

# fridgit

Don't waste it, *fridgit*.



# This is Michael.

Computer Engineer

Single

Age 29

Annual income: \$90k



# Michael's Problems

What's in my fridge?

Did I need to buy  
groceries?

This expired already?!

I guess I'm not cooking  
today either...



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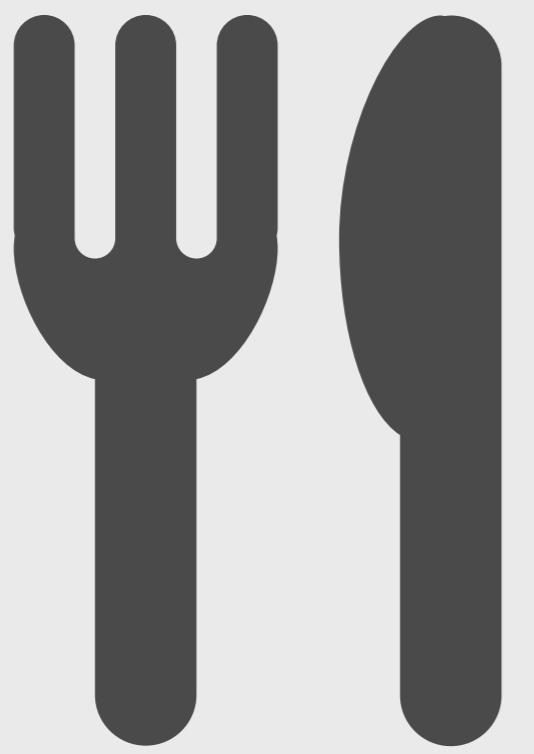


This expired already?!

I guess I'm not cooking  
today either...



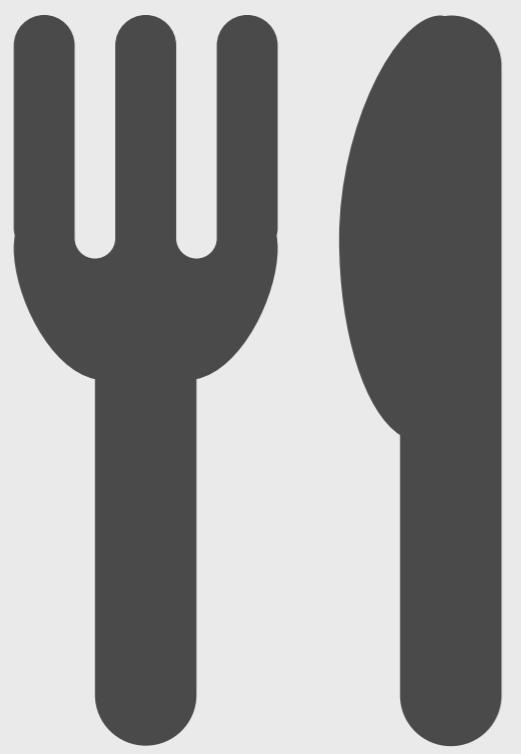
FOOD



**FOOD**



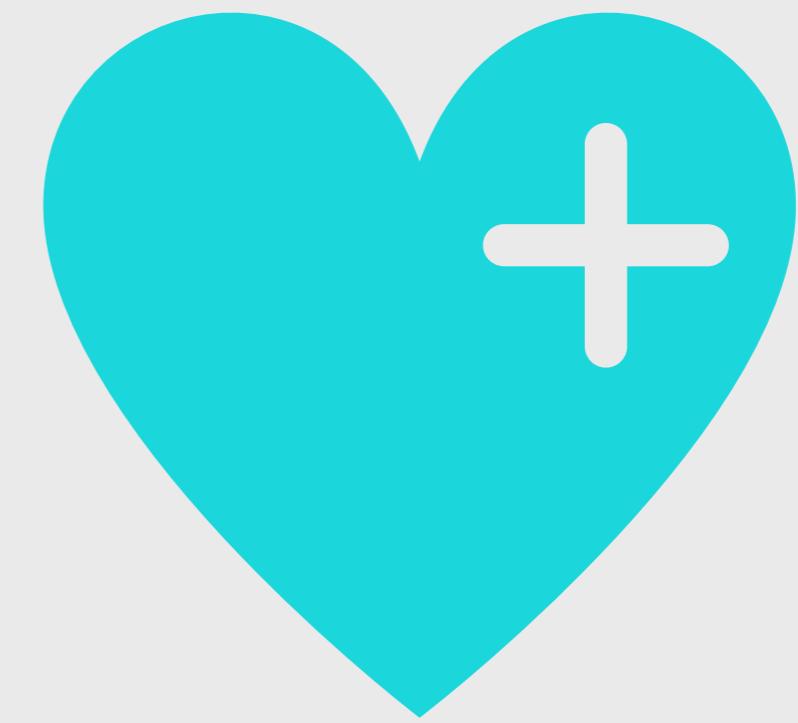
**TIME**



**FOOD**



**TIME**



**HEALTH**

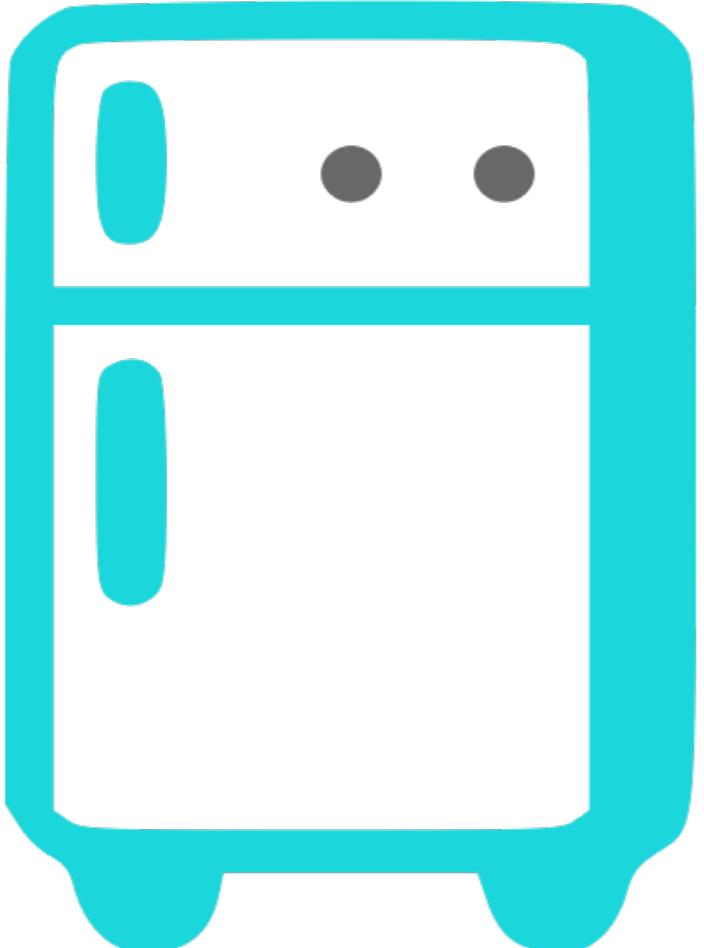


200+ individuals agreed that they  
don't have the *time* or the *effort*

Keeping  
track of food  
is difficult

# OUR SOLUTION





What's in your  
fridge?

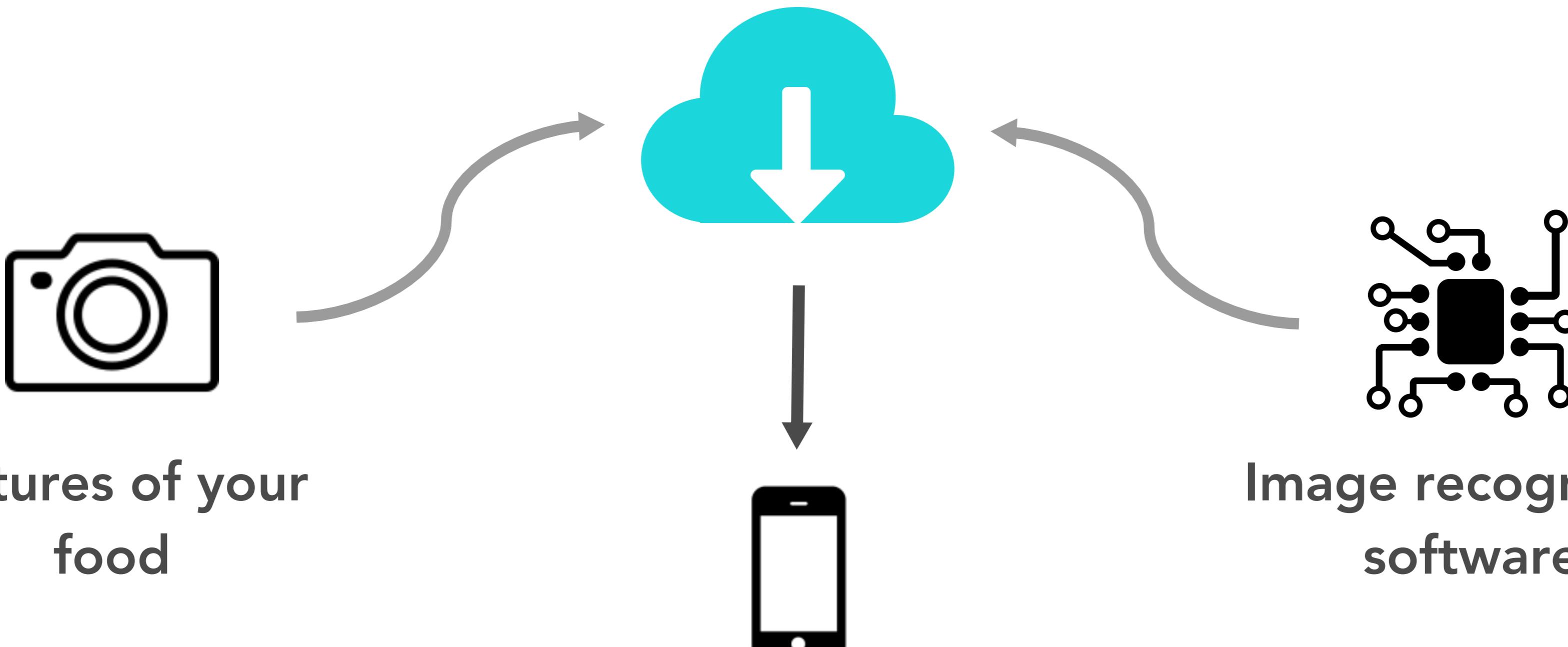


# fridgit

- » easy setup
- » retrofits any  
fridge



# How it Works



Pictures of your  
food

App interface

Image recognition  
software

# Image Recognition Software

*Deep learning with RCNN architecture*

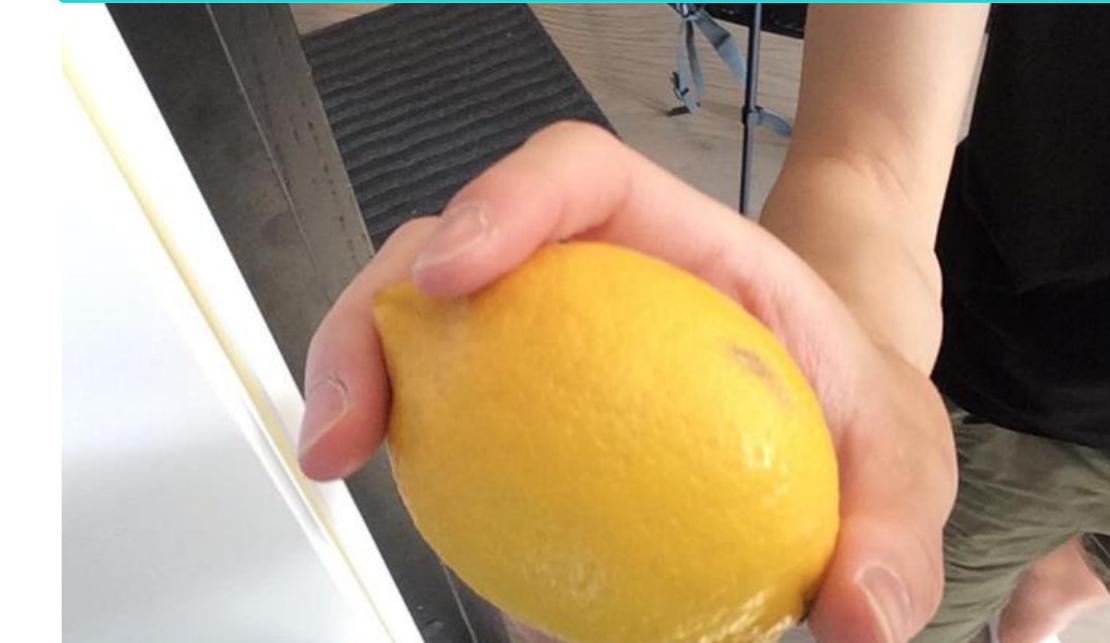
91.3% accuracy\*



apple



carrot



lemon

\*tested on a dataset of 20,000 images of 20+ different categories

# Resources

## Software Frameworks



TensorFlow

## Dataset Generation



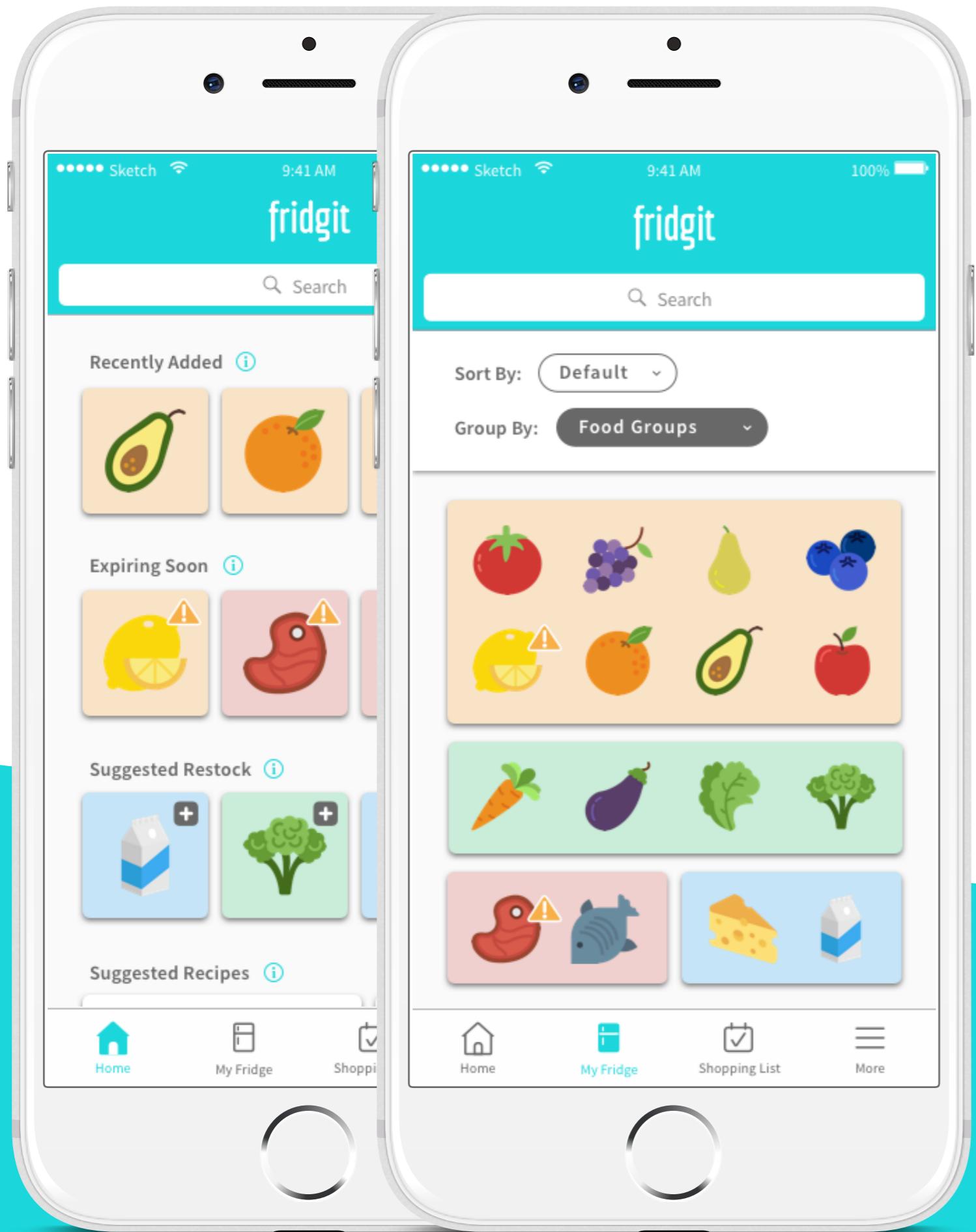
## Computation Server



# What about unrecognized items?

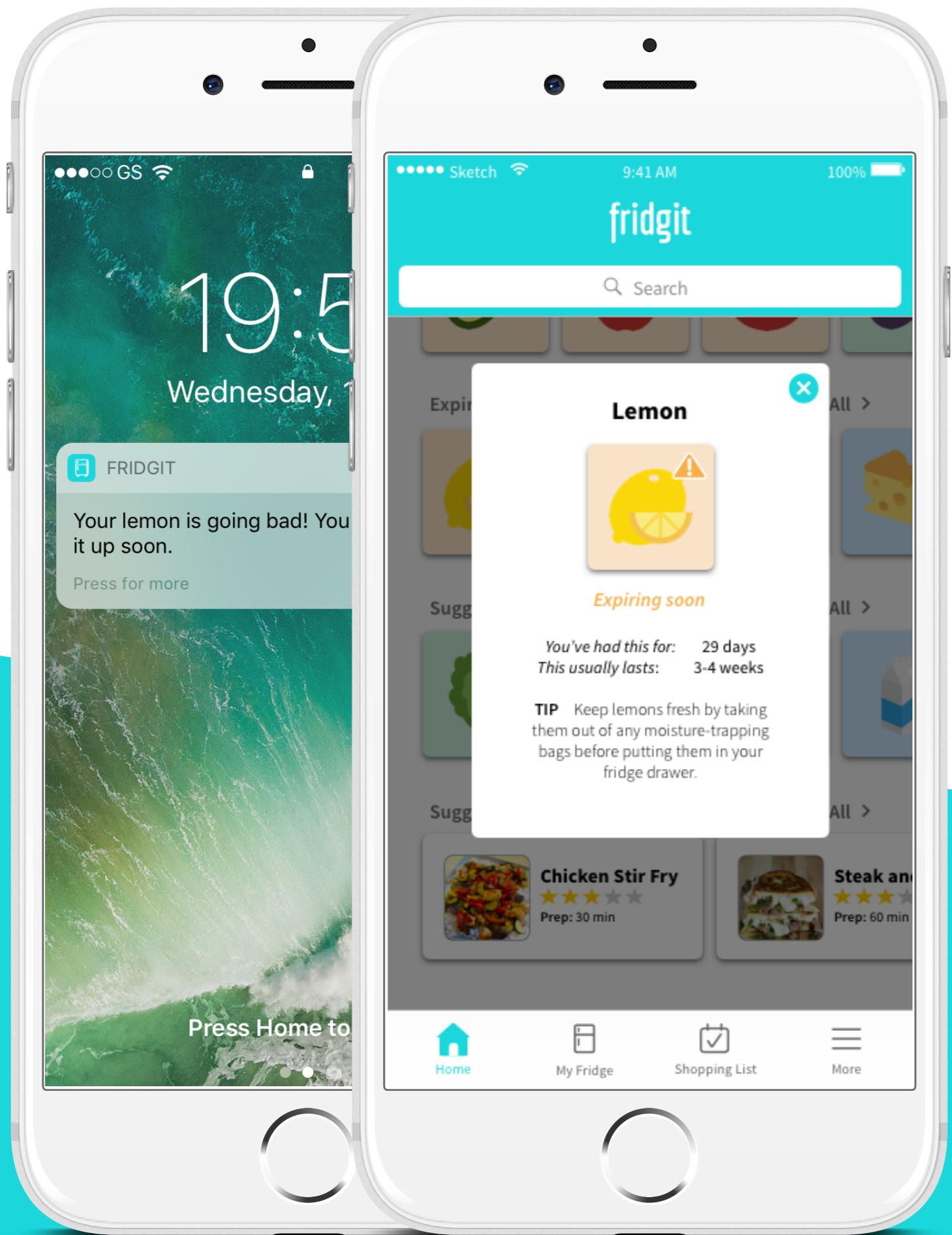


fridgit will learn & improve, adapting to your routine



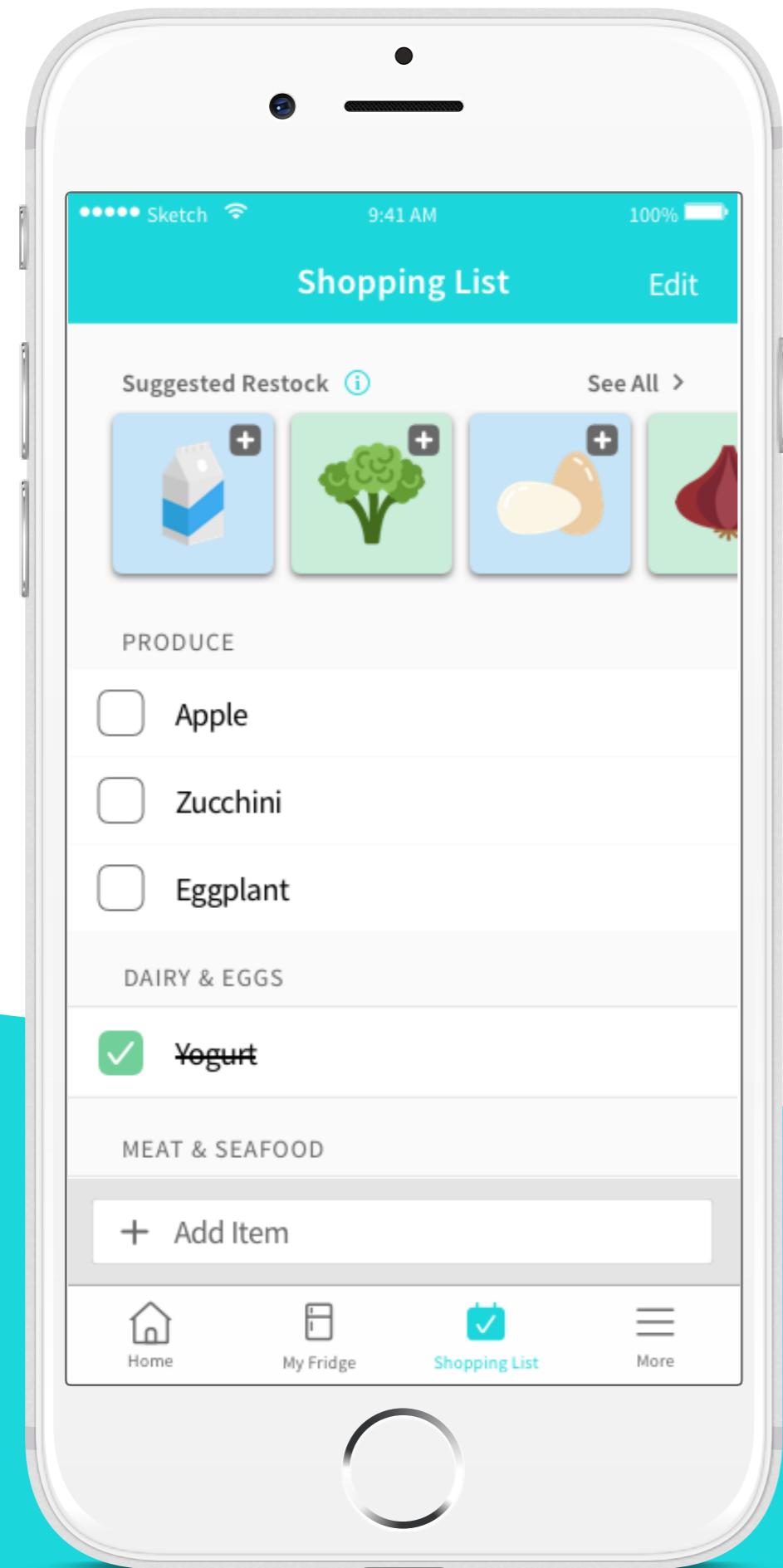
# Your fridge is in the palm of your hands

- » full inventory display
- » updated as you use your fridge



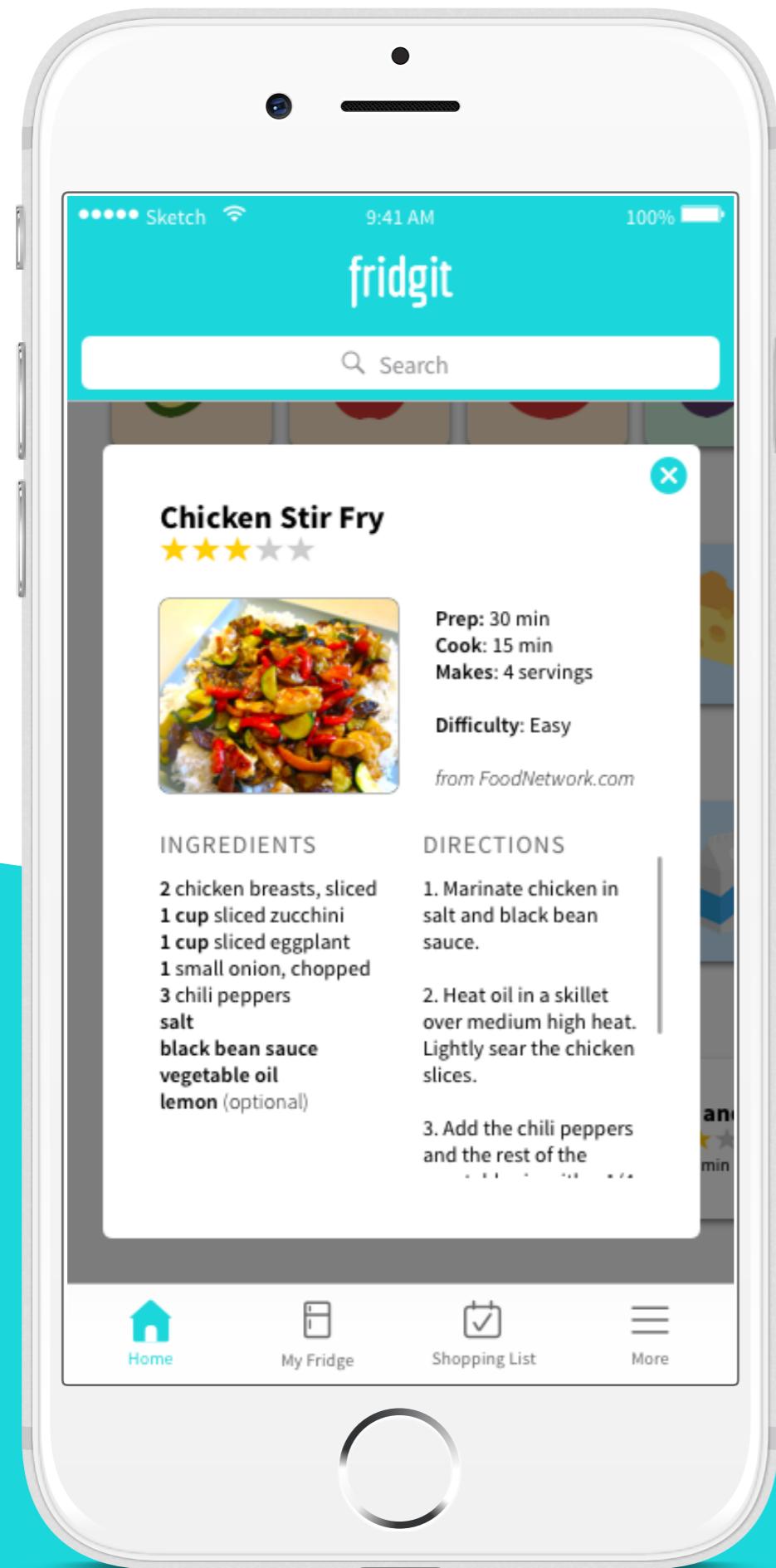
# Reduce food wastage

- » tracks the freshness of foods
- » reminders about expiration



# Always know what groceries to buy

- » suggestions based off recently depleted items + user habits
- » interactive shopping list



# Recipes that suit your taste—and your groceries

» suggestions based off available ingredients + user preferences

# MARKET & CONSUMER



# Target Customers

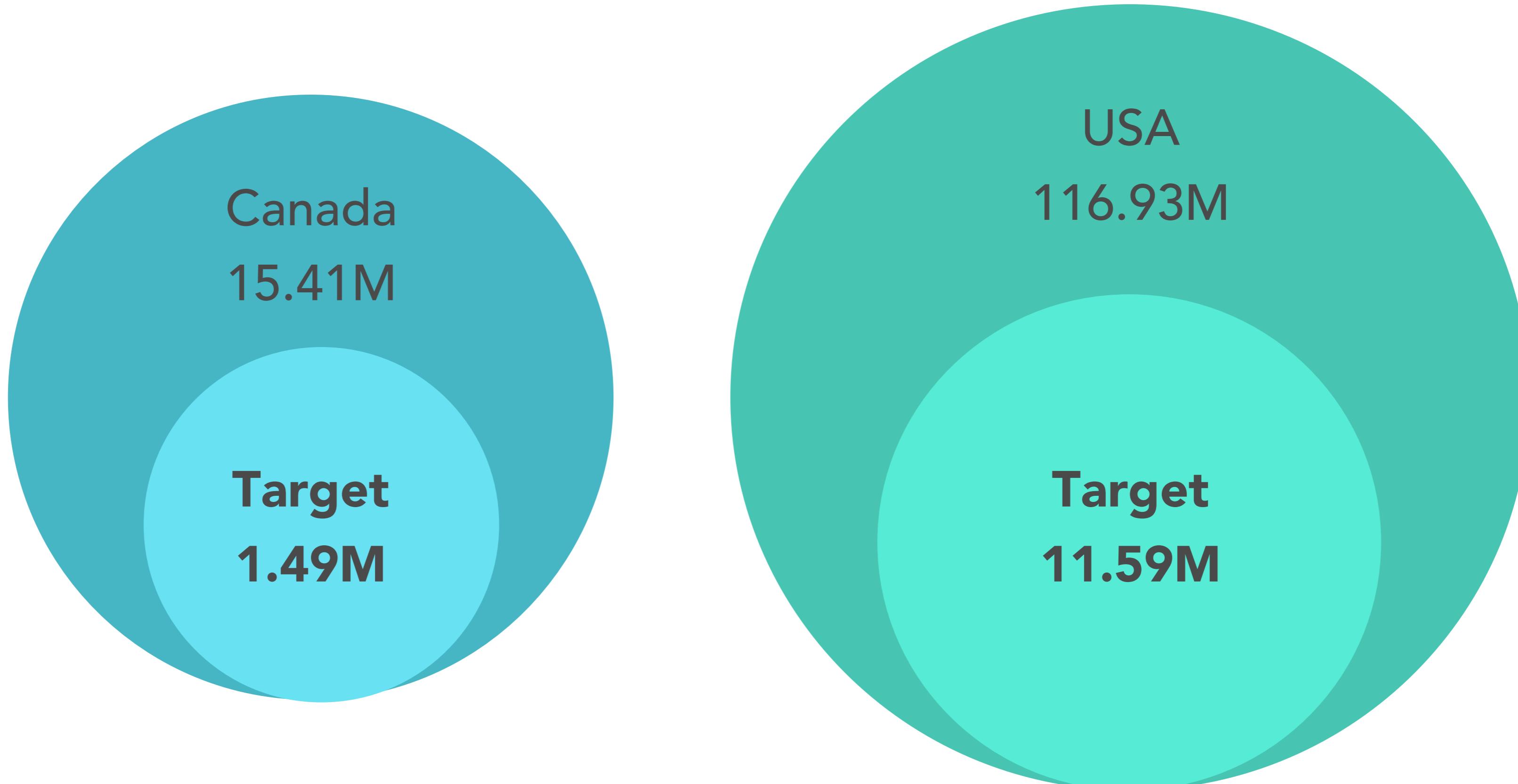


**working professionals &  
young parents aged 18-34**



**75% interested in buying a  
food inventory system**

# Market Size (Households)



# Industry Snapshot

## Smart Fridges

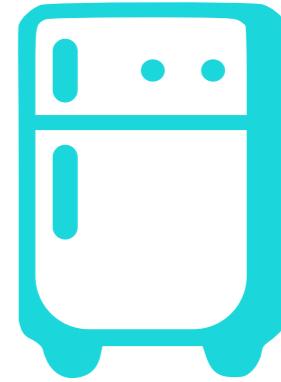


**LG**

## IOT Devices



FridgeCam



**fridgit**

# Main Competition



FridgeCam

- Takes **one** picture of fridge
- **Incomplete** stock
- **Manual** expiration date entry



fridgit

- Takes pictures of **every** item
- **Complete** stock
- **Automatic** expiry assistant

# BUSINESS MODEL



# Pricing

**KICKSTARTER**

\$100

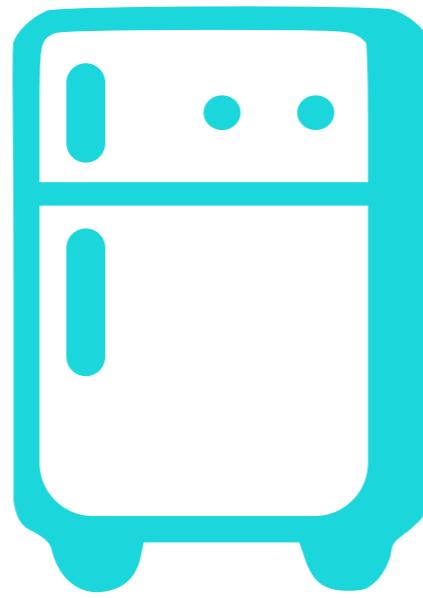
- 1 fridgit unit
- assistant app
- **4 month** premium subscription



\$140

- 1 fridgit unit
- assistant app
- **1 year** premium subscription

# Premium Subscription



fridgit

\$3.99/month

- automatic expiry date
- recipe recommendations
- grocery suggestions
- integrated grocery delivery

# Marketing Strategy



Facebook Ads

Instagram Ads

Partnered influences



Demo Day

OCE Discovery

CES



3rd party reviewers

Press release kits

Press interviews

# Meet Our Team



**Nasa Nguyen**  
Mechanical  
Engineering 2019



**Vishal Dumont**  
Electrical & Computer  
Engineering 2019



**Alex Lin**  
Management &  
Marketing 2019



**Jeremy Khoo**  
Mechanical  
Engineering 2019

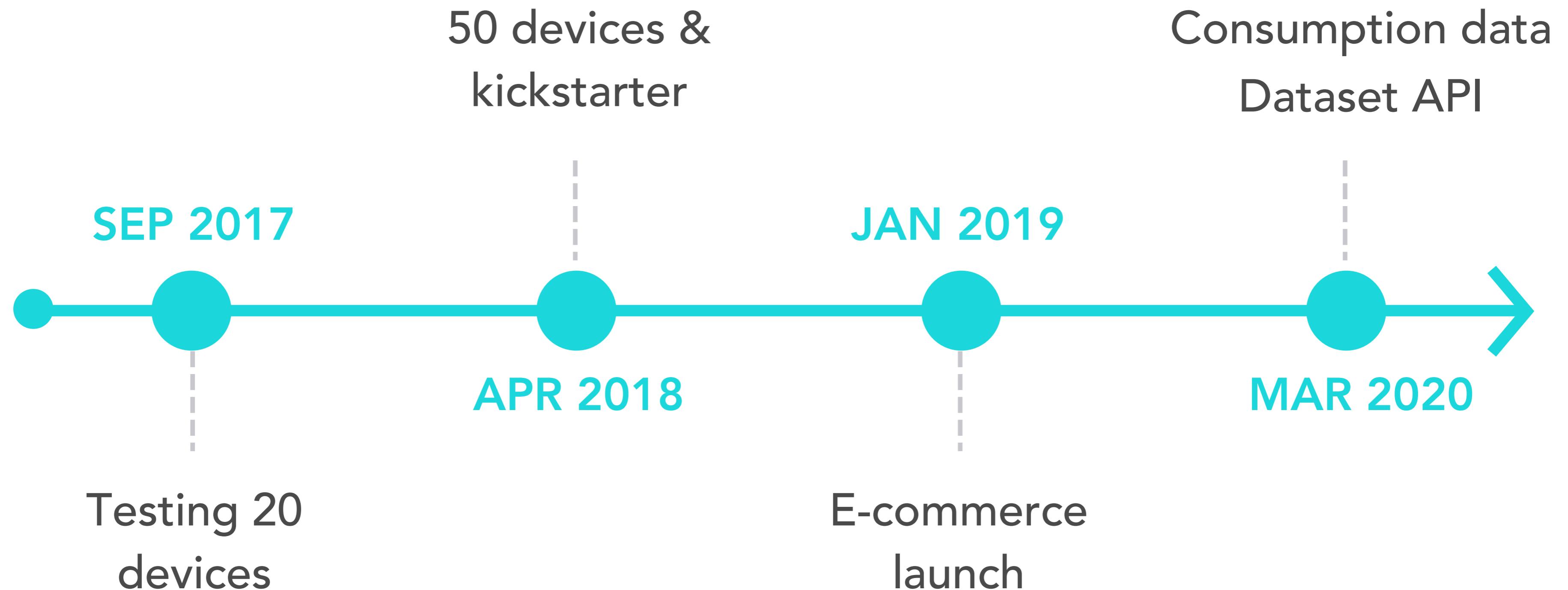


**Brian Aly**  
Engineering  
Science 2019

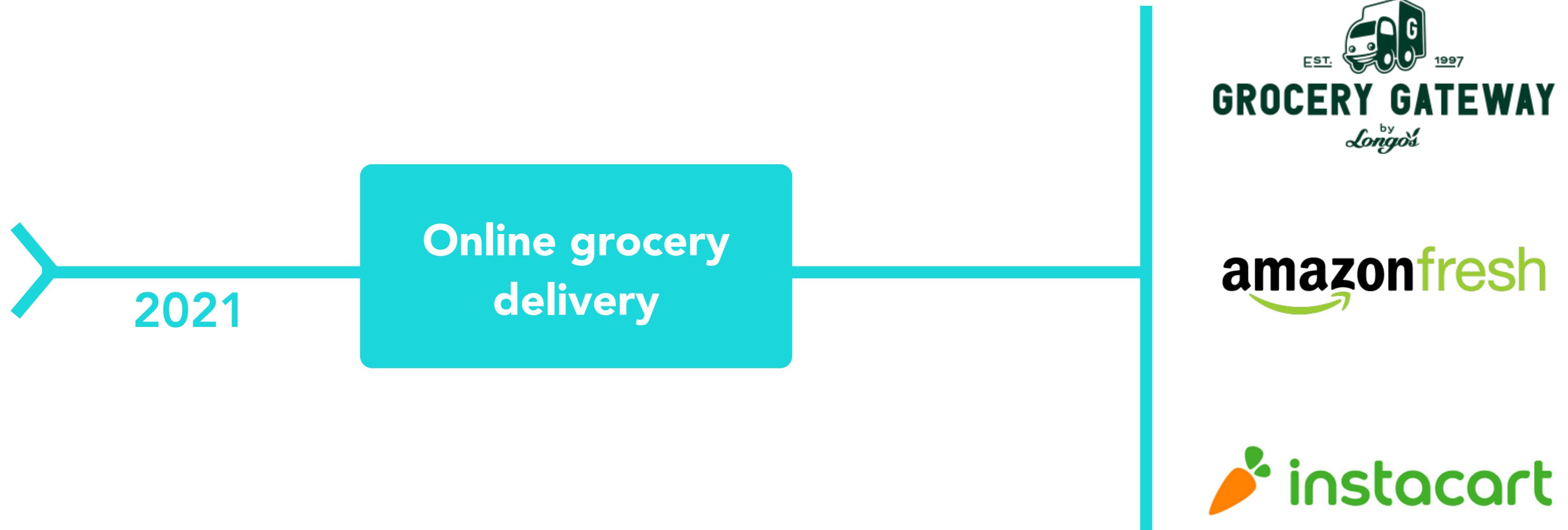


**Lauren Ip**  
Industrial  
Engineering 2019

# Timeline



# Timeline



# Our Vision



# THANK YOU

