**Business/Idea Name & Contact Information**

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**Problem/Opportunity**

- Tonnes of food are wasted every single day across the entire country. Leftovers from restaurants, events or from individual homes are dumped into trash every day. On the other hand, there are thousands of people who cannot buy food and sleep hungry every night. We are trying to bridge this gap, where the excess food which people do not have any use for, can be reached out to the people who are in need.

**Value Proposition**

**Describe your product/service and what makes it unique**

: We have modelled a web platform where both the parties, the food donor and the food seeker can login and check voluntarily. The food donor enlists the food that they have in excess and want to give away. The food seeker logs in and checks if they have any one donor nearby their geo location, then they can go and collect it. Thus, our model mitigates the hunger problem of the poor to a certain extent.

This model is unique as it has the potential of saving tonnes of food getting wasted every day, and at the same time catering to the needs of thousands of people who need assistance, but rarely get that.

**Business model - how will you make money? How much does your product/service cost?**

- It is a philanthropic tool to help the society and people in need and to save the environment. We are focusing more on the humanitarian aspect right now. Later, we plan on including an ad source to the application for revenue, as we will need external servers and hardware to host our application.

**Go to market plan - how will you reach your customers?**

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We have built a web portal, iOS and android application through which we are going to reach out to the consumers and also to the donors. We will promote our campaign by contacting all the major restaurants and departmental stores and making them aware of our model. We will give demos of our application and how they can access it to help the people in need.

**Competitive analysis - who are your competitors?**

- We did a competitive analysis and found that there is no such model which is available in our vicinity right now. It is unique and with proper care and nurture we can take it to greater heights.

**Your management team and advisors if applicable**

- Currently, we are a team of three , who have come up with this idea of reducing food wastage as well as feeding the hungry at the same time.

**Financial Projections & Key Metrics** **- 3 year projections and anticipated metrics/milestones**

- We plan of fully deploy our app in the commercial level as well as garner a solid customer base, restaurant, who regularly donate their extra food. We also plan on creating drop off location in certain parts of the city where the food receivable is seeing more dense. We also plan on hiring 2-3 part time food inspector who would randomly select a food and check it for quality assurance, as well as hire part-time people to transport the food from the donation center to the family/individual in need or a food box drop-off location. Finally, venture out to different cities and country, with the determination and intent to reduce food poverty.

-**Miles Stone**:

1> Completing our initial application development

2> Testing our application with dummy values

3> Marketing our application so that people start using it and we get a donor and acceptor base

4> Talk to business and see the local response to our application

5> Take the user feedback and make changes to the application so that it is intuitive

6> Creating the final application development with heat maps showing higher density for donors and acceptors

7> Buying a commercial web server to host our backend and completely deploy our application

8> Include a minimal ad in our app, so that we can get the ad revenue as well as let our donors advertise their restaurant or business place

9> Use the heat maps to put our food drop-off location

10> Hire 2-3 people for random quality assurance test

11> Hire 2-3 for food delivery

12> Use our model and expand to other cities and countries

**Current status** - accomplishments to date, what you would do with funds- We have built the prototype of the web app currently. We have to work on it to to add some enhancements . We need funds to actually host the app on a server and work on building a database . We have to find people to work on the technicalities and build a sound web portal from the prototype. We have to reach out to more and more people and agencies, restaurants which involves operational cost. Getting funding for this would make it a lot simpler for us, where we have to think less about gathering money from stake holders and focus more on actual execution of the plan.