

Gustoso



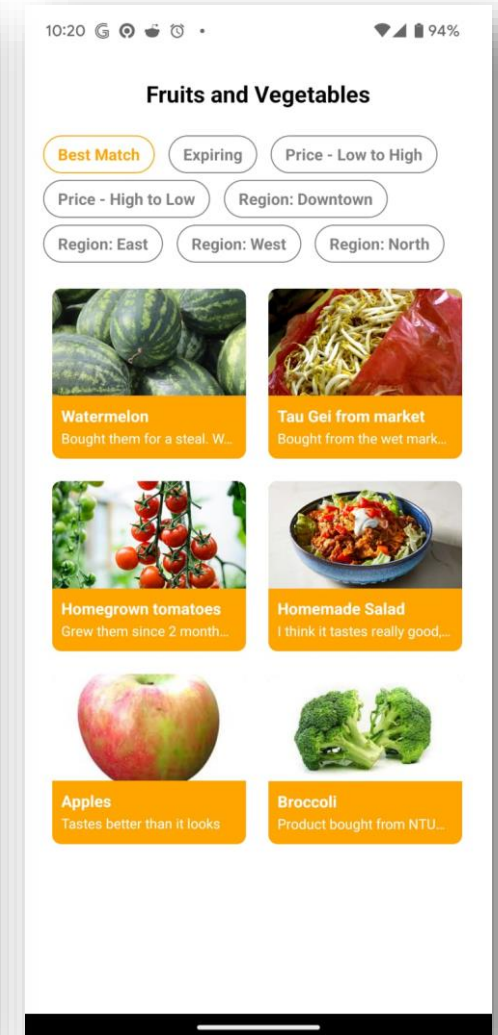
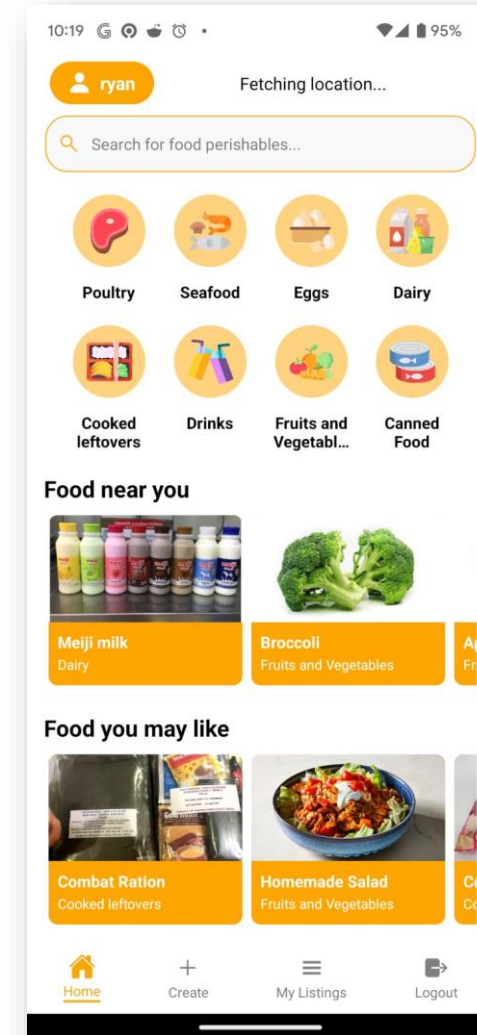
By: code_exp cat-1-grp-6

Introduction



Gustoso is a food marketplace mobile application that lets users buy, sell or donate their “leftover” and “rejected” food. We hope to:

Alleviate the issue of **rising food costs** in Singapore **AND** **reduce food wastage** generated by Singaporeans



Problem Statement: Inflation and Rising Food Costs

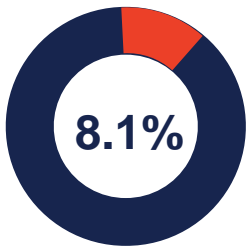


Rising costs of basic necessities like food is becoming a concern especially for the lower income groups.



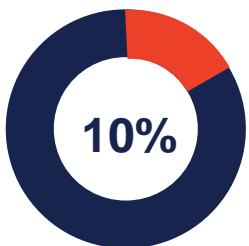
Income growth has not kept pace with inflation for **4 in 10 people**, according to study on 1.2 million Singaporeans.

Source: DBS



Food inflation soared to a 14-year high of **8.1% in December** from a year earlier in 2021, while restaurants, fast food chains and food caterers observed price increases around **7.5%.**

Source: Bloomberg News



About **10%** of Singaporean households of close to 1,200 surveyed households experienced food insecurity at least once in the **last 12 months.**

Source: FoodBank Singapore

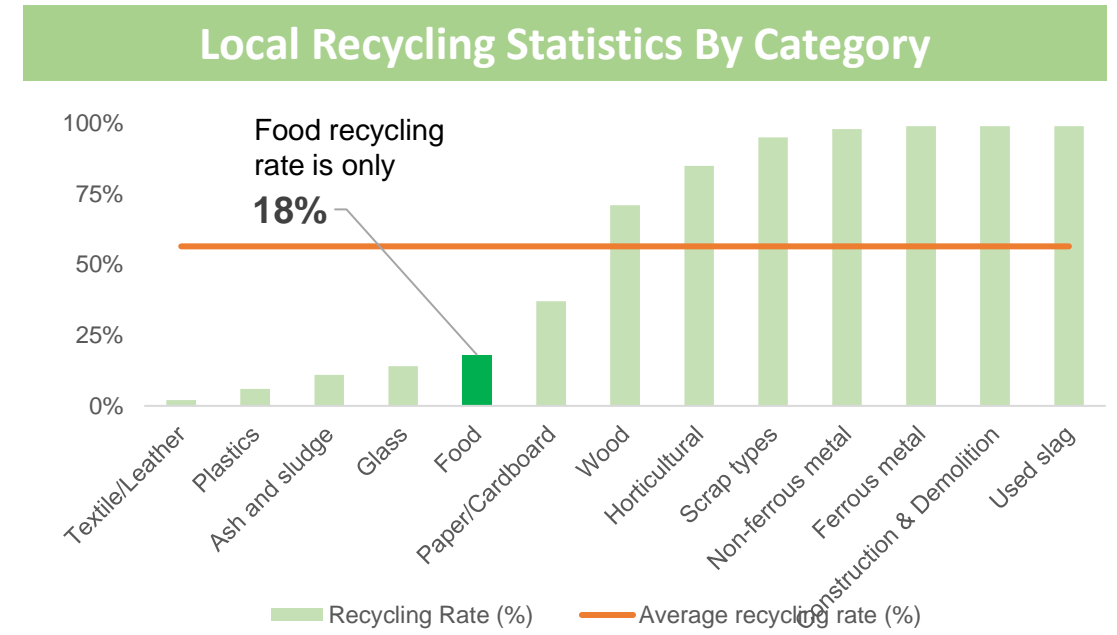
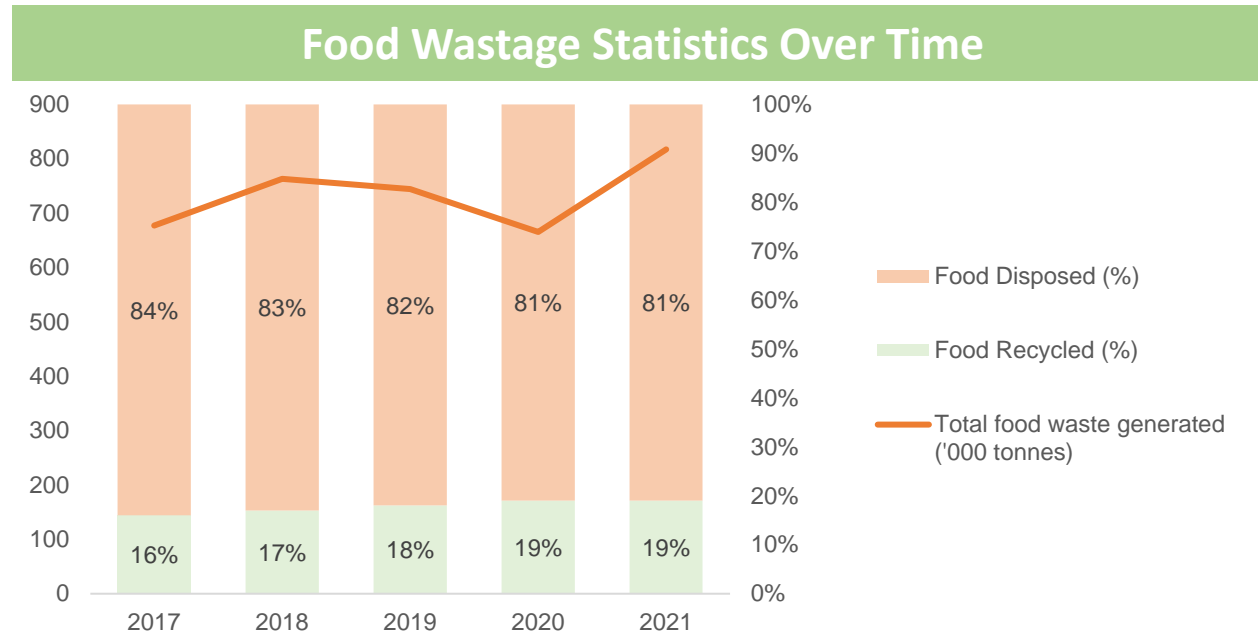
Income vs Expenses Growth, By Income Group



Problem Statement: Food waste and Our Food Supply



Food waste in Singapore on the rise: 1 in 3 locals throw away more than 10% of food weekly.



The total value of food waste in Singapore amounts to **\$342 million/year.**

That is worth 64.8 million plates of Nasi Lemak.

The amount of food waste pre-pandemic was around amounts to **744 million kg.**

That is 2 bowls of rice thrown away per person daily.

We are vulnerable to supply shocks as we import more than **90%** of our food.

Malaysia's chicken export ban on 1st Jun 2022 caused a stir among locals.

Current Solutions in the Market



Untapped Potential - There is market demand for “leftover” food.

NUS Buffet Response Team

- A Telegram group that notifies members of unfinished buffets around the NUS campus.
- The community grew from **5,000 members** in 2017 to **11,000 members** in 2023.

Limitations

- Beneficiaries are **mainly NUS students**
- Only limited to **catering and buffet events near NUS**



卖鱼哥SG 网购店 | Wang Lei (Mai Yu Ge) Singapore

- Wang Lei started selling seafood for his friend on Facebook Live during the pandemic to clear the leftover stock.
- Within 15 minutes, he managed to sell **3,000 pieces** of fish.

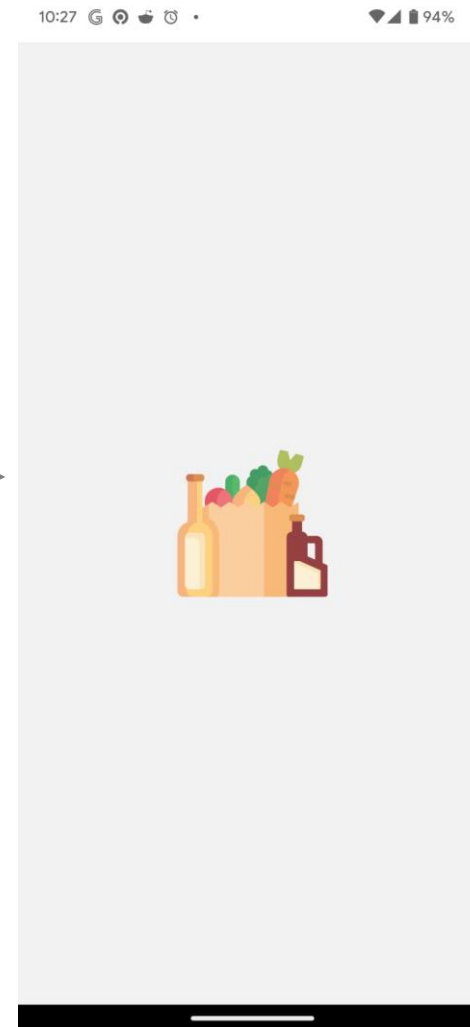
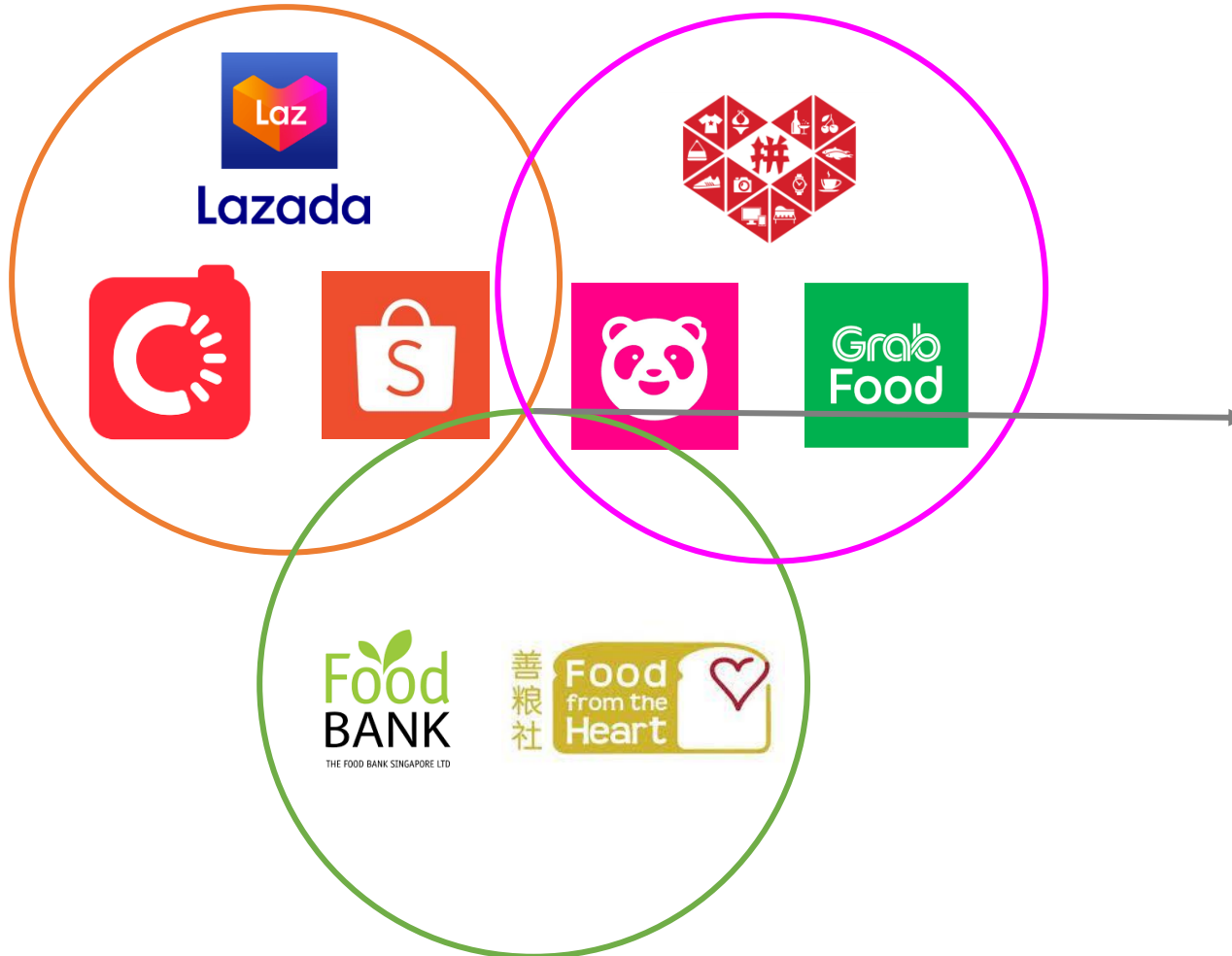
Limitations

- Selection limited to **seafood**
- Must tune in to Facebook Live to be notified
- Only limited to Wang Lei's **network of food suppliers**



Proposed Solution

A mobile app platform that combines the power of e-commerce, with the focus on providing cheaper food alternatives and reducing leftover food waste.



What Gustoso is...

A donation platform for anyone to sell/donate any excess food

A food app where people can purchase food from the "lemon market"

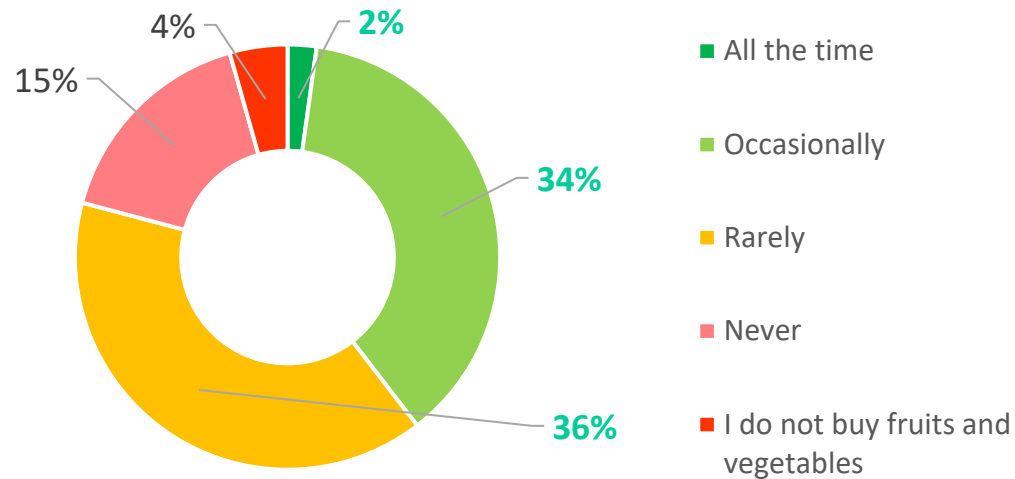
An e-commerce store to buy and sell leftover food and groceries

Value Proposition



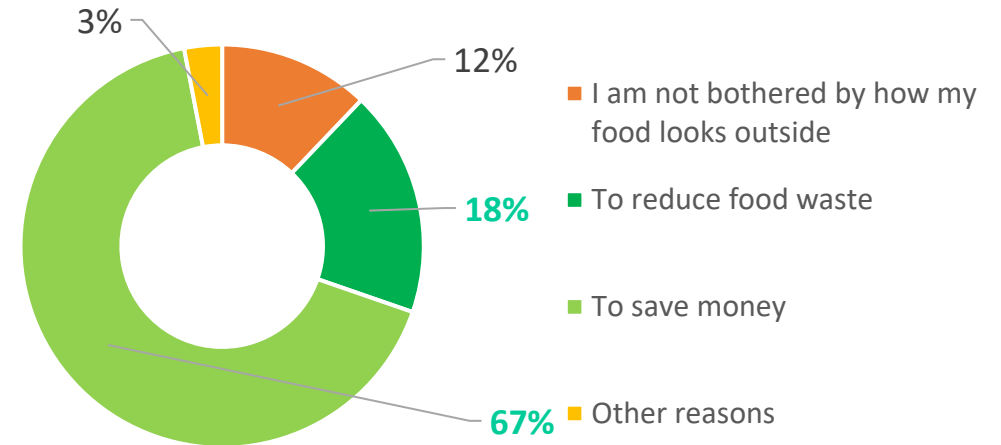
Market data suggests that there is demand for leftover unsold food. Hence, the Gustoso mobile app provides value by filling this inefficiency between food sellers and buyers.

72% of Singaporeans buy fruits and vegetables from the reduced-to-clear sections at supermarkets



Source: Sunday Times

85% of Singaporeans buy groceries from the reduced-to-clear sections to save money or reduce food wastage



Source: Sunday Times

An **online marketplace to buy, sell and donate food**, Gustoso provides brand new perspective to the category of “leftover food”.

Market Potential



Our target audience – Potential users of our app are consumers and food sellers.

Consumers

General Consumers

Students, Homemakers, low-income families, environmentally conscious individuals, etc.



Food Distributors

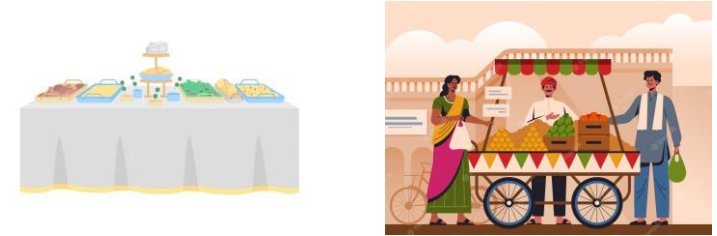
NGOs like FoodBank, Food from the Heart, etc.



Food Sellers

F&B Businesses

Buffet chains, caterers, hawkers, etc.



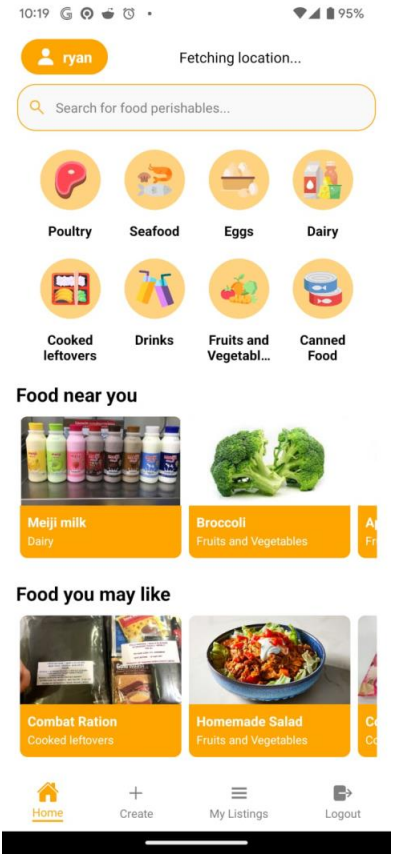
Food Suppliers

Fishmongers, butchers, etc.



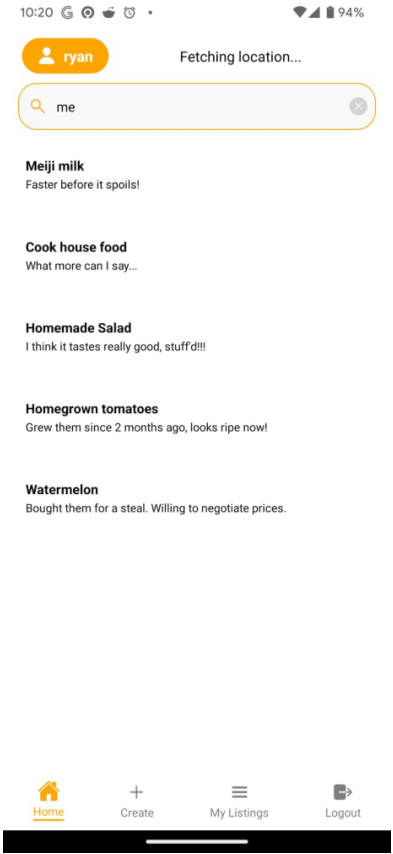
App features

Gustoso's user interface



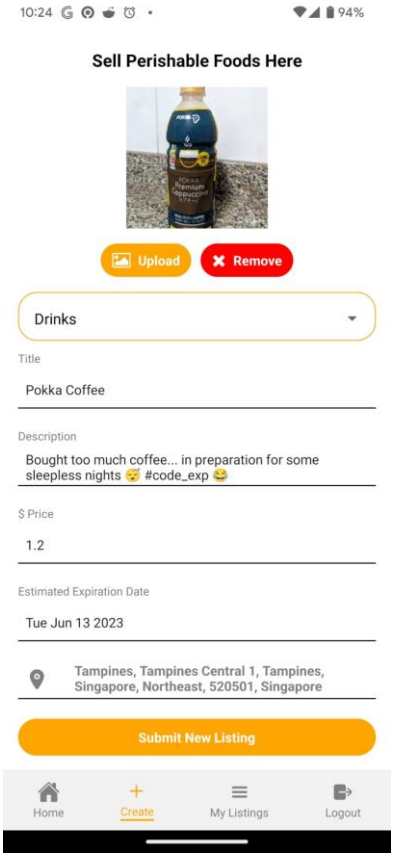
Home Screen

(food near you, food you may like)

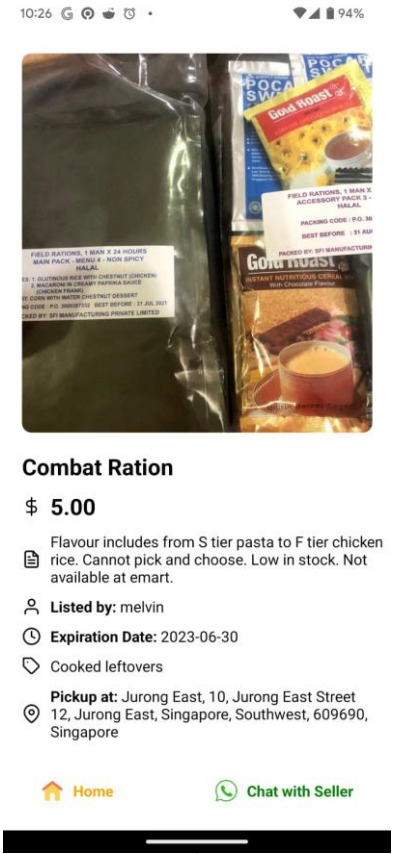


Search Screen

(search by item, location, category)



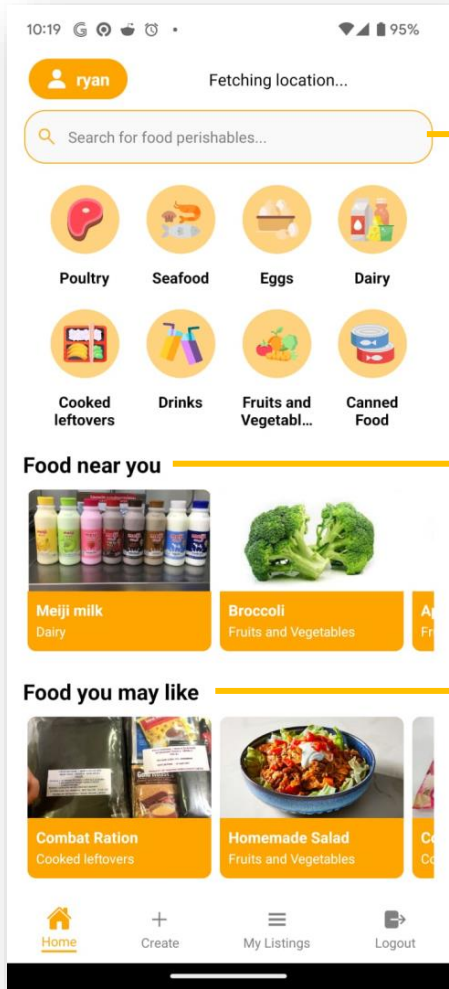
Create Listing Screen (with details like pickup location and expiration date)



Listing Detail Screen

(can chat with seller on Whatsapp)

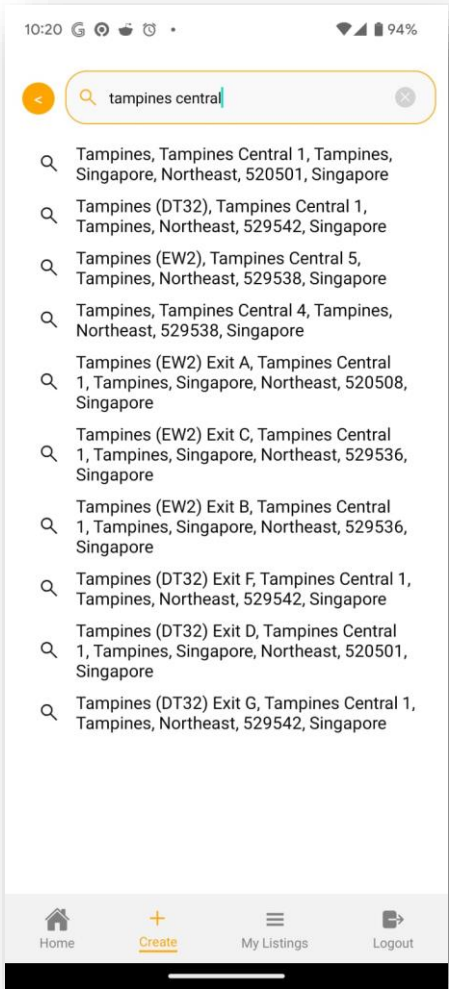
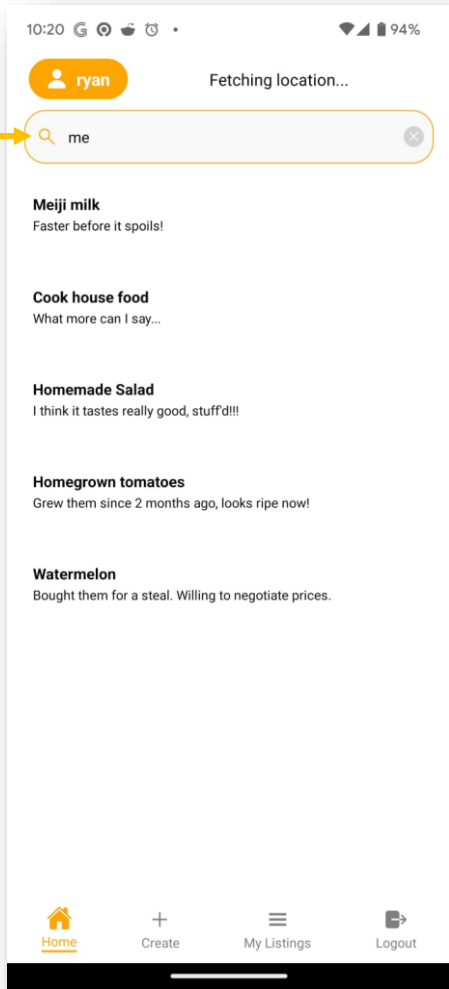
App features



Enhances the user's experience by allowing user to search by category, item, pickup location

Users can see food listings near them, so they can make impromptu purchases

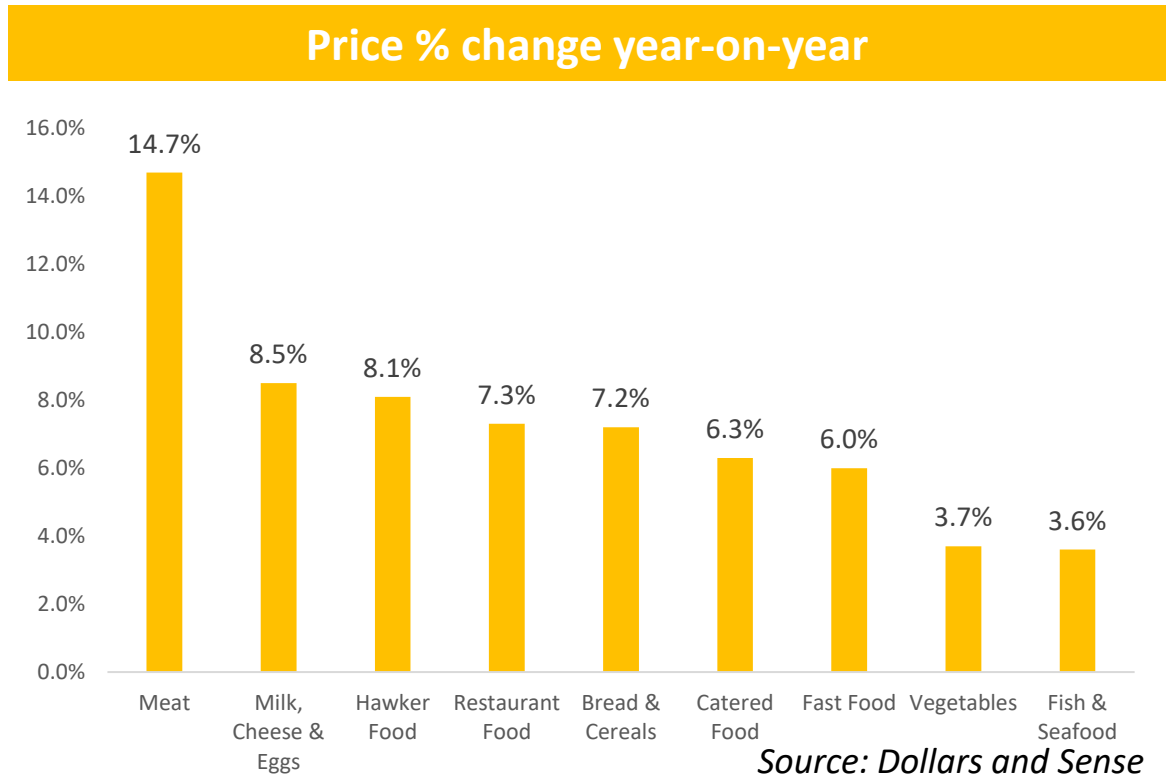
Users get recommended on food items based on what they previously viewed



Impact and Sustainability – Social Good



We are cushioning the effects of food inflation on the consumer by providing them a cheaper alternative – leftover or “rejected” food.



*December CPI's data shows that overall food inflation rose to **7.5%**, with significant increase in non-cooked food like **hawker food**.*

Divert for 2nd Life (D2L), a zero waste recovery NGO, has seen a **2x increase** over the past 12 months in the demand for food saved by the group, especially for staples such as fresh produce.

Fridge Restock Community Singapore, which stocks 18 fridges that are accessible to the public with "ugly" fruit and vegetables, saw **demand doubled over the past 12 months**, with the group currently serving 800 to 1,000 families.

Impact and Sustainability – Food Sustainability



We are moving one step closer towards SFA's "30 by 30" (produce 30% of our food locally by 2023) by cutting down on food wastage. It is also one of the strategies as Singapore moves towards a Zero Waste Nation.

Gustoso intervenes by allowing users to list their food items before expiry

Buffet chains and caterers can repackage and sell/donate their leftover food on Gustoso to individuals or NGOs like FoodBank.

Individuals can sell their groceries on Gustoso, while buyers can purchase them at a cheaper price.

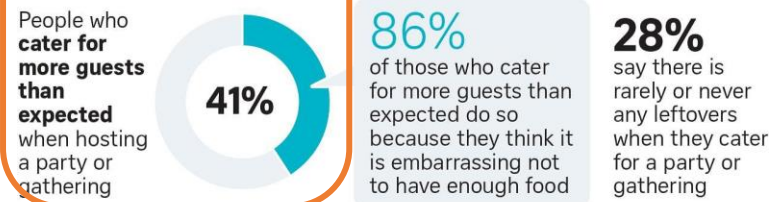
REASONS HOUSEHOLDS THROW OUT FOOD



BUFFETS



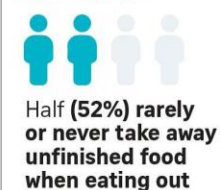
CATERING



SUPERMARKET



EATING OUT



Source: Straits Times

Acknowledgements



 Gustoso is made by Singaporeans, for Singaporeans

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