Reducing Food Waste - By Sustaineers

Treat your food, treat yourself, treat our planet

Pitch

How to reduce food waste?

- about 50% food waste comes from **households (Germany)**
- Force people?
- Suggest and help people to reduce!

Use AI to analyze ingredients / food waste

↓

Suggest recipes and storage information

↓

Reduce food waste

Pitch

Idea and System

App

Refrigerator

Landfill

(Local Food Waste Trend)

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Food images

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Food images

Food images

Ingredient Detection

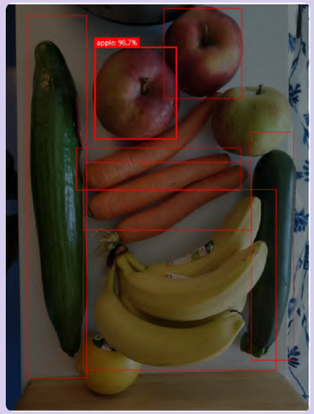
(using AI Object Detection)

Or direct input

Recipe Recommendations

Storage Suggestions

Food Waste Data



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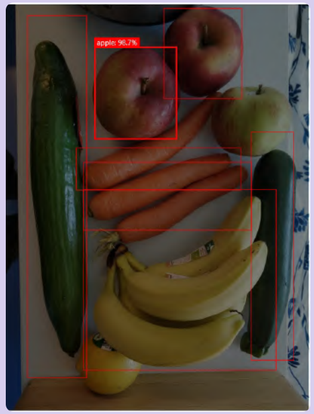
User

Supermarket

Other Institutions (government, ...)



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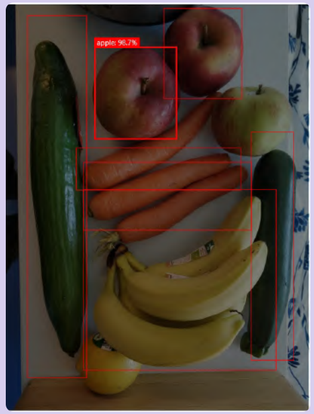

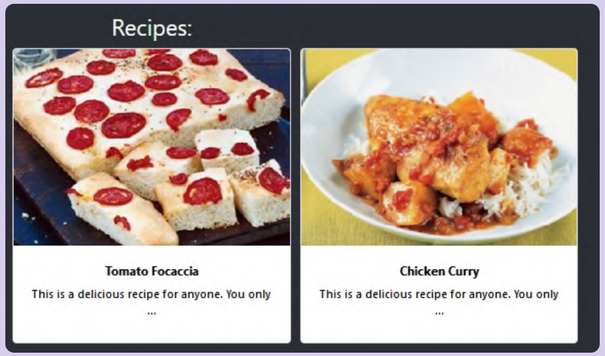

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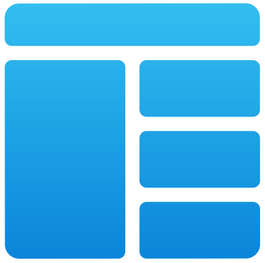

tumai.watten.io

Use it yourself!

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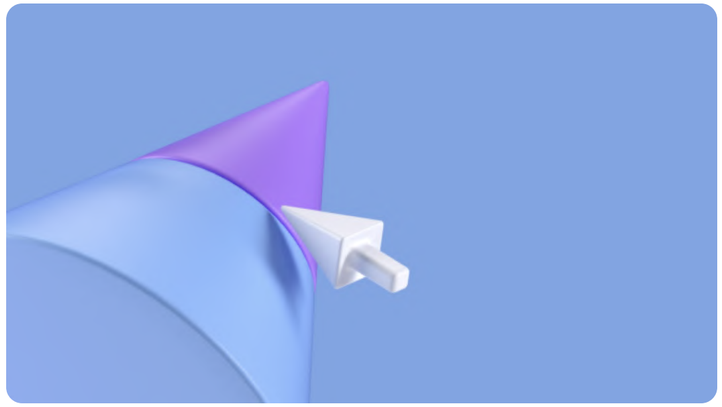
Financing

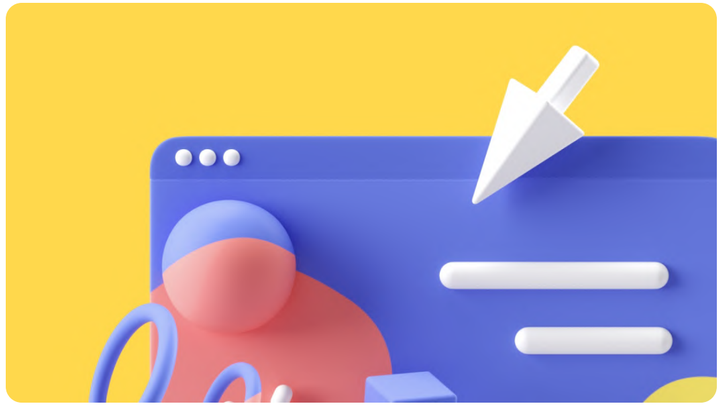


Advertisement

Show ads in the app.
Great potential for the food industry and products like storage boxes.

Government Subsidies

Food waste reduction is a public interest.
CO2 reduction, ...



System as a Service

Provide access to our system/services to other companies.
Implement it for specific use cases (e.g. supermarket).
Data = money

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Targets and Objectives

1. Incentivize people to make smarter purchasing decisions with AI, food processing and food storage practices
2. Provide business opportunities to enhance supermarket operations, help the bottom line and most importantly improve environmental sustainability
3. Improvement of citizens' perception on urban biowaste as local source of valuable materials

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Revenue models

- Advertising (via banner, videos that propagate environmentally-friendly message, incentivized ad). Recruitment campaign video to become a FutureFoodMaker with EIT Food.
- Commission on all items that were purchased in the supermarkets
- Selling to supermarkets user information (shopping habits, consumption patterns) that is used to target customers with personalized vouchers and offers. Increasing the inflow of potential customers. Social scores in the app incentivize users to have a loyalty card or to shop online which alleviates Data mining process for supermarkets
- Ingredient image recognition and recipe/storage suggestion, food waste real-time data being sold to companies that are interested in our services
- Supermarkets promotion of recommended recipes based on a local landfill data.

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Problem

Food waste

Irresponsible food consumption

Solution

Proposed recommendation recipe system decreases food waste

Food. Consumption analytics that reduces CO2 Emissions

Unique value proposition

Recipe + storage recommendation system based on ingredient image recognition.

Unfair advantage

Community, large network effects

Customer segments

Individuals inhibiting a mid income

Age group - 14 to 50 y.o.

Existing alternatives

"Recipe Guru" built on NLP to recommend similar receipts to the ones you might like

Key metrics

Level of app rating

Users that have been redirected off the webapp to buy an item

Bounce rate, views and active users of webapp

High level concept

Smarter purchasing decisions = less CO2 emissions

SUSTAINAINEER recommends the most sustainably friendly recipes with minimum ingredients

Channels

Green marketing

Social media, email marketing

Early adopters

Environment ally-conscious people

Gen. Z people

Cost structure

variable shipping costs of the contest prizes

Fixed costs of webapp development

Variable costs of server subscription, maintenance

Contest prize prices

Revenue streams

Sell landfill data to supermarkets to incentivise buying food that is wasted

Advertising within the app

Commission on all items purchased in the supermarket

Selling user info data to retailers, trusted partners

ingredient image recognition technology patent

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