



Produce Preservation

Keep your groceries fresh for much longer



FrootLast

650 million tones

Amount, per year, of fruits and vegetables thrown away

\$500 billion

Value that could have been saved

Our idea:

To reduce food waste by
extending the shelf life of produce



CUSTOMER VALIDATION

Number of
interviews

45



HIGHLIGHTS

- No Substitutes
- Premium prices
- Transparency
- Natural plant extracts
- Cost savings
- Produce waste
- Aesthetics

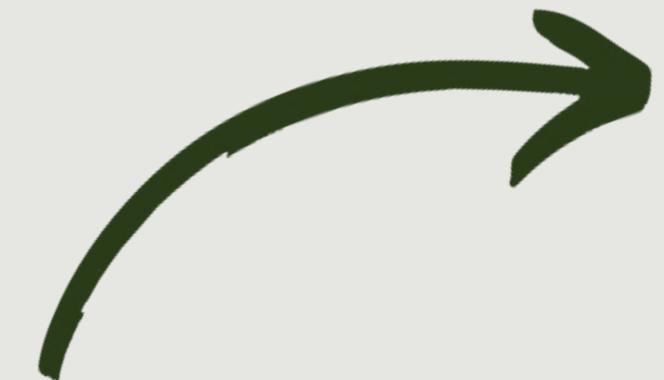
A day in the life

'Before'



Frequent purchase of produce
Busy schedule
Expense

A day in the life 'Before'



Cleans and stores produce



Frequent purchase of produce
Busy schedule
Expense

A day in the life 'Before'



Frequent purchase of produce
Busy schedule
Expense



Cleans and stores produce



Makes a salad, or food

A day in the life 'Before'



Frequent purchase of produce
Busy schedule
Expense



Cleans and stores produce



Throws away waste



Makes a salad, or food

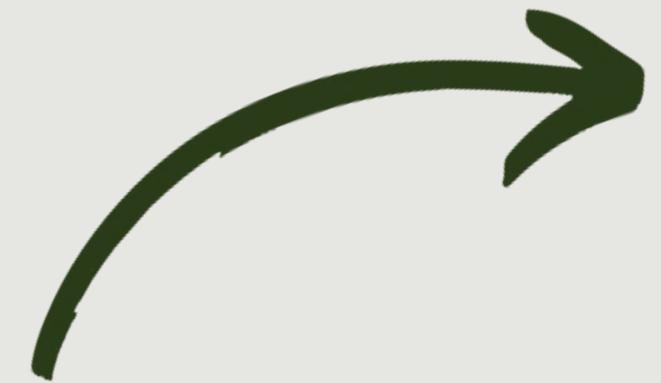


A day in the life 'After'



Purchases produce at a farmer's market

A day in the life 'After'



Purchases produce at a farmer's market

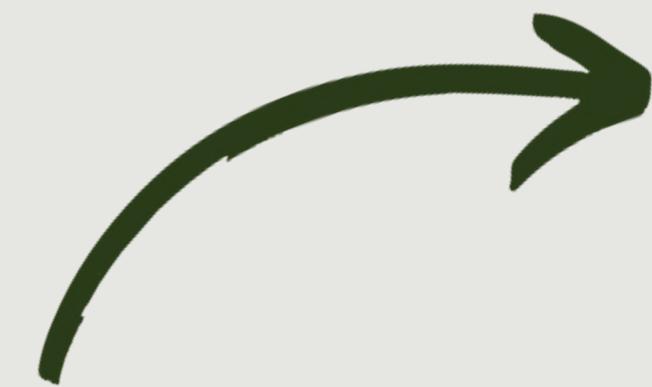


Cleans and stores produce

A day in the life 'After'



Purchases produce at a farmer's market



Cleans and stores produce



Makes a salad, or food

A day in the life 'After'



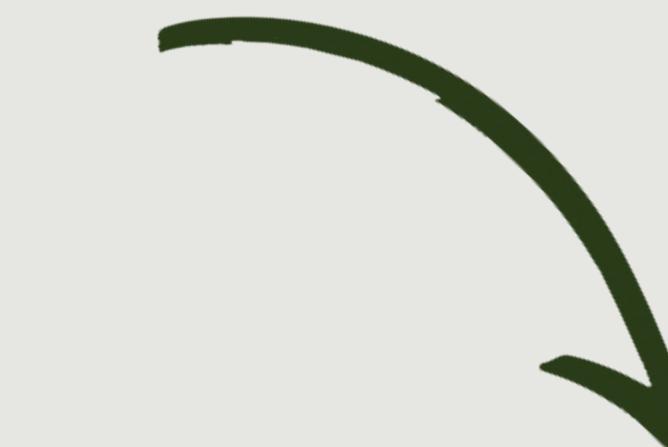
Purchases produce at a farmer's market



Cleans and stores produce



Healthier, saves money
and has fewer grocery
store trips



Makes a salad, or food

Target Customer



Diana Voss

'The Bulk Shopper'

Age: 52

Income: \$150,000 (nurse)

Interests: Spending time with her big family



Ryan Dunn

'The Fitness & Health Guy'

Age: 26

Income: \$55,000 (Business owner)

Interests: Hiking, camping, fitness & nutrition



Olivia Pope

'The Working Professional'

Age: 38

Income: \$270,000 (Consulting)

Interests: spin cycling, travelling & reading

The Team



Muthoni Mutung'u



Kyle Zhou



Marlen Petersen



Anuradha Ramachandran



Soham Banerjee



Leo Wu



FrootLast containers



- Extends shelf life up to 14 days
- Natural and safe compound
- Saves money and time
- Reduces food waste

Prototypes

- Ease of use
- Compact
- Re-usable
- Durable
- Transparent
- Different sizes

Foldable Container



GA₃ dispenser

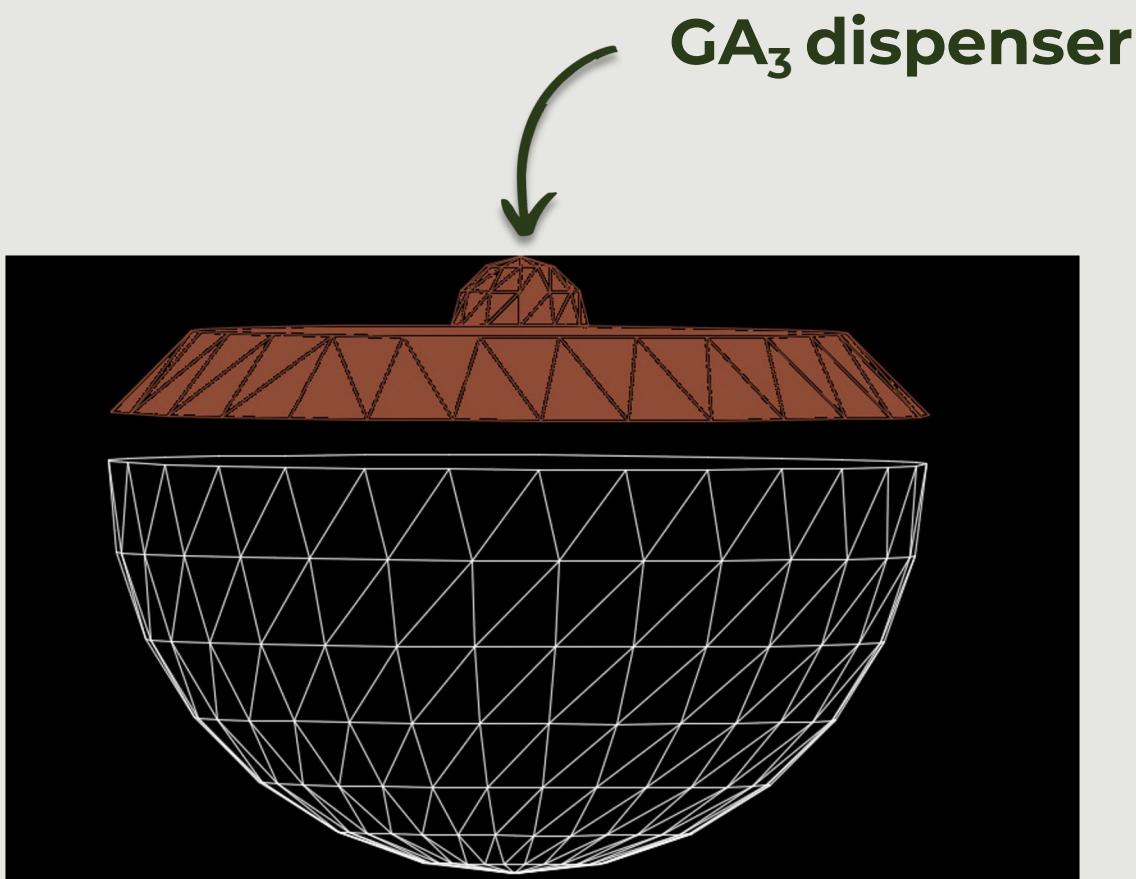


- Light
- Foldable
- Portable
- Unique design

Prototypes

- Ease of use
- Compact
- Re-usable
- Durable
- Transparent
- Different sizes

Produce Bowl

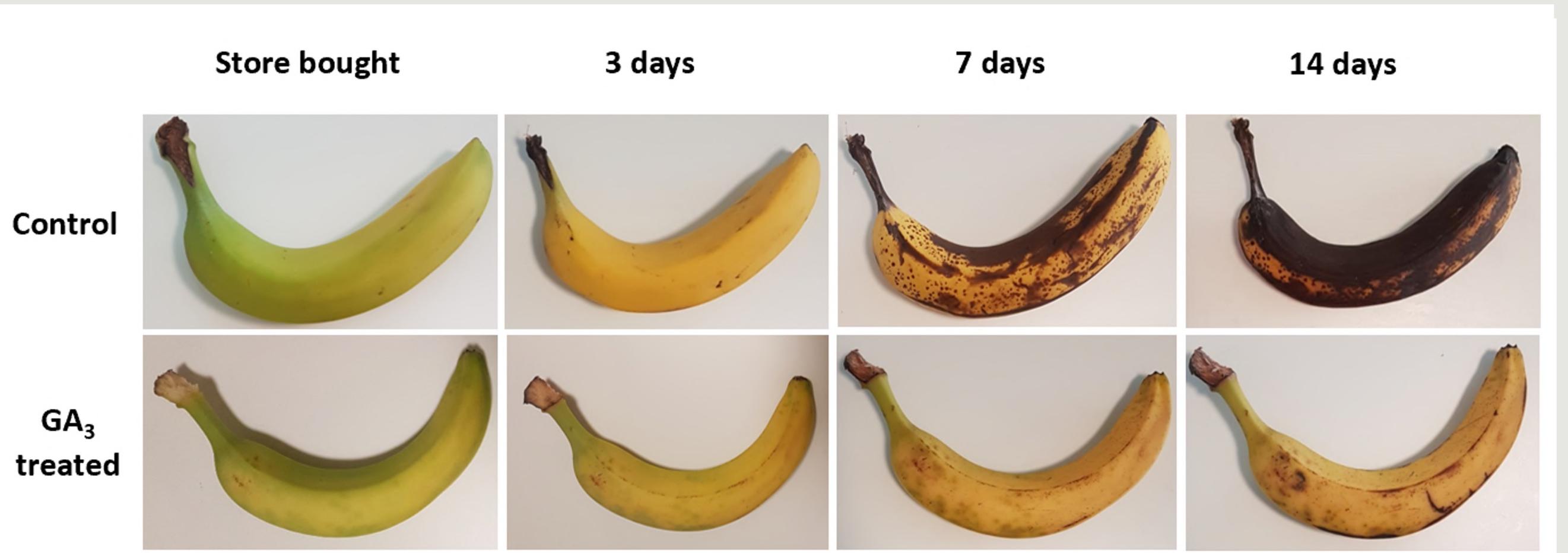


- High quality materials
- Aesthetic design
- Ideal for countertops

Prototypes

- Ease of use
- Compact
- Re-usable
- Durable
- Transparent
- Different sizes

Efficacy of gibberellic acid (GA_3)

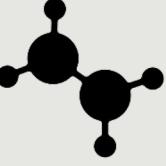


+ 1 week



+ 5 days

Competitive Analysis

Attributes	 FrootLast	 FRESHWORKS™ Keep produce fresher longer	 SmartFresh™ an AgroFresh solution	 Apeel Sciences
 Ethylene Inhibitor	●		●	
 Consumer use	●	●		
 Aesthetic appearance	●			
 Price	\$60	\$15 - \$40	Expensive	Expensive
 Ease of usage	●	●		
 Effectiveness	●		●	●

“

Value Proposition

For the sustainable, health and money conscious customer

Who wants to reduce produce waste in their household

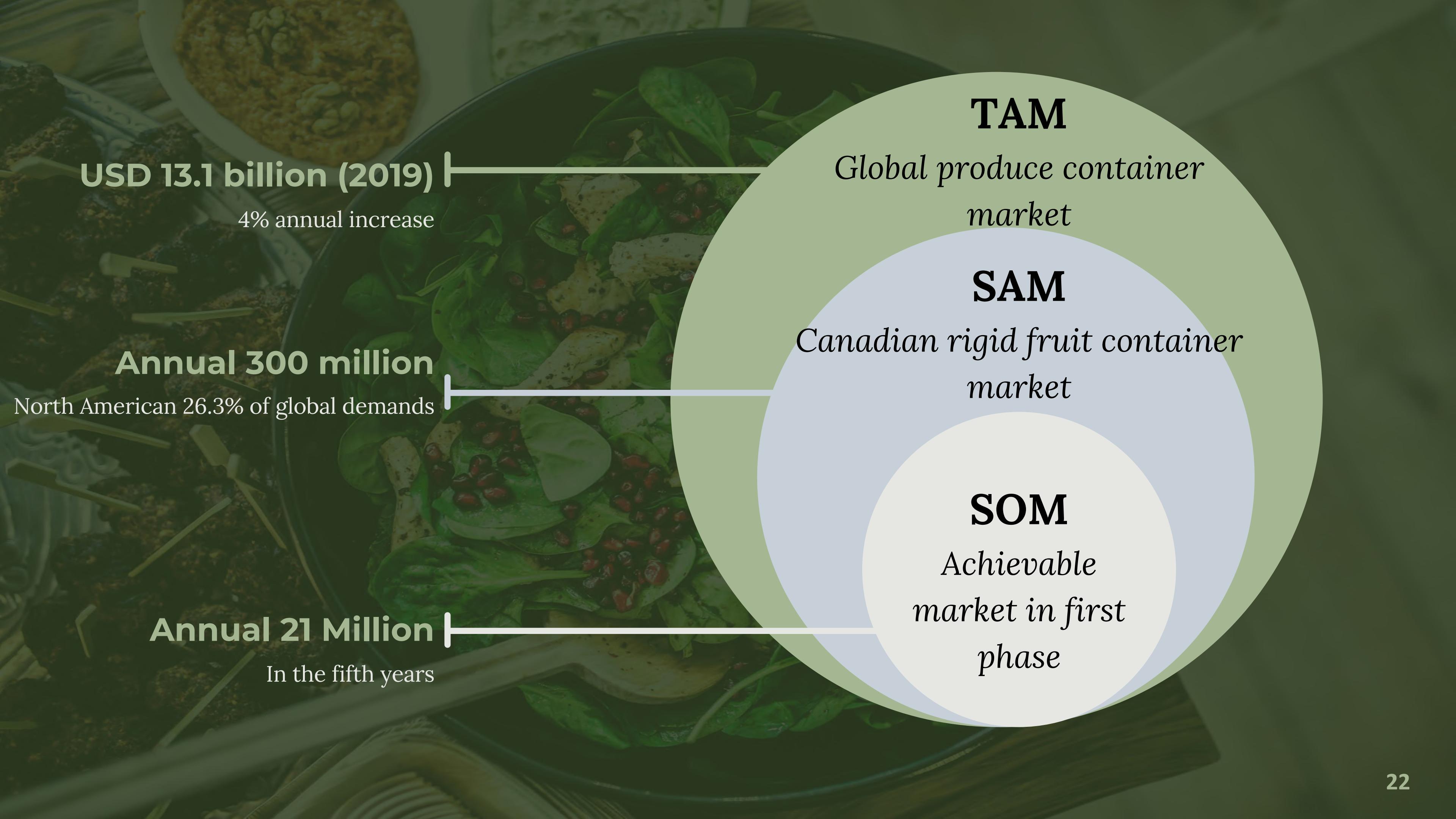
FrootLast is a storage device with natural plant extracts

That extends the shelf life of produce

Unlike SmartFresh and Apeel Sciences

FrootLast delivers a sustainably sourced product that reduces food waste





TAM

Global produce container market

SAM

Canadian rigid fruit container market

SOM

Achievable market in first phase

USD 13.1 billion (2019)

4% annual increase

Annual 300 million

North American 26.3% of global demands

Annual 21 Million

In the fifth years

Marketing

Digital



Website



Google (SEO & Banner ads)



Social media (Facebook, Instagram & YouTube)



Influencers



Emailers

ATL

- Infomercials
- Partnership with cooking shows or channels (Food channel)
- Promotions (buy 1 get 1 free, discounts)

BTL

- Farmers markets & trade shows
- In-store product demos

Two-Part Pricing

Container



Cartridge



Subscription



\$59.99 retail

\$36 wholesale

\$15 retail

\$10 wholesale

\$49.99 annual

Channels

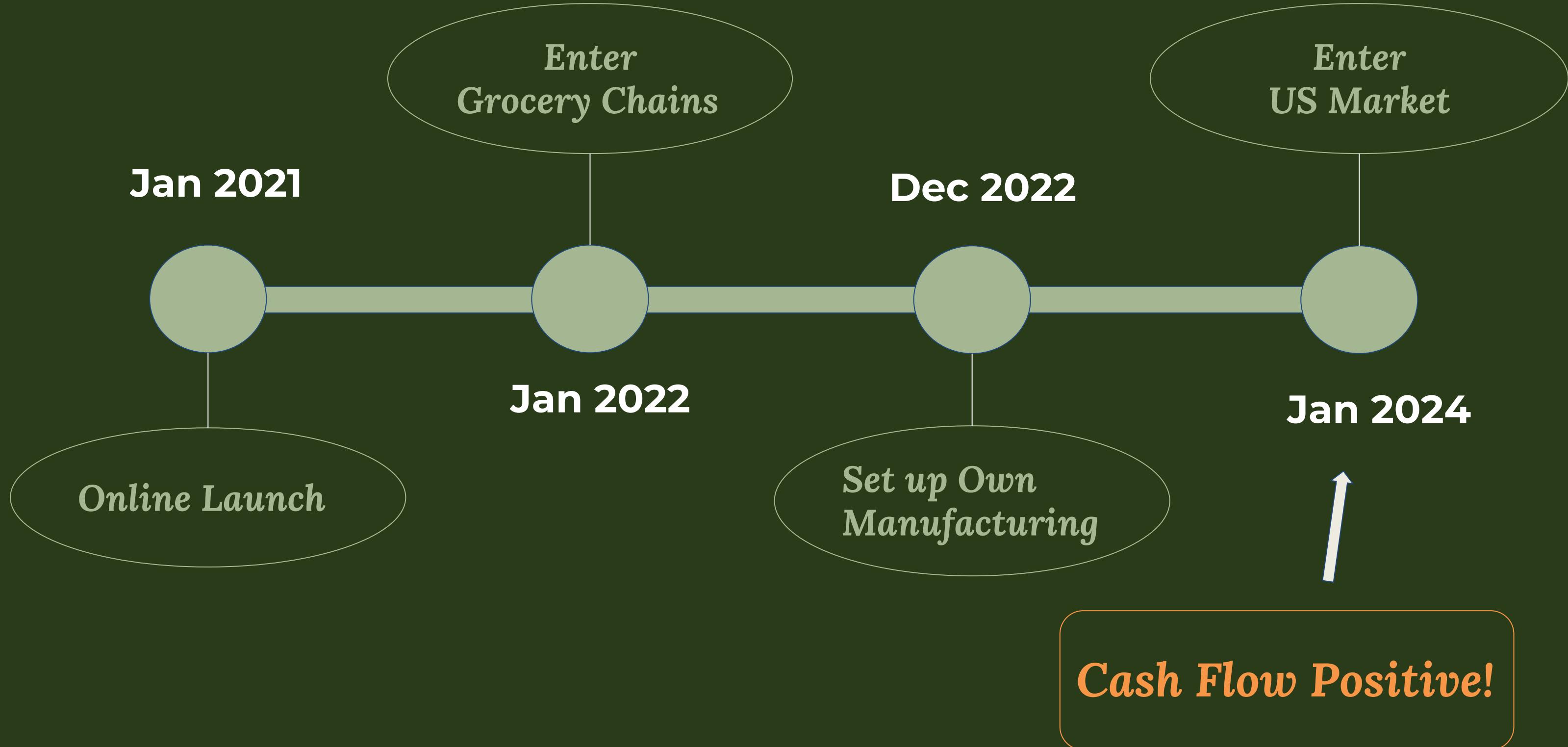
Online



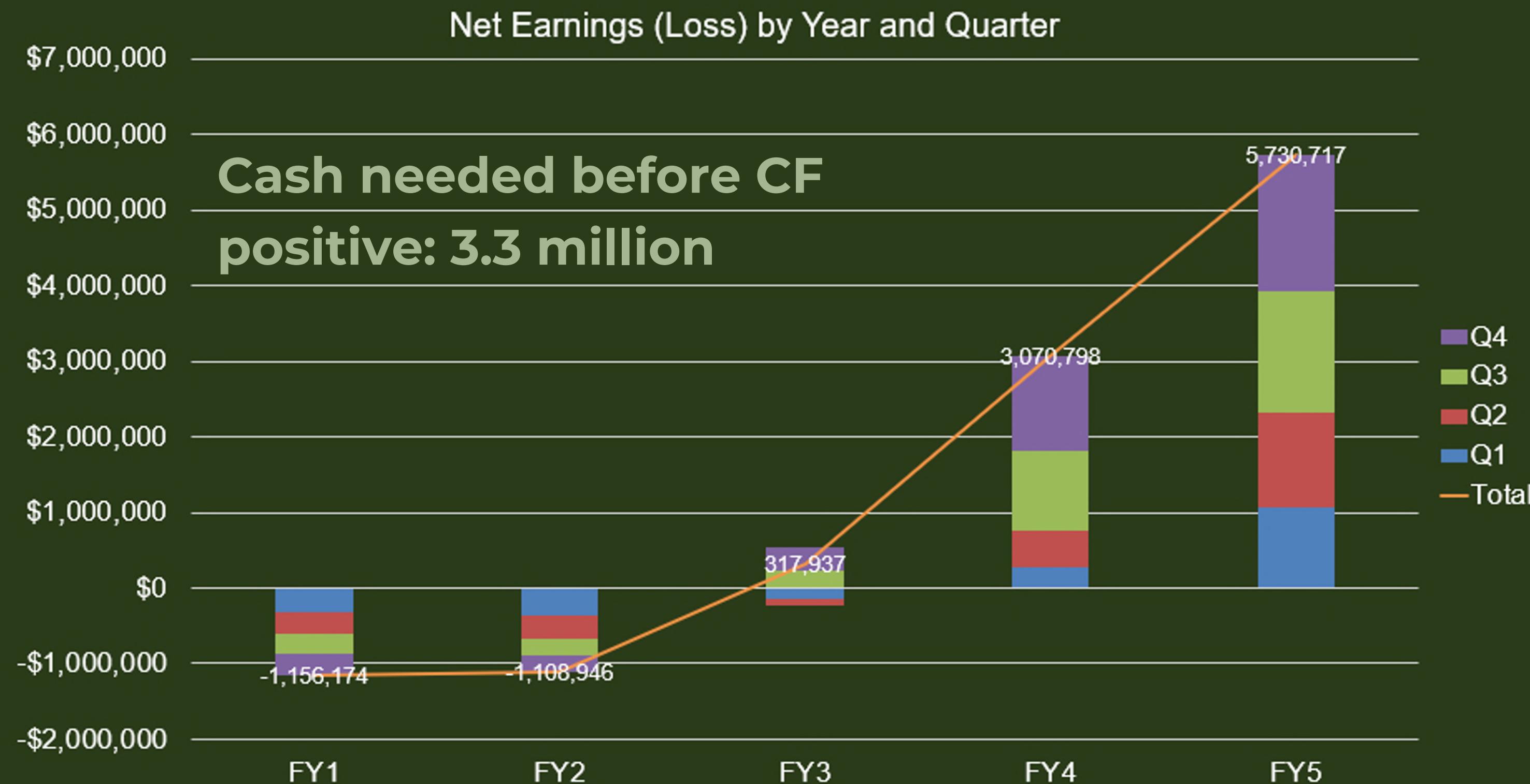
Grocery Chains



STRATEGIC MILESTONES



FINANCIALS



Future Product Development



- *Different sizes*
- *Refrigerator application*
- *Improved design*

Future Market Opportunities





Our Ask

Guidance



Financial Support

\$600,000

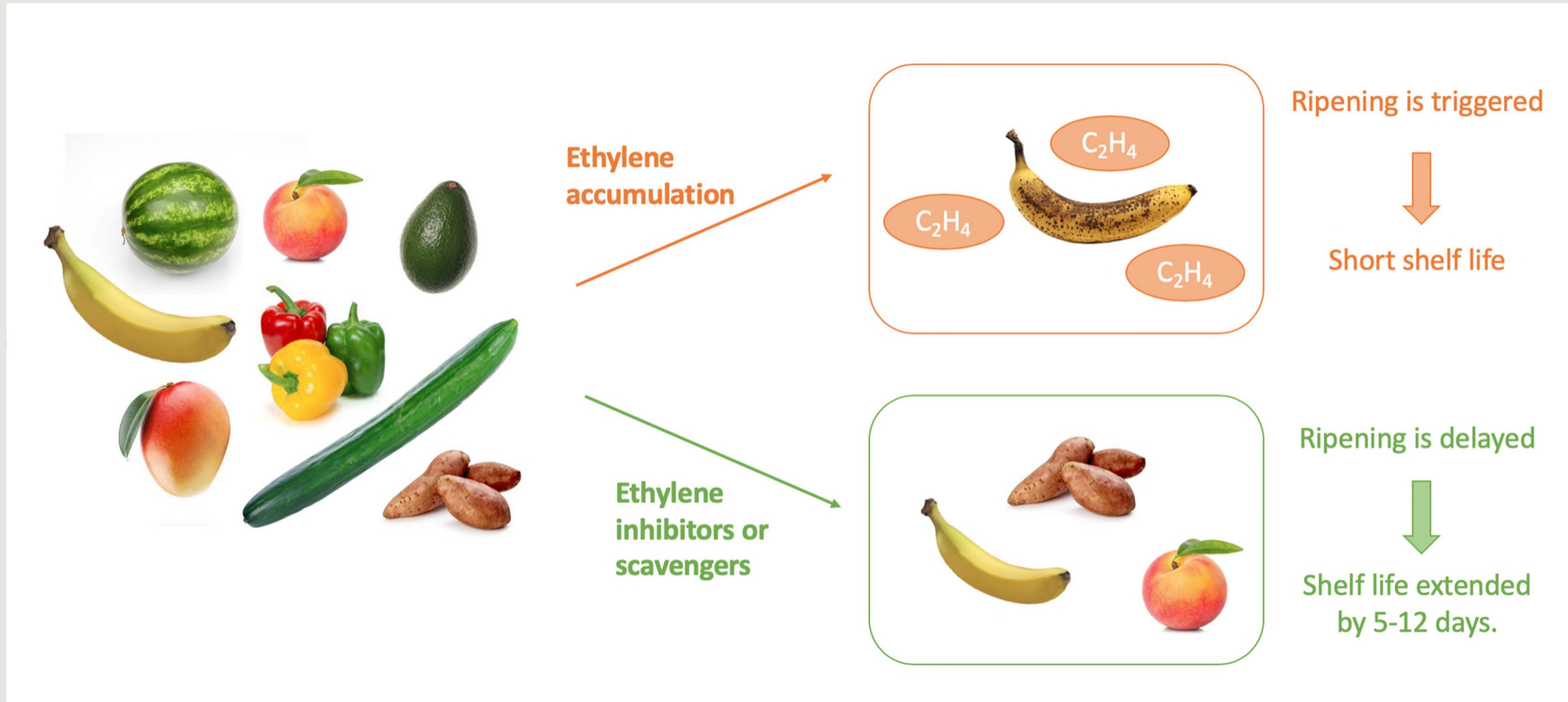


Thank you

APPENDIX

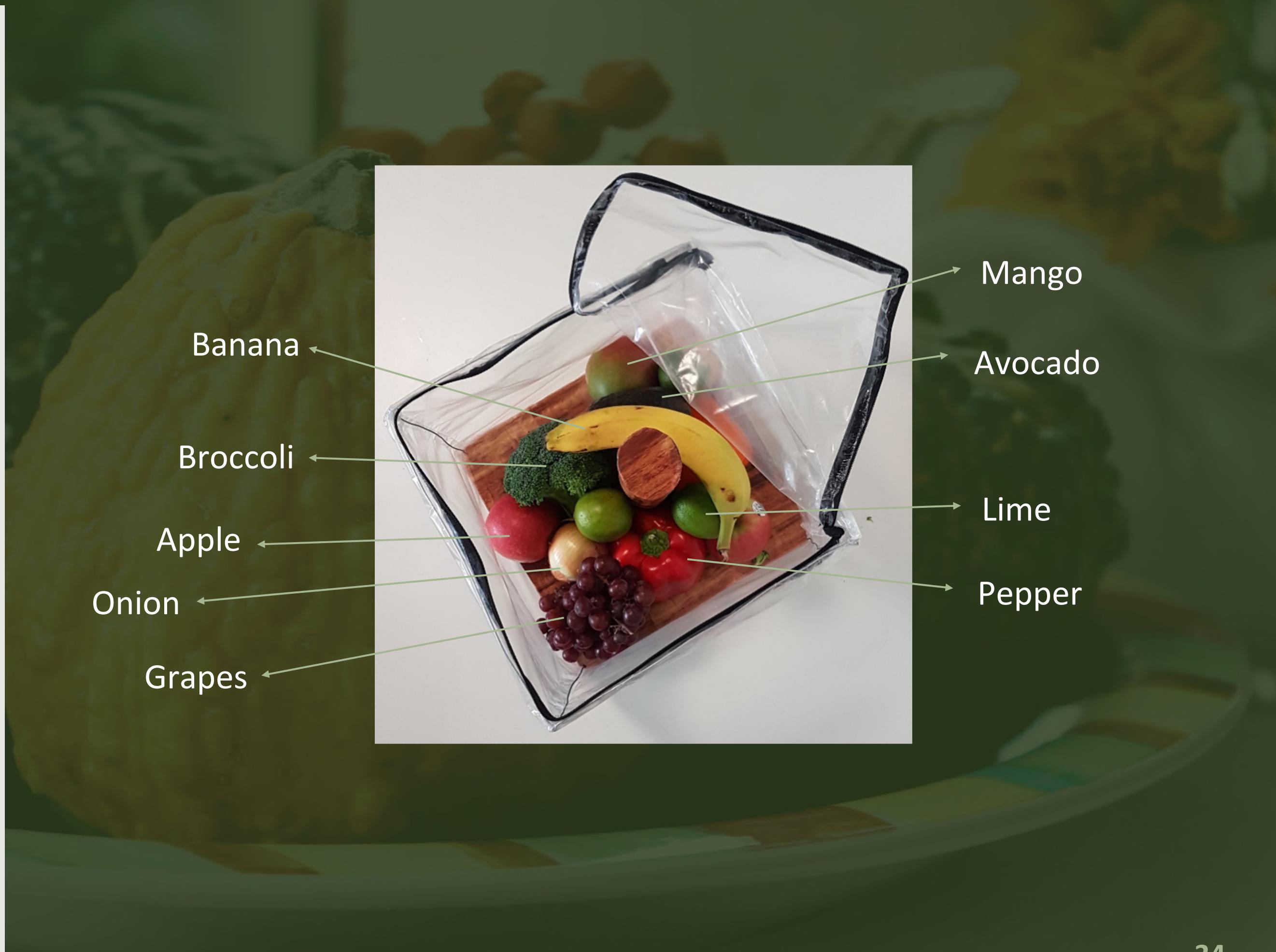
APPENDIX

Chemical Principle



APPENDIX

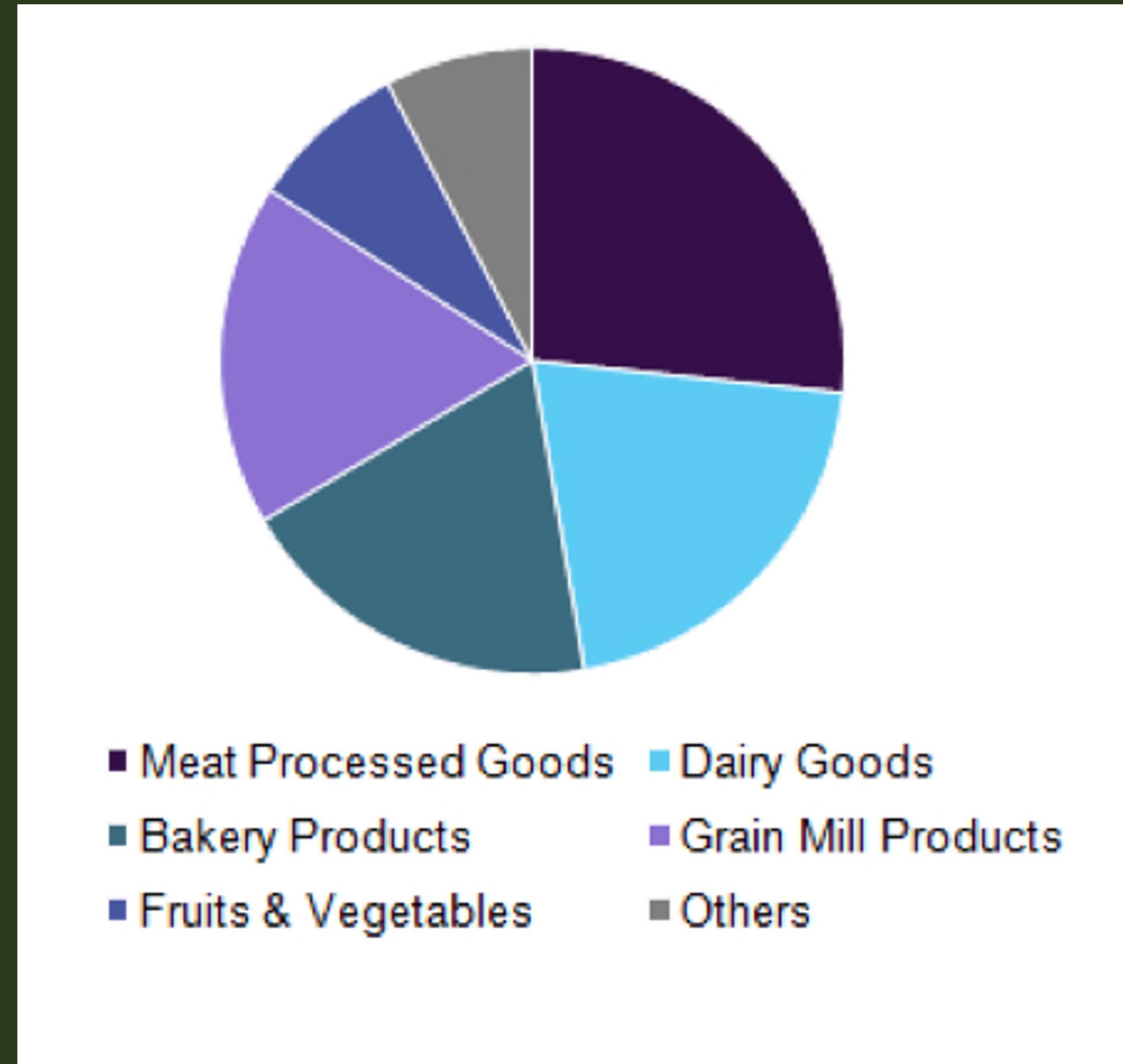
Green beans
Brussel sprouts
Cabbage
Carrots
Cauliflower
Cucumber
Eggplant
Kiwifruit
Leafy greens
Lettuce
Okra
Oranges
Parsley
Peas
Spinach
Squash
Tomatoes
Sweet potatoes
Watercress
Watermelon



APPENDIX

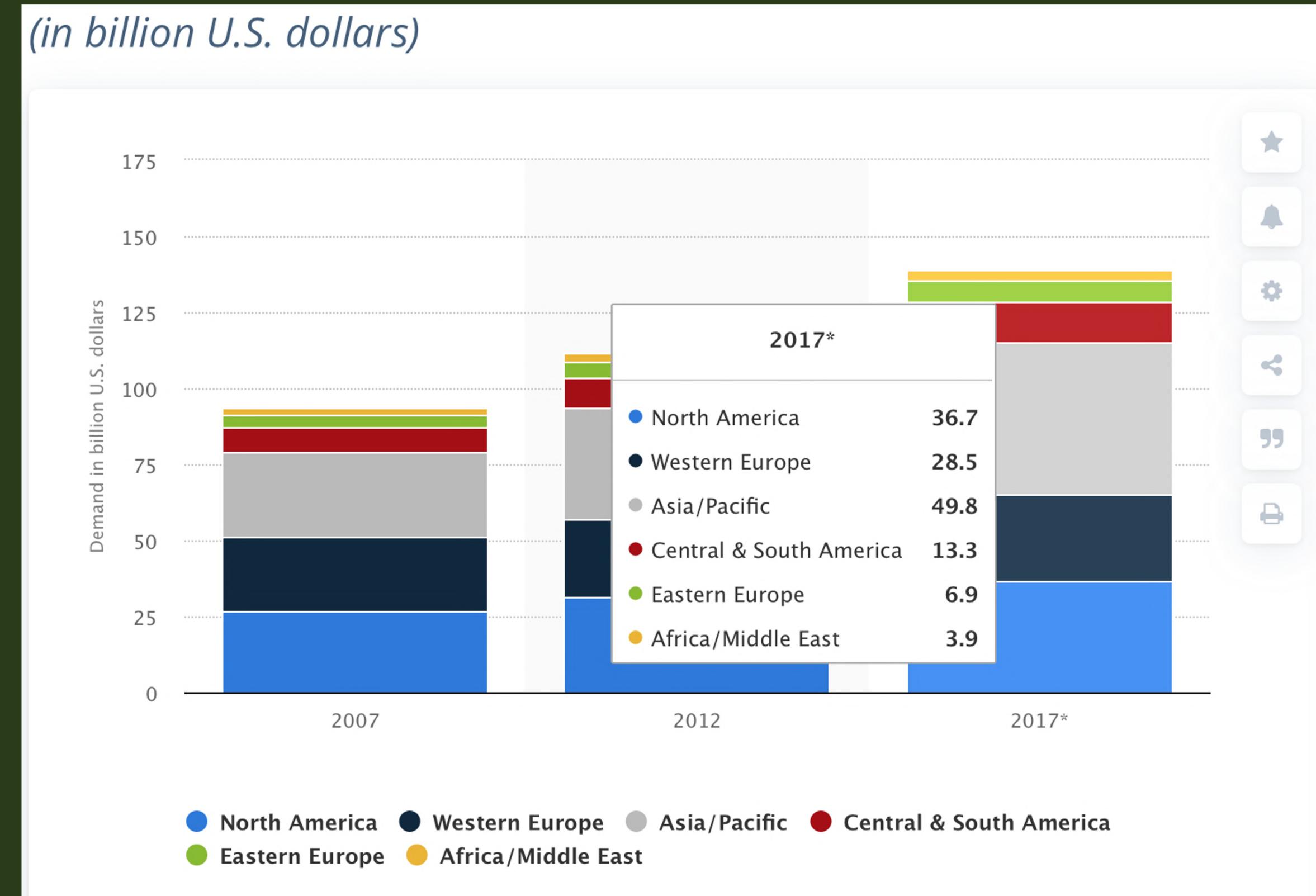
Global uses for food containers

Approximately USD 64.89 billion in 2017 and at a CAGR of around 4.1% between 2018 and 2024.



APPENDIX:

Food container packaging demand worldwide from 2007 to 2017, by region *(in billion U.S. dollars)*



APPENDIX - Ratios

Industry ratios from this model	FY1	FY2	FY3	FY4	FY5
	%	%	%	%	%
Revenues	100%	100%	100%	100%	100%
Less Cost of Revenues	-44%	-53%	-36%	-36%	-35%
Gross Margin	56%	47%	64%	64%	65%
Less Operating Expenses	-741%	-109%	-58%	-41%	-38%
Sales and marketing	359%	53%	23%	17%	15%
R&D	114%	14%	13%	10%	9%
Operating and G&A	267%	42%	23%	14%	15%
Other	0%	0%	0%	0%	0%
EBITDA	-684%	-62%	6%	23%	27%

APPENDIX - Income Statement

Projected Income Statement	FY1	FY2	FY3	FY4	FY5
	%	%	%	%	%
Revenues	168,934	1,786,924	5,461,069	13,233,088	21,574,040
Less Cost of Revenues	(73,764)	(954,726)	(1,970,023)	(4,739,354)	(7,564,616)
Gross Margin	95,170	832,198	3,491,047	8,493,733	14,009,423
Less Operating Expenses	(1,251,344)	(1,941,143)	(3,173,110)	(5,422,935)	(8,278,706)
Sales and marketing	607,164	947,178	1,247,885	2,188,385	3,135,556
R&D	193,400	252,200	690,300	1,334,900	1,936,900
Operating and G&A	450,780	741,765	1,234,925	1,899,650	3,206,250
Other	-	-	-	-	-
EBITDA	(1,156,174)	(1,108,946)	317,937	3,070,798	5,730,717

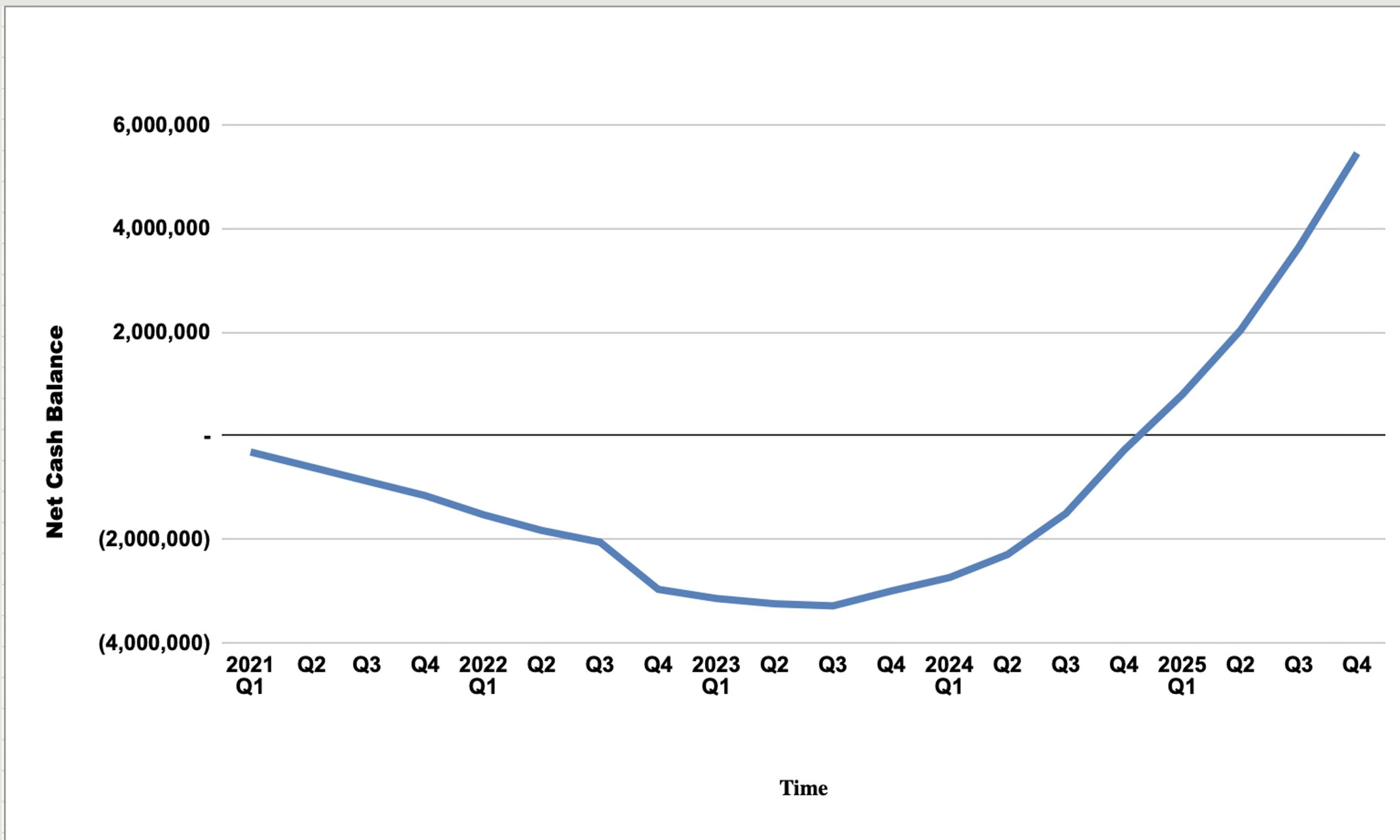
APPENDIX - Income Statement by Year

<u>Statement of Income</u>	FY1				FY1	FY2				FY2
	Q1	Q2	Q3	Q4	Total	Q1	Q2	Q3	Q4	Total
	REVENUES									
Revenues	-	49,958	54,833	64,143	168,934	210,984	358,367	583,196	634,377	1,786,924
less Cost of goods sold	-	19,520	25,406	28,839	73,764	111,632	191,999	316,699	334,396	954,726
Gross Margin	-	30,439	29,427	35,304	95,170	99,352	166,368	266,497	299,980	832,198
EXPENSES										
Sales and marketing	151,791	151,791	151,791	151,791	607,164	228,695	228,695	244,895	244,895	947,178
Research & Development	43,350	48,350	48,350	53,350	193,400	63,050	63,050	63,050	63,050	252,200
General & administrative	118,695	110,695	110,695	110,695	450,780	176,260	177,760	183,810	203,935	741,765
Less Govt' Receipts (eg. SRED/IRAP)	-	-	-	-	-	-	-	-	-	-
Total Expenses	313,836	310,836	310,836	315,836	1,251,344	468,005	469,505	491,755	511,880	1,941,143
Net earnings (loss)	(313,836)	(280,397)	(281,409)	(280,532)	(1,156,174)	(368,653)	(303,136)	(225,258)	(211,899)	(1,108,946)
Gain (Deficit), beginning of period	-	(313,836)	(594,233)	(875,642)	-	(1,156,174)	(1,524,827)	(1,827,963)	(2,053,221)	(1,156,174)
Gain (Deficit), end of period	(313,836)	(594,233)	(875,642)	(1,156,174)	(1,156,174)	(1,524,827)	(1,827,963)	(2,053,221)	(2,265,120)	(2,265,120)

APPENDIX - Income Statement (continued)

FY3				FY3	FY4				FY4	FY5				FY5
Q1	Q2	Q3	Q4	Total	Q1	Q2	Q3	Q4	Total	Q1	Q2	Q3	Q4	Total
-														
985,361	1,061,955	1,646,558	1,767,196	5,461,069	2,378,890	2,764,648	3,911,898	4,177,651	13,233,088	4,691,946	4,962,270	5,796,675	6,123,149	21,574,040
361,102	382,554	596,875	629,493	1,970,023	861,472	990,962	1,407,688	1,479,232	4,739,354	1,670,710	1,743,680	2,031,001	2,119,225	7,564,616
624,259	679,401	1,049,683	1,137,704	3,491,047	1,517,418	1,773,686	2,504,210	2,698,419	8,493,733	3,021,236	3,218,590	3,765,673	4,003,923	14,009,423
-														
303,115	303,115	320,827	320,827	1,247,885	509,284	528,534	575,284	575,284	2,188,385	758,452	758,452	809,327	809,327	3,135,556
170,075	170,075	175,075	175,075	690,300	303,725	328,475	351,350	351,350	1,334,900	448,600	476,100	506,100	506,100	1,936,900
302,650	282,650	319,563	330,063	1,234,925	419,725	444,725	511,600	523,600	1,899,650	741,750	741,750	849,375	873,375	3,206,250
-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
775,840	755,840	815,465	825,965	3,173,110	1,232,734	1,301,734	1,438,234	1,450,234	5,422,935	1,948,802	1,976,302	2,164,802	2,188,802	8,278,706
(151,581)	(76,439)	234,218	311,739	317,937	284,685	471,952	1,065,976	1,248,185	3,070,798	1,072,435	1,242,288	1,600,872	1,815,122	5,730,717
-														
(2,265,120)	(2,416,701)	(2,493,140)	(2,258,922)	(2,265,120)	(1,947,183)	(1,662,499)	(1,190,546)	(124,570)	(1,947,183)	1,123,615	2,196,050	3,438,338	5,039,210	1,123,615
(2,416,701)	(2,493,140)	(2,258,922)	(1,947,183)	(1,947,183)	(1,662,499)	(1,190,546)	(124,570)	1,123,615	1,123,615	2,196,050	3,438,338	5,039,210	6,854,332	6,854,332

APPENDIX - Cash Flow Projection

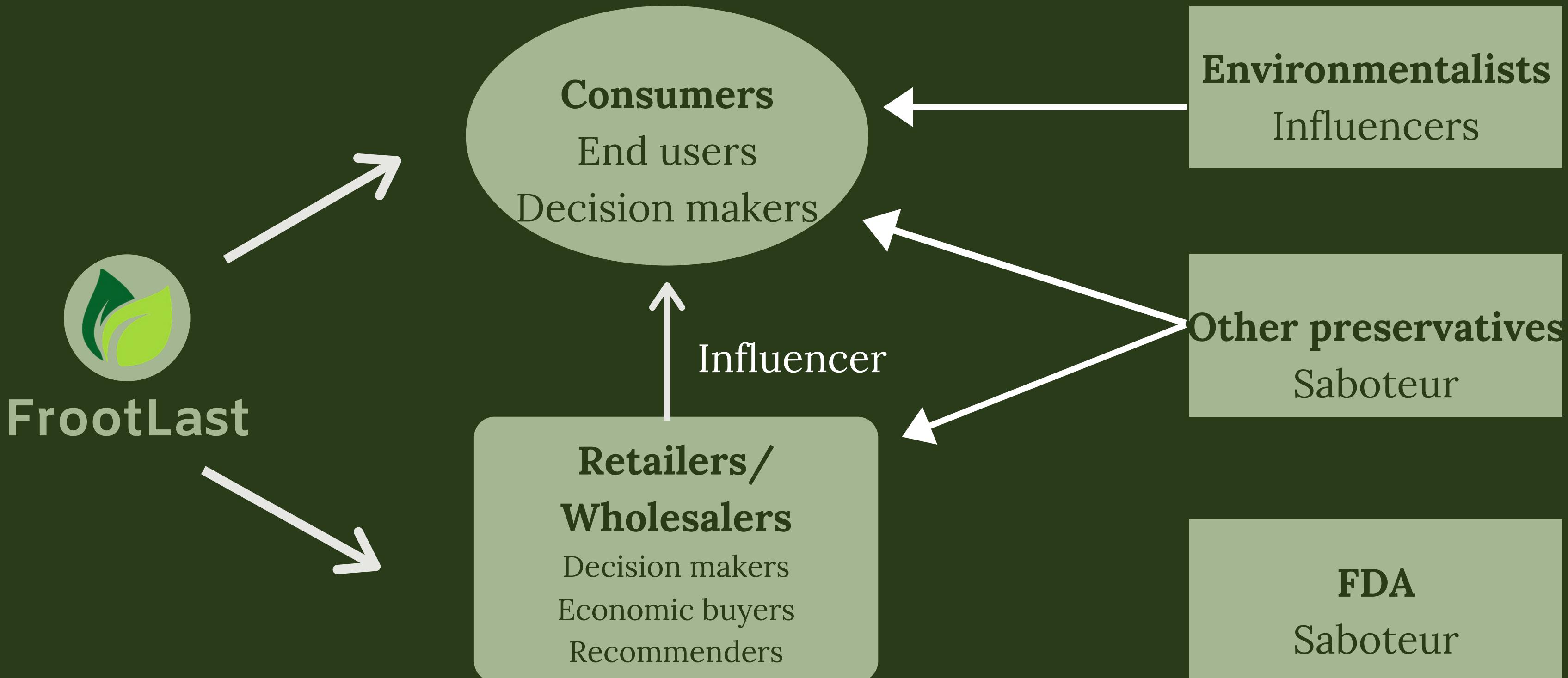


APPENDIX: Risk Analysis

Freshlast Risk Analysis					
Likelihood	Impact				
	Risk Matrix	Critical	Severe	Moderate	Minor
	Very Likely	C			
	Likely		B		
	Possible			F	
	Unlikely	A G	D	H	
	Highly Unlikely		E		

(A) Regulation Risk : FDA
(B) Competition Risk : Main competitor
(C) Patent Risk : design Patent
(D) Supplier Risk : Major material
(E) Safety Risk : Produce process
(F) Channel Risk :
(G) Environment Risk
(H) Human Resource Risk

APPENDIX: Buyer Influence



REFERENCES:

- <http://www.fao.org/save-food/resources/keyfindings/en/>
- <https://www.washingtonpost.com/news/posteverything/wp/2019/03/08/feature/farms-arent-tossing-perfectly-good-produce-you-are/>
- <https://ensia.com/features/methane-landfills/>
- <https://www.grandviewresearch.com/industry-analysis/food-container-market>