

EatFrugal

*No waste.
Good taste.*

Agenda

1. The problem
2. Target market
3. Existing alternatives
4. Unique Value Proposition
5. Solution
6. Business model
7. Roadmap
8. Go-to market
9. Team
10. Ask

1

The Problem



The Problem

1

Environmental Impact

Food waste emit
greenhouse gases as it
decomposes in landfills

2

Economic Loss

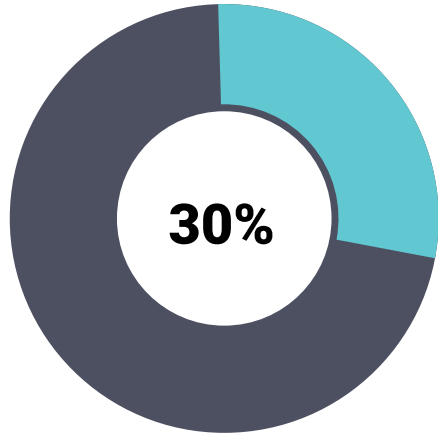
Businesses lose money by
discarding unsold
inventory, impacting their
bottom line

3

Social Responsibility

Communities suffering
from missed opportunities
to prevent hunger

The Problem's Percentages Globally



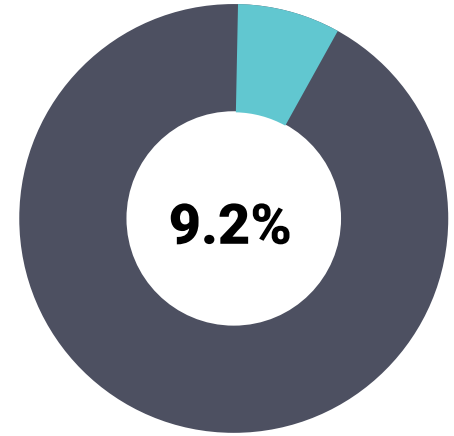
Food Waste

Each year

1,000,000,000,000\$

**Economic Cost for
Food Waste**

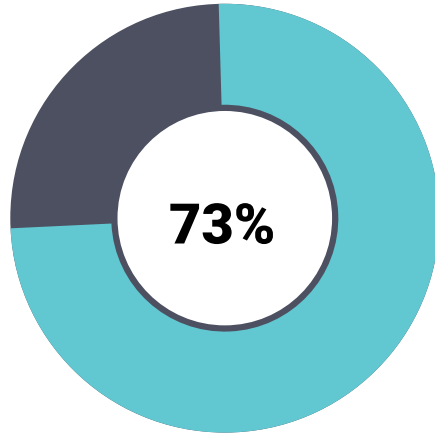
Each year



World's Population

Facing hunger or
food insecurity

The Problem's Percentages in Romania



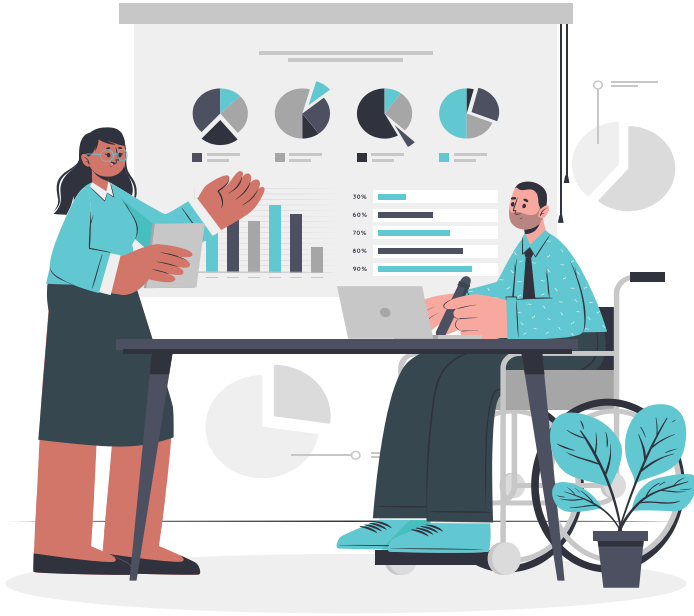
Food Waste

Romanian Restaurants
dealing with food waste

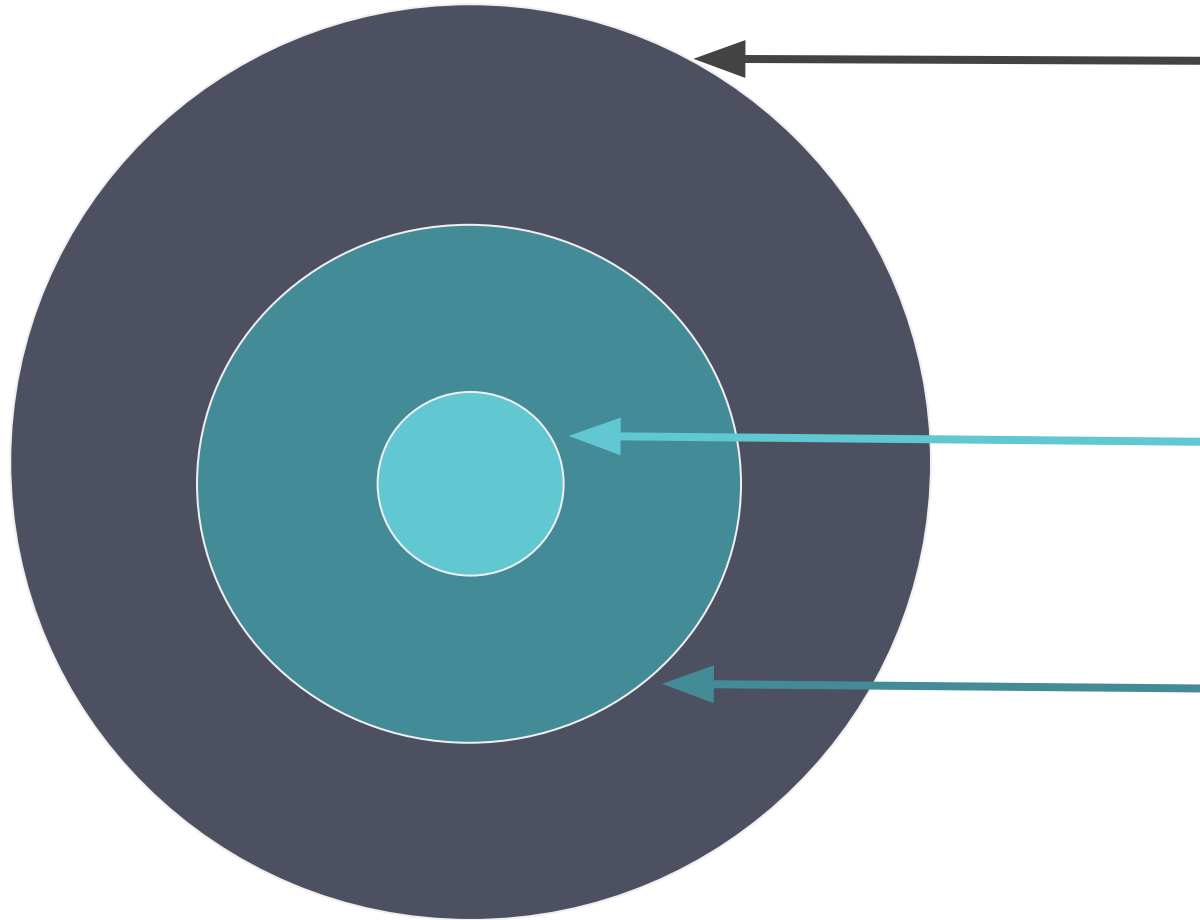
2

Target Market

Where the numbers come from



MARKET SIZE



Total available market

100%

94.8 billion kg/year of
wasted food
(**\$189.6 billion/year**)

Target market share 5%

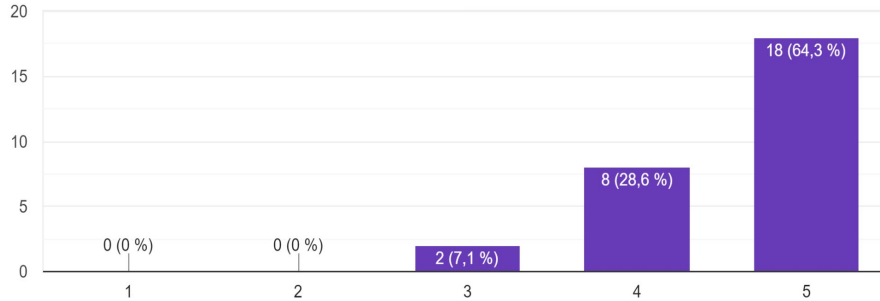
1.4 billion kg/year of
expired food
(**\$2.8 billion/year**)

Serviceable Market 30%

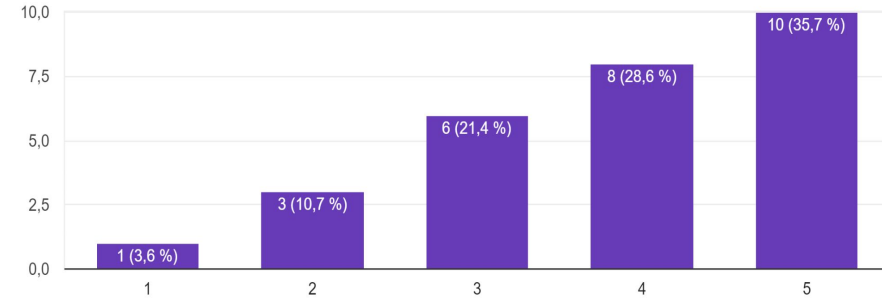
28.44 billion kg/year of
expired food
(**\$56.88 billion/year**)

Local Business Feedback

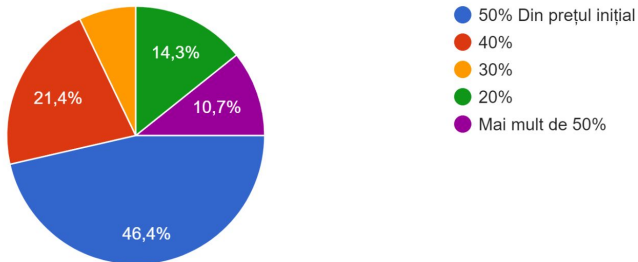
Idea likeability



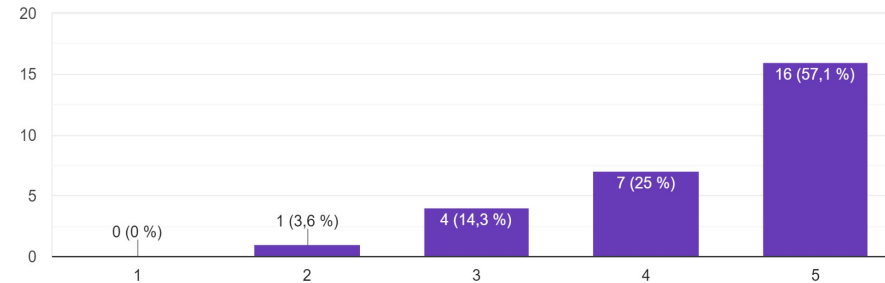
Tax charges



Discount



Collaboration time > 2 months



3

Existing alternatives

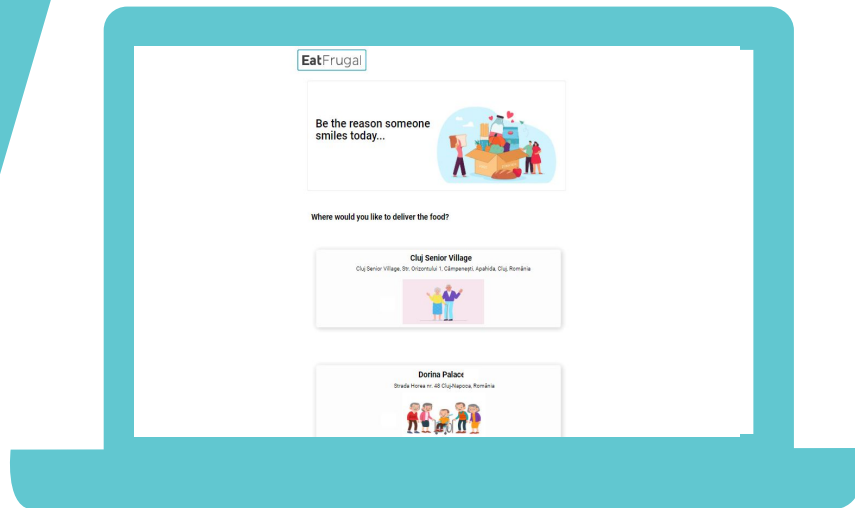
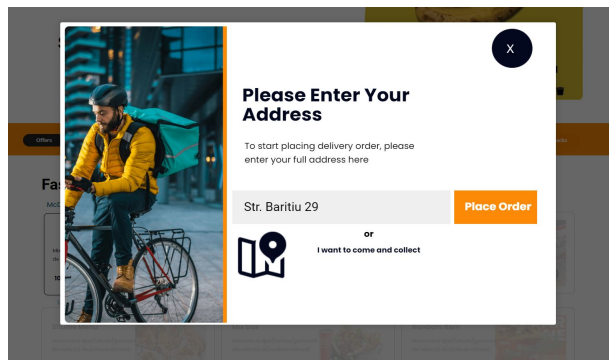
- Bonapp.eco
- Too good to go
- Karma
- EatFrugal



STRUCTURE	DESIGN	USER FRIENDLY	DELIVERY OPTIONS	INCLUSIVITY
★	★	★		
★	★	★		
★	★	★		
★	★	★	★	★

4

UVP



Donate.
Deliver to your door.

All in one place, designed for you.

5

The Solution

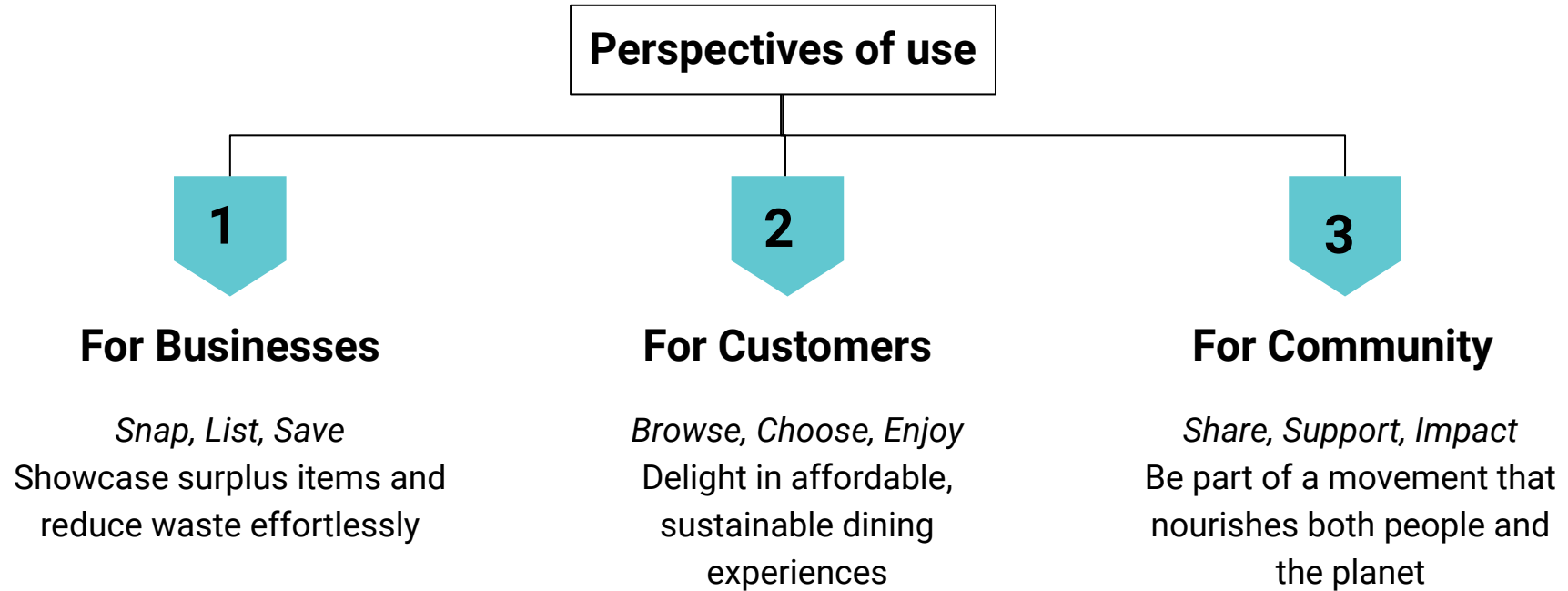


The Solution

We bridge the gap between waste and hunger



The Solution



6

Business Model



Revenue Streams

Marketing and advertising

- Sponsored Content
- Affiliate Marketing

Delivery Taxes

- Delivery fee based on order money amount

Transaction Taxes

- Percentage of the total order value

Business Model

15%

**Transaction
Fees**

Percentage of the total order value

65%

**Delivery
Charges**

Delivery fee for customers who opt for the
delivery services

12406.24 lei

Monthly profit generated by 20 restaurants and 3 supermarkets

3101.56 lei

Monthly payment for keeping the app running and taxes

9304.68 lei

Monthly profit generated in total

Monthly profit= 8500 lei

Approximation (including unexpected expenses)

7

Roadmap

Steps of building the business



Quarterly Roadmap

Q1	Q2	Q3	Q4	
MARKETING	MARKETING COMMS	LEAD GENERATION	INTERNAL COMMS	DEMO
Strategic planning	Branding and Messaging	Campaigns	Internal Team Briefing	Pre-launch Teasers
Strategy Development	Content Creation	Influencer Marketing	Employee Advocacy	Official Product Launch
Materials Development	Social Media Launch	Event Marketing	Team Building	Customer Demos and Training

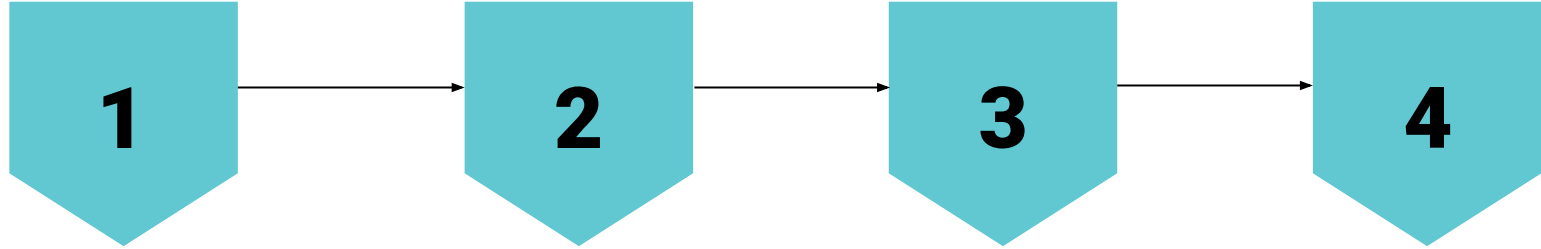
8

GO-TO MARKET(GTM)

Strategy a company uses to bring its products or services to the market and reach customers



MARKET APPROACH



CROWDFUNDING

- 1.Social media posts
- 2.Compelling Campaign Story
- 3.Collaborations
- 4.Early-Bird Specials

INTRODUCTION

- 1.Identify the Problem
- 2.Present the Solution
- 3.Explain the Impact
- 4.Express Gratitude

GROWTH

- 1.Understand Target Audience
- 2.Partnerships
- 3.Adaptability
- 4.Marketing + Branding

EXTENSION

- 1.Franchising
- 2.Operational Efficiency
- 3.Market Expansion
- 4.Employee Development

time

GTM Strategy

Quick look at our strategy plan



Target Market

People with poor financial situation:

- Students
- Working people
- Elderly people



Market breakthrough

- Innovation in the field
- Social Sustainability
- Influencer Partnerships
- Exclusivity and Limited Releases



Parteners

- Supermarkets
- Delivery apps
- Restaurants
- Social centers
- Influencers



Launch Team

- People involved in the project

9

Our Team

The people behind EatFrugal



weByte - Our Team



**Marincău
Flavia**

Main designer



Oltean Robert

Main Full-Stack
Dev



Tocan Robert

Front-End
Developer/Morale
booster



**Ungureanu
Daria**

Design/Front-End
Developer

10

The Ask

What we need



The Ask

20%

**Full-Stack
Devs**

The website is not
ready yet to be
launched.

35%

Couriers

We are in need for
couriers to deliver
the saved food

10%

Mentors

People to help us
develop more

35%

Restaurants

Willing restaurants
who want to make
the world better

Thanks!

Do you have any questions?
support@eatfrugal.com
eatfrugal.com

