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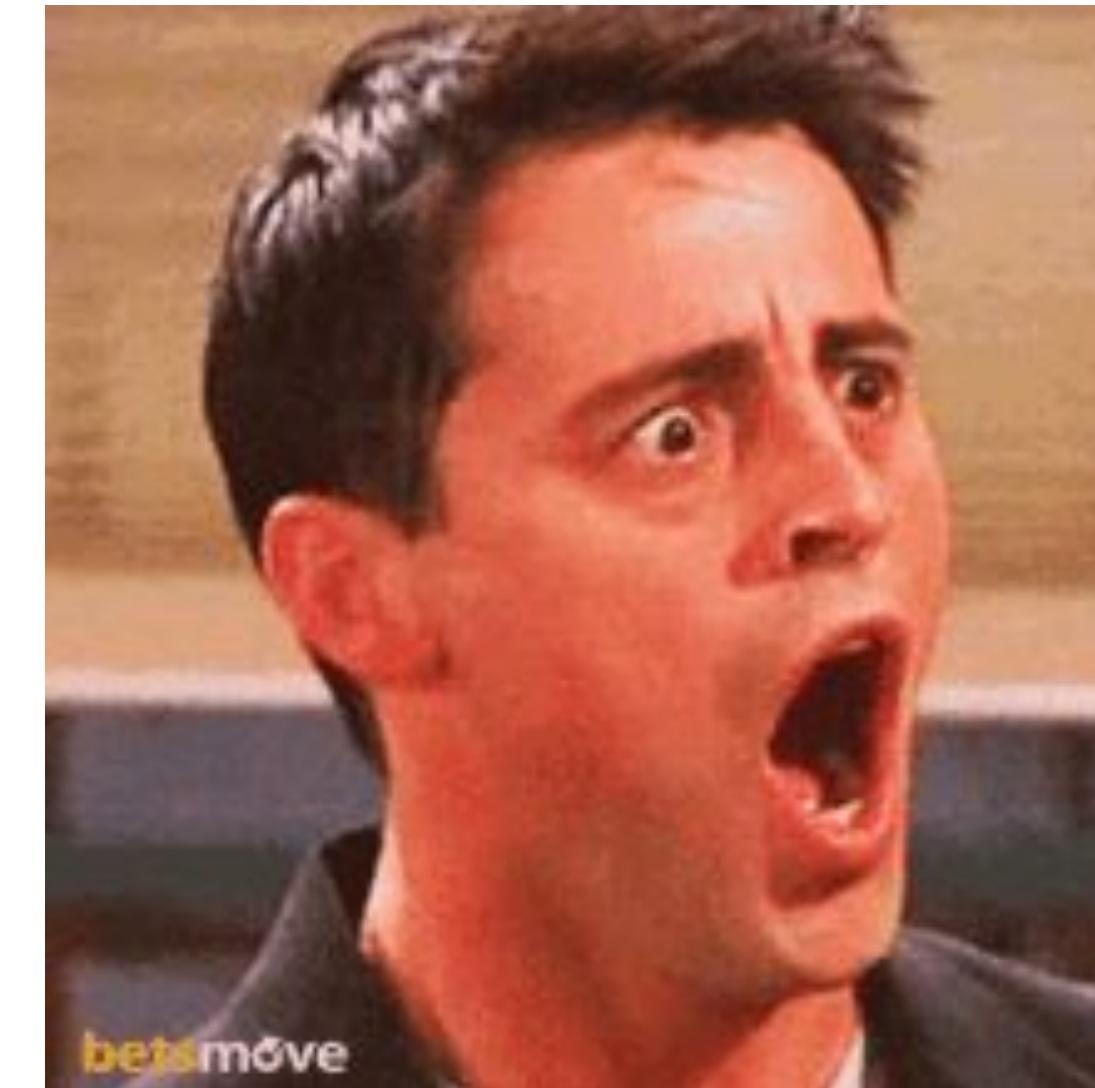
One-third
of all food being produced
globally is wasted

2



2.5bil tonnes
=
250k Eiffel Towers

\$1.2 trillion per year



If food waste was a
country,
it would be the
3rd largest
Greenhouse Gas
emitter



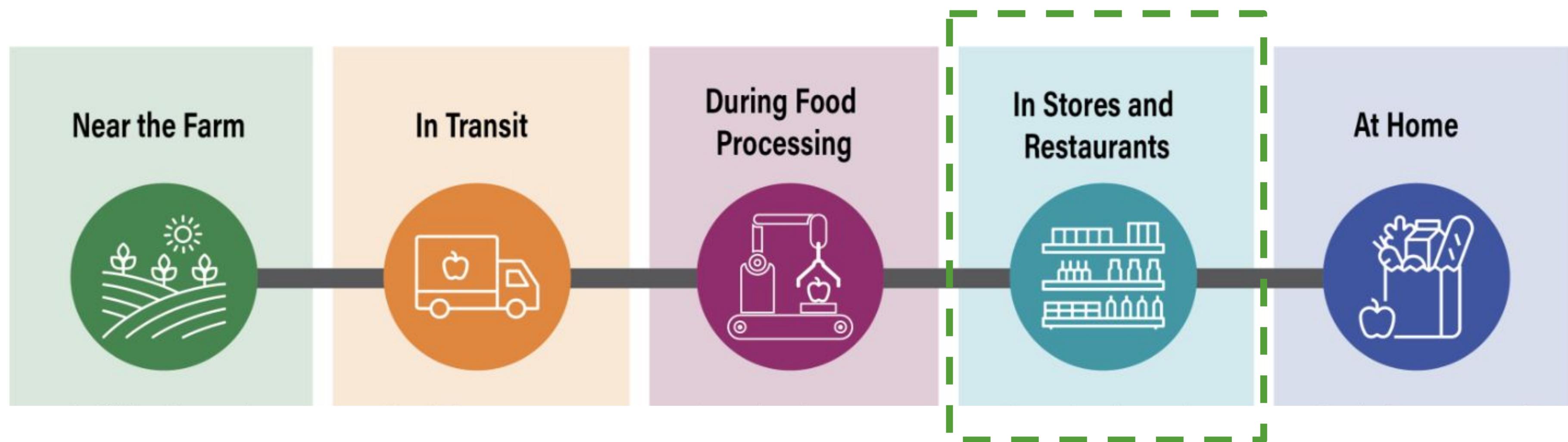
references:

<https://blogs.scientificamerican.com/plugged-in/un-says-that-if-food-waste-was-a-country-it-would-be-the-3rd-global-greenhouse-gas-emitter/#:~:text=Plugged%20In,UN%20says%20that%20if%20food%20waste%20was%20a%20country%2C%20it,China%20and%20the%20United%20States.>



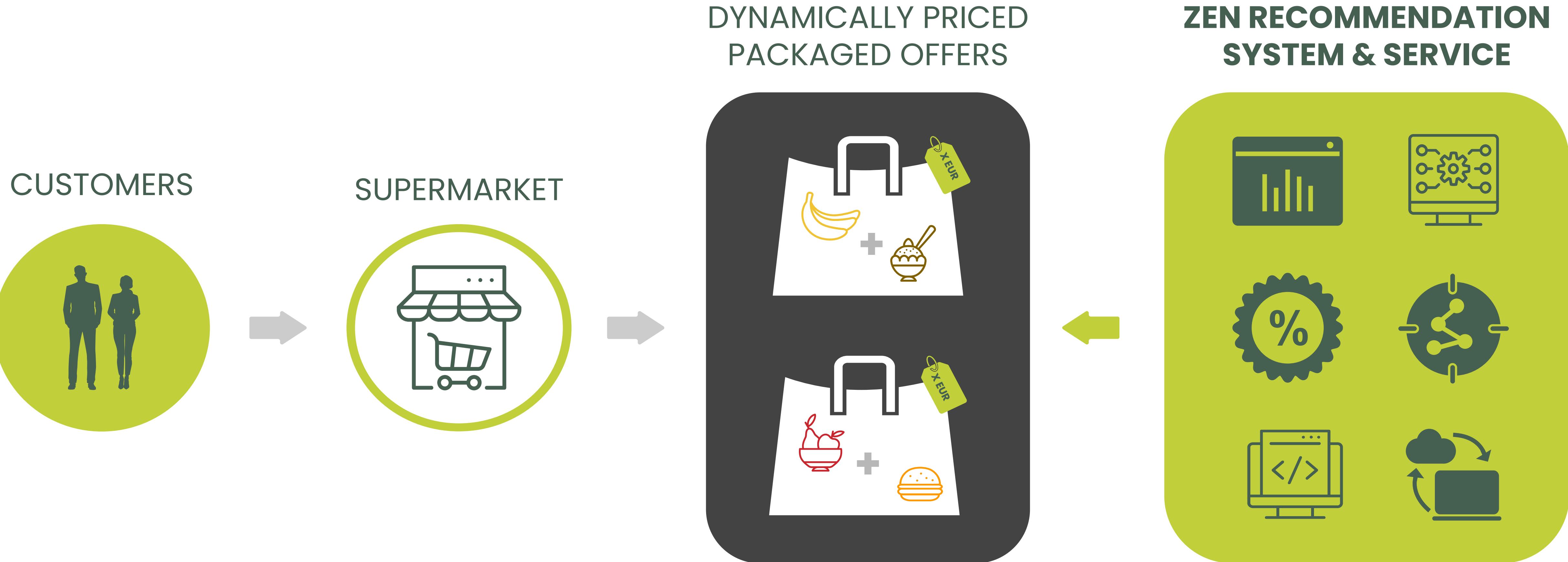
1.3 billion kilos per annum
(31 kgs per person)

Main drivers of food loss and waste throughout the supply chain



ZEN

OUR SERVICE



WHAT MAKES US ZEN?

SOCIAL IMPACT AT SCALE

**PIONEERS IN
DATA-DRIVEN TECH**

ACHIEVE MORE WITH LESS



MARKET TRENDS



NET ZERO FUTURE INITIATIVE

EU incentives to reduce food waste which includes supermarkets.

Introduced law in Spain.



CHANGE IN PERCEPTION

Industries moving towards a customer centric view and personalized service



UNFULFILLED GAP

Food retailers are not capturing the full value of data in their strategic decision making

CUSTOMER PROFILE

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MEDIUM & LARGE SUPERMARKETS

Retailers with more
than 100 stores



PRODUCT FEATURES

MVP

01. Dynamic offer generation

02. Dynamic pricing

03. KPI Dashboard

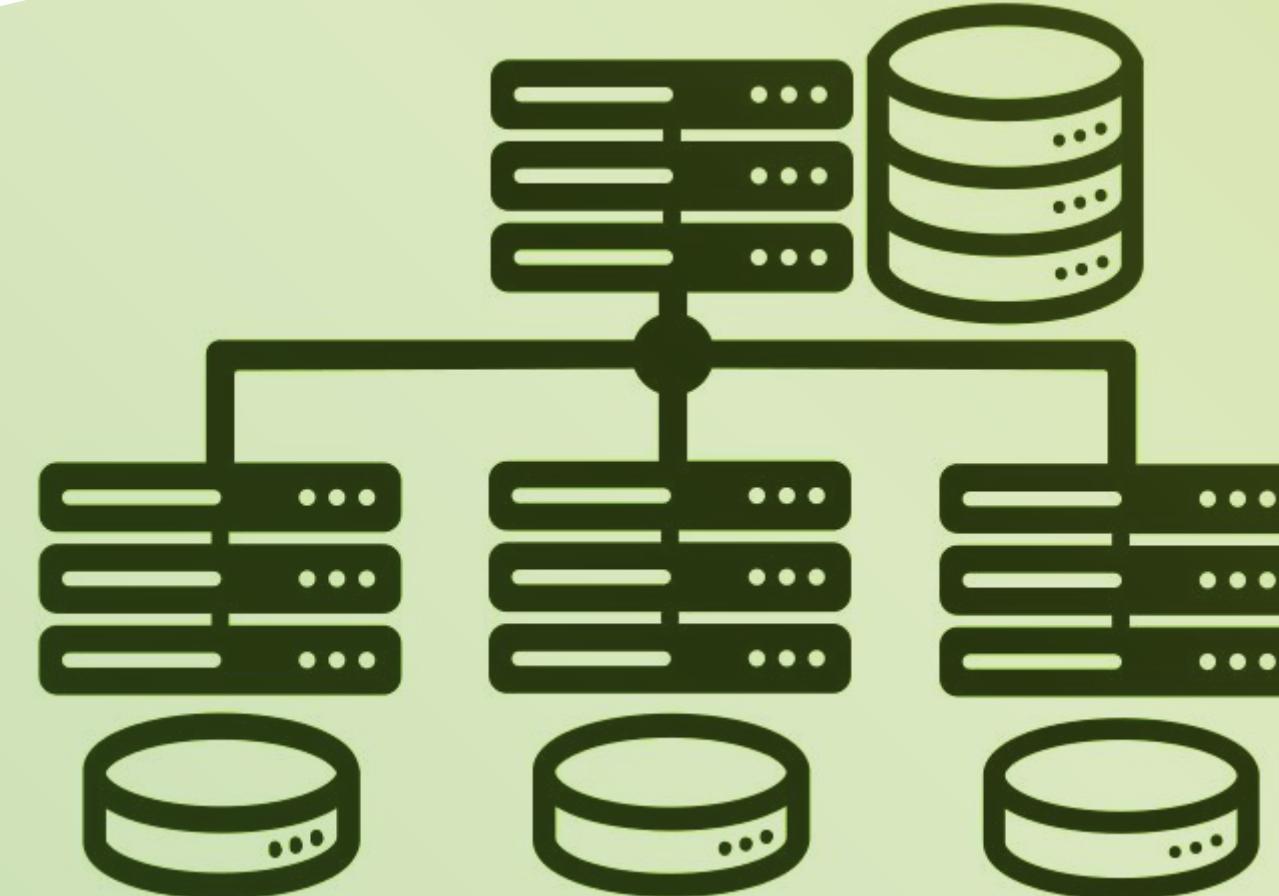
04. Integration with ERP

Future

01. Offer generation based on marketplace (In-store/Online)

02. Store layout recommendations

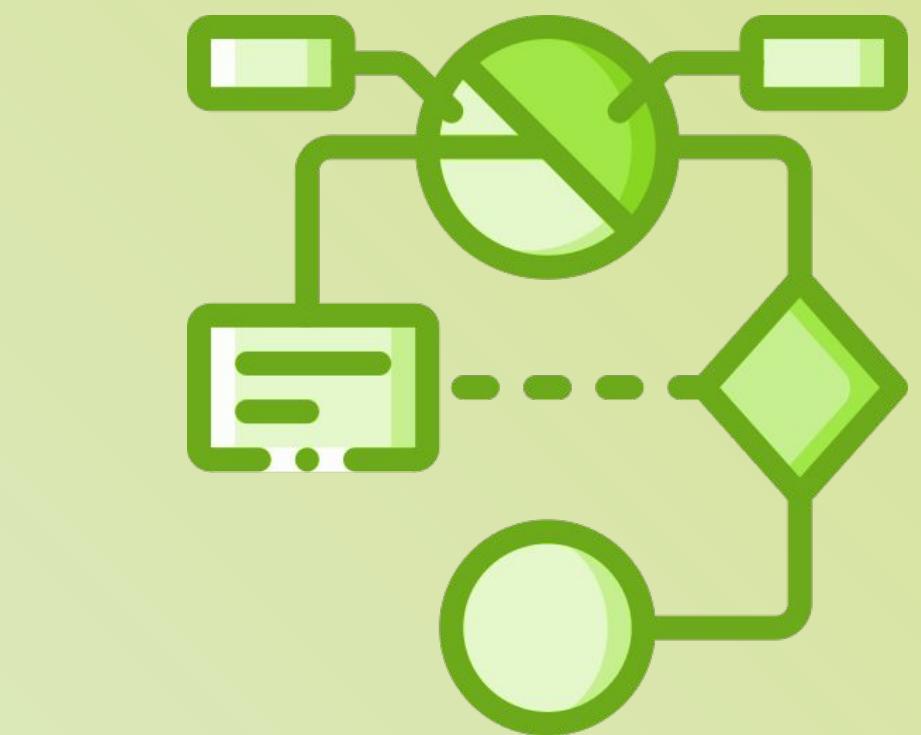
TECHNOLOGY



Distributed Processing



Graph Networks



Dynamic Pricing Algorithms



Community Detection

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COMPETITIVE STRATEGY & ADVANTAGE

1. UNIQUE FEATURES

Automatizing the processes of taking decisions

2. CUSTOMIZED SOLUTION

Providing customized solutions based on client's existing ERP system

COMPETITOR ANALYSIS

Feature	Wasteless	Afresh technologies	GK Software – AIR dynamic pricing	Shelf-Engine	Eagle eye promotions	ZEN
Dynamic pricing	✓	✗	✓	✗	✗	✓
Packaged offers recommendations	✗	✗	✗	✗	✗	✓
KPI Analytics dashboard	✓	✓	✓	✓	✓	✓

REVENUE STREAMS

INTEGRATION

Generic integration
(ERP systems already
supported by us):
5k EUR

Customized integration
(ERP is developed
in-house):
Cost may vary

Features (per store, feature, month)

Basic recommender:

20 - 50 EUR

Dynamic pricing:

20 - 50 EUR

2 Good 2 Go integration:

10 - 20 EUR

KPI Dashboard:

100 - 150 EUR

SUPPORT

Subscription (per store):
15 - 20 EUR

Per request (change/issue):
Cost may vary

BUILDING OUR IMAGE

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Inbound (Content Marketing)



WEBSITE

Brand image through development of a website + Search Engine Optimization (SEO)



BLOG POSTS

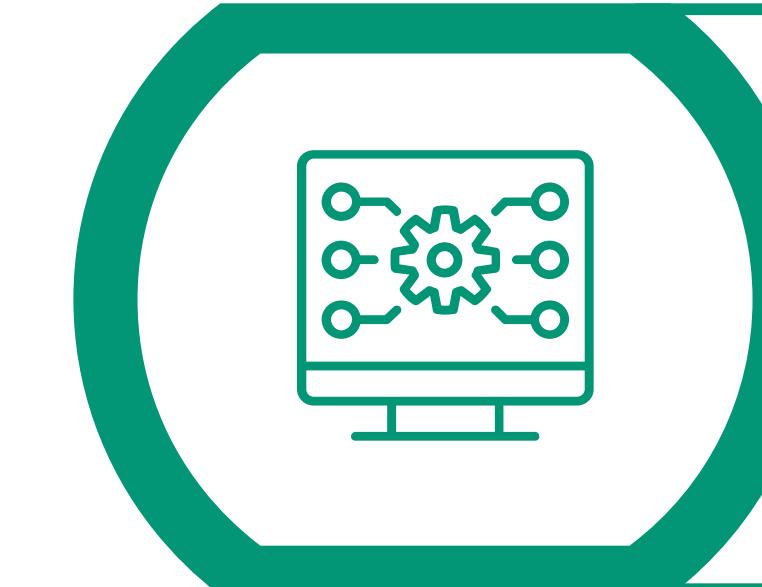
Blog posts to raise more awareness of our services and benefits

Inbound (Networking)



CHARITY PARTNERSHIP

Providing services to food charity organizations as a gateway to reach potential supermarket clients



ERP PARTNERSHIP

Teaming up with the common ERP systems being used by clients to reach out to them

Outbound (Social Media)



FACEBOOK

Online advertisements to target employees of the supermarkets
(Example: Does your CXO know this ...?)

FINANCIALS

	2024	2025	2026
Assets			
Fixed assets	9.000,00 €	7.800,00 €	6.600,00 €
Current Assets (Cash)	315.300,00 €	328.504,20 €	633.258,40 €
Total Assets	324.300,00 €	336.304,20 €	639.858,40 €
	2024	2025	2026
Liabilities			
Long term liabilities	100.000,00 €	80.000,00 €	60.000,00 €
Equity	224.300,00 €	256.304,20 €	579.858,40 €
Total Liabilities and Equity	324.300,00 €	336.304,20 €	639.858,40 €

P&L	2024	2025	2026
Sales	325.000,00€	665.000,00 €	1.095.000,00 €
COGS	0,00 €	0,00 €	0,00 €
Gross Margin	325.000,00 €	665.000,00 €	1.095.000,00 €
Salaries	252.000,00 €	252.000,00 €	336.000,00 €
Other	33.000,00 €	30.300,00 €	36.300,00 €
EBITDA	40.000,00 €	382.700,00 €	722.700,00 €
Amortization	1.200,00 €	1.200,00 €	1.200,00 €
EBIT	38.800,00 €	381.500,00 €	721.500,00 €
Financial Op	848,00 €	848,00 €	848,00 €
PBT	37.952,00 €	380.652,00 €	720.652,00 €
Taxes	5.692,80 €	57.097,80 €	108.097,80 €
NP	32.259,20 €	323.554,20 €	612.554,20 €

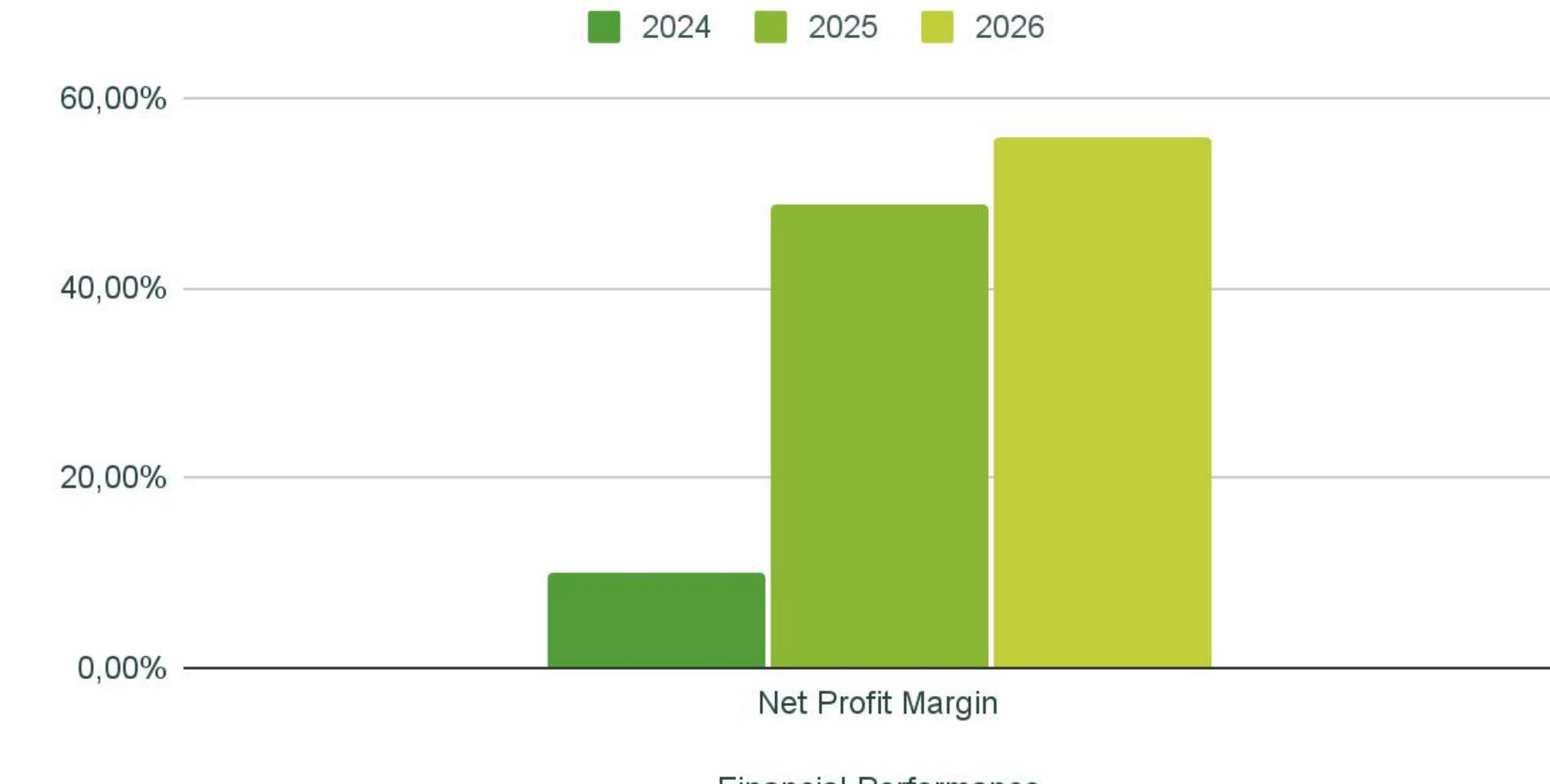
End of 2026:
Clients: 8
Market Share: 20.5%

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2024, 2025 and 2026



2024, 2025 and 2026



Financial Performance

WHAT ARE WE ASKING FOR?

ZEN

Company's present
valuation*:

1.230.342,00€.

Required funds:

140300€.

Use of the funds:

Research & algorithm Development
activities + operational expenses.

Investors

20%

Co-founders

70%

Senior Employees

10% - In Restricted Stocks

POTENTIAL RISKS & MITIGATIONS

FINANCIAL RISK

Quarterly auditing of cash flows

Increase revenue streams by selling more features to existing customer or selling to new customers

TECHNOLOGY RISK

Prioritizing cybersecurity in our infrastructure

Replications to ensure availability of the service and data

LEGAL & COMPLIANCE RISK

Building partnerships with regulators

Maintain accurate records and documentations of the company records

PLAN B

Sell the company to an existing ERP firm

**Sell the proprietary algorithm and service to a
company with a similar use case in a different
domain**



Q&A