

FINAL ON STAGE



AT



# Discover AI Challenge



agorize



FINANCIAL SERVICES



HEALTHCARE



RETAIL



SMART CITIES



SmartSito

The Semi-Finals  
May 27, 2020

“While our number one concern is for the health of those affected by COVID-19, ReFED also recognizes that our collective response to this crisis is **increasing the amount of food waste**”



March 20, 2020

# Food Waste in the World Today



More than 33% of food is wasted globally

- > 50% of food production is wasted
- 2.2 M tons of food waste can be avoided
- 9.8 M tons of CO<sub>2</sub>

- Cost to Canada: \$17 billion per year
- 47% from households



SmartSito



Smart Food Waste Reduction  
starts with you!



# Our team is here to help!



**Elham Okhovat**

"To me, the world of technology is like a Gold mine, I cannot resist the temptation to grasp more"



**Sandra Lopez-Zamora**

"I develop valuable solutions to business challenges using computer programming and data science!"



**Jose Masache-Narvaez**

"Enthusiastic about computer vision, machine learning, and python programming."



**Cesar Gomez**

"I love exploring knowledge and exploiting curiosity to positively impact the communities I belong to."

**40+ years  
of experience**

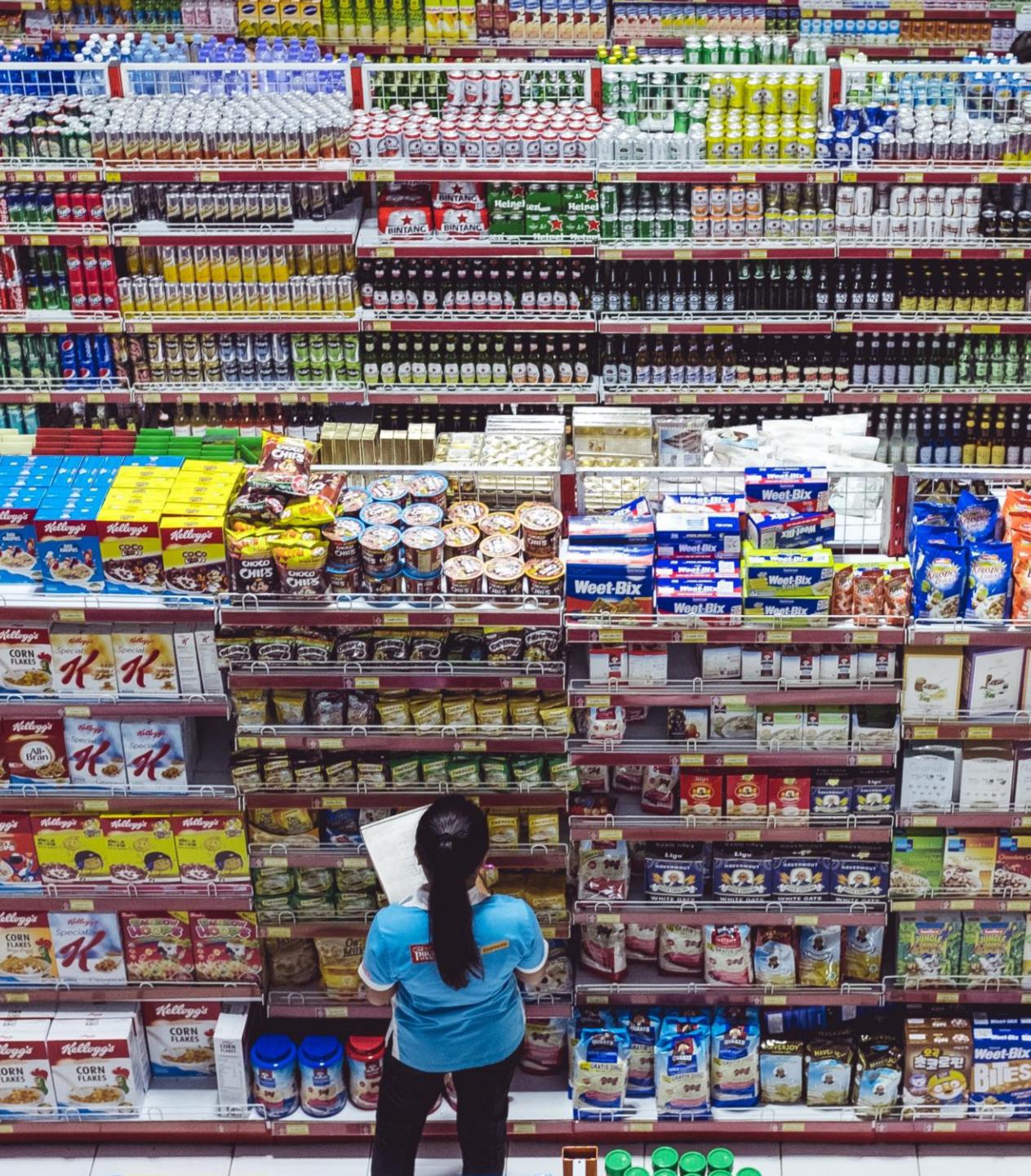
- ✓ Programming
- ✓ IT
- ✓ AI

- ✓ R&D
- ✓ Project Management
- ✓ Business Development



**SmartSito**

Your tool to  
**Smartly reduce your  
food waste!**



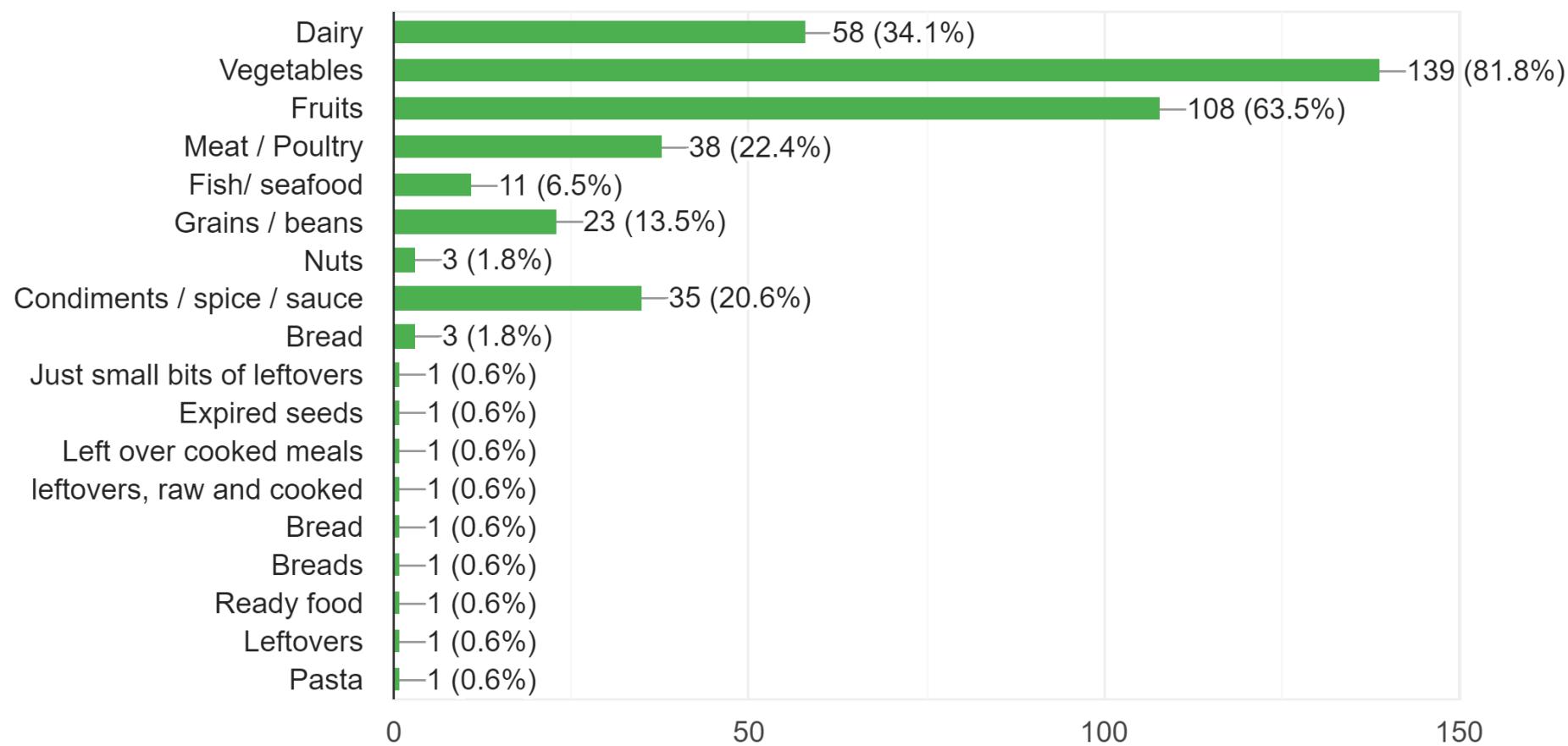
# Confusing or nonexistent expiry date labels!

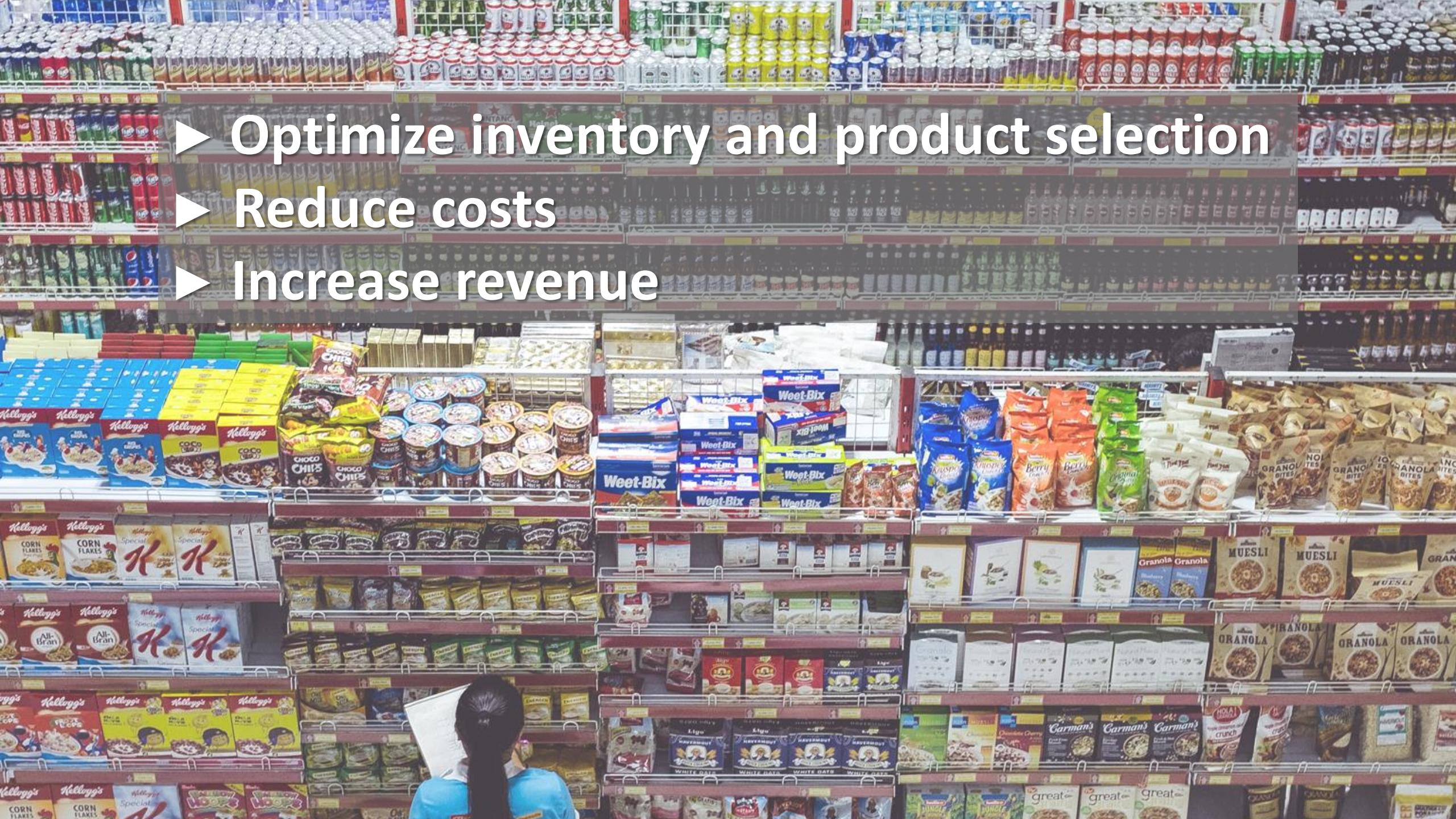


# What consumers say

Check one or more types of food you have thrown away during the last month

170 responses



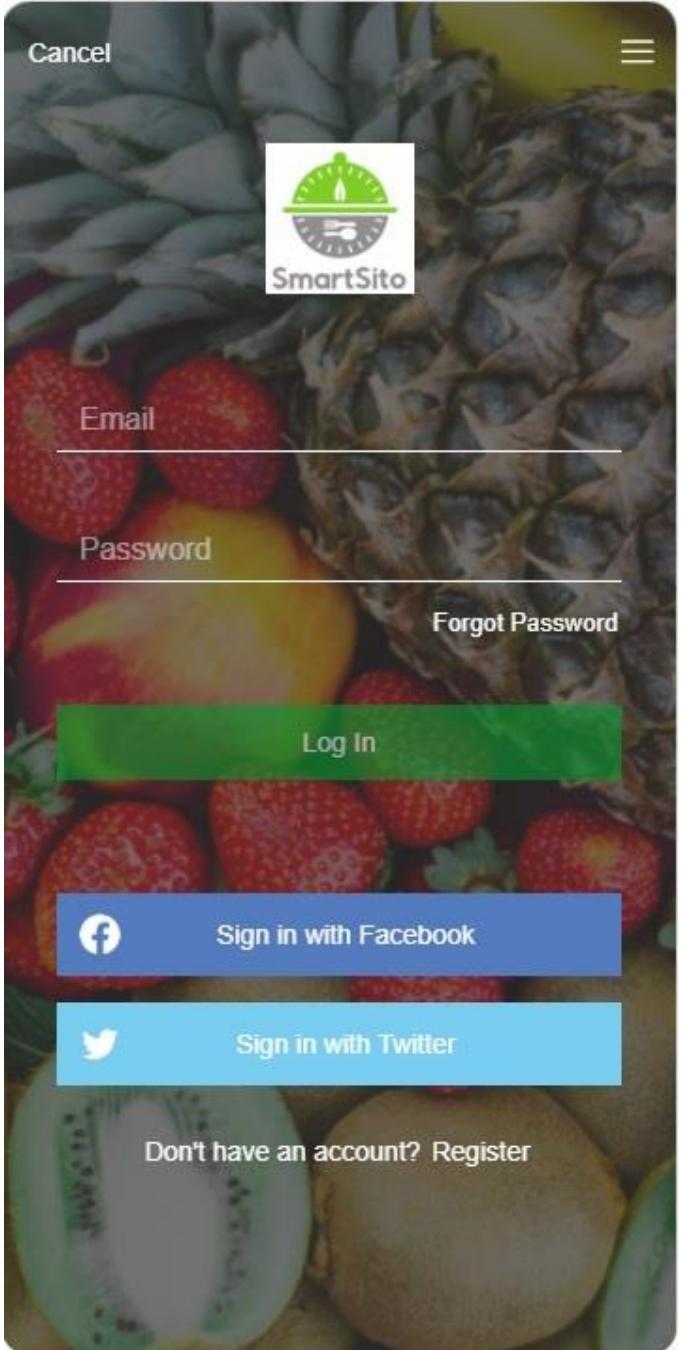
- 
- ▶ Optimize inventory and product selection
  - ▶ Reduce costs
  - ▶ Increase revenue



**SmartSito**

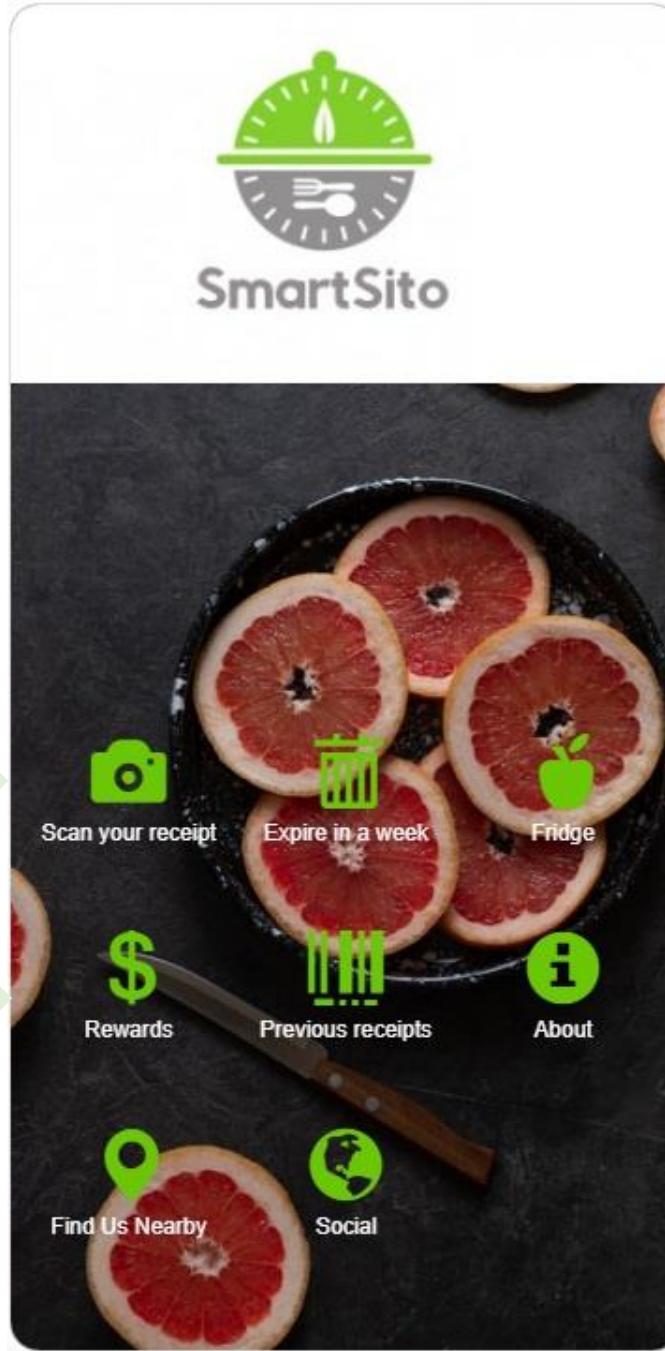
## SmartSito Mobile App

Smart Food Waste  
Reduction starts with you



Scan receipt  
with the  
smartphone  
camera

Rewards  
and  
points



Quick glance  
on products that  
will expire soon

Items in  
your fridge

Text extraction using Azure's Computer Vision and Event Hub tools



Cognitive services



Azure Event Hub

VEGGIE STRAW  
1433636 TPD/196047  
VEGGIE STRAW  
1433636 TPD 195047  
MA Z. OLIVES



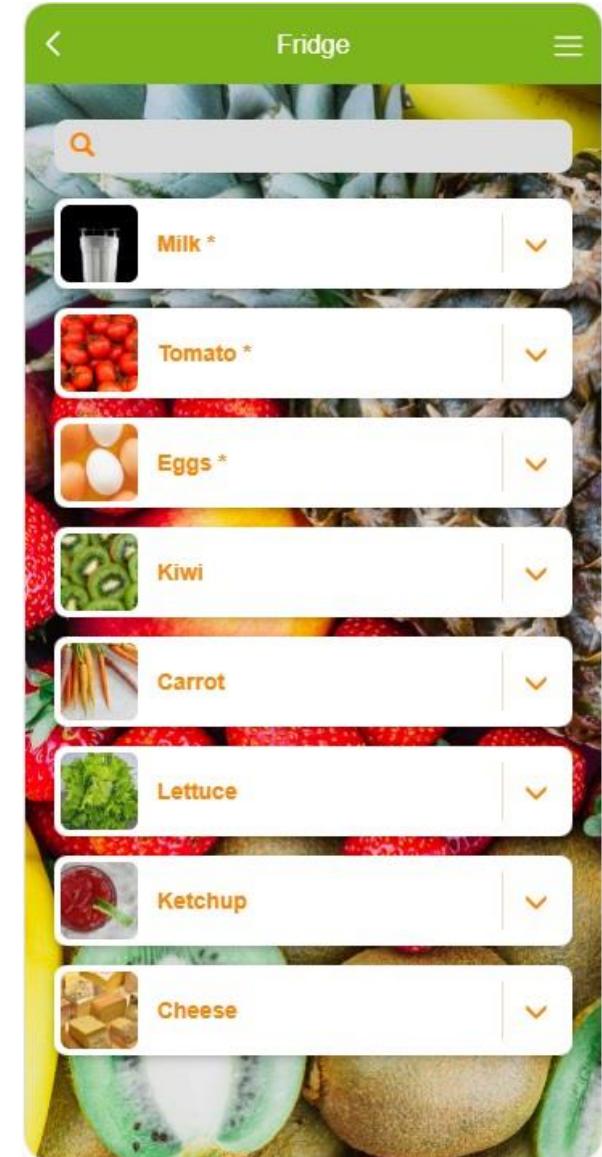
The items with "\*" show which products are about to expire



Azure

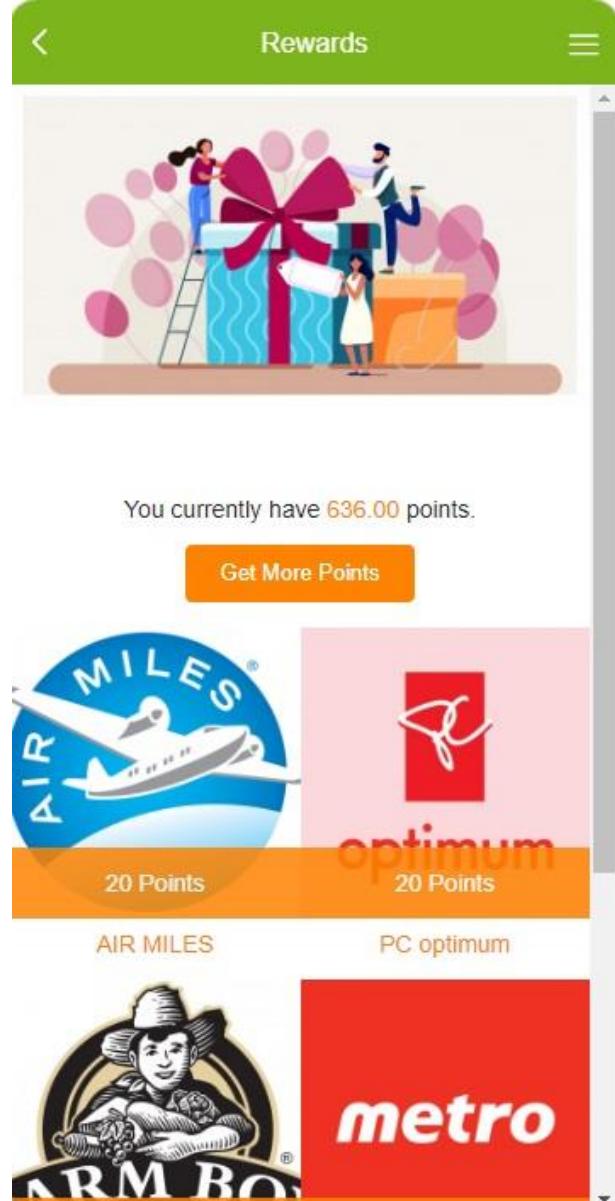
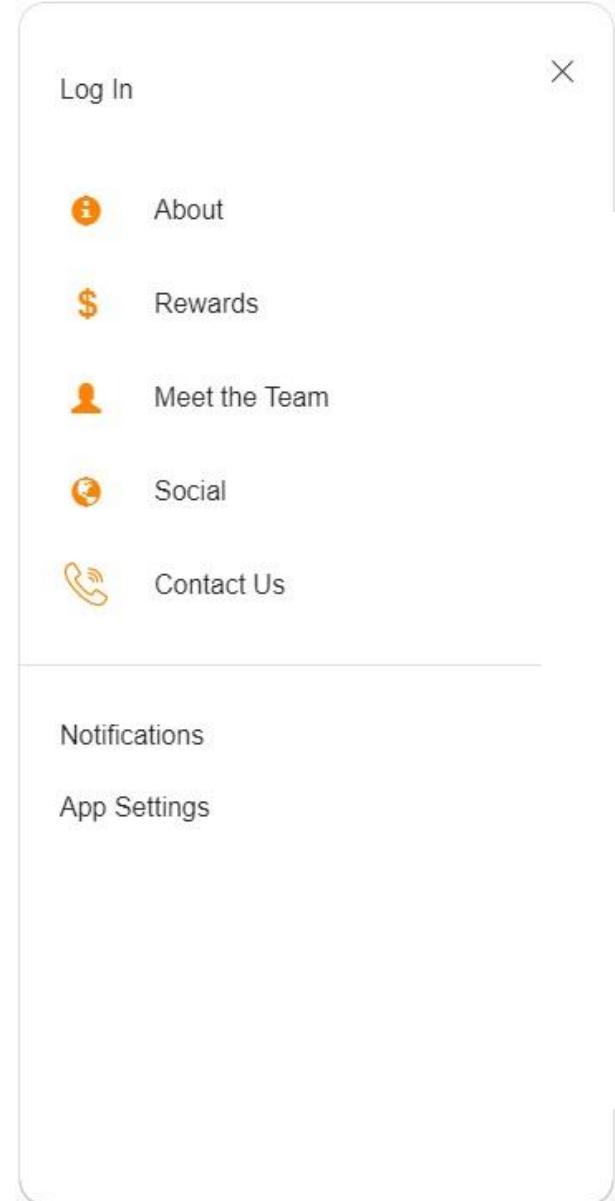


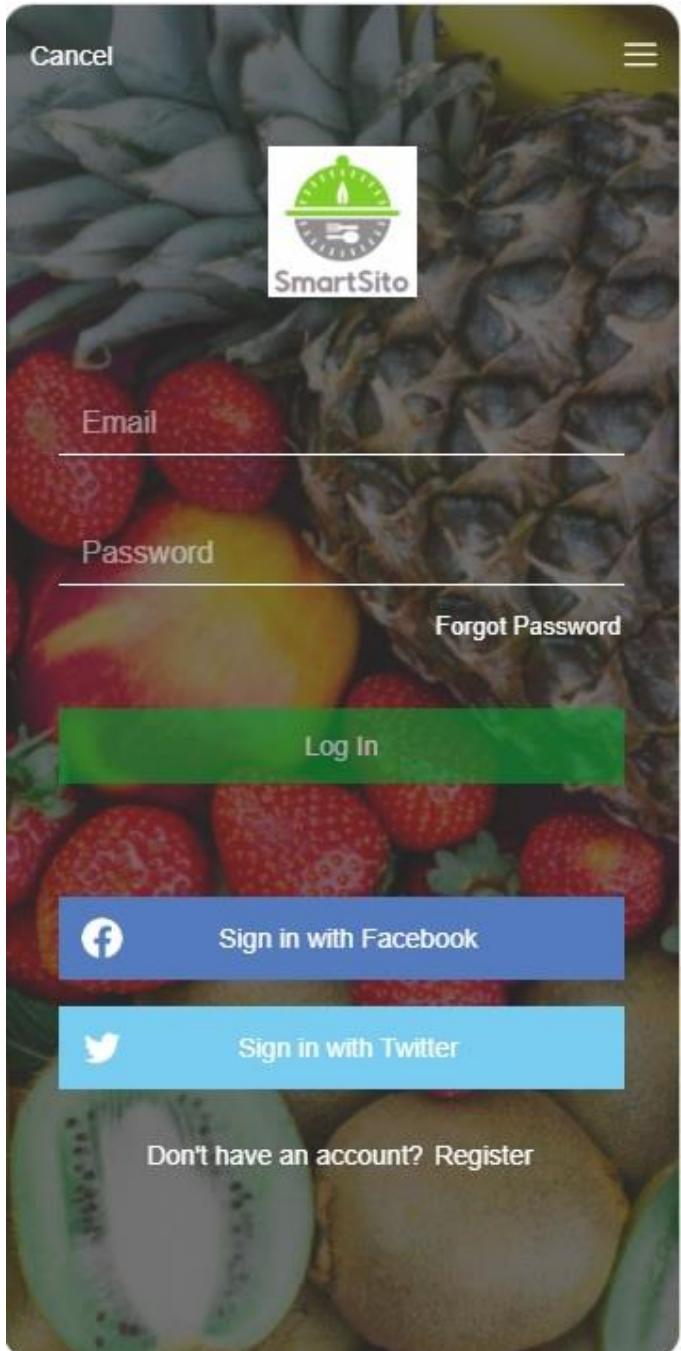
Azure Data Explorer Cluster



 Azure

 Azure Data  
Explorer  
Cluster







**SmartSito**

## SmartSito Web App

Smart Food Waste Reduction starts  
with you



## Smart Food Waste Reduction starts with you!

Enter your email...

Sign up!

### Benefits for Consumers



#### Environmentally Responsible

We help you avoid your food waste.



#### Empowered Families

We are empowering responsible food consumption in households.



#### Save Money

We will notify you before your food expires, give you ideas and help you save money!

### Benefits for Retailers



#### Target Marketing

Get access to Smarsito's users insights to target your marketing campaigns.



#### Inventory Recommendations

Get inventory recommendations according with your location and customer behaviours.



#### Attract customers

Get access to insights related to your competitors in the area.

## For Consumers

We are a community of responsible consumers. We are aware of our impact on climate change through food waste reduction. We are empowering a more responsible food consumption in households.

[Smartsito for Consumers](#)



## For municipalities

We are a key partner for municipalities committed to achieve carbon footprint reduction.



## For Retailers

We allow retailers to reach consumers with targeted food products based on our user-centric insights. Retailers benefit from our customized inventory recommendations for a sustainable and efficient supply.

[Smartsito for Retailers](#)



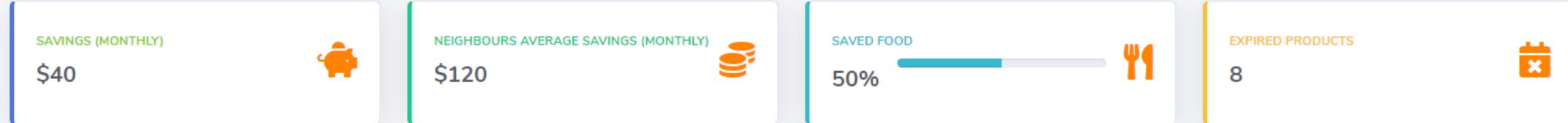
 CONSUMER

- [Dashboard](#)
- [TOOLS](#)
- [Savings](#)
- [Fridge Products](#)
- [Rewards](#)
- [Logout](#)

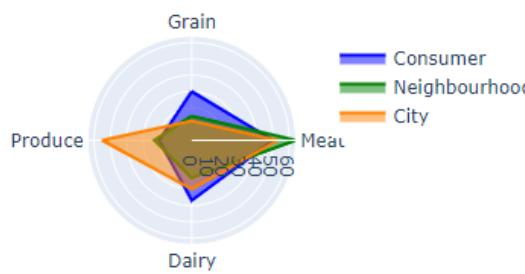


SmartSito

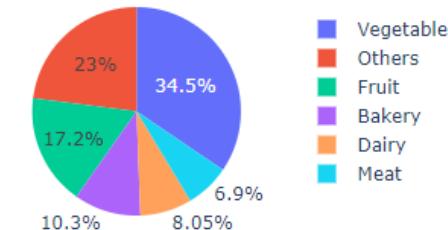
## Dashboard

 Generate Report

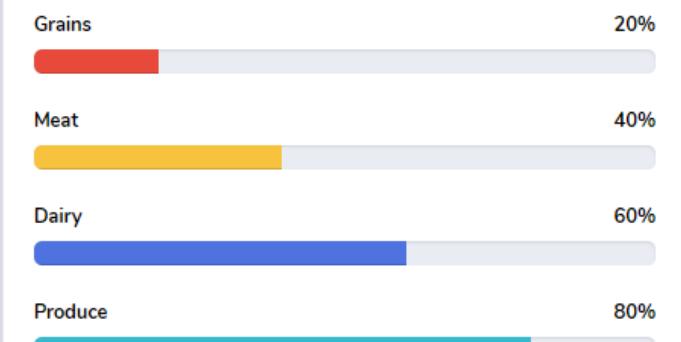
## Savings Overview



## Food distribution



## Food waste distribution

Azure Data  
Explorer  
Cluster

App Services

 CONSUMERDashboard 

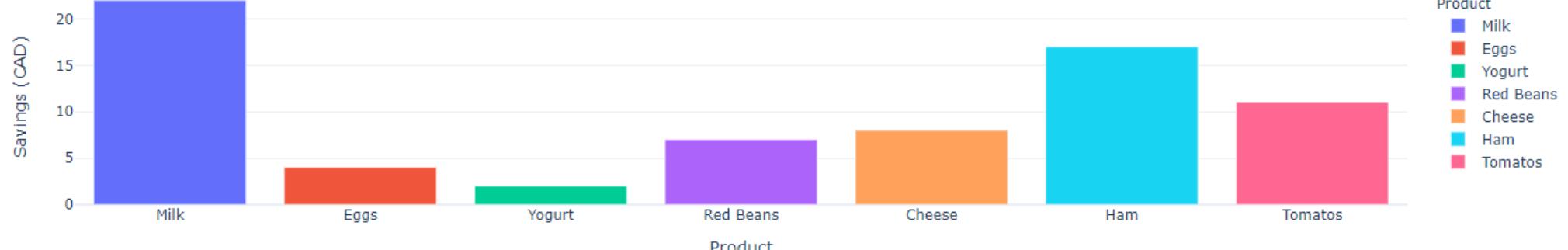
## TOOLS

Savings Fridge Products Rewards Logout 

SmartSito

## Savings

## Savings by product

Azure Data  
Explorer  
Cluster

App Services



SmartSito



CONSUMER

Dashboard 

TOOLS

Savings 

Fridge Products 

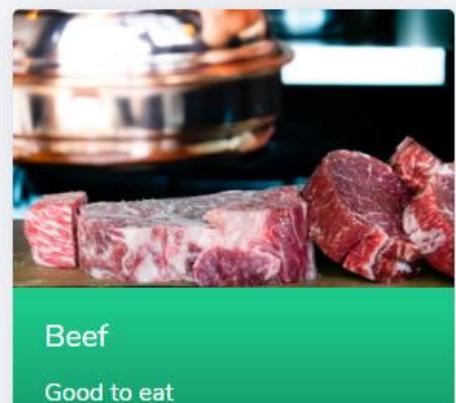
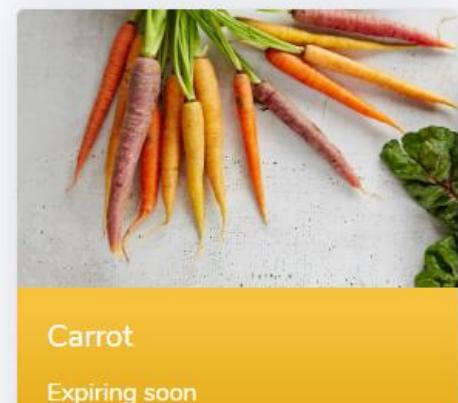
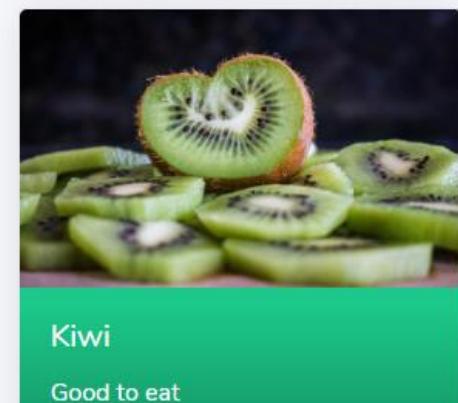
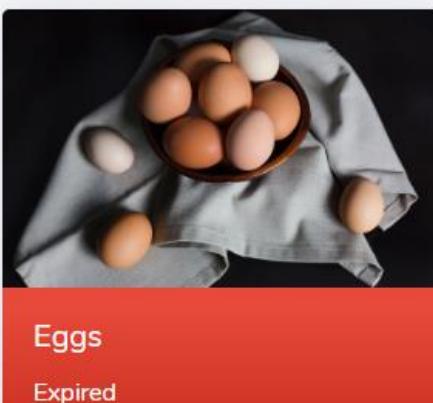
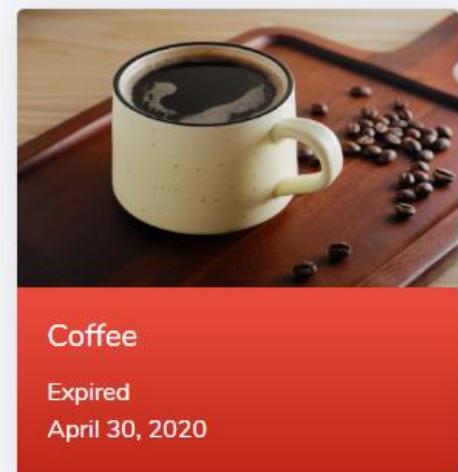
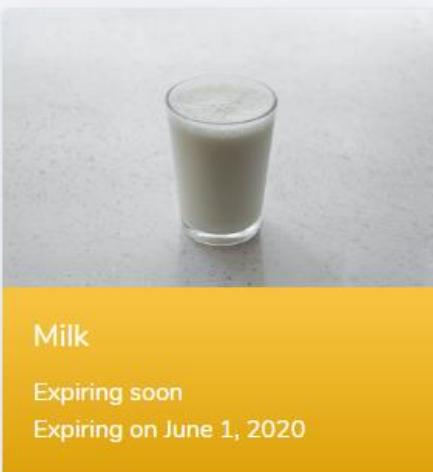
Rewards 

Logout 



SmartSito

## Fridge Products



 CONSUMER

Dashboard 

TOOLS

Savings 

Fridge Products 

Rewards 

Logout 



SmartSito

Rewards



20 points



30 points



10 points





SmartSito



RETAILER

Dashboard 

TOOLS

Hot Products Predictions Consumers per Store Logout 

SmartSito

## Hot Products in this Area

Carrots

5200 Consumers



Eggs

4000 Consumers



Pepper

3214 Consumers



Lemon

2876 Consumers



Chicken

1346 Consumers



Plant-based Sausage

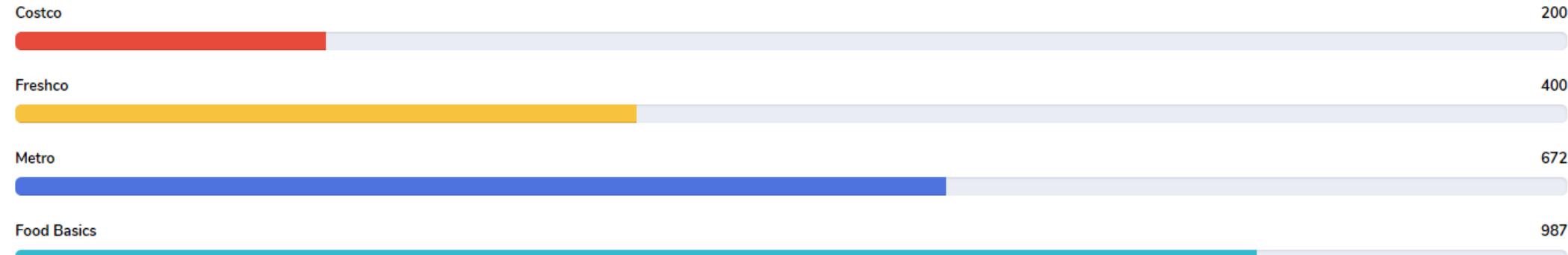
1023 Consumers



## Prediction of Food Product Demand (CAD)



## Number of SmartSito Consumers by Store



 RETAILERDashboard 

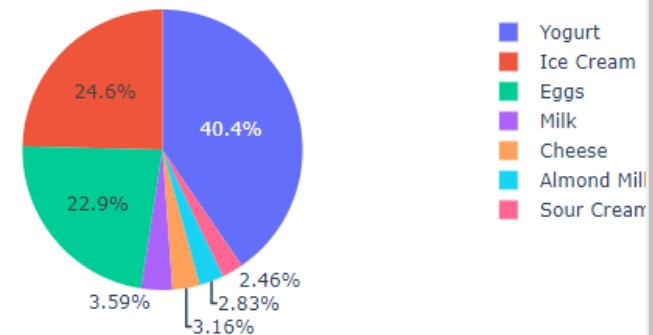
## TOOLS

Hot Products Predictions Consumers per Store Logout 

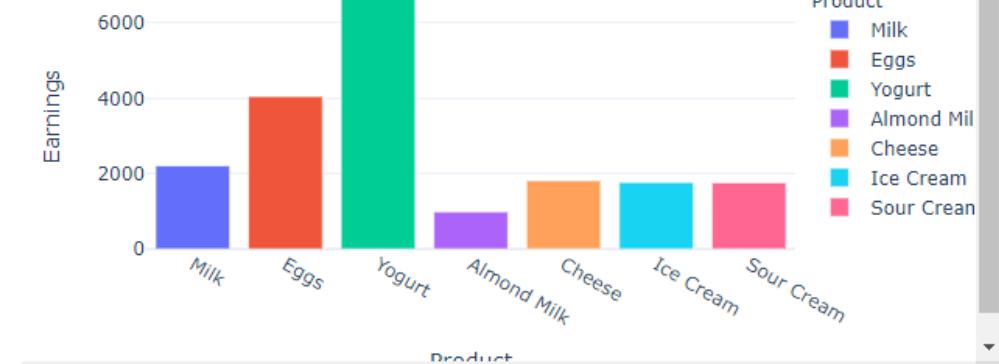
SmartSito

## Hot Products

## Units



## Earnings



## Hot Products Table

Product	Units	Earnings (CAD)
Milk	470	\$ 2210
Eggs	3000	\$ 4050
Yogurt	5290	\$ 6720
Almond Milk	370	\$ 987



RETAILER

Dashboard 

TOOLS

Hot Products 

Predictions 

Consumers per Store 

Logout 



SmartSito

## Predictions for next months

Prediction of Food Product Demand (CAD)



Prediction of Food Product Demand (CAD)

Month	Units	Earnings (CAD)
Jan	1530	4590
Feb	5117	15351
Mar	9779	29337
Apr	9187	27561
May	13817	41451
Jun	10769	32307
Jul	5761	17283



Azure Data  
Explorer  
Cluster



App Services



 RETAILERDashboard 

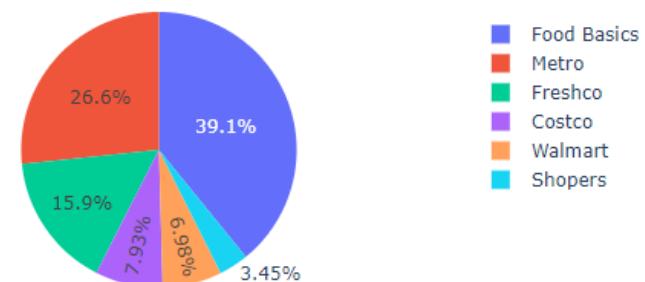
TOOLS

Hot Products Predictions Consumers per Store Logout 

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## SmartSito Consumers per Store

SmartSito consumers per Store



SmartSito consumers per Store

Store	Food wasted	Consumers
Costco	47%	200
Freshco	30%	400
Metro	52%	672
Food Basics	37%	987
Shopers	43%	87
Walmart	32%	176
Total:		2522

Azure Data  
Explorer  
Cluster

App Services



**Reduce carbon  
footprint!**



SmartSito

# Our Target

Ontario → 5460 Grocery stores

- 13 large municipalities
- 20 medium municipalities

Quebec → 4290 Grocery stores

- 5 large municipalities
- 13 medium municipalities

Potential Market:  
**6.3M+** households<sup>1</sup>  
**9.5k+** stores<sup>2</sup>

The larger the municipality,  
the more households' food  
waste!

**Initial target:** Large and  
medium municipalities  
ON and QC

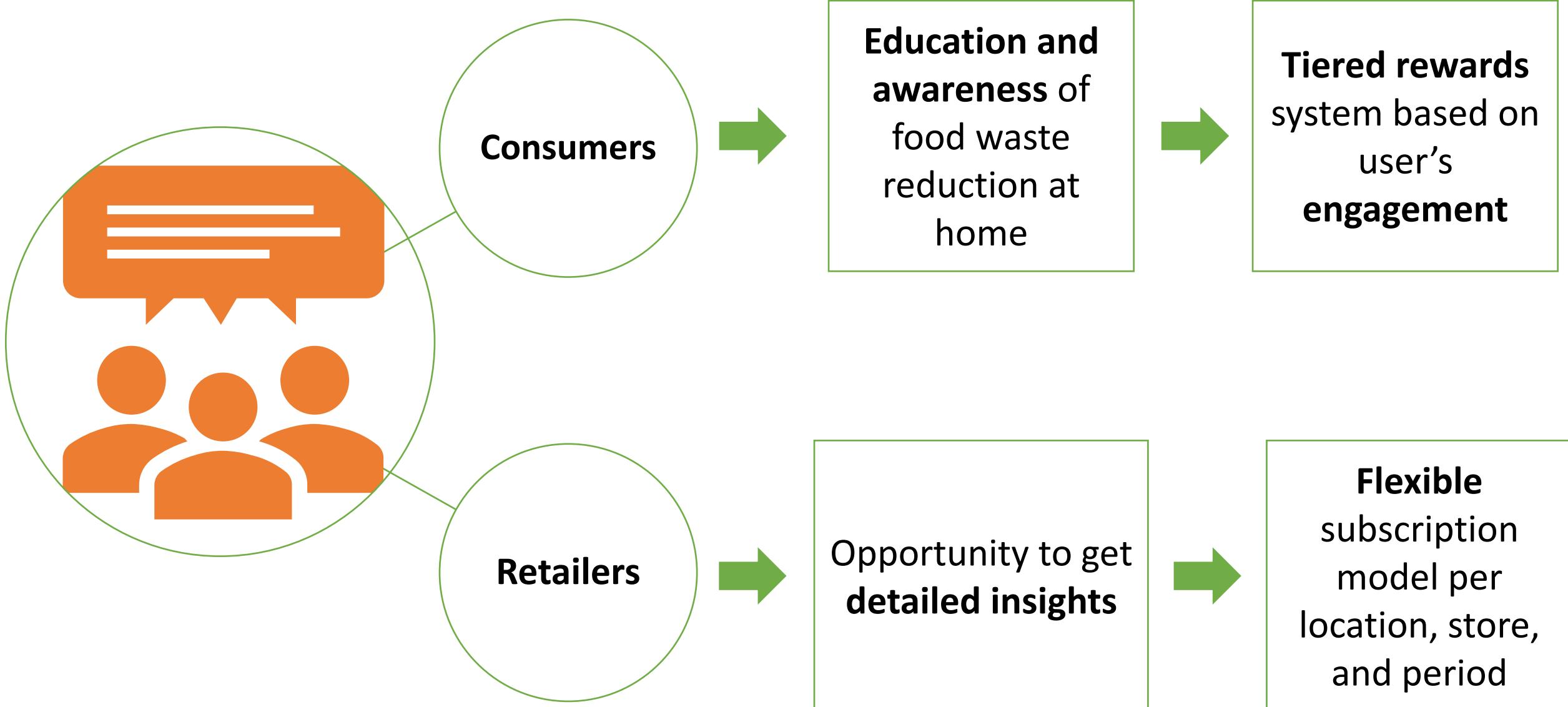


1. According to Statistics Canada, [2016 Census of Population](#)

2. As of December 2019, according to [Statista](#)



# Value Proposition for Our Customers





# Revenue Streams

Monthly Retailer Subscriptions

Advertising on Mobile App & Web



Corporate Partnerships

Government & Private Funding





# Marketing Plan



## Phase 1

App launch with municipalities campaigns



Social media



Adoption rewards



Price:



Sales force at chains' head offices



Joint loyalty programs to earn and redeem points at stores



**Subscription price:** \$199 CAD/month per store

## Phase 2

SmartSito responsible consumers  
referral program



Alexa and Google Home integration



Partnerships with **smart fridge**  
manufacturers



Email campaigns



SmartSito hyper-targeted advertising  
plans for retailers

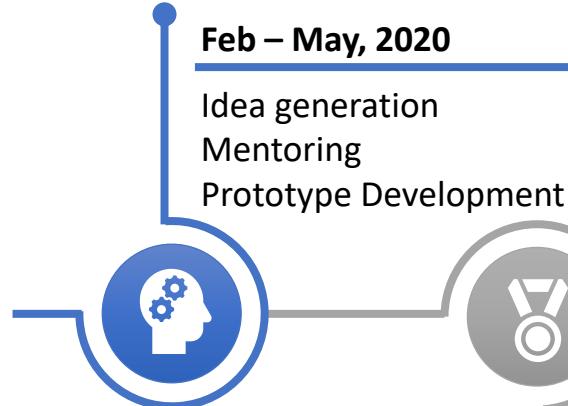




SmartSito

# Our Timeline

## Ideation & Prototyping



## MVP Deployment



## Market Growth



**May 27 & 28, 2020**

Discover AI  
Challenge

**Finale**



If we are chosen

**Jan – May, 2021**

Sales Plan Execution  
Target: 15% of stores  
Projected Profit: \$57.8k

**Go to Market**



Possible sales cost reduction of **US \$120k!**  
(free Azure for 2 years)

 **Microsoft**  
for Startups Program





SmartSito

# Smart Food Waste Reduction starts with you

We would love to answer  
your questions!

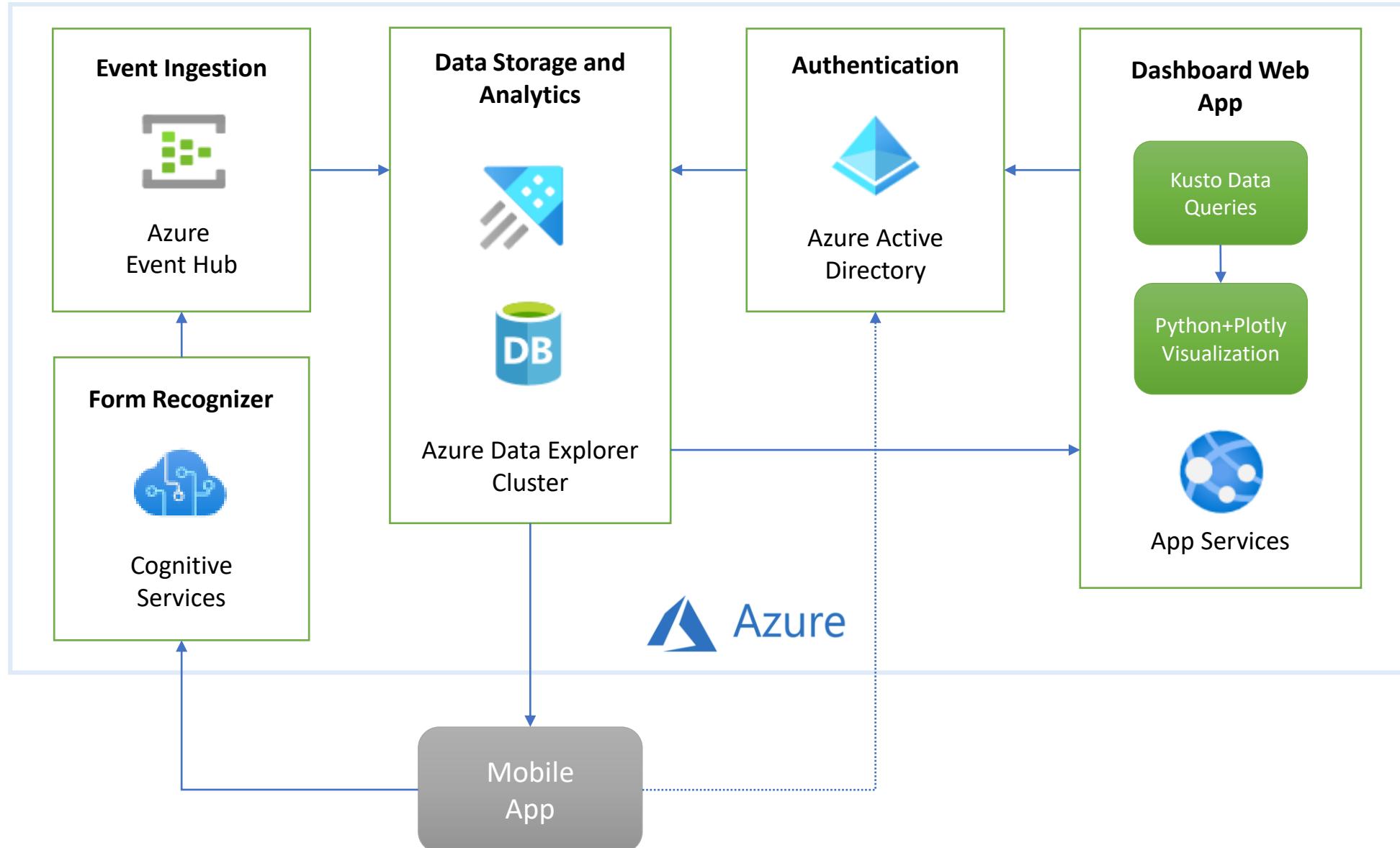




**SmartSito**

**Additional  
Information**

# Prototype Architecture

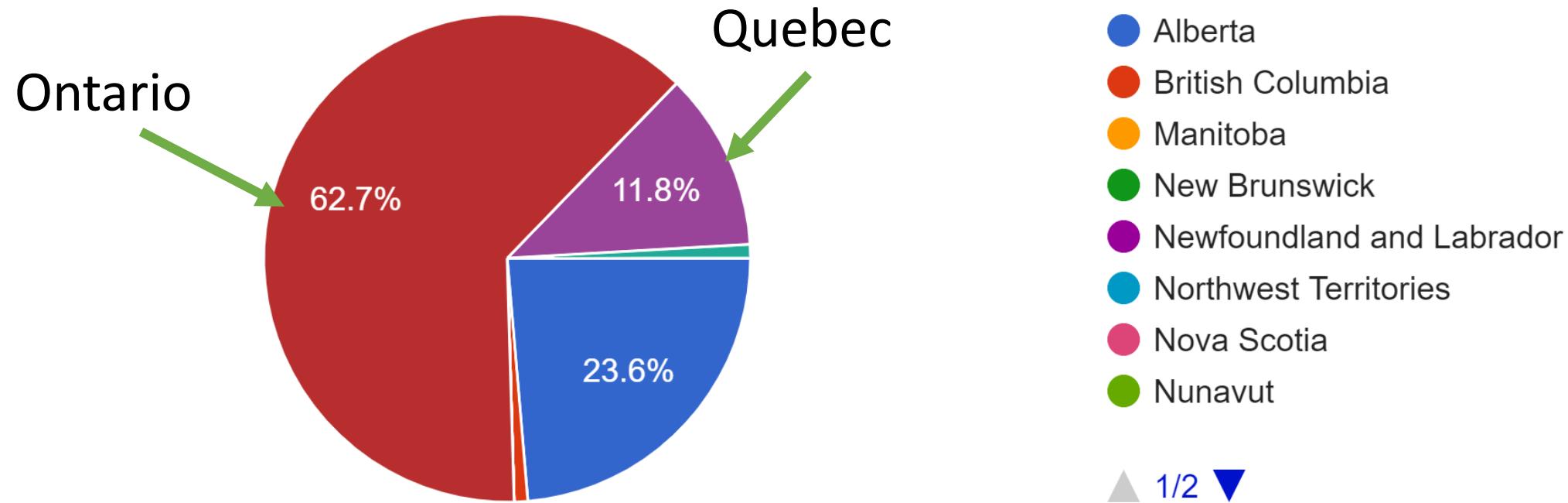


# Assessing the Market

220 Responses

Which province do you live in?

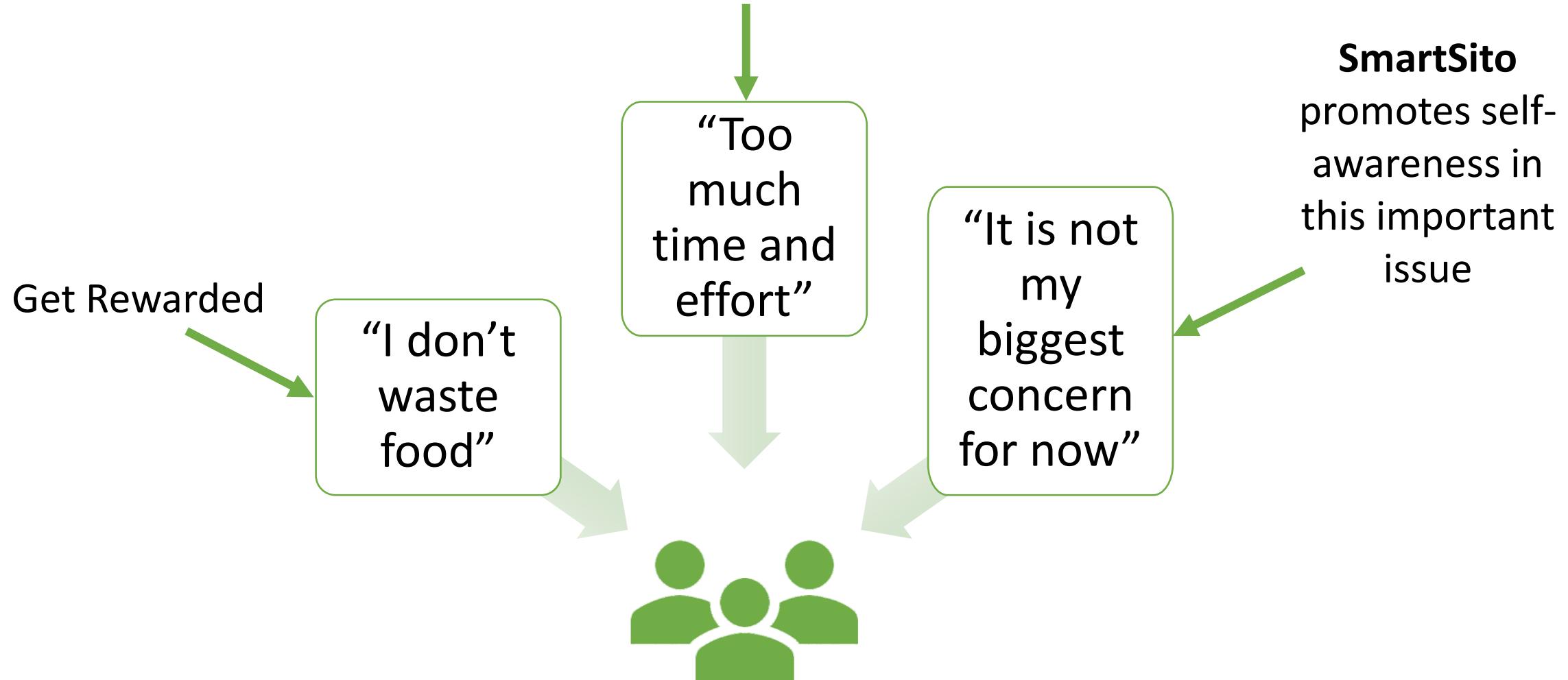
220 responses





# Assessing the Market: Why would you not download the app?

With the Power of AI **SmartSito** is simple and easy to use.





# Assessing the Market

**220 Responses**

**77%** thrown away food last month

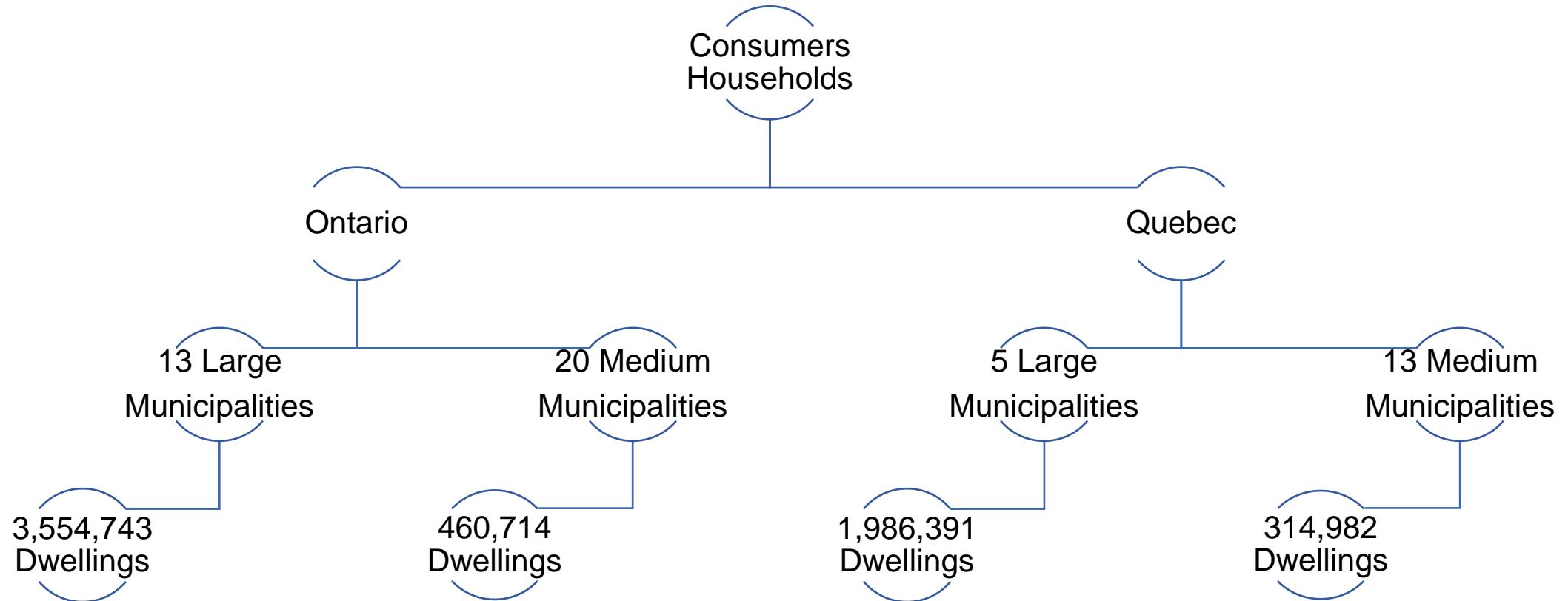
**2%** is using an app to avoid food waste

**68.6%** would download an app to solve this issue

**73.6%** thinks that self-awareness is required

**12.7%** has increased food waste during COVID 19 quarantine

# Our Target (Detailed)



# Market Opportunity

Province	Number of Grocery Stores*	Grocery Stores Sales (x 1,000)**	Advertising and Promotion Budget***
	5,460	\$3,024,276	\$37,803,450
	4,290	\$2,100,487	\$26,256,088
<b>Total</b>	<b>9,750</b>	<b>\$5,124,763</b>	<b>\$64,059,538</b>

\* As of December 2019, according to [Statista](#)

\*\* In December 2019, according to [Statistics Canada](#)

\*\*\* Monthly estimate based on an average of 1.25% of sales, according to the 2017 Promotional and Advertising Practices Study Among U.S. Grocery Retailers



# Competitor Analysis - Consumers

	No Waste <small>Use the food you buy</small>	Google Your Plan, Your Planet (Campaign)	Foodfully (Non active from 2017)	SmartSito
User Friendly	✓	✓	✓	✓
Scan bar code/receipt	✓	✗	✓	✓
WebApp	✗	✓	✗	✓
Mobile App	✓	✓	✗	✓
Rewards	✗	✗	?	✓
Available in Canada	✓	✓	✗	✓
Use of AI	✗	✗	?	✓
Subscription	Free	Free	?	Free



# Competitor Analysis - Retailers

**flashfood**



Target	Stores Restaurants	Stores, Bakeries Restaurants	Retailers Charities	Stores
Approach to consumer	Cheaper food	Cheaper food	Food for charities	Prevent food waste Rewards
Approach to retailer	Higher sales	New costumers Cut cost	Social impact	Insights from costumers Competitors information
WebApp	?	✓	✓	✓
Data Analysis	?	?	✓	✓
Available in Canada	✓	✗	✗	✓
Use of AI	✗	✗	✗	✓

# Financial Projections: 3 Year Plan

Sales Activities	May-21	May-22	May-23
Total Sales	\$390,938.00	\$1,020,125.00	\$1,749,113.00
Total Cost of Sales	140,820.00	383,865.00	633,107.25
Gross Profit	\$250,118.00	\$636,260.00	\$1,116,005.75
Sales Expenses	91,818.76	194,402.500	215,282.26
Admin Expenses	80,946.90	119,256.25	159,118.15
R&D	19,546.90	51,006.25	87,455.65
Total Expenses	\$192,312.56	\$364,665.00	\$461,856.06
<b>Profits from Operations before Amortization and Tax</b>	<b>\$57,805.44</b>	<b>\$271,595.00</b>	<b>\$654,149.69</b>



# Minimal Value Product Roadmap

