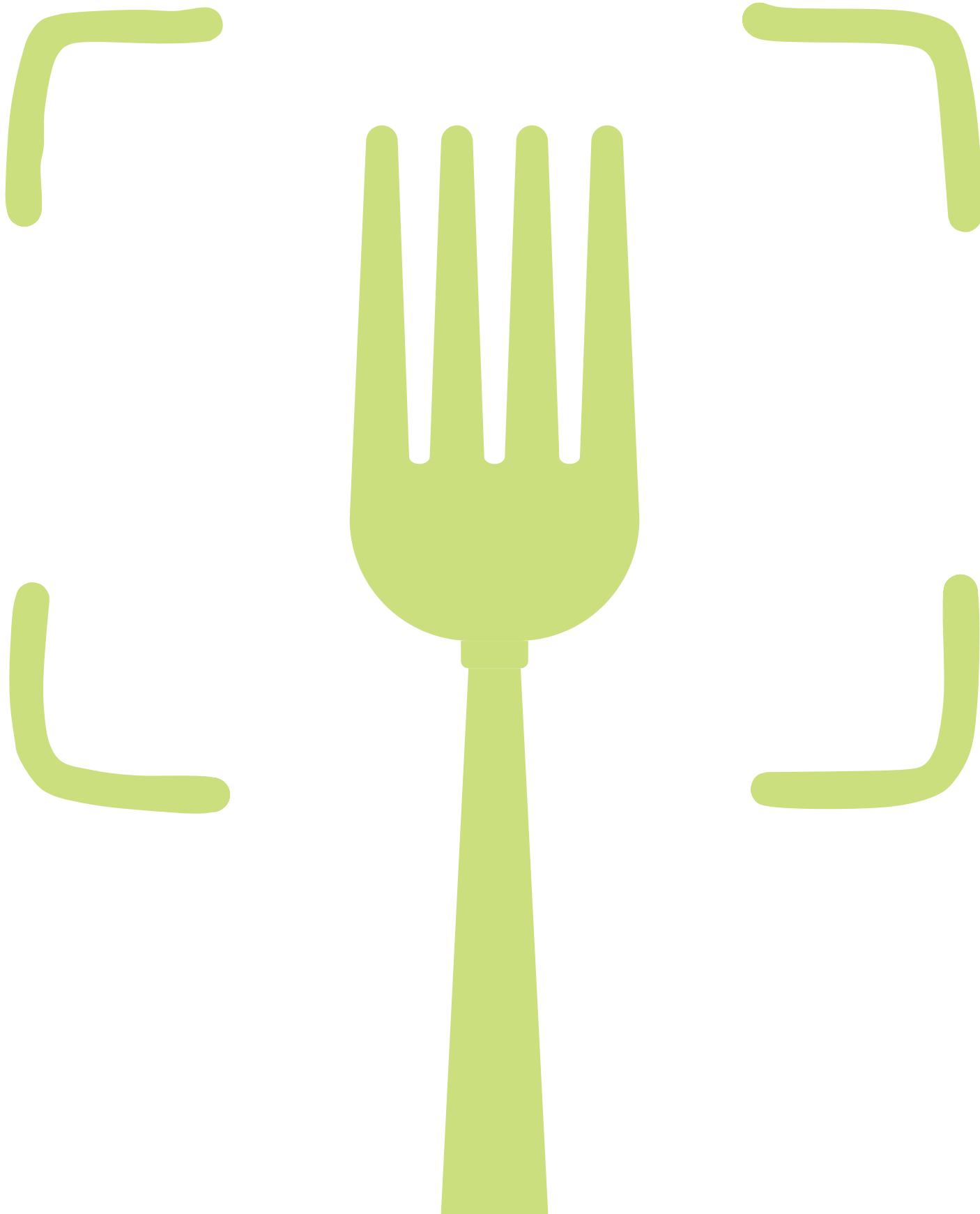


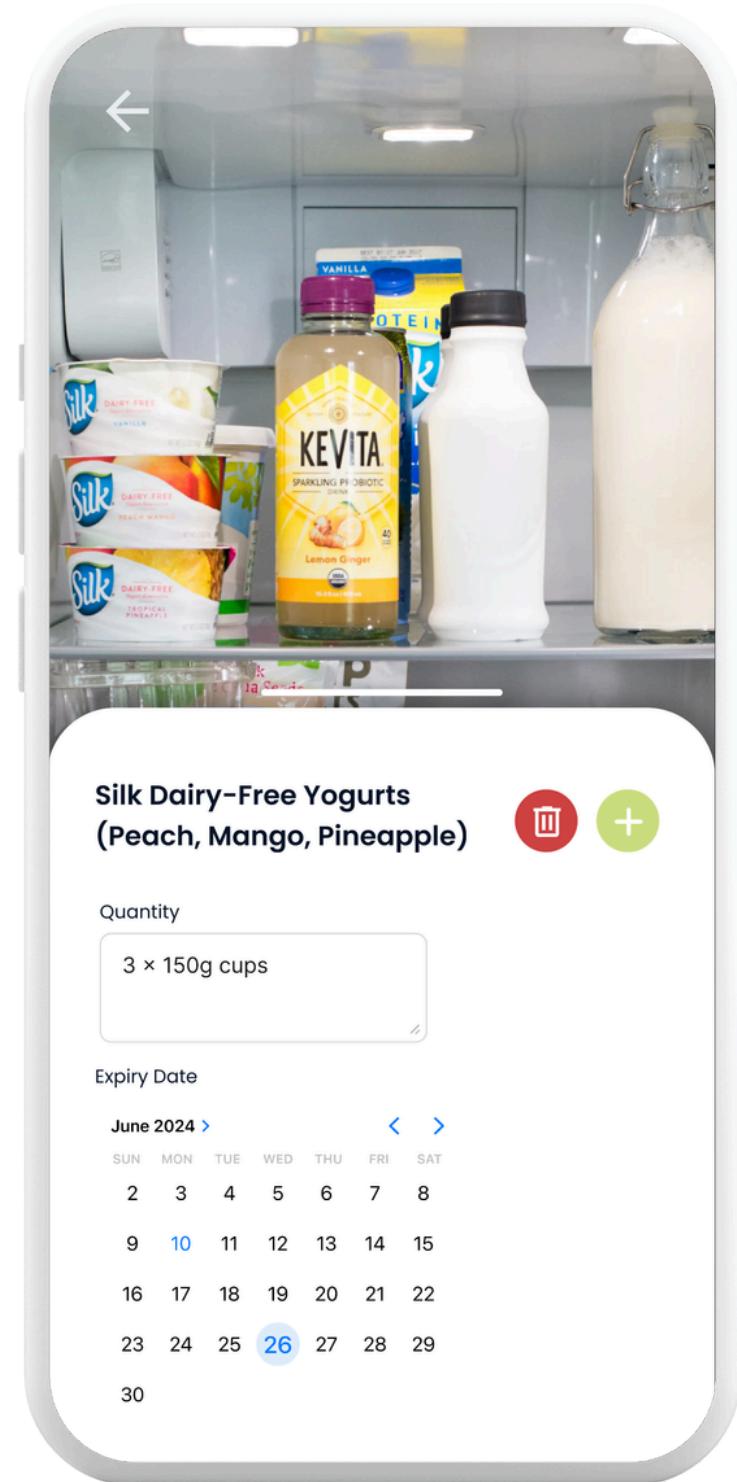
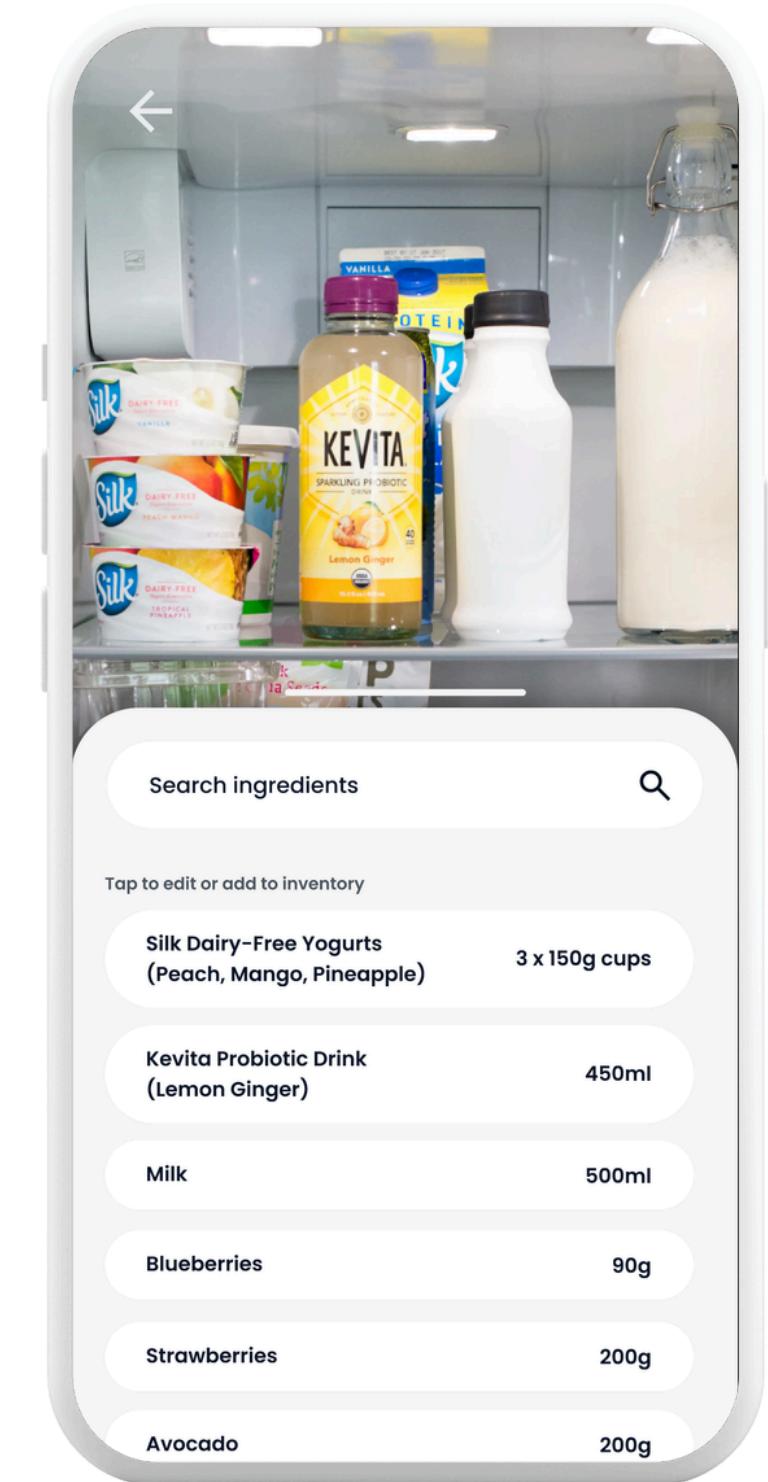
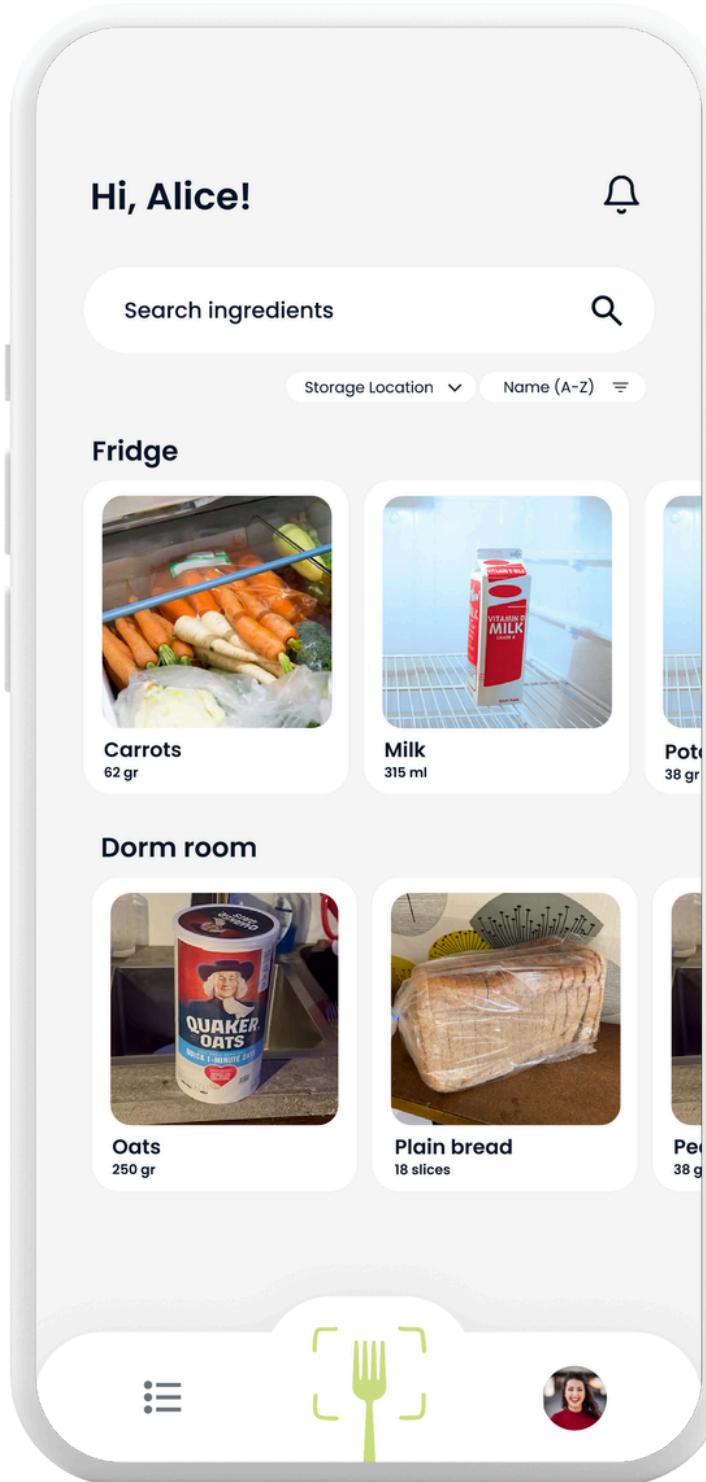
# Pocket Inventory

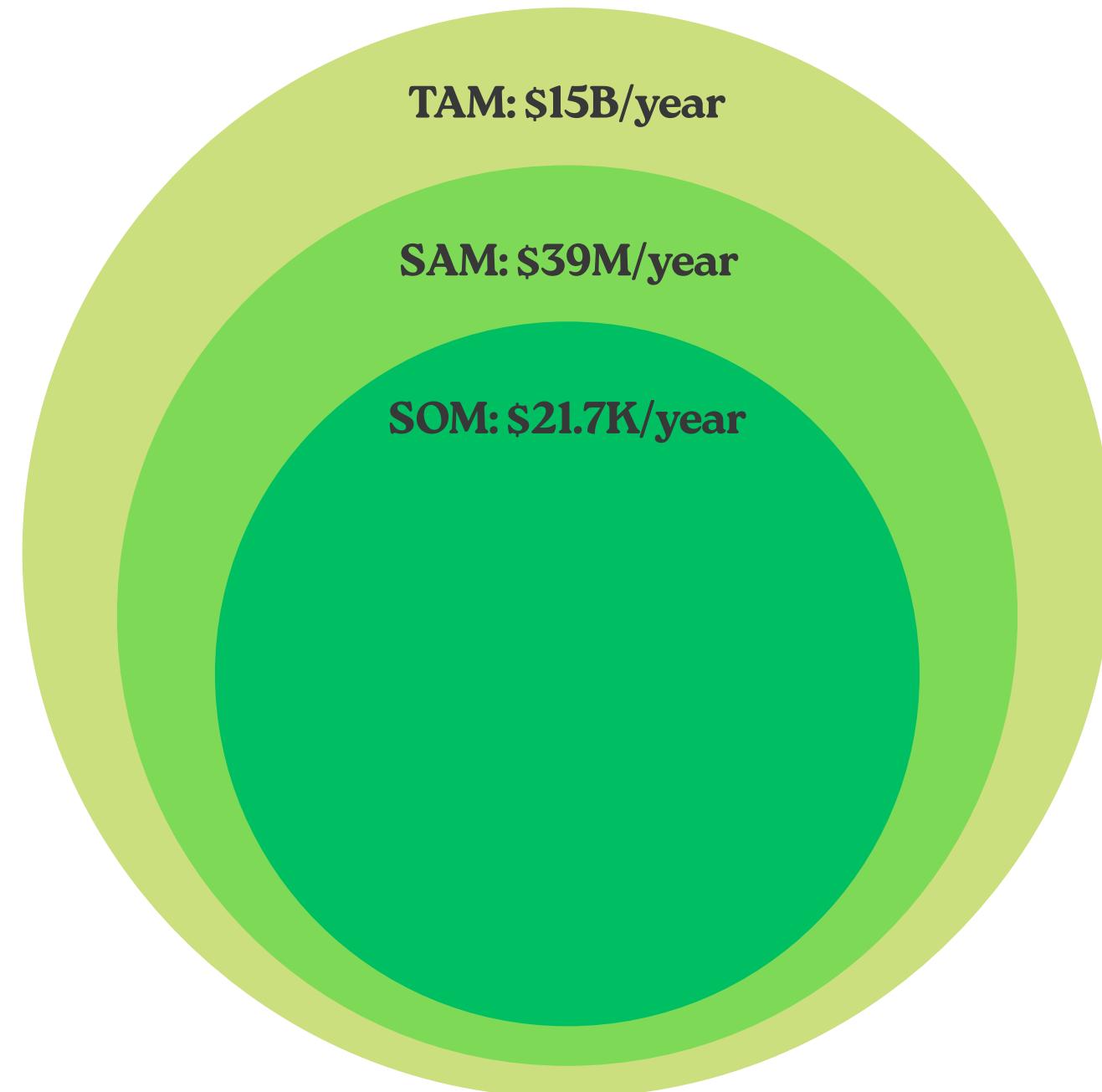
*Know What You've Got, Instantly!*



# The Problem

-  **±63%** discard <500g per day  
**±31%** dispose 500g-1kg daily (Kim & Lee, 2020)
-  **1/3** of all food is lost or **wasted** → **1.3 B** tonnes annually  
(The Global FoodBanking Network)





# Market Size

## TAM (Total Addressable Market):

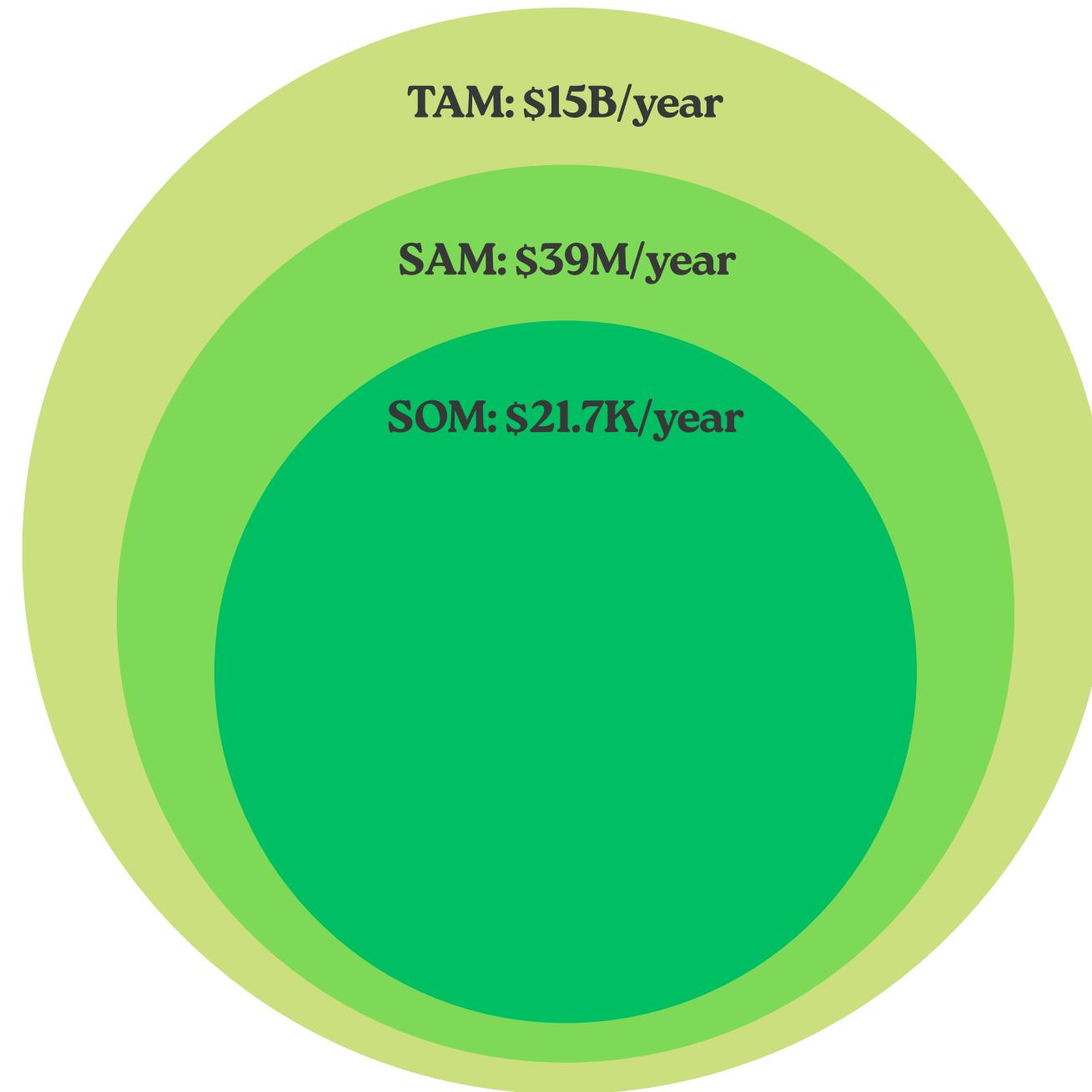
- Global small vendors (~100 million) & young individuals (~1.38 billion)
- Estimated vendors globally: ~100 million
- Estimated ARPU: \$60–\$120/year (subscription + ads) + \$8–\$15/year (ads + affiliate revenue)
- TAM ≈ **\$15B/year**

## SAM (Serviceable Available Market):

- Focus: **Small Vendors & Young Individuals**
  - Hong Kong, South Korea, Indonesia, Singapore
- Estimated population in these markets: ~1.5 million (vendor), 60 million (indiv.)
- Estimated adoption rate: ~10% → ~150,000 vendors, ~5% → 3 million users
- Estimated ARPU: \$70/year (Vendors) + \$6/year (Individuals)
- SAM ≈ **\$21M/year (vendors) + \$18M/year (individuals) = \$39M/year**

## SOM (Serviceable Obtainable Market):

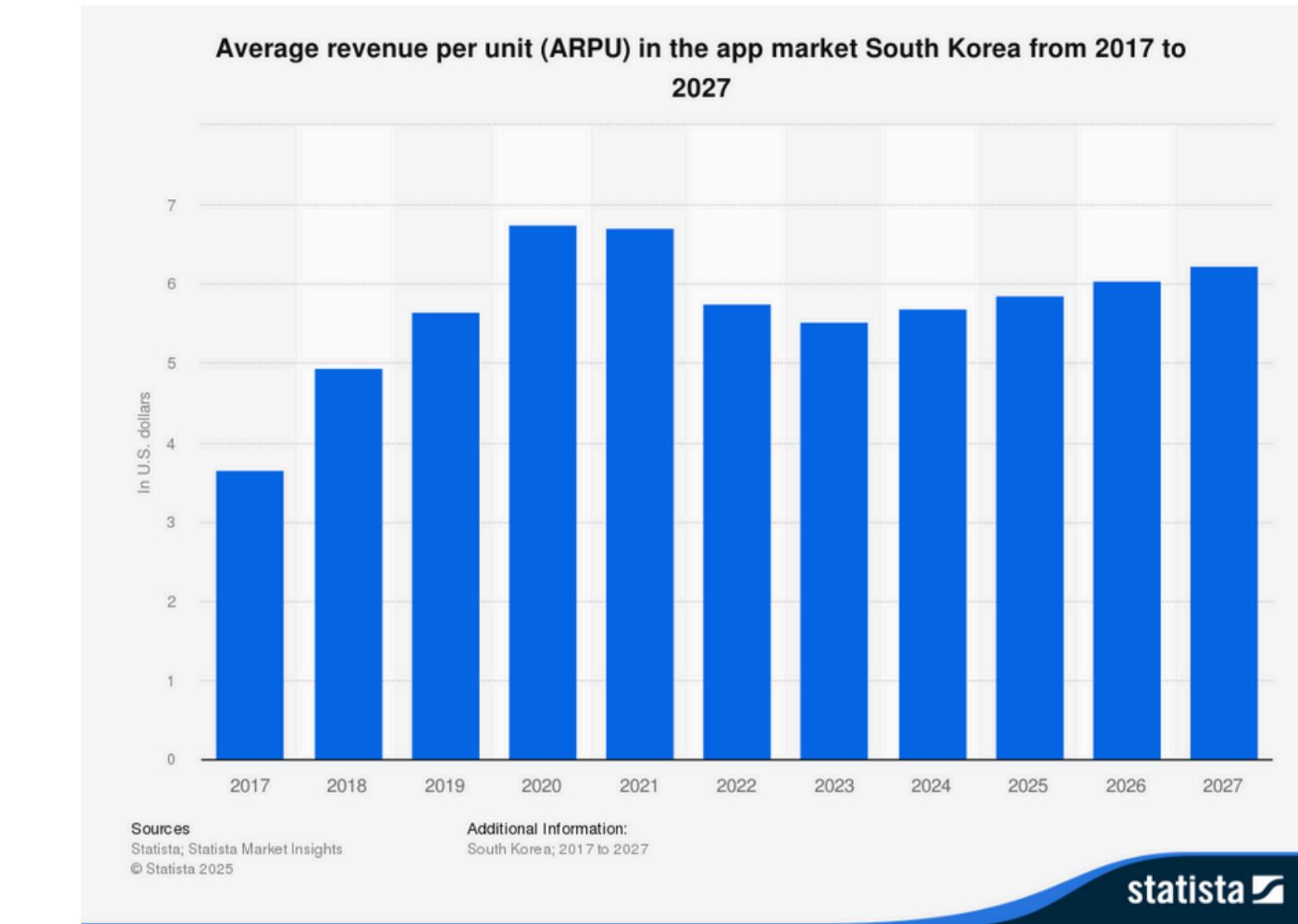
- Phase 1 Launch: Hong Kong + South Korea
  - Vendors: 2% of SAM → 3,000 vendors
  - Individuals: 0.5% of SAM → 15,000 users
- Revenue Breakdown:
  - Premium users: 1,500 vendors × \$90/year = \$135,000/year (50%)
  - Ad-based users: 1,500 vendors × \$5/year = \$7,500/year (50%) + 15,000 users × \$5/year = \$75,000/year
- SOM Revenue ≈ **\$217,500/year**



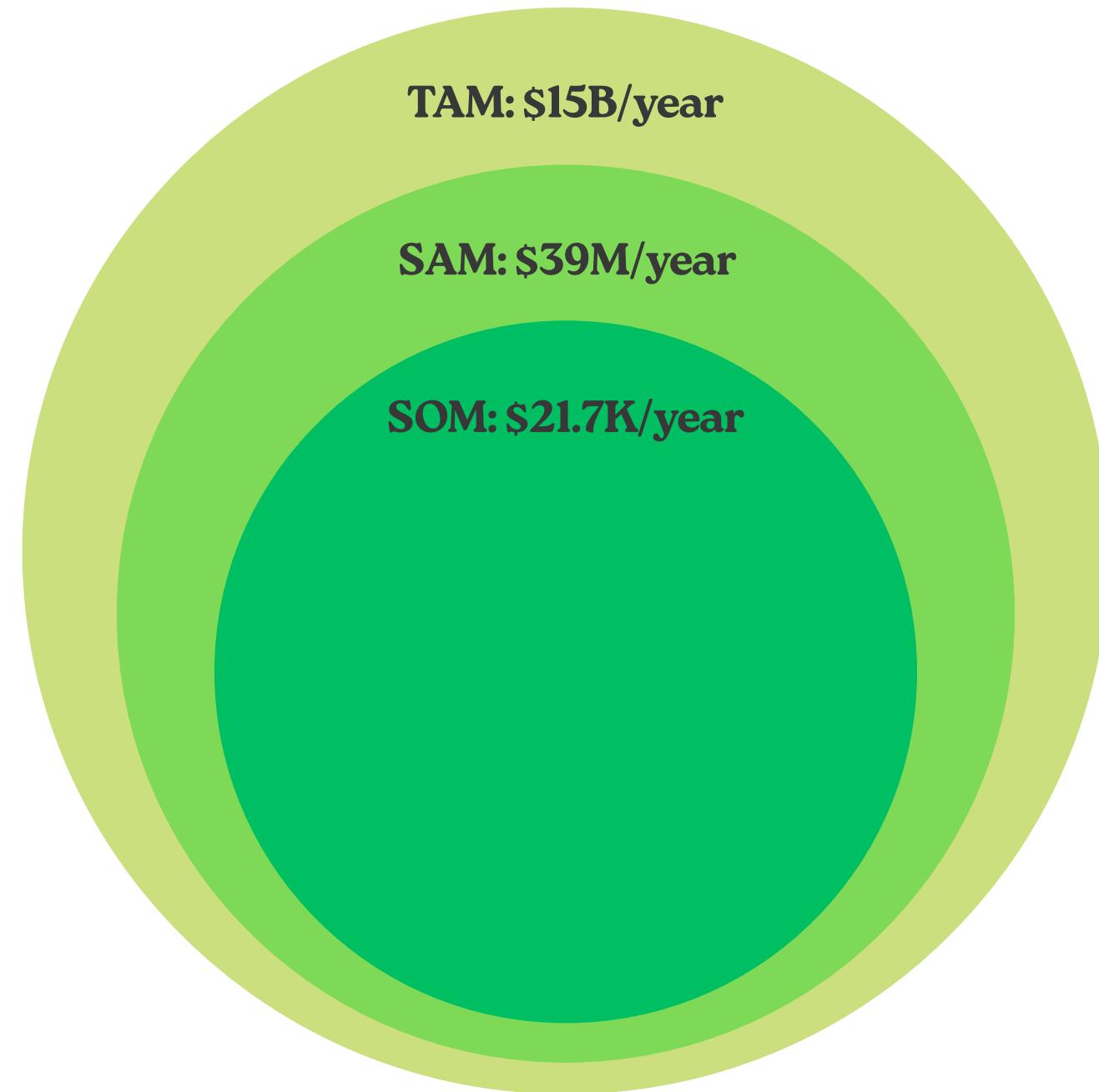
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Reference: Statista

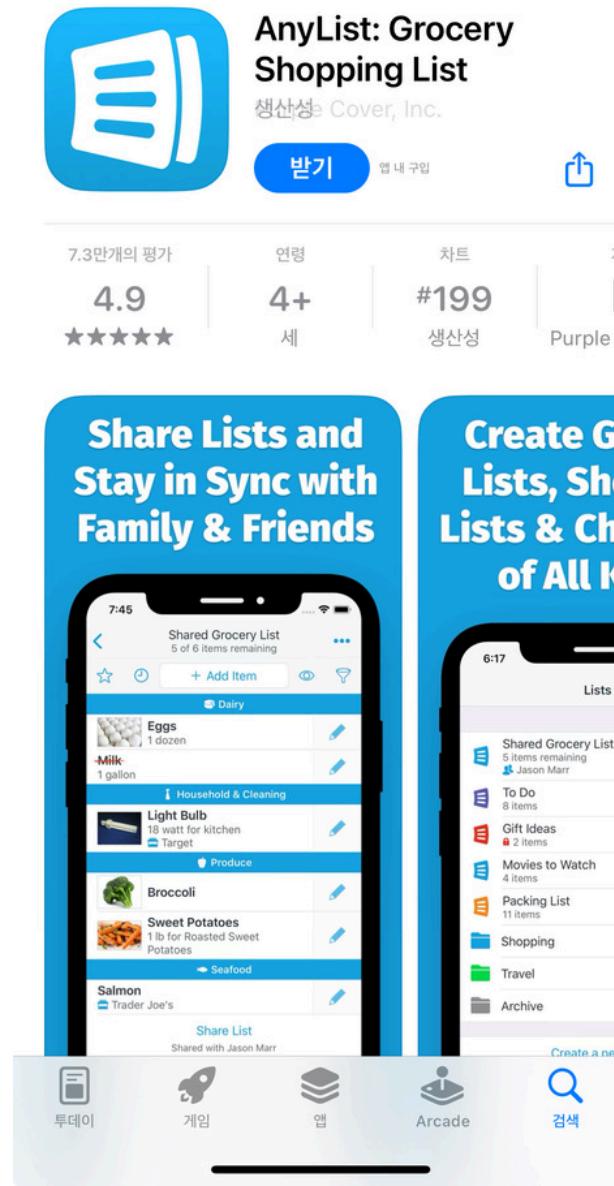
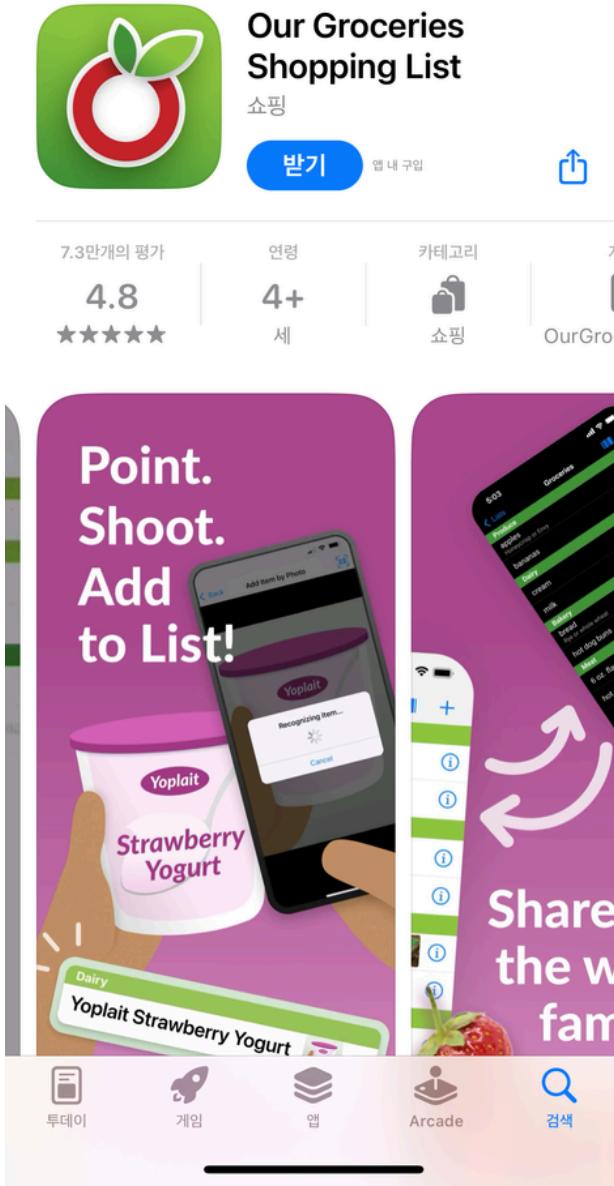


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# Competitor Analysis



## Key Differentiator:

Image Recognition-Based Automated Inventory Management

Why Pocket Inventory is Different...

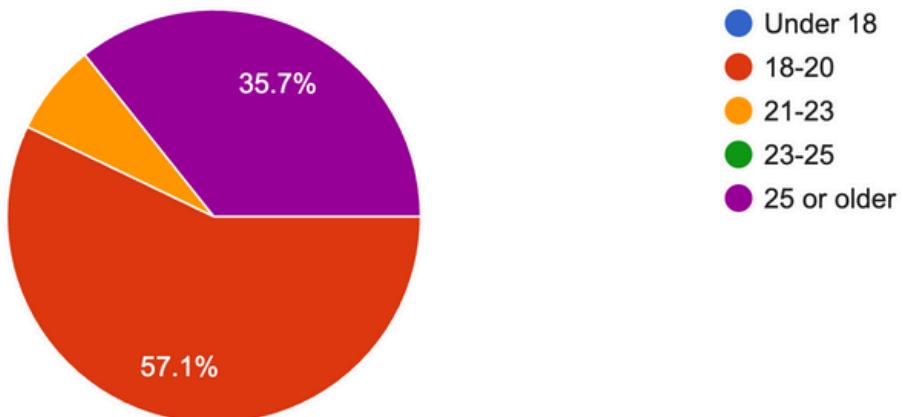
- Recognizes multiple items at once
- Minimizes manual input:  
Instant photo input and expiry notification

Saves time and maximizes user convenience!

# What They Say About Us

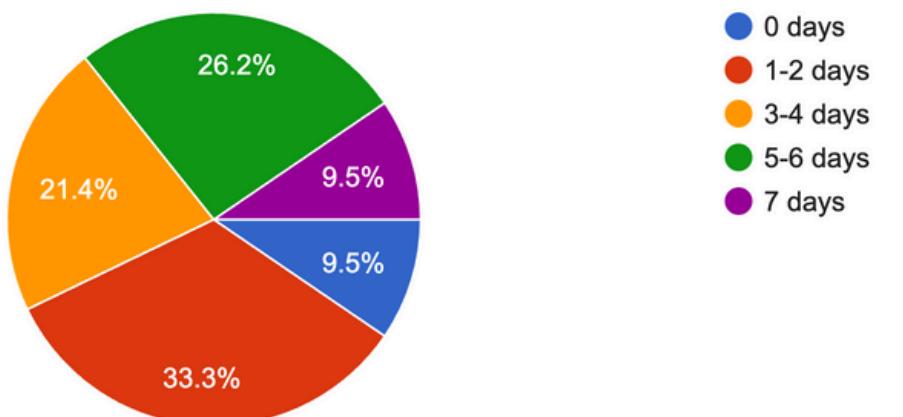
What is your age?

42 responses



How many days per week do you usually cook your own meals?

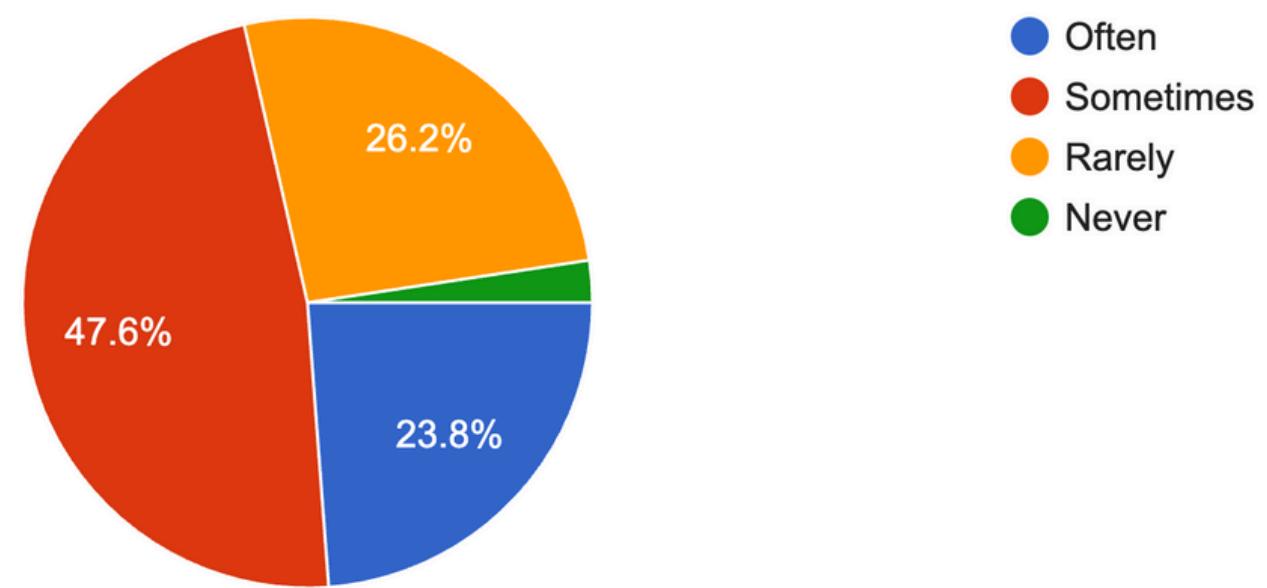
42 responses



# What They Say About Us

Have you ever forgotten about food in your fridge or shelf until it expired?

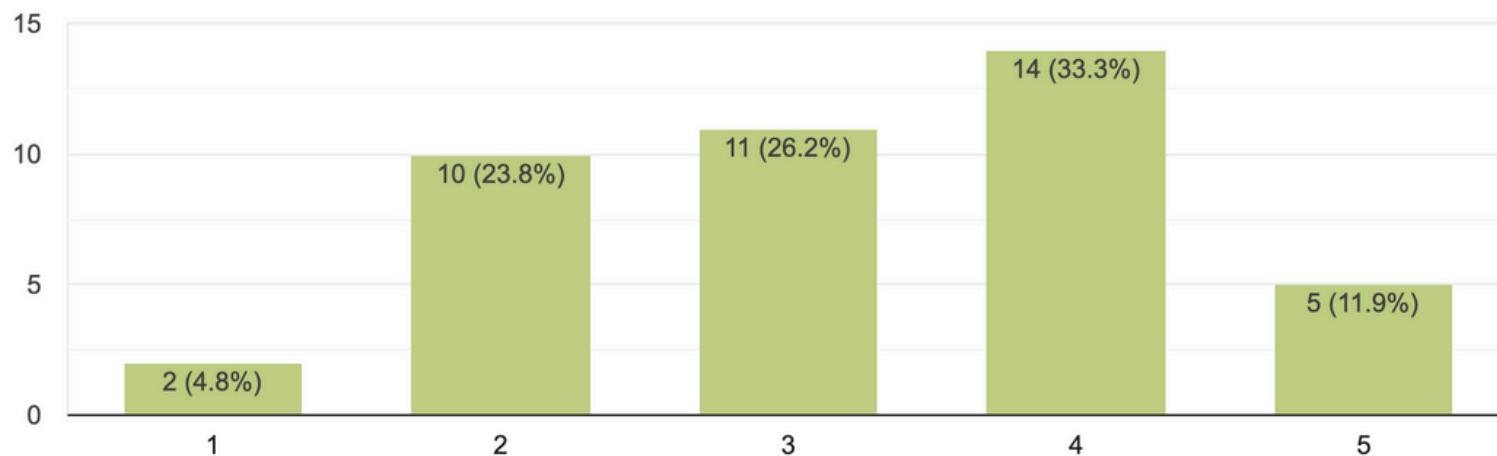
42 responses



# What They Say About Us

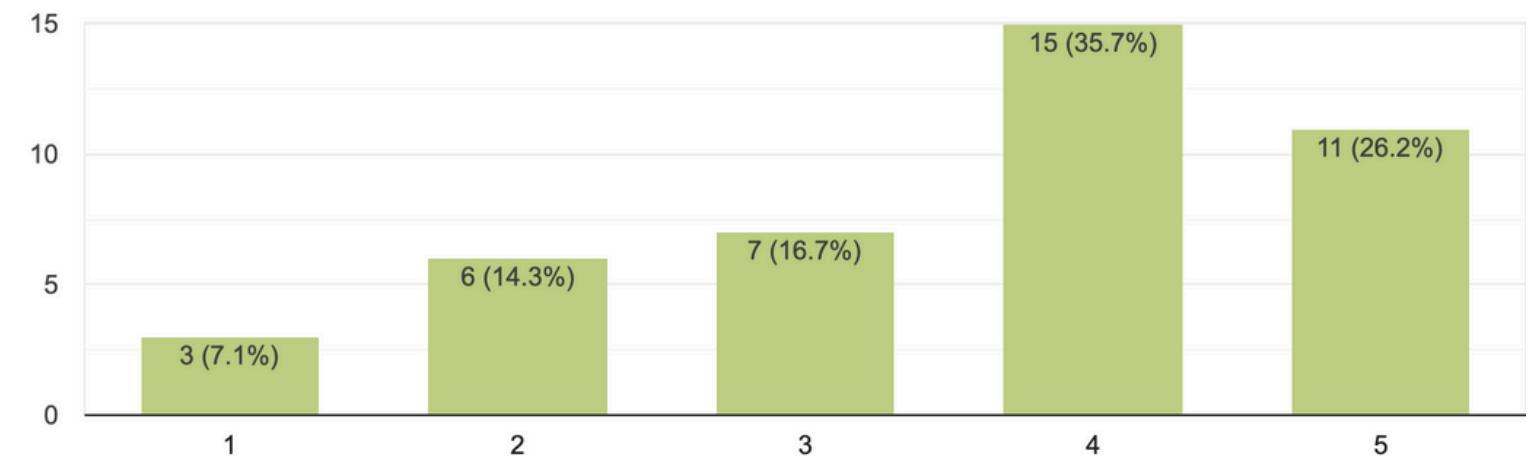
I find it difficult to remember everything I have in my fridge or pantry.

42 responses



I often struggle with duplicate or unused ingredients.

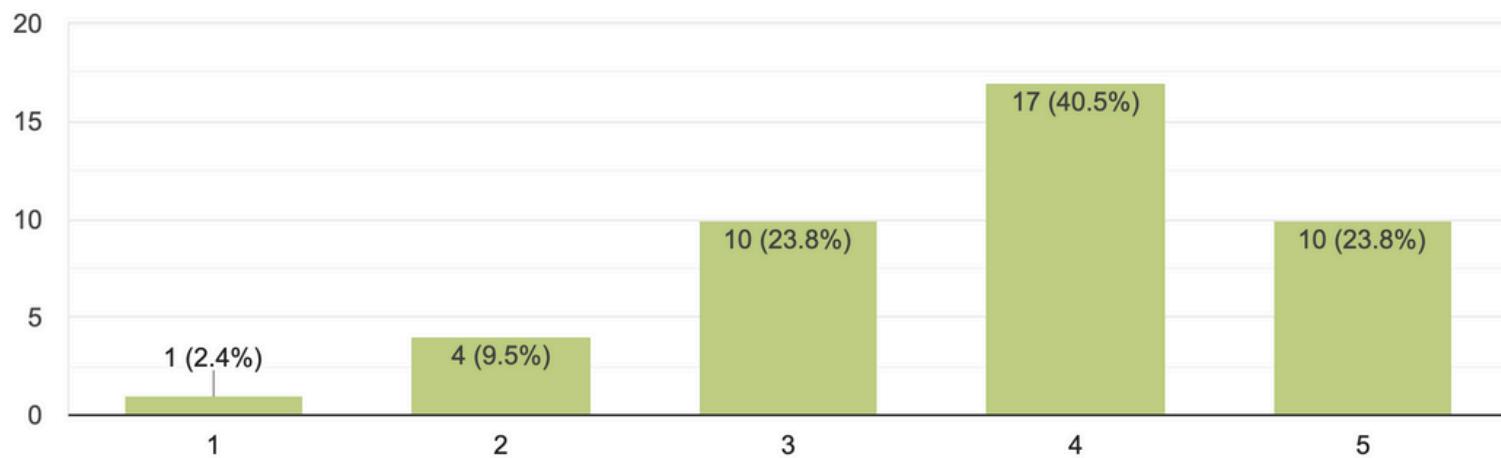
42 responses



# What They Say About Us

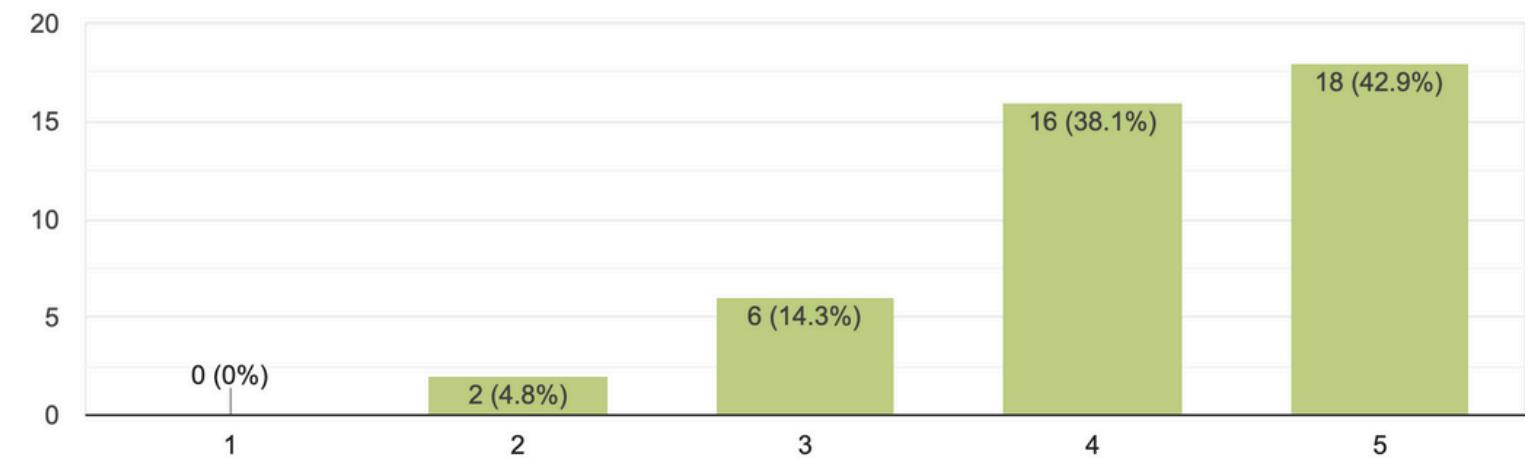
A camera-scanning feature would make it easy to input items.

42 responses



I would benefit from being reminded of food items I already have when shopping or cooking.

42 responses



# Business Model

## **Who We Serve**

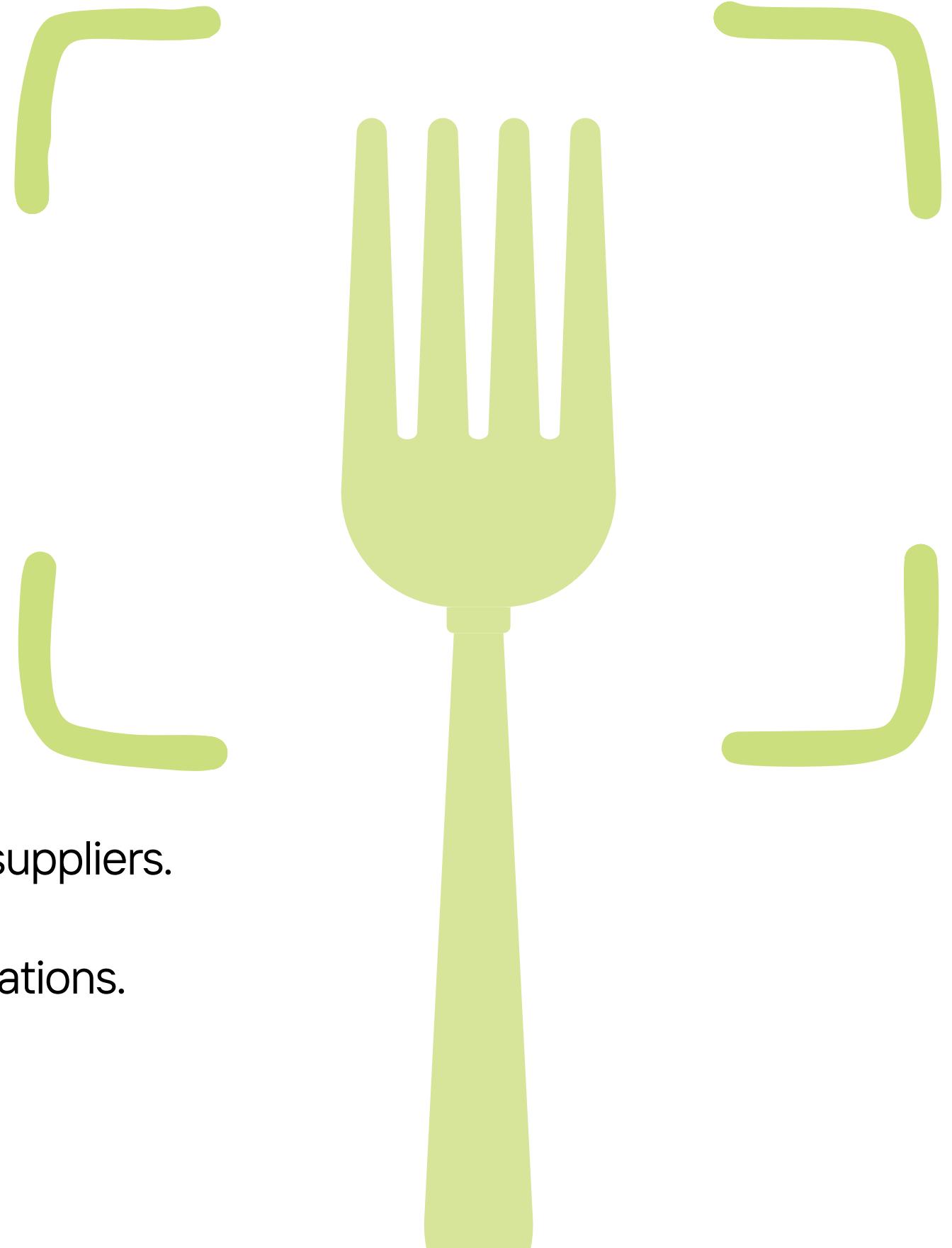
- Young Individuals
- Small Market Vendors

## **Monetization**

1. Free & Premium Subscriptions
2. Advertising & Affiliate Marketing
3. B2B Services: Advanced inventory solutions

## **Expansion & Partnerships**

- Supplier Partnerships: Connect individuals and vendors to trusted suppliers.
- Smart Device Integration
- Collaborate with food bloggers, student groups, and market associations.



# Business Model

Feature	Free	Premium	Vendors (Premium)
Inventory Tracking	✓	✓	✓
Expiry Reminder	✓	✓	✓
Ad-Free Experience		✓	✓
Smart Analytics		✓	✓
Auto Resupply			✓

# Marketing Plan

## Pre-Launch

- **Landing page** for sign-ups (users & vendors)
- **Teaser campaigns** on Instagram, Naver, TikTok
  - E.g. "What's in your fridge?" / "How much food do you waste?"
- Recruit **beta testers** and offer **referral incentives**

## Launch Phase

- **App Store Optimization (ASO)** using food & meal planning keywords
- Targeted **social media ads**:
  - Young users: food savings
  - Vendors: easy inventory
- Collaborate with **micro-influencers & food bloggers**
- In-market **demos & QR flyers**

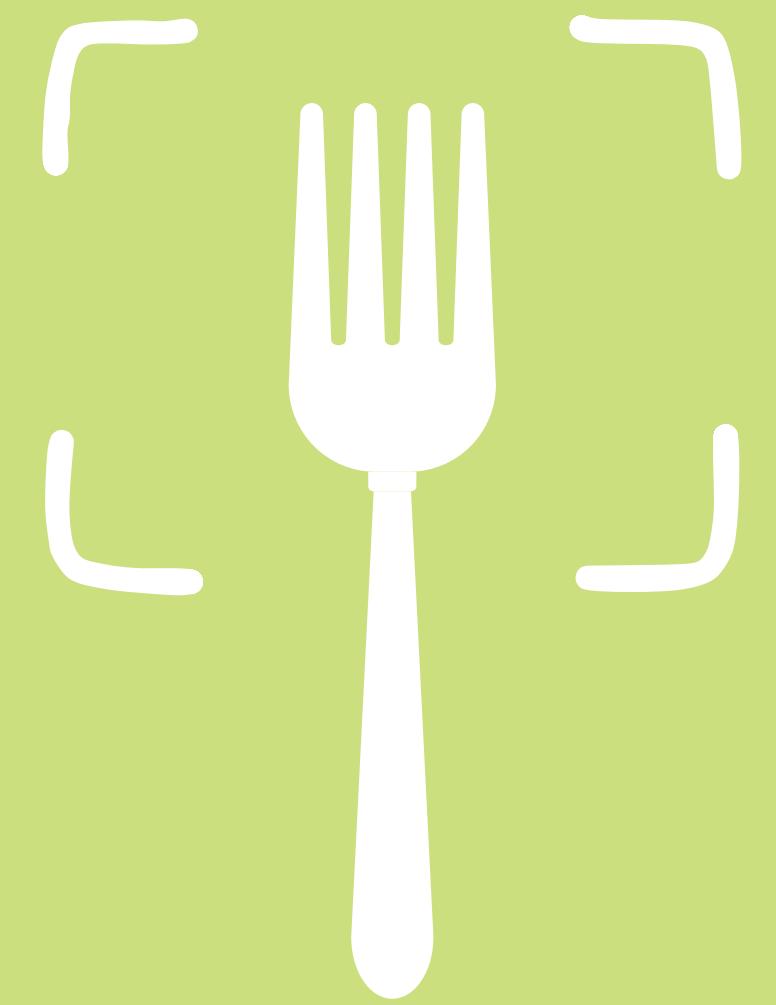
## Post-Launch

- Launch **referral programs and challenges** (e.g. "Zero Waste Week")
- Regular **content marketing**: tips, recipes, sustainability advice
- Partner with **smart device brands & suppliers**



### Goal:

- **10K downloads** in 6 months
- **>25% monthly active users (MAU)**
- Continuously refine strategy based on feedback & metrics



# References

- Kim, S., & Lee, S. H. (2020). Examining Household Food Waste Behaviors and the Determinants in Korea Using New Questions in a National Household Survey. *Sustainability*, 12(20), 8484. <https://doi.org/10.3390/su12208484>
- Lessons from food waste deterrence policies in South ... (n.d.). <https://www.foodbanking.org/wp-content/uploads/2025/02/Executive-Summary-Pioneers-in-the-Fight-Against-Food-Waste.pdf>