



Reducing Food Waste - By Sustaineers

Treat your food, treat yourself, treat our planet

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



Idea and System

App

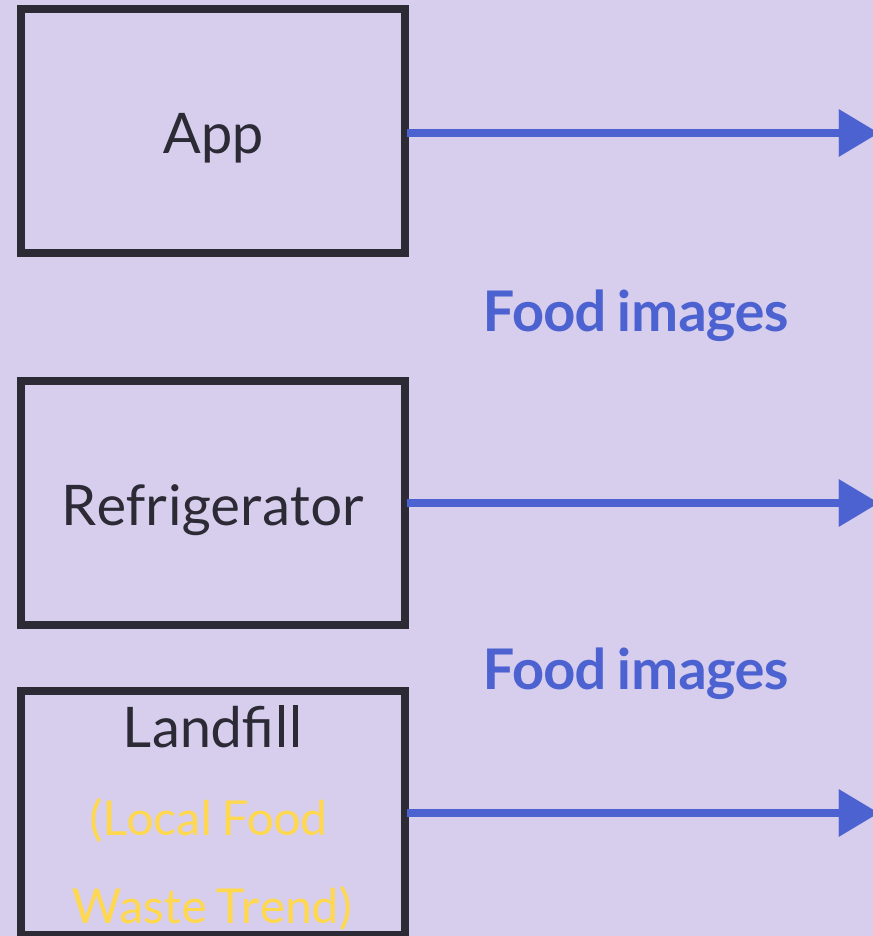
Refrigerator

Landfill

(Local Food
Waste Trend)



Idea and System

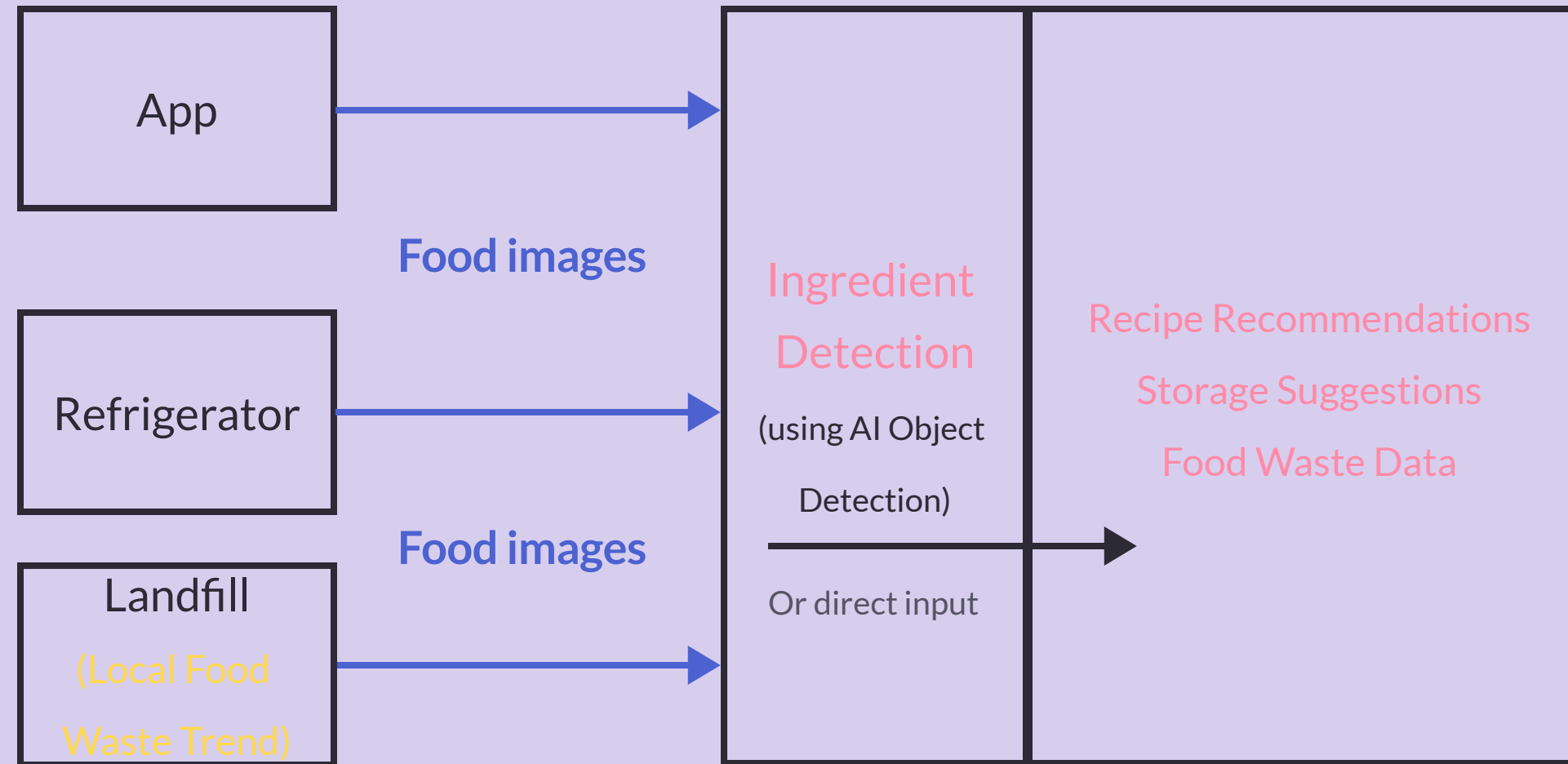




Idea and System



Pitch

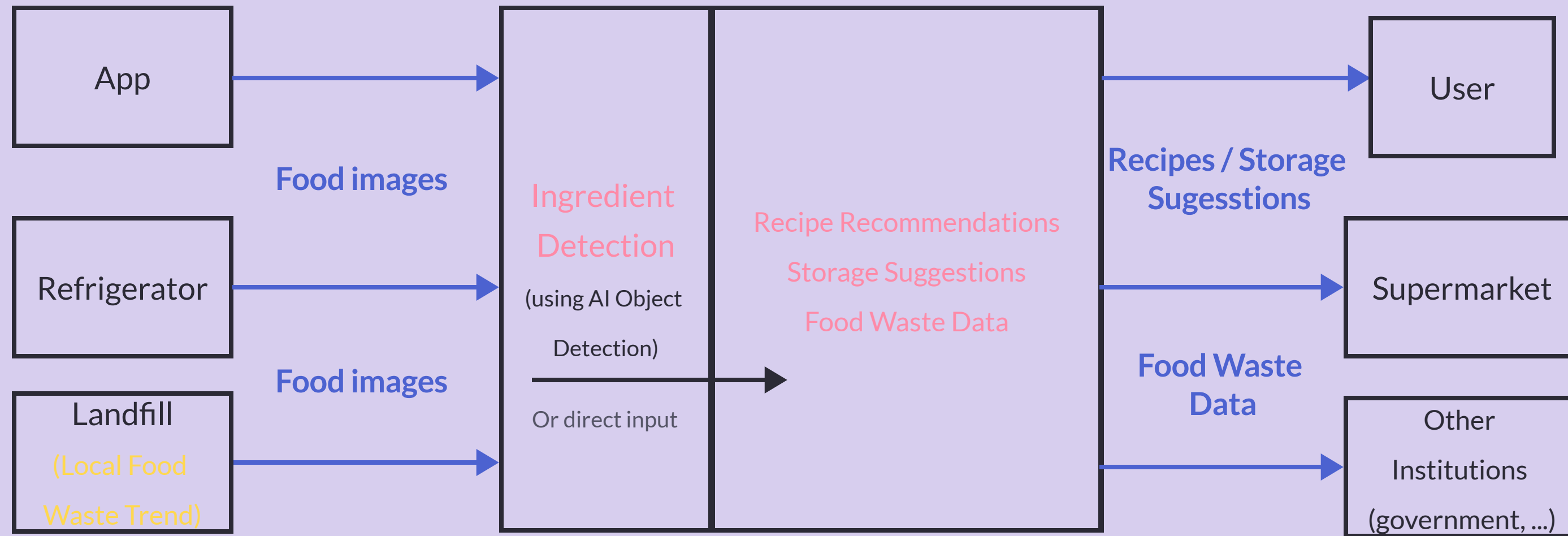




Idea and System

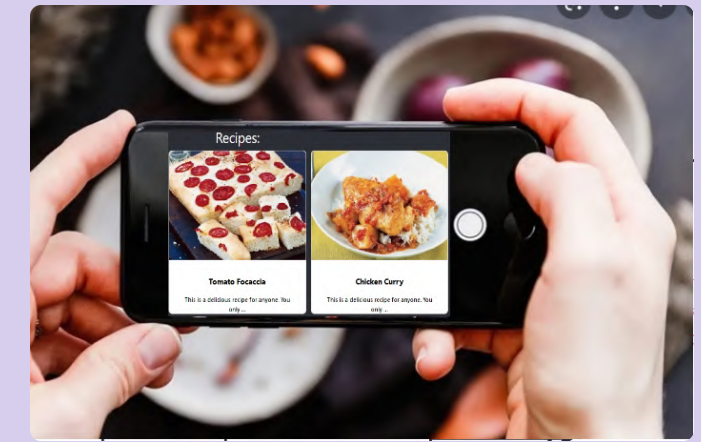


Pitch

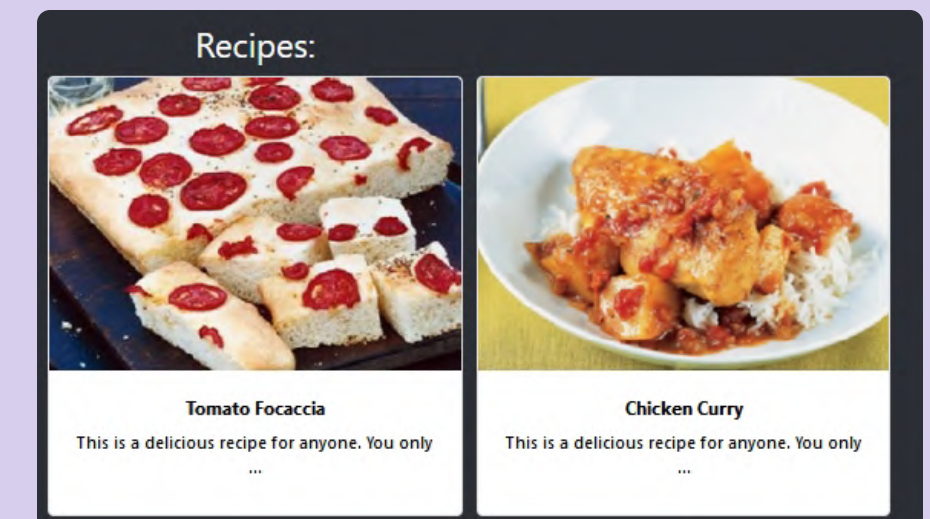
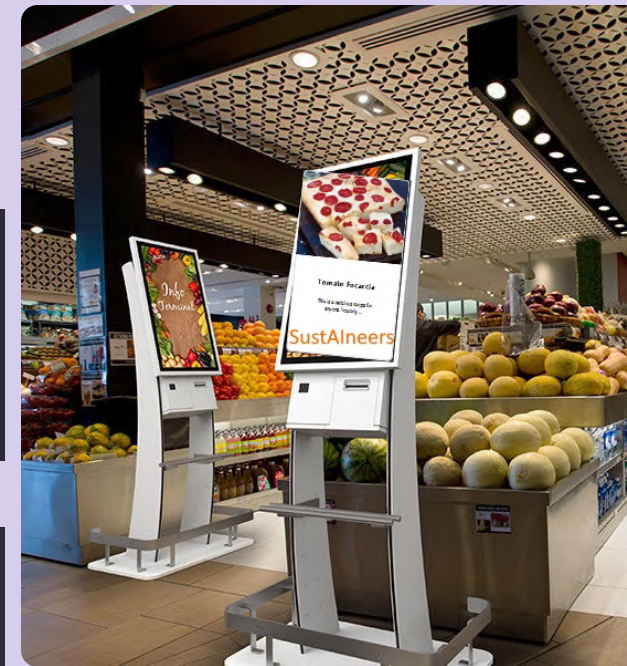
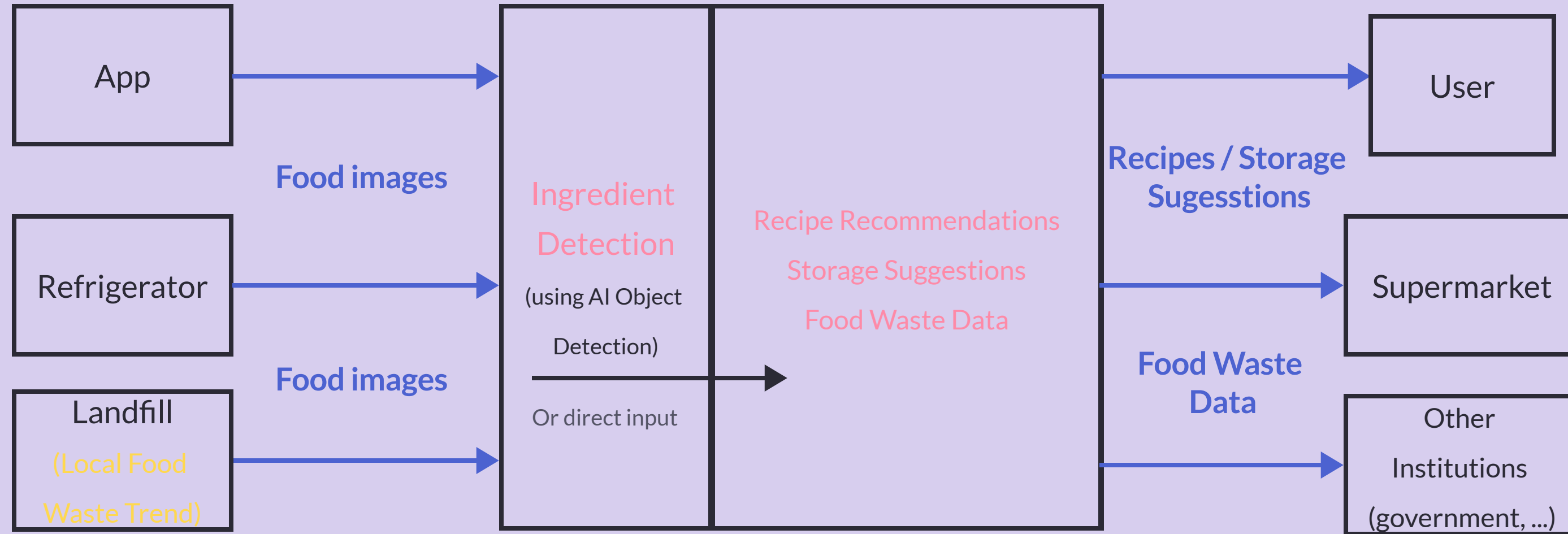




Idea and System



Pitch

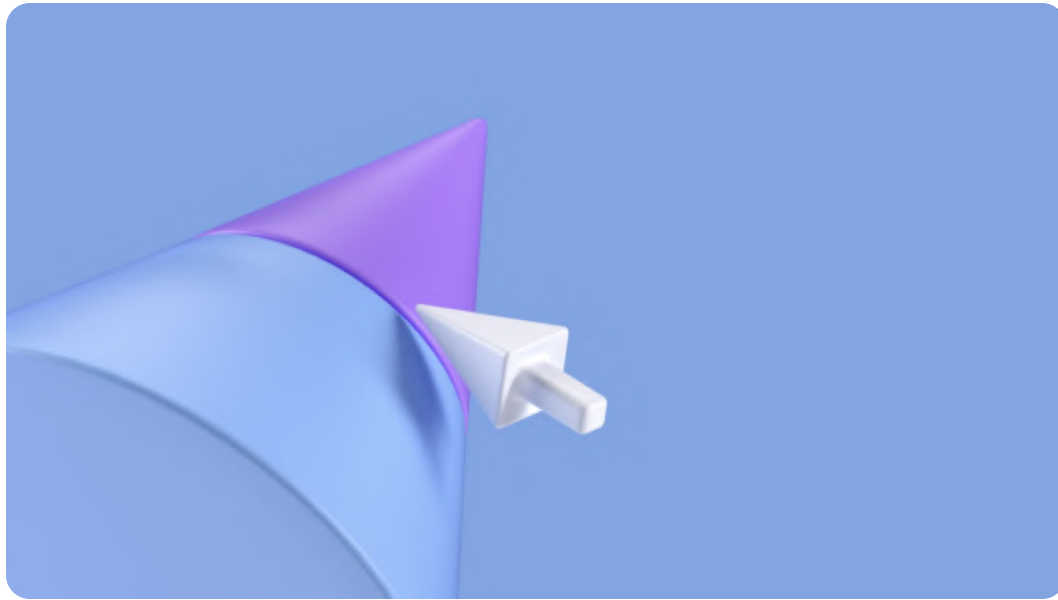




tumi.watten.io

Use it yourself!

Financing



Advertisement

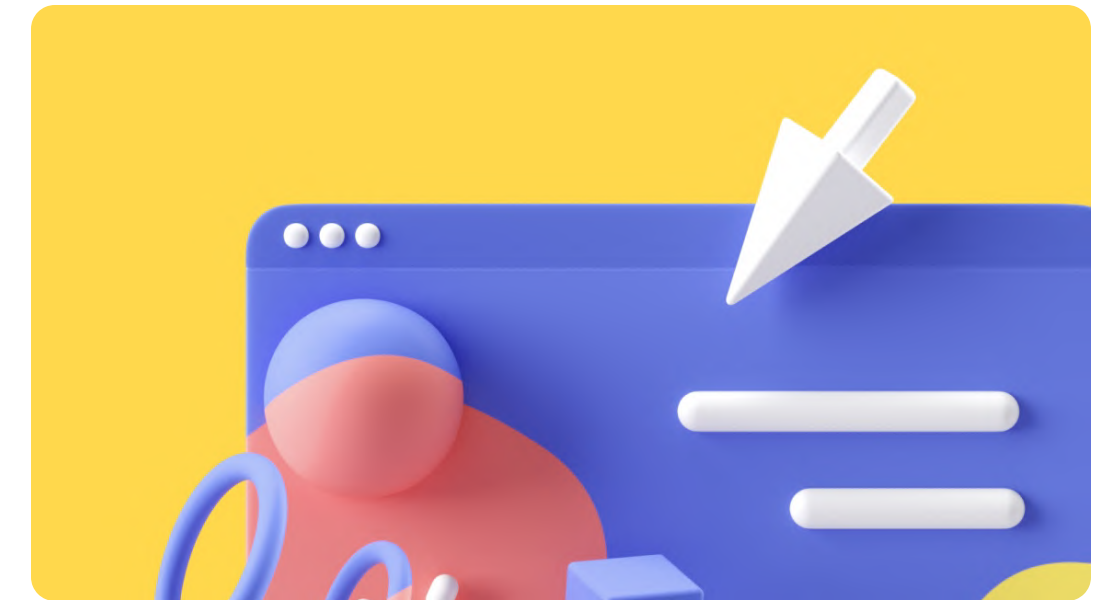
Show ads in the app.

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

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

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.



