

MEET THE TEAM



JORDAN

Handler

EDMOND

Hipster

JASPER

Hacker

KELVIN

Hacker

RACHAEL

Hustler

Your Fridge, But Smarter

What's rotting in the back of your fridge right now?



THE TRUTH ABOUT FOOD WASTE

"I shop blind. I have no idea what's in my fridge."



"I always buy extra because I don't remember what I have."



"I never know what to cook with what I have."



"Throwing food away makes me feel guilty, but it happens too often."



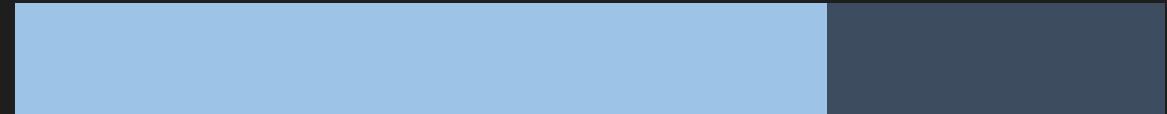
MARKET RESEARCH (SURVEY RESULTS)

We surveyed 100 households

- ✓ 73% of people admit they **waste food** because they forget what's in their fridge.



- ✓ 62% say they **frequently buy duplicates** of items they already have.



- ✓ 81% say grocery **tracking apps** are **too complicated** or tedious to use.



SECONDARY MARKET RESEARCH

THE EVERYDAY STRUGGLE OF FOOD WASTE IN AUS

7.6 million

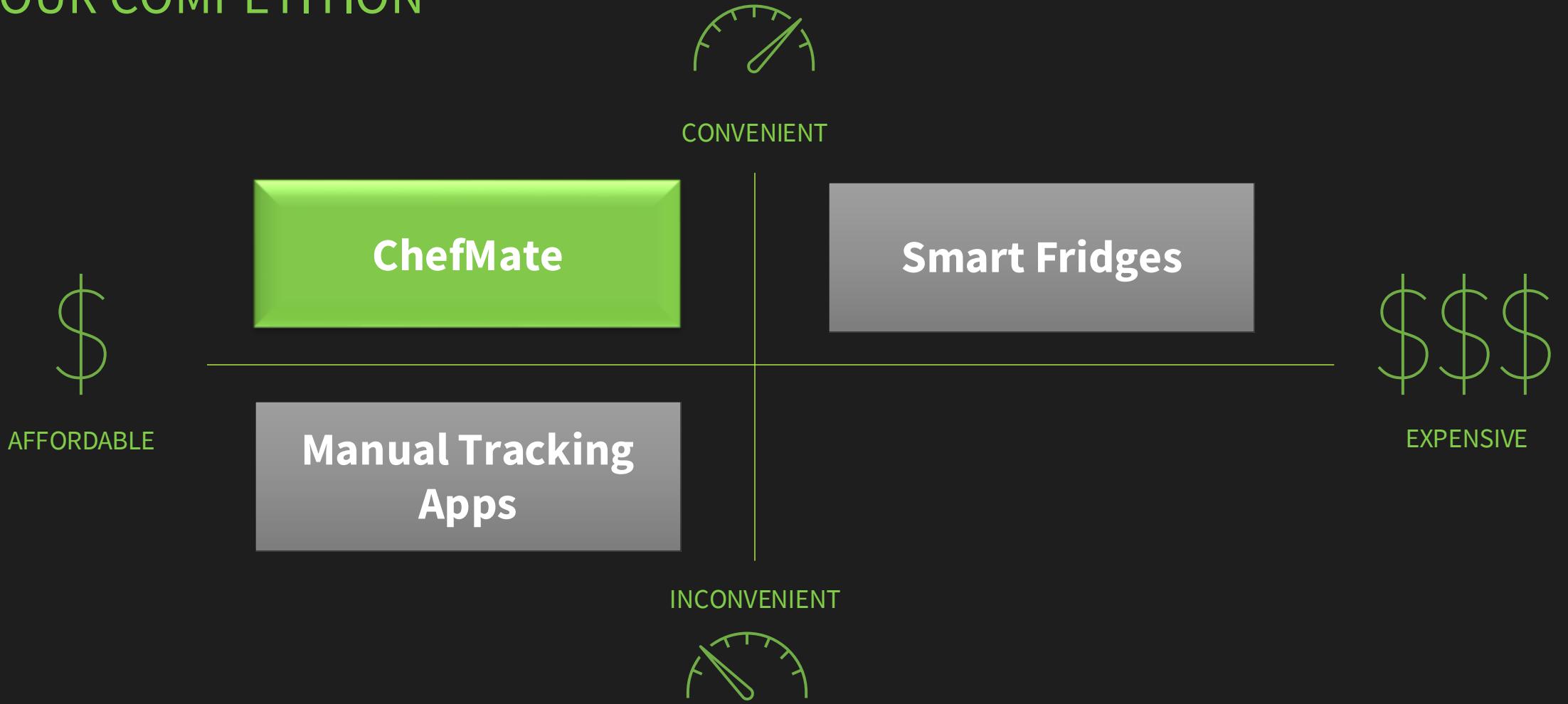
tons of food wasted in Australia
every year.



\$2,500 annually
Was wasted on unused groceries



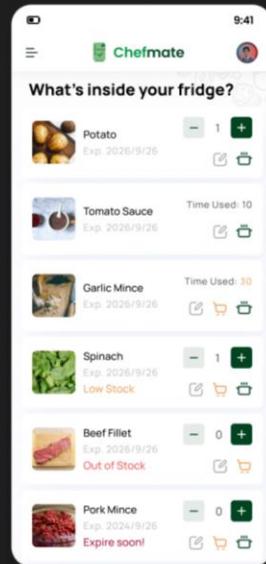
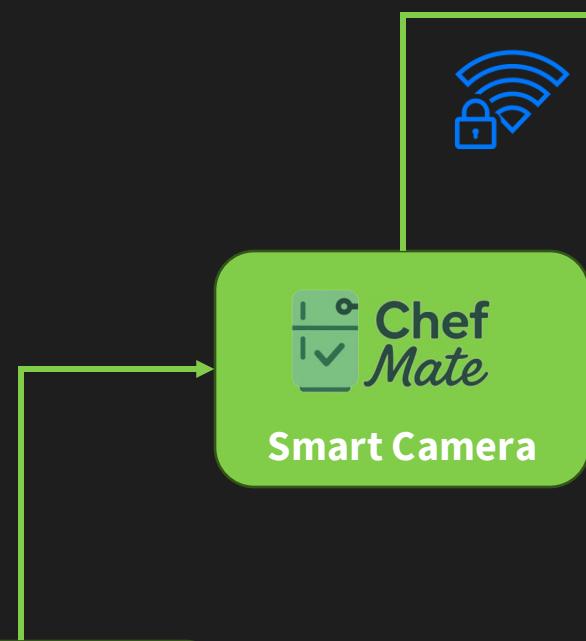
OUR COMPETITION



OUR PRODUCT....



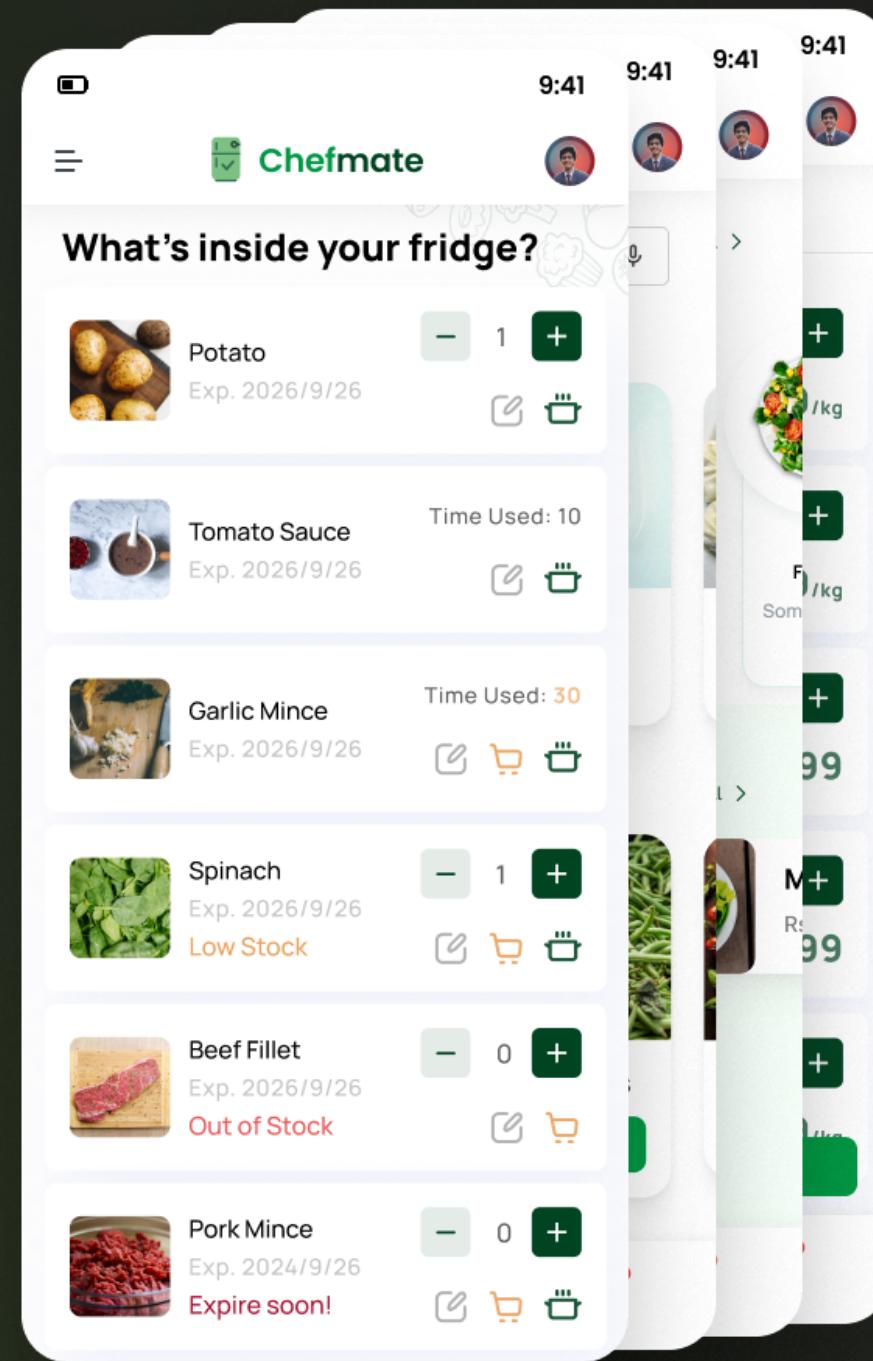
Product	Expired Date	Weeks Remain
Water Bottle	12/6/2031	316



LIVE FRIDGE VIEW

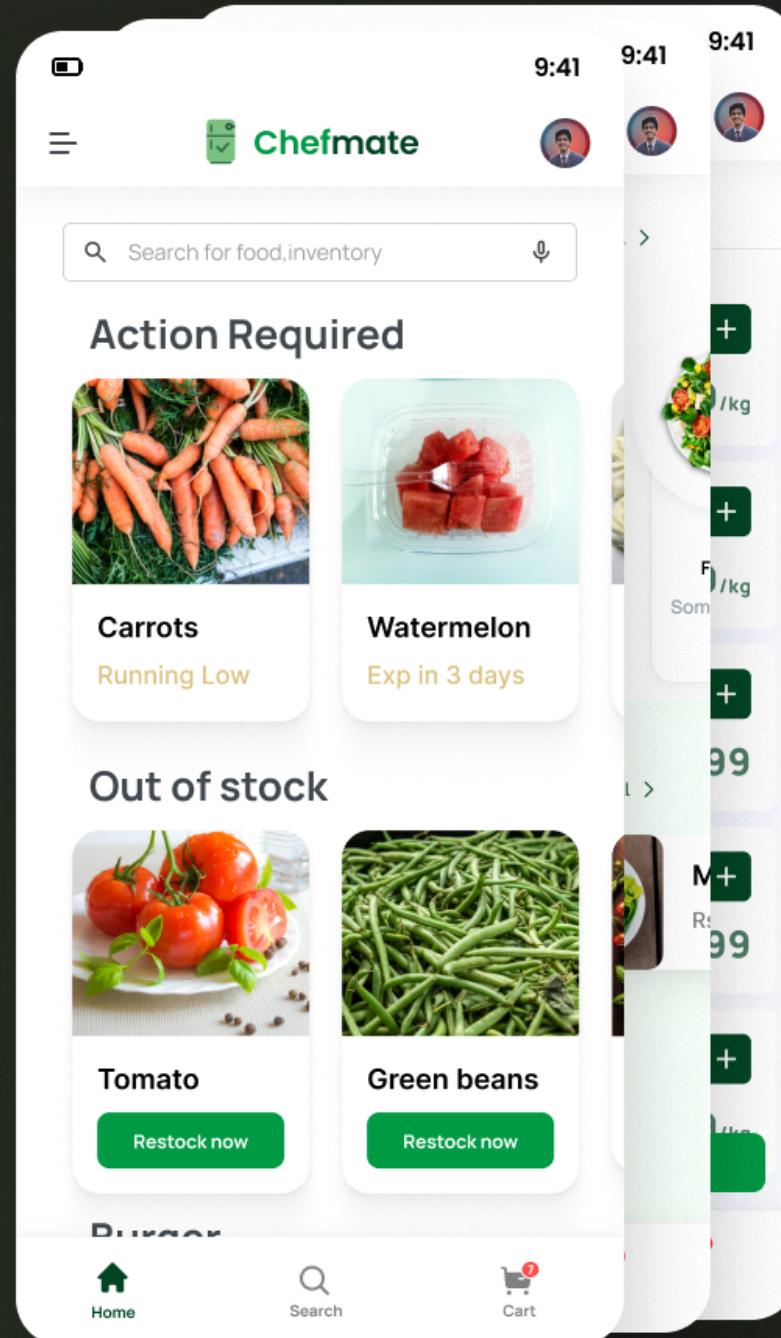


APP INTERFACE



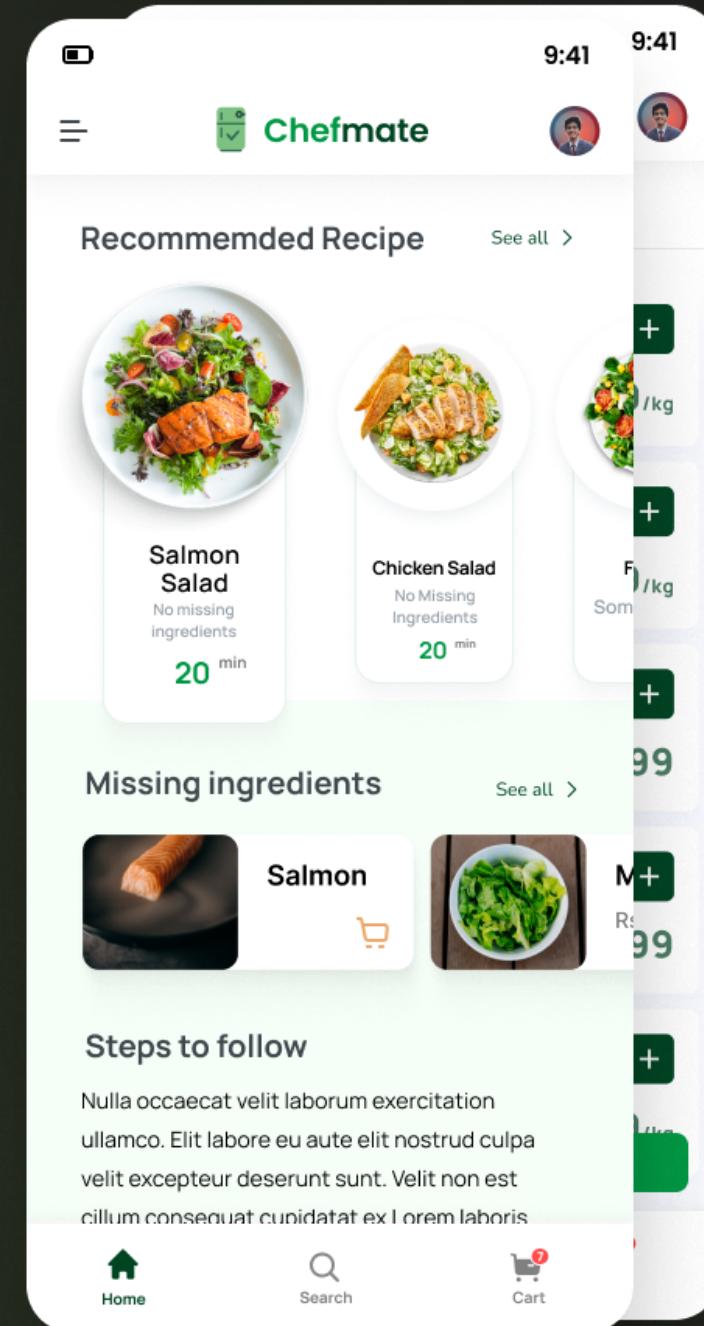
APP INTERFACE

EXPIRY DATE REMINDER



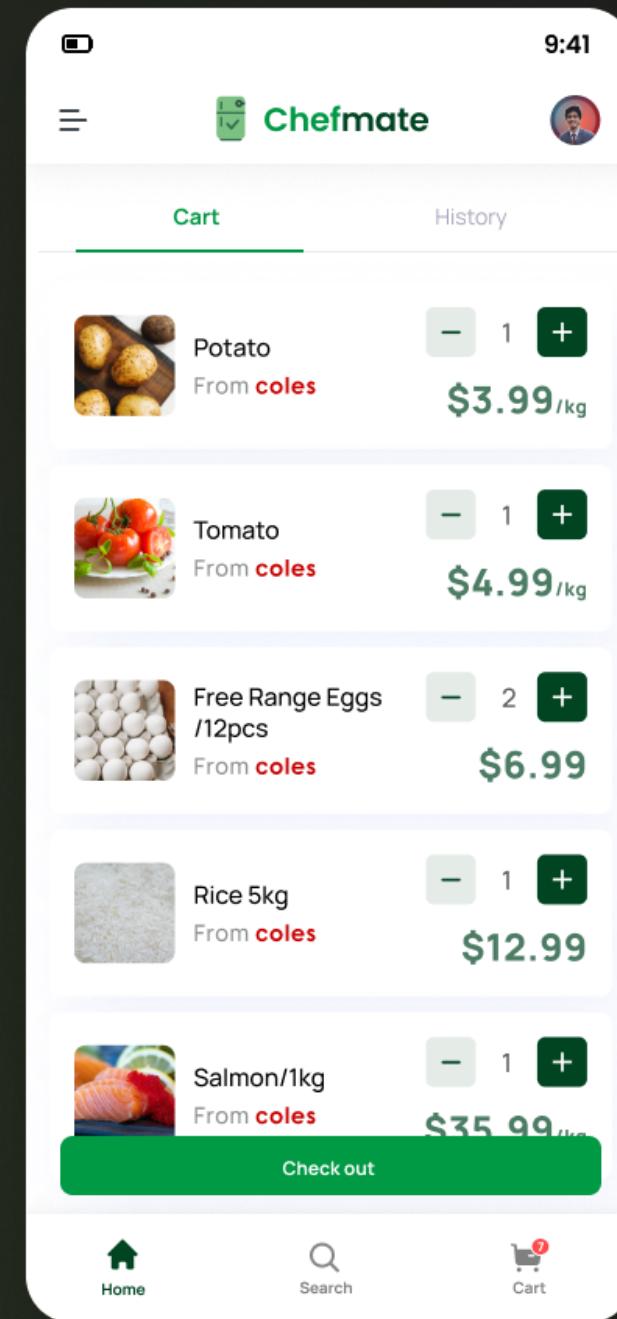
APP INTERFACE

RECIPE SUGGESTIONS



APP INTERFACE

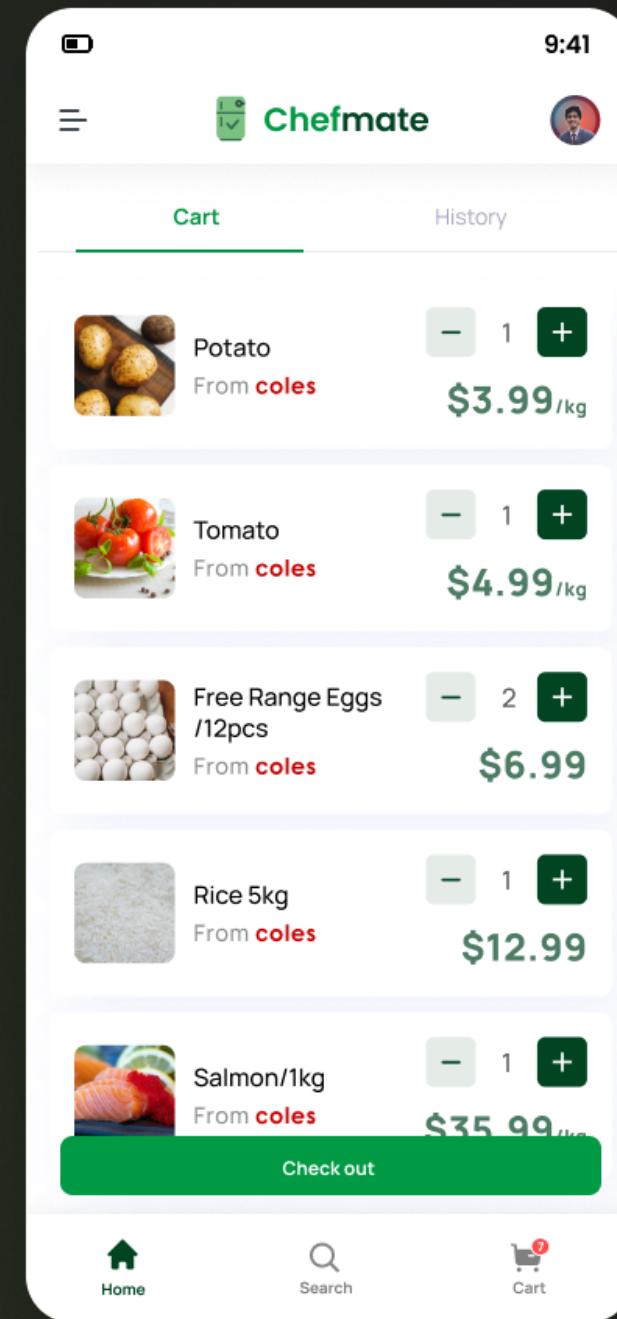
SHOPPING LIST & ORDER



APP INTERFACE

APP INTERFACE

SHOPPING LIST & ORDER



APP INTERFACE

MAGNETIC FRIDGE INTERFACE



Chef
Mate



**Saves
Time**



- ✓ Automatic logging
- ✓ Meal planning
- ✓ Shopping lists

**Scalable
Opportunity**



- ✓ Growing smart home market
- ✓ Recurring value



Your Fridge
But Smarter

**Saves
Money**



- ✓ Reduces unused groceries
- ✓ Pays for itself

**Peace
of Mind**



- ✓ No forgotten food
- ✓ Recipe suggestions
- ✓ Reduced mental load

MARKET SEGMENTATION

Targeted Market: Australian Households

Young Families



Professionals



University Students



Elderly



Executive Dysfunction & Disability

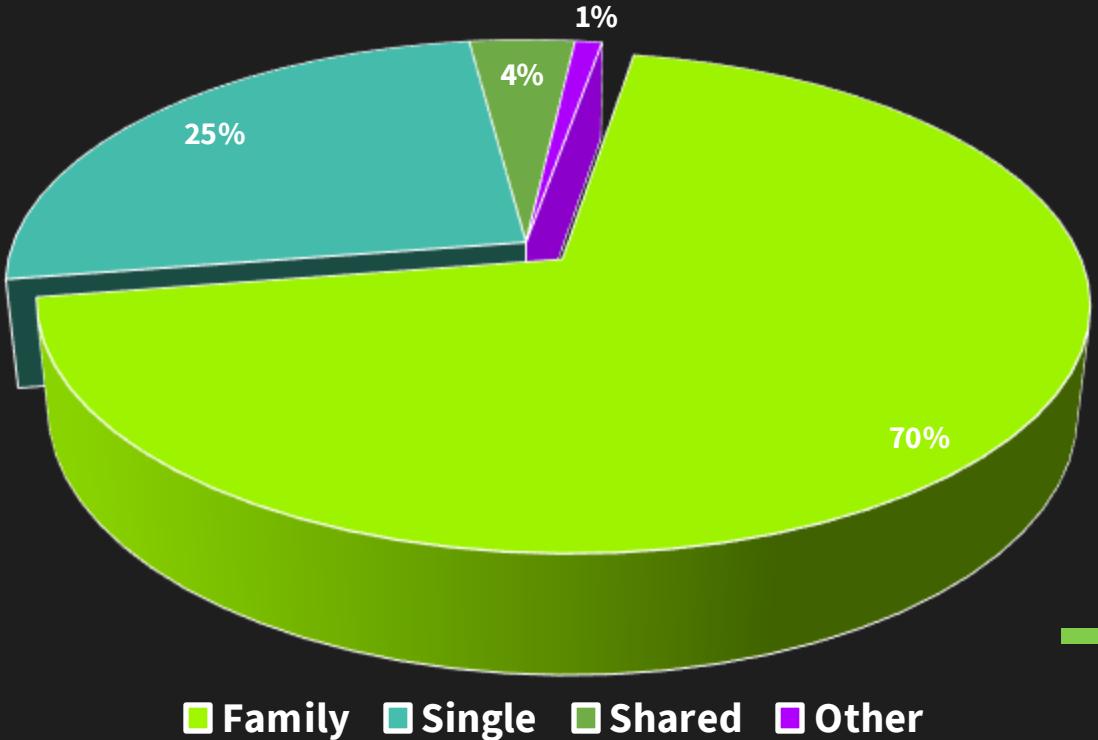


BEACHHEAD MARKET

MARKET SIZE ESTIMATION

Targeted Market: Australian Households

Households Data

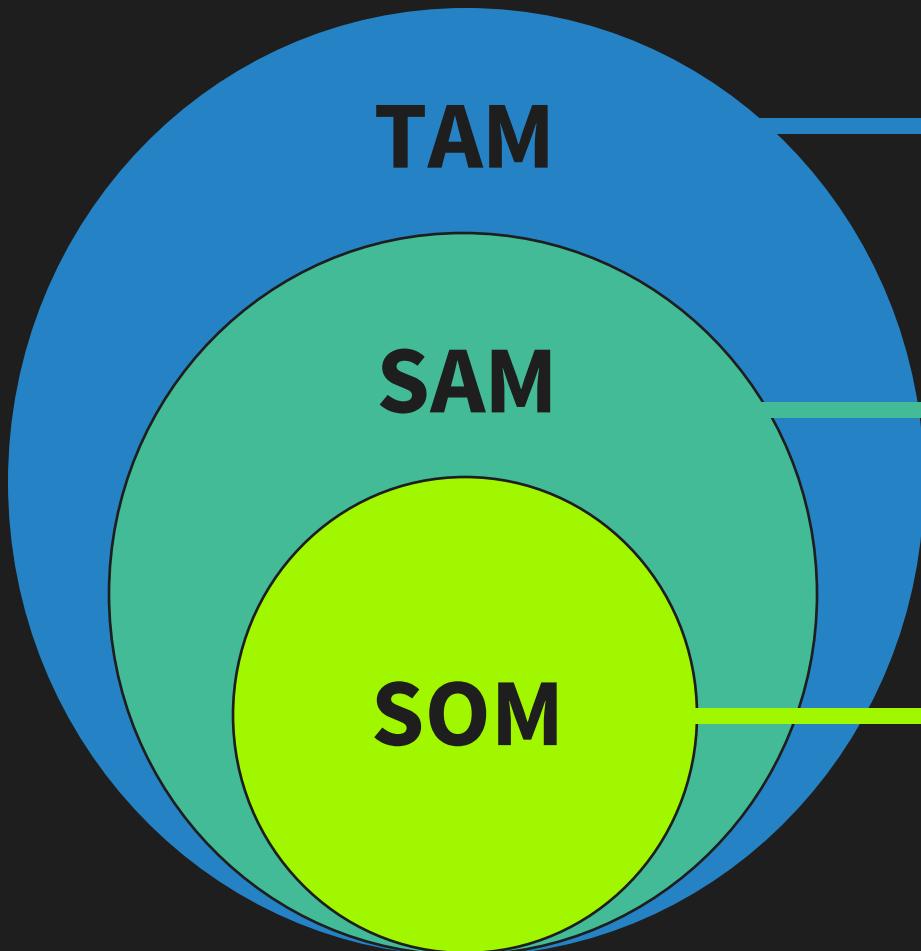


In 2021-2023, Australia has...

- 9.8 Millions Households in total
- 6.8M Young family household (70%)
- 60% estimated is tech savvy

$$6.8M \times 60\% = 4.1M \text{ households}$$

Market Size



- **TAM** (Total Addressable Market)

- TAM = **\$90M annual**

- **SAM** (Serviceable Available Market)

- Initially focus on **QLD + NSW households**
- SAM = **\$4.3M**

- **SOM** (Serviceable Obtainable Market)

- Penetration rate: 2.6%
- SOM = **\$112k**



PRICING STRATEGY

DEVICE PRICE (ONE-TIME PURCHASE)

\$220

+ \$100 for the touch screen monitor

SERVICE PLANS →

SERVICE PLANS



FREEMIUM

Features:

- Limited to 30-60 fridge scans/month
- Onboard OCR expiry date detection
- Onboard food recognition for limited food categories
- Expiry notifications via mobile app



PREMIUM

\$9.99 USD monthly

\$99.99 USD annually

Unlimited or higher cap on fridge scans

Access to AI-enhanced features:

- Recipe suggestions
- AI expiry prediction
- Smart meal planning



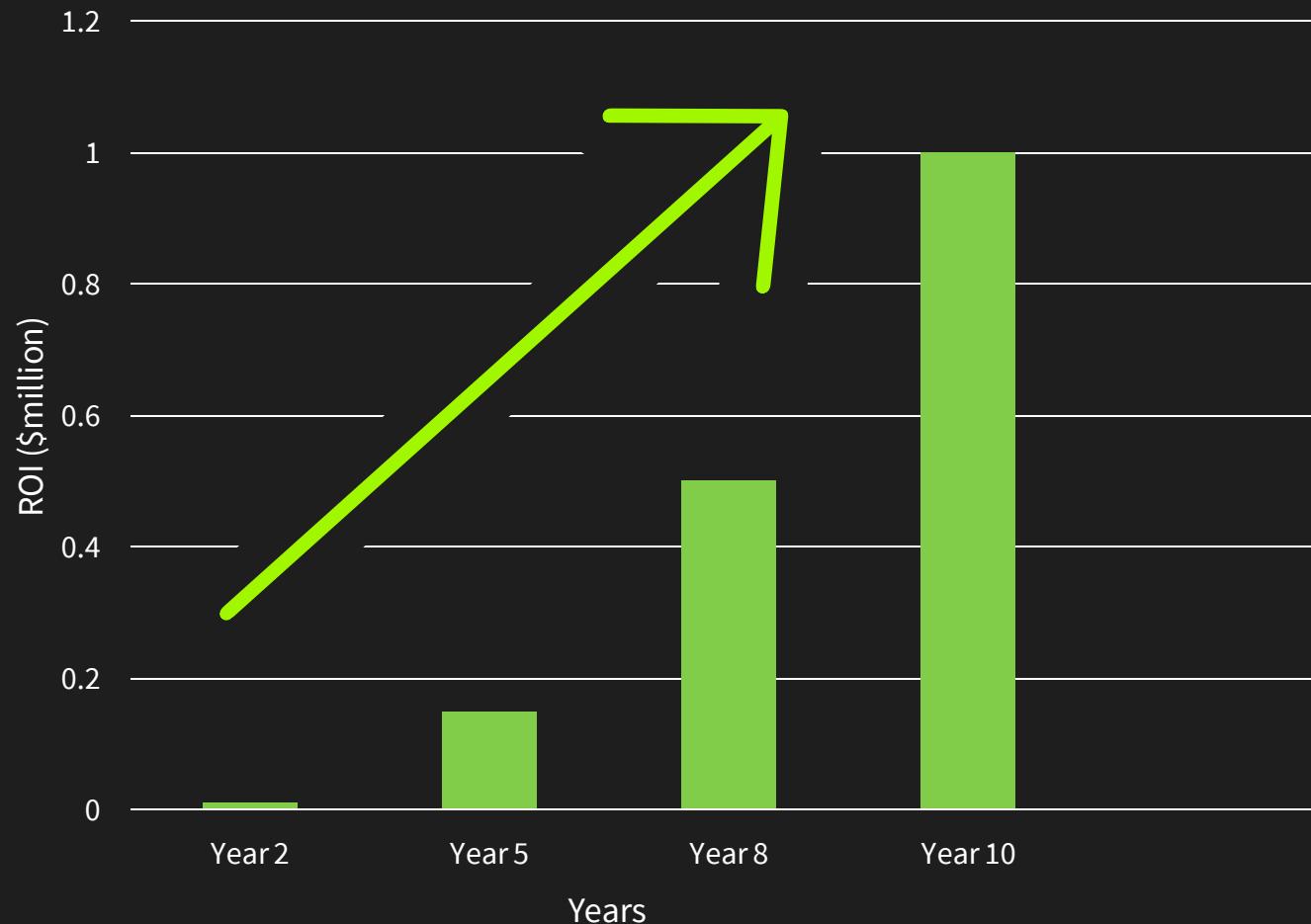
ULTIMATE

\$19.99 USD monthly

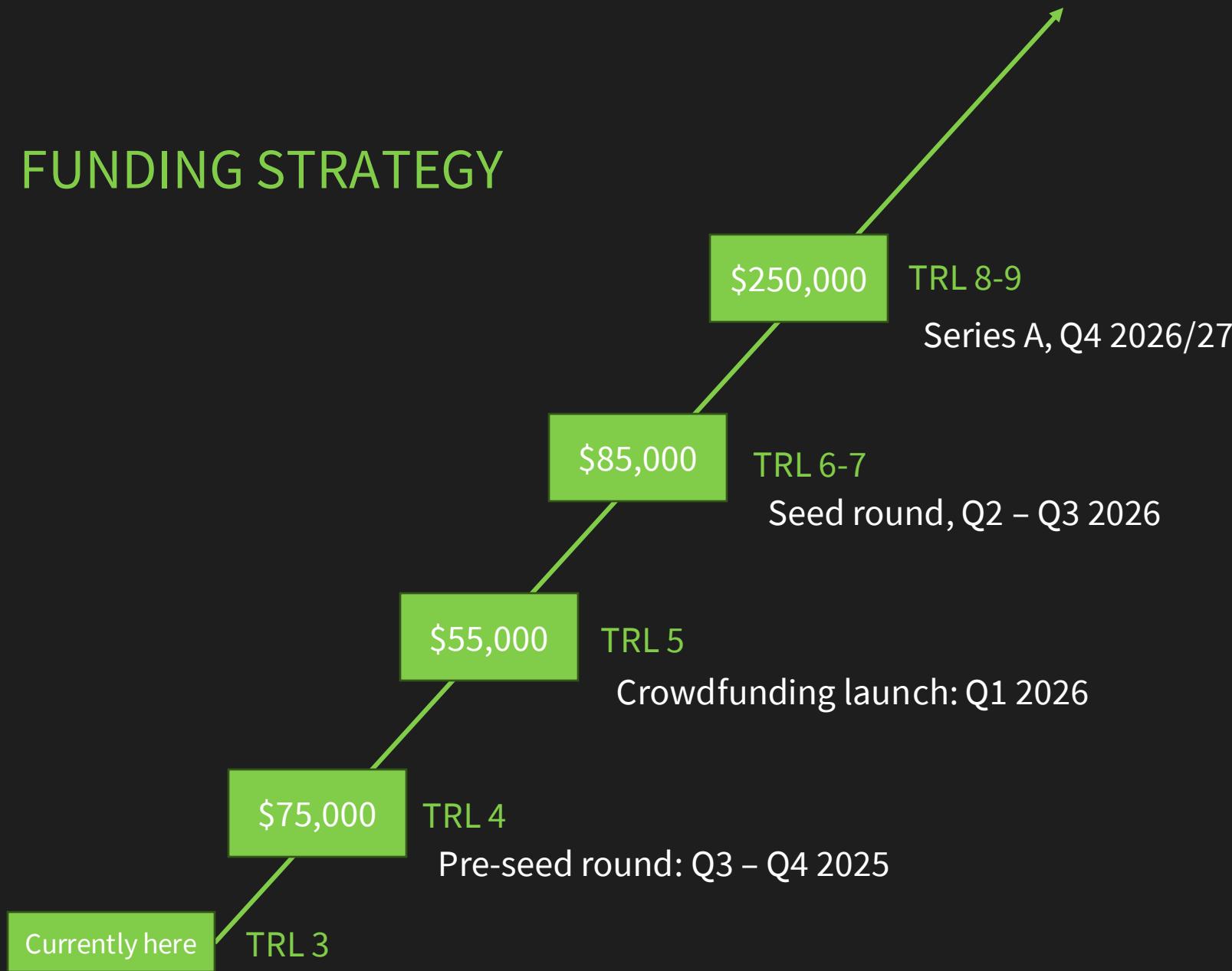
\$199.99 USD annually

- All Premium features
- Automated grocery ordering integrated with **Woolworths/Coles** or other delivery services
- Full agentic system for meal management

REVENUE OVER TIME



FUNDING STRATEGY



PRODUCT VALIDATION



- User acceptance testing in real kitchens
- Feedback via app & surveys

KEY PARTNERSHIPS



INITIAL FUNDING STRATEGY

ANGEL INVESTORS

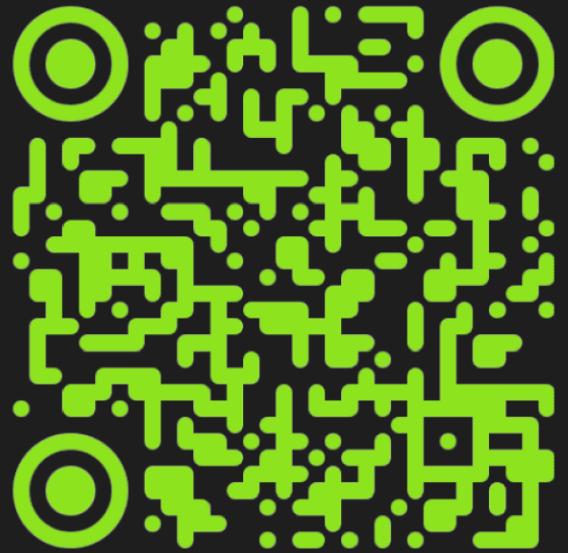
GRANTS

CROWDFUNDING



T H A N K Y O U

CHANNELS



Website and Blog



RISKS



Risks

Impact

Mitigation

Privacy Concerns

Low trust → low adoption

Encrypted uploads + no personal data storage

Cost Barrier

Limited Adoption

Tiered pricing + brand partnerships

User Drop-Off

App fatigue → low retention

Passive, app-optional UX Screen

Perceived Complexity

Friction in setup → abandoned use

Plug-and-play camera + onboarding wizard

INTELLECTUAL PROPERTY



Software Logic

App Architecture, Expiry Tracking



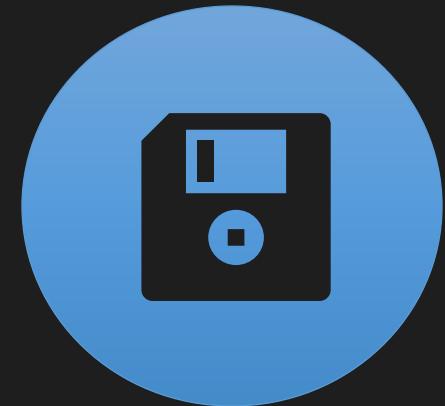
AI Model

Custom OCR and Item Detection



Hardware Design

Mount, Lens Orientation, Enclosure



Inventory

Curated Label Formats & Structure