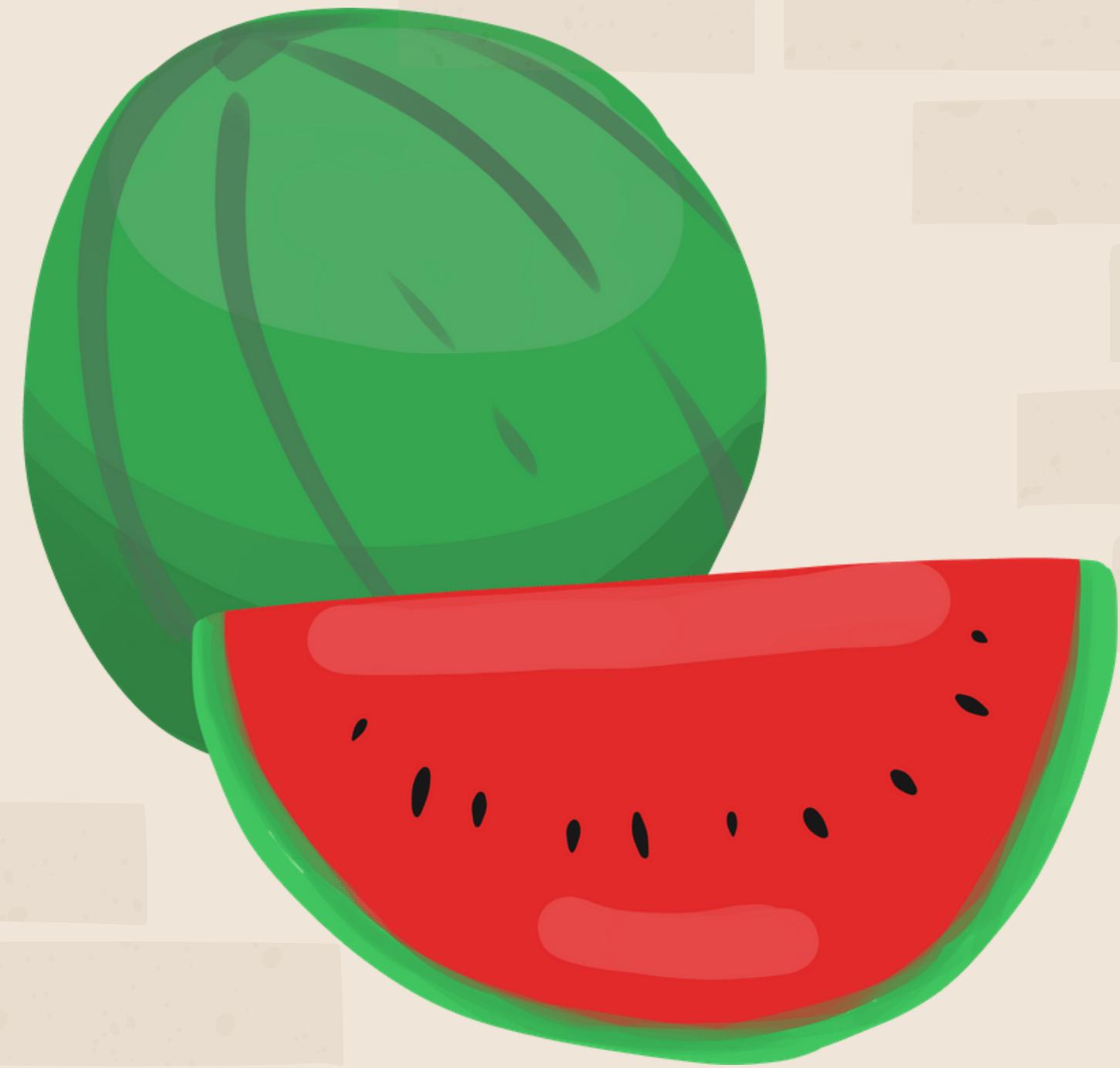


# Meet LocalFresh

**Eat Green, Empower Locals**











Last 10 years...

20%

growth of big supermarkets in Italy

source: [www.confcommercio.it](http://www.confcommercio.it)

Last 10 years...

20%

growth of big supermarkets in Italy

208.000

small shops had to close

source: [www.confcommercio.it](http://www.confcommercio.it)

## NEWS

Home | War in Ukraine | Climate | Video | World | UK | Business | Tech | Science | Entertainment & Art

Science

### Heatwaves: Why this summer has been so hot

3 days ago

Climate change



Rising use of renewable energy in Britain meant that last year wind, solar, bioenergy and hydropower were responsible for some

**42**

per cent of UK electricity, going ahead of fossil fuels as the top source for the first time, analysis has found

**50%**

of the habitable surface of the Earth is now used for food production. There are **3** chickens to every person on the planet, and the mass of animals raised for slaughter is **15** times that of the mammals living in the wild

Today, the planet is **1.2C** warmer than before the industrial era

**15%** of world's forests is all that remains untouched, with **30%** of global forest cover cleared completely

**34,000,000,000** tonnes of CO<sub>2</sub> emissions were produced by fossil fuels and industry in 2020, despite a record drop due to Covid lockdowns across the world



INDEPENDENT



EN English Search

Energy, Climate change, Environment

## Environment

Home > News >

Field to fork: global food miles generate nearly 20% of all CO<sub>2</sub> emissions from food

NEWS ARTICLE | 25 January 2023 | Directorate-General for Environment

### Field to fork: global food miles generate nearly 20% of all CO<sub>2</sub> emissions from food

**Issue 594:** Food trade is key to achieving global food security, with internationally traded food making up 19% of consumed calories worldwide. But what is the environmental impact of this trade?





# Market



# Market



## Florence



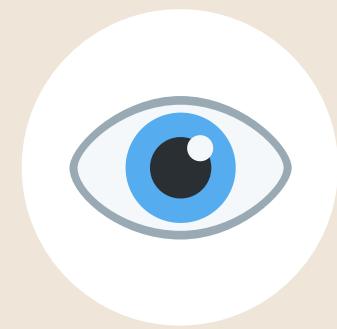
# Awareness



# Market



**Florence**



**Awareness**



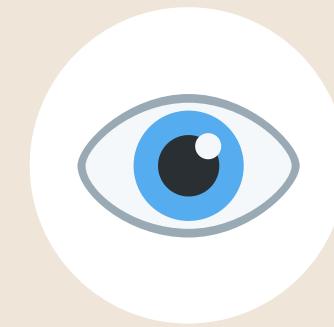
**Big city with  
young families**



# Market



**Florence**



**Awareness**



**Big city with  
young families**



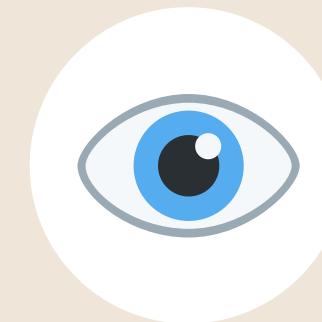
**Strategic location**



# Market



**Florence**



**Awareness**



**Big city with  
young families**



**Strategic location**



**City associations**



# Comparing solutions



# Comparing solutions



Rural

Lower Quality

Better Quality

Urban



coop  
babaco market  
ESSELUNGA miro

# Our solution

## Double-sided platform

- Products from seller
- (Online) shop for users



# Our solution



**Build community of  
local sellers**

## Double-sided platform

- Products from seller
- (Online) shop for users



# Our solution

## Double-sided platform

- Products from seller
- (Online) shop for users



**Build community of local sellers**

**Online shop**

# Our solution

## Double-sided platform

- Products from seller
- (Online) shop for users



**Build community of local sellers**

**Online shop**

**Product availability**

# Our solution

## Double-sided platform

- Products from seller
- (Online) shop for users



**Build community of local sellers**



**Online shop**



**Product availability**



**Sustainability**



# Our solution

## Double-sided platform

- Products from seller
- (Online) shop for users



**Build community of local sellers**



**Online shop**



**Product availability**



**Sustainability**



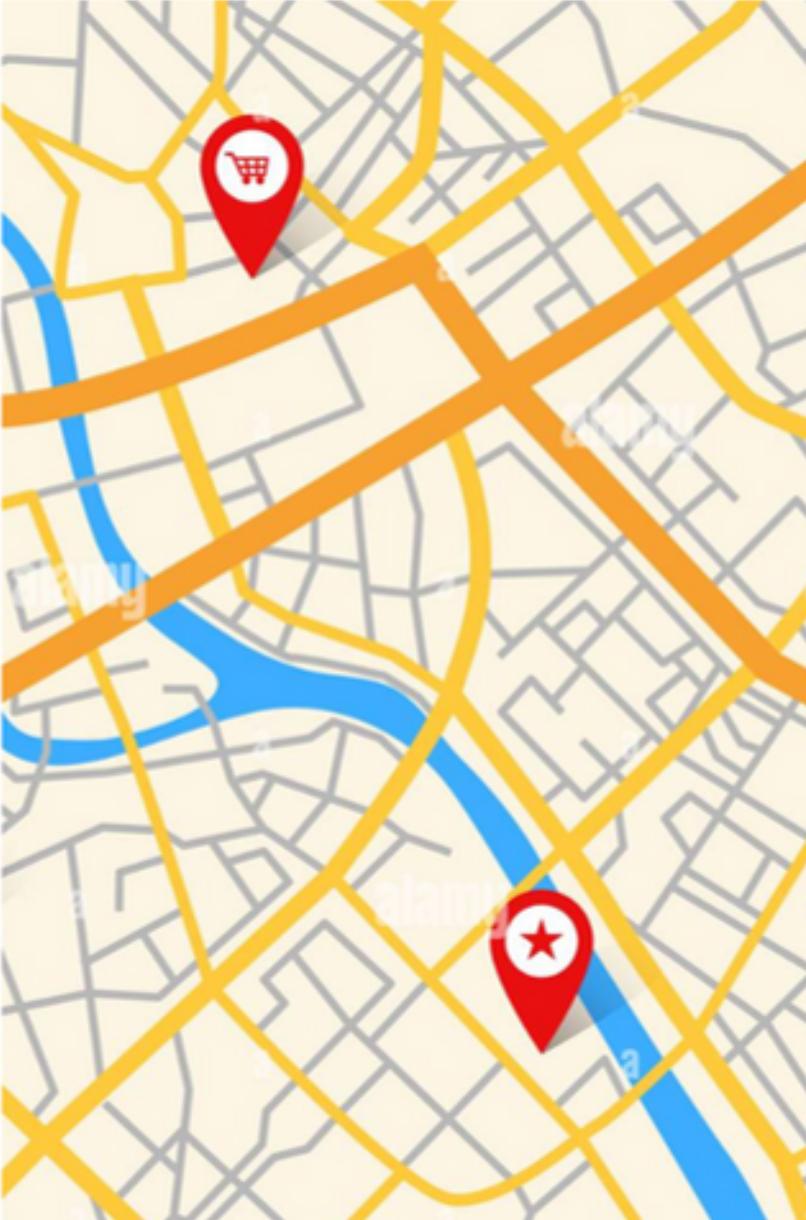
**Convenience with Click & Collect**



9:41

Find Products

Search Store



Shop Explore Cart Favourite Account

9:41

LocalFresh

Florence, Italy

Search Store

Organic Bananas  
7pcs, Price/g €3.19 +

Red Apple  
1kg, Price/kg €3.99 +

Best Selling See all

Bell Pepper Red  
1kg, Price/kg €4.99 +

Ginger  
250gm, Price/g €2.99 +

Shop Explore Cart Favourite Account

9:41



Naturel Red Apple  
1kg, Price/kg €3.99 - 1 +

Product Detail  
Apples Are Nutritious. Apples May Be Good For Weight Loss.  
Apples May Be Good For Your Heart. As Part Of A Healtful  
And Varied Diet.

Origin: Società Agricola Laiano di M. Sirigu >

Add To Basket

9:41

# Documents Upload

Title Product\*

Ginger ✓

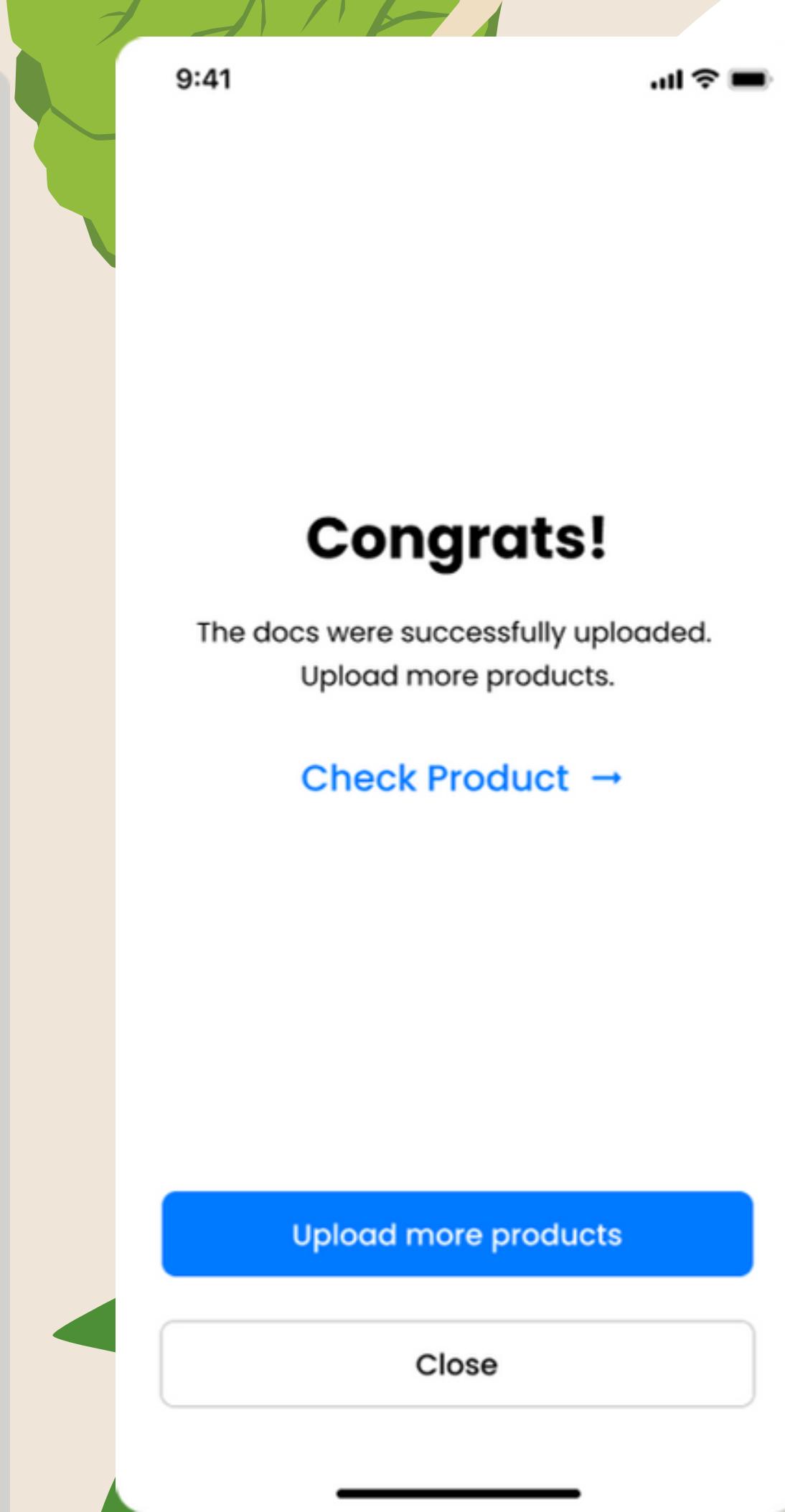
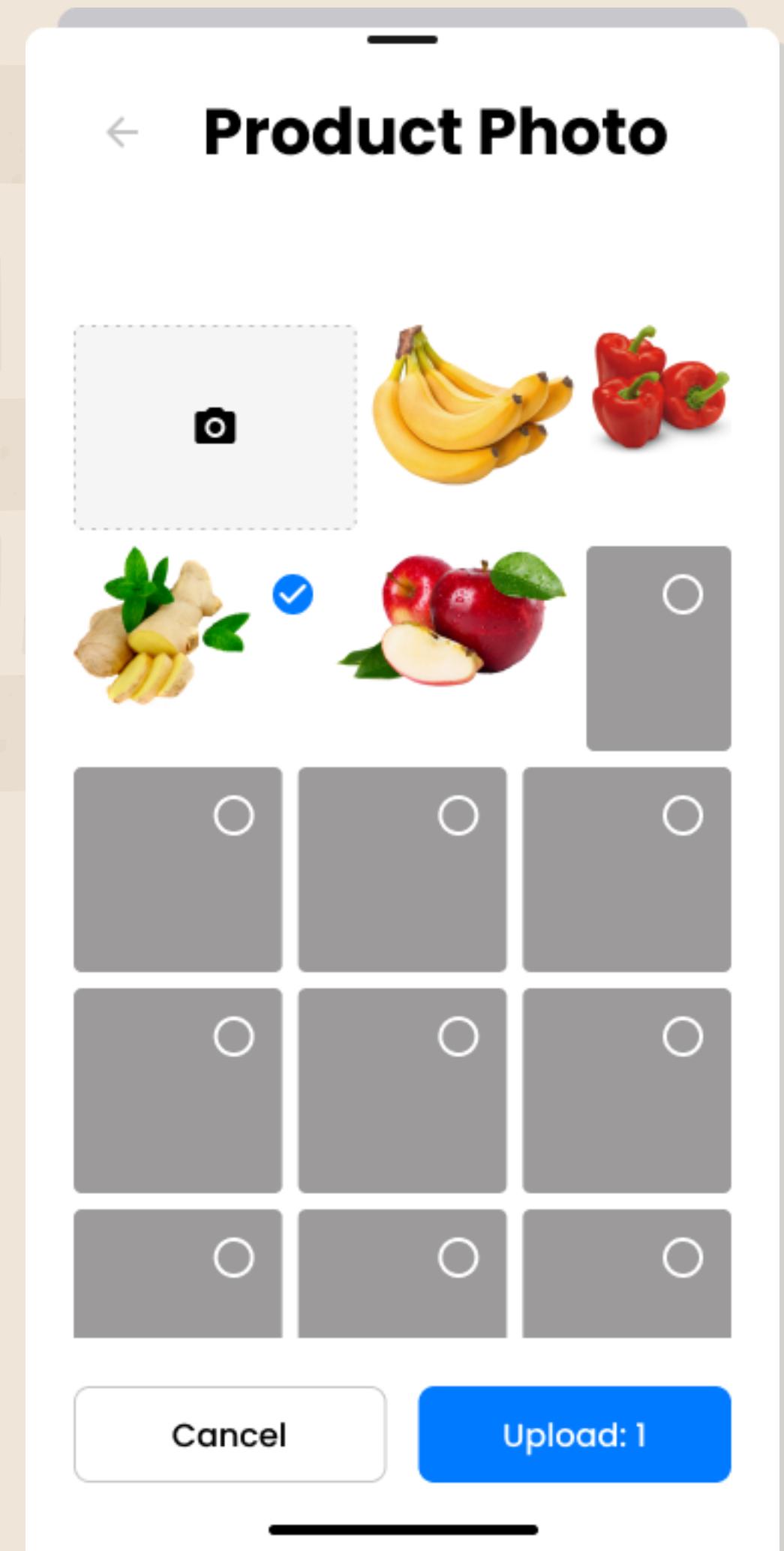
Product's Origin\*

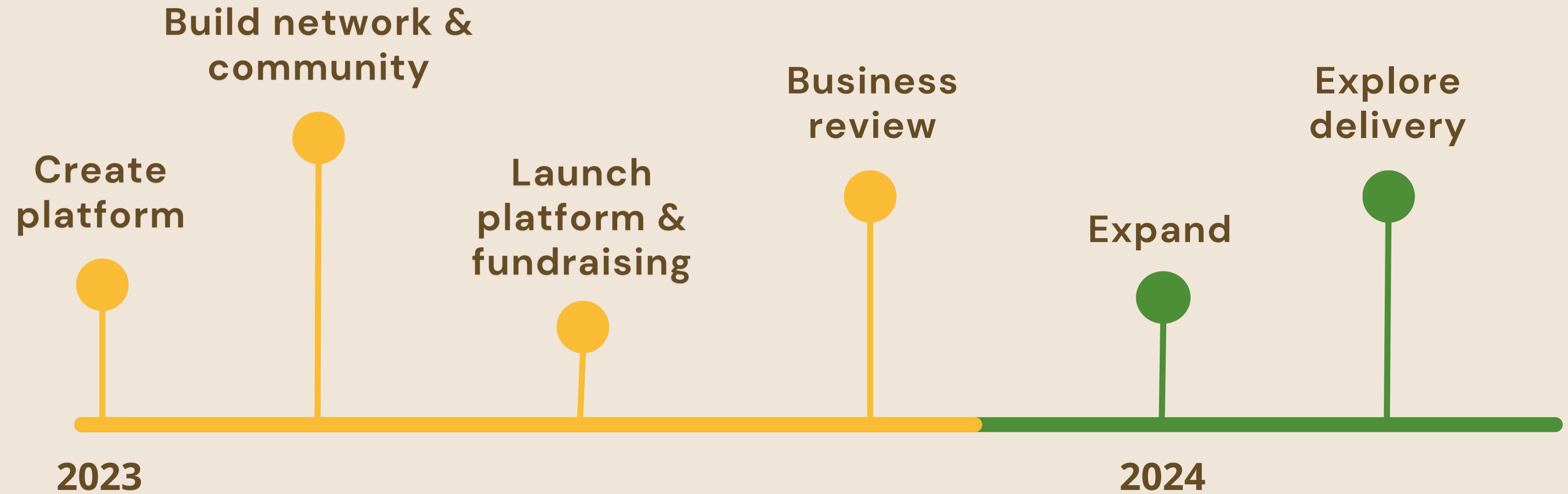
Florence, Italy ✓

Product Photo\*

Ginger.png 



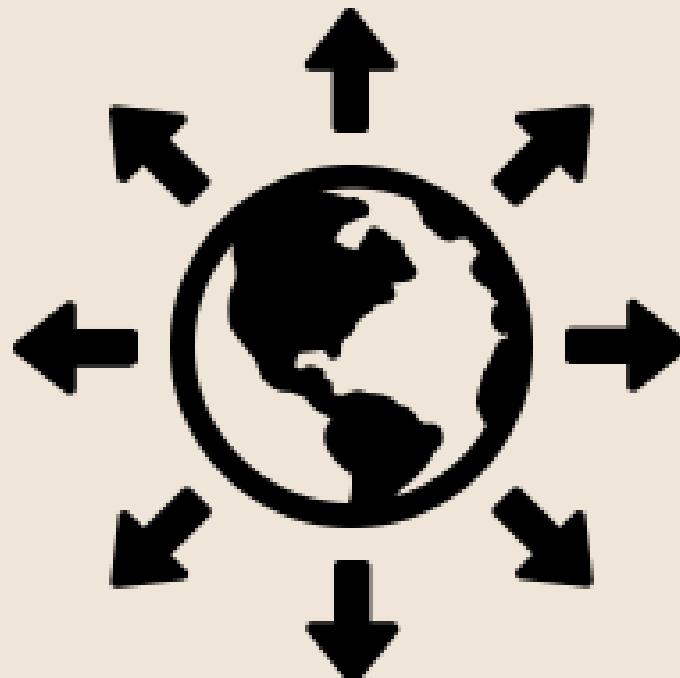




# Our growth



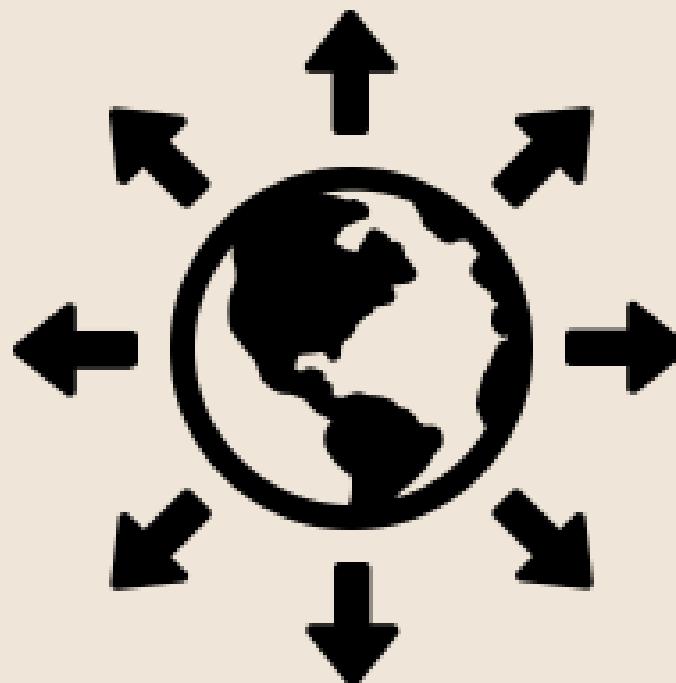
**Italy as starting  
point**



# Our growth



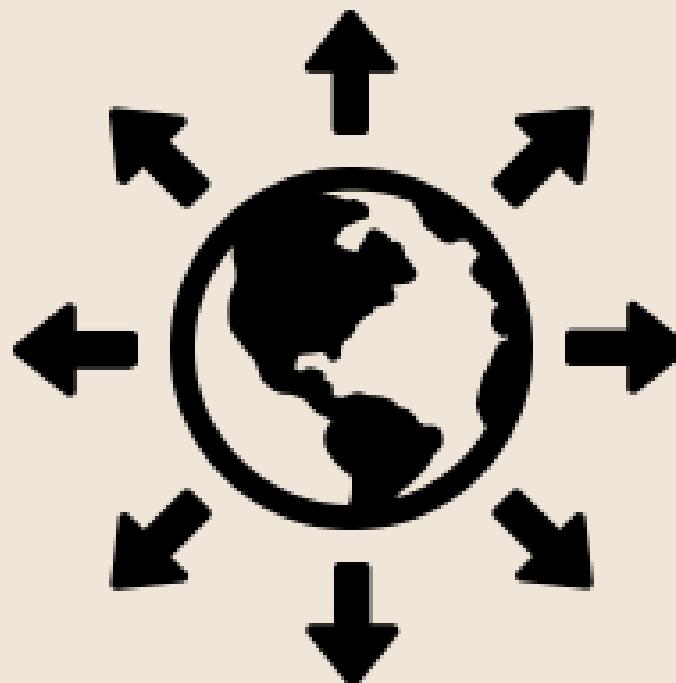
**EU as perfect  
playground**



# Our growth



## EU as perfect playground





# LocalFresh



**Filippo**

CEO

-----  
"Changing our system  
means change our  
habits"



**Iris**

COO

-----  
"I want to make sure all  
processes will be achieved  
successfully."



**Cheng-Yu**

CTO

-----  
"Growing the future,  
one leaf at a time."



**Nina**

CMO

-----  
"Buy green, be clean"



**Abdou**

CFO

-----  
"Success is achieved by  
balancing financial  
stability with fresh and  
green products"

## Our team



# LocalFresh

Eat Green, Empower Locals



Follow us on our journey!

