

SupplyOrb

Transparency in Supply



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Our Team



Company Mission

Ensure consumer safety and facilitate a more sustainable future through blockchain technology



The Problem

Consumers want to know that the food products they eat are **safe**

Businesses want to reduce food waste due to **food recalls**

The Solution

Blockchain platform to simplify the supply chain



Provide consumers with
proof that food products
are safe



Provide businesses with a
way to track items in
their supply chain



Help businesses save
money from food waste
and litigation costs



Transparency In Supply



Traceability

Keep track of every
action touching a
food product



Efficiency

Pinpointing
contaminations
during a recall

Transparency In Supply



Transparency

Consumers trust the
food they eat is safe
and organic

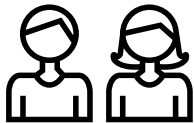


Anti-Fraud

Confidence in what
is received from
farms and assurance
against food theft

Customer Interviews

Results after interviewing 20 college students



Easily traceable ingredients are an additional selling point for a product (85% of interviews)



Consumers would pay a slight premium for a product that is guaranteed safe (80% of interviews)



There is no easy way to find out how much food a company wastes (90% of interviews)



Market Research

Food Waste Magnitude:

“In the United States, food waste is estimated at between 30–40 percent of the food supply.”



U.S. Food and Drug
Administration

2018 Lettuce E. Coli Outbreak:

“FDA strongly encourages the entire leafy greens supply chain to adopt traceability best practices and state-of-the-art technology to assure quick, accurate and easy access to key data elements from farm to fork when leafy greens are involved in a potential recall or outbreak.”



Market Research

More Waste than Necessary:

“Food waste is generated from the recall itself. It takes time to figure out where the problem is coming from ... so, to be safe, all of the product is taken off the shelf”



FoodPrint, GRACE
Communications Foundation

Costs Outside Waste:

“More than 1,100 people were sickened in the outbreaks [over a three year period] that caused the Justice Department to charge [Chipotle] with violating federal law by adulterating food.”

Food Safety News



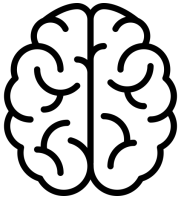
Target Market

US Food Distribution Industry



Needs

- Simplify the complex supply chain
- Increase traceability of food
- Limit losses due to food recalls



Decision-Making Power

- Supply chain managers



Urgency

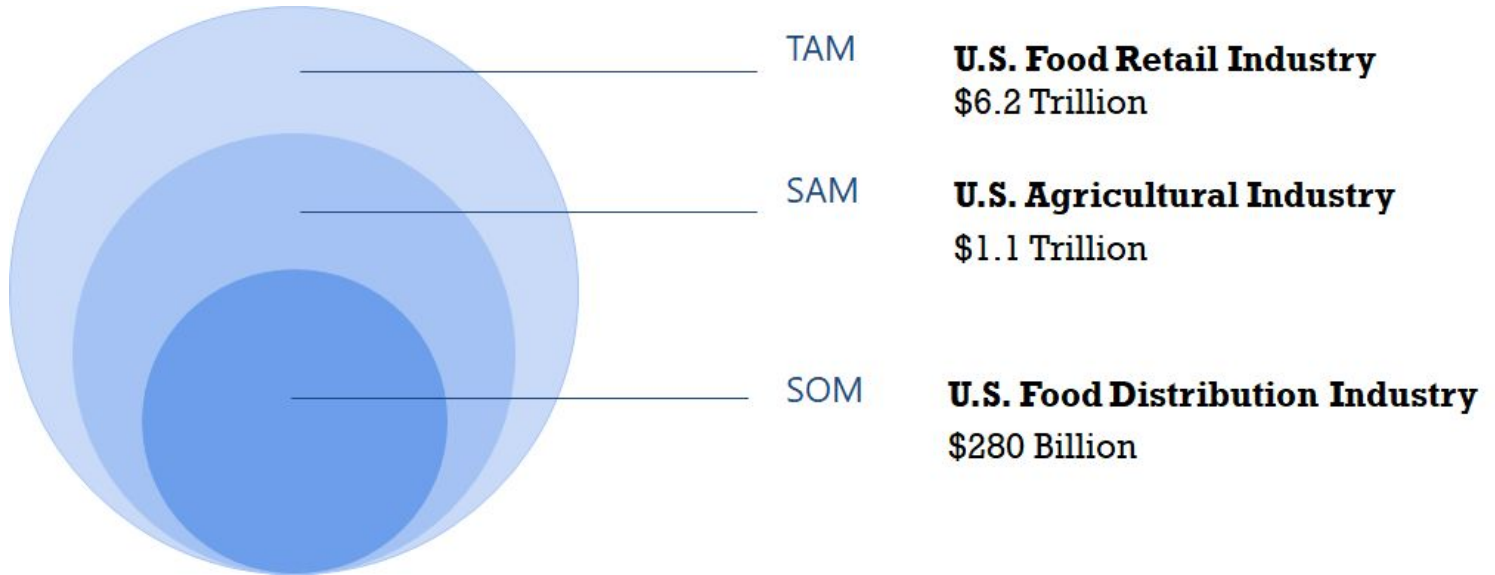
- Costly food recalls due to safety concerns
- Social responsibility to ensure safety of consumers



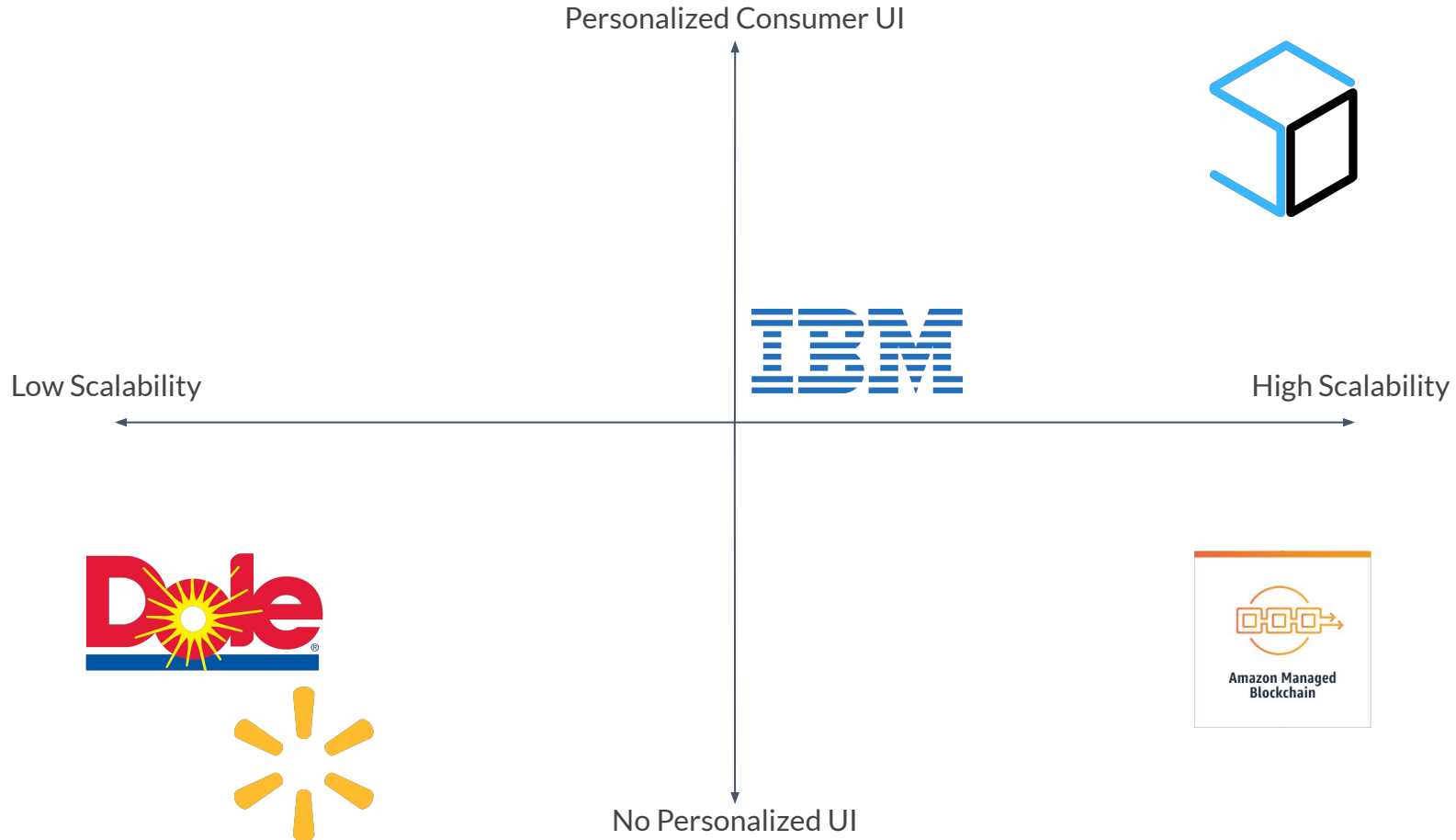
Budget

- Large food distributors, supermarkets, and restaurant chains

Market Projection



Competitor Analysis



Revenue Model



Subscription

- Implementation fee to set up database
- Companies pay to maintain use of the software



What's Next?



- Derive orb score algorithm
- App development
- Product launch
- Gain initial users



Questions?