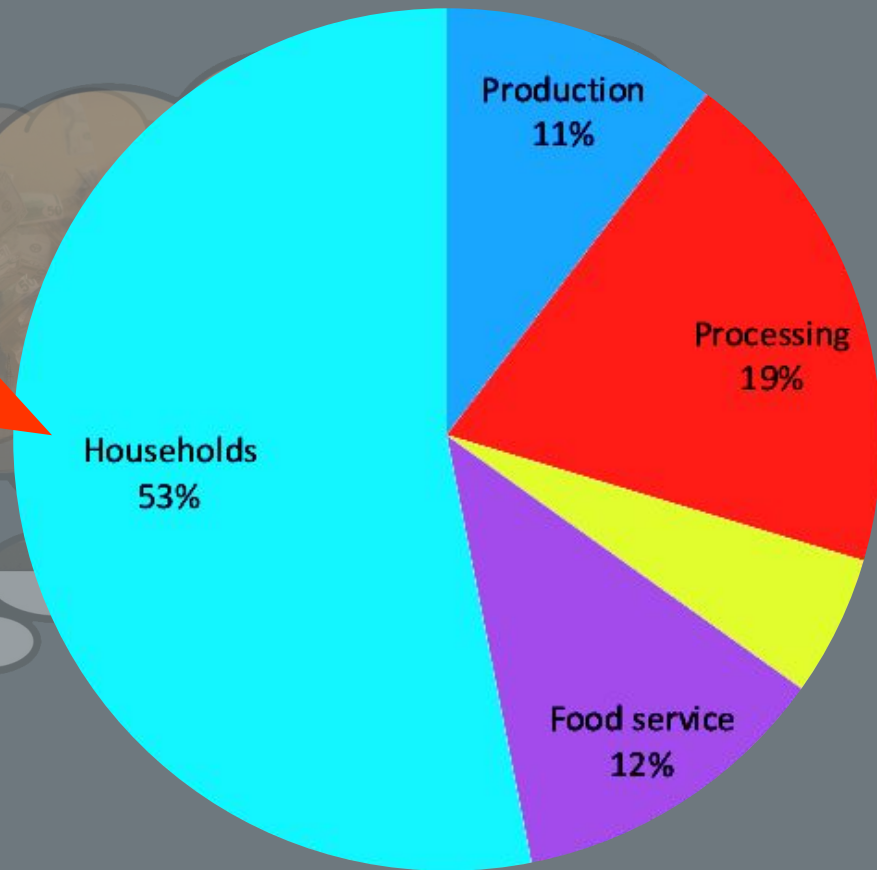


Fact:

8% - 10% of global
greenhouse gas emission!

Source - UN Climate Change 2020

...AND OUR HOUSEHOLDS ARE
THE BIGGEST PROBLEMS!



Source - FAO 2012

FoodEZ revolutionizes your food handling.



FoodEZ



**More variety in
your diet**



**Reduce your
food waste**



Save money

Track groceries in your household with FoodEZ!

A virtual smart fridge that tracks food durability and suggests recipes on food about to expire...

Enter your
groceries



Groceries tracked in
virtual smart fridge

AI Predicts recipes for the
user based on:

- Ratings
- Expiration date



DEMO

Business Model

Pricing

Standard

Free for individuals

- ✓ 0.25€ per in-app order
- ✓ Unlimited virtual fridge
- ✓ Food input with camera

Pro

2€ per month

- ✓ Everything from Standard
- ✓ Unlimited recipes
- ✓ Shared virtual fridge

Market Analysis



Our Target Customers:

- Co-living communities
- Tech-Enthusiast Household

Next Steps

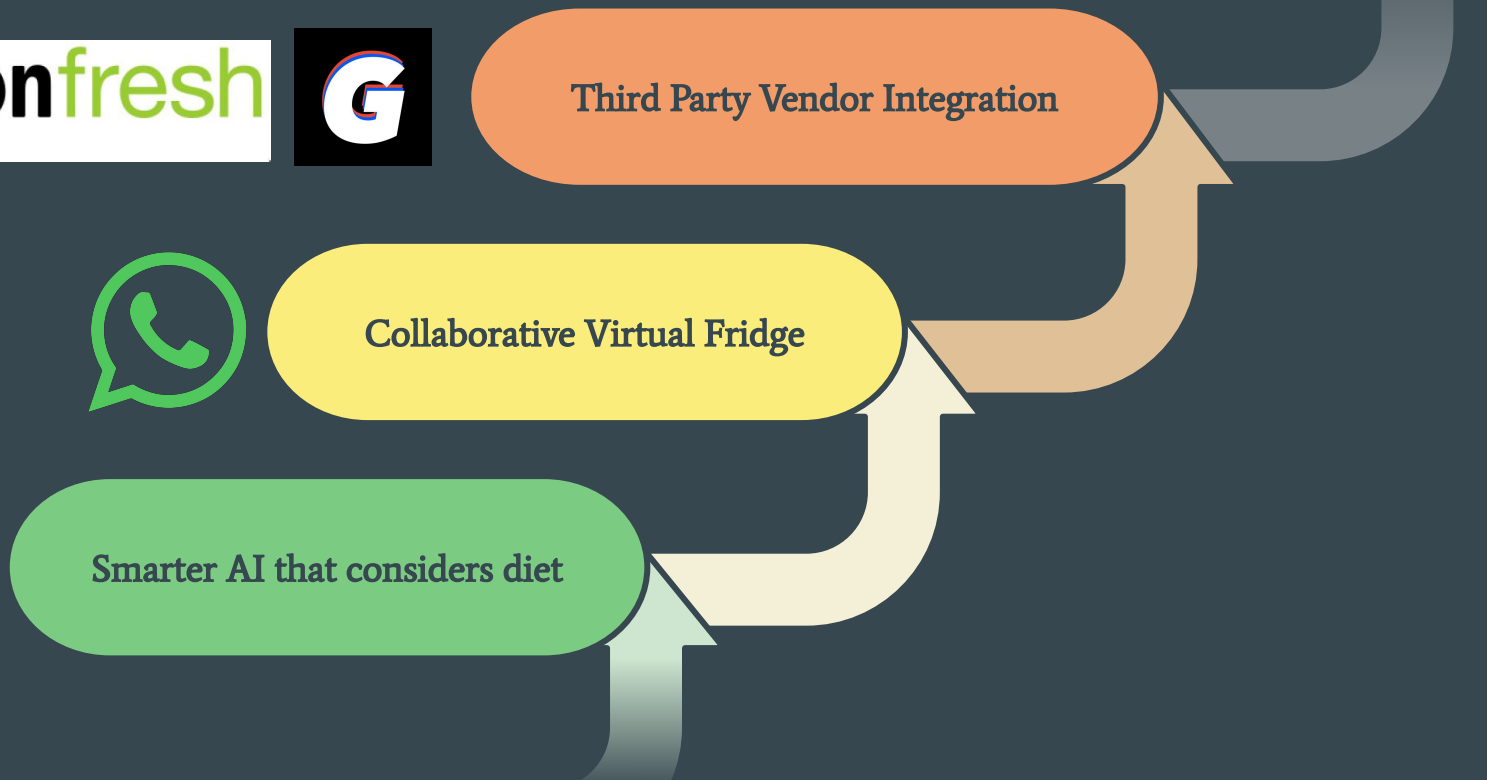


Third Party Vendor Integration



Collaborative Virtual Fridge

Smarter AI that considers diet



A GLOBAL TEAM TO INNOVATE



Maria Pospelova



Prakita Renatin



Almo Sutedjo



Thanya Ramanathan



Anirudh Balan

B/S/H/

Werk
Statt



LET'S ENJOY OUR FOOD...
...THE SUSTAINABLE WAY

Business Model Canvas

<p>Problem</p> <p>People plan their food usage poorly</p> <ul style="list-style-type: none">• excess of unneeded food is thrown away• time is wasted by unnecessary shopping trips <p>Households being THE major source of food waste compared to the food service and retail industry</p> <p>Annual global food waste greenhouse gas emission is 5 times as high as the global air traffic greenhouse emission</p>	<p>Solution</p> <p>We offer a solution to a household-level problem that also contributes in solving a global-scale issue</p> <p>Our solution tracks the food inventory of the customer and uses AI to recommend recipes and a shopping list</p>	<p>Unique value proposition</p> <p>Environmentally Friendly</p> <ul style="list-style-type: none">• Preventing Food Waste is good for the environment <p>Saves money</p> <ul style="list-style-type: none">• better planning of what to buy leads to less food wasted. Less food wasted means saving money <p>Saves time</p> <ul style="list-style-type: none">• Through efficient planning of shopping lists, customers can save time because of less shopping tips	<p>Unfair advantage</p> <p>Connection and relationship with experts from TUM</p> <ul style="list-style-type: none">• AI and Application knowledge <p>Strong Team</p> <ul style="list-style-type: none">• with project experience in professional environments <p>Initiative</p> <ul style="list-style-type: none">• Online grocery services become more common• Now is the perfect time to enter the market	<p>Customer segments</p> <p>Long-Term Focus</p> <ul style="list-style-type: none">• Mass Market <p>Short-Term Focus</p> <ul style="list-style-type: none">• Big Households• Co-Living Spaces• High-Net Worth Customers
<p>Existing alternatives</p> <ul style="list-style-type: none">• Planning it oneself and being careful	<p>Key metrics</p> <ul style="list-style-type: none">• Site Visits• Api Calls• Recipe Rating Engagement	<p>High level concept</p> <ul style="list-style-type: none">• smart fridge without a fridge• chefkoch for saving food	<p>Channels</p> <ul style="list-style-type: none">• Ads in Social Media<ul style="list-style-type: none">• Instagram• Facebook• Youtube• Collaborations with popular cooking content creators	<p>Early adopters</p> <p>High-Net Worth Customers</p> <ul style="list-style-type: none">• High integration with diverse services fits into homes with a lot of smart-home devices already
<p>Cost structure</p> <p>Variable Cost:</p> <ul style="list-style-type: none">• Server Maintenance• Customer Support <p>Fixed Cost:</p> <ul style="list-style-type: none">• Recipe License• Media/Photo License		<p>Revenue streams</p> <ul style="list-style-type: none">• Ads• Premium Subscription Service		