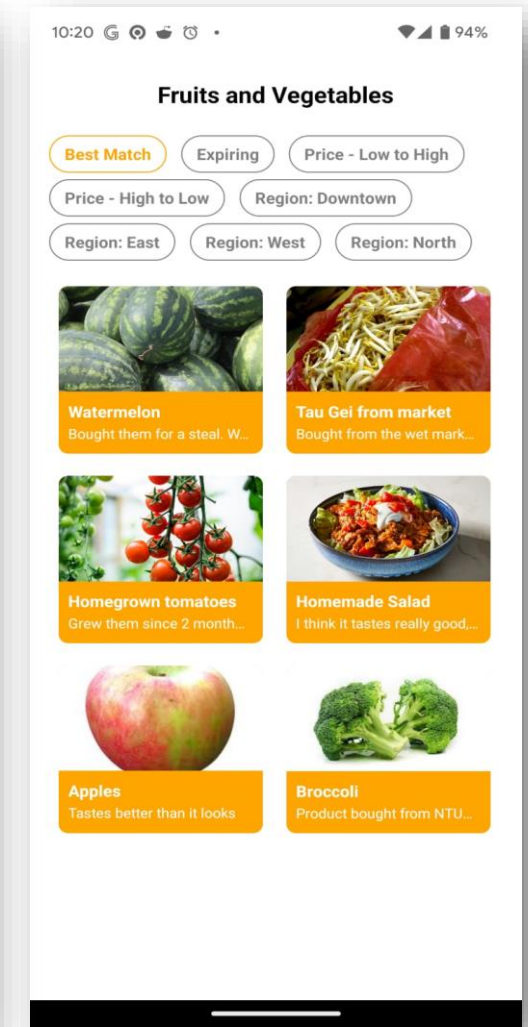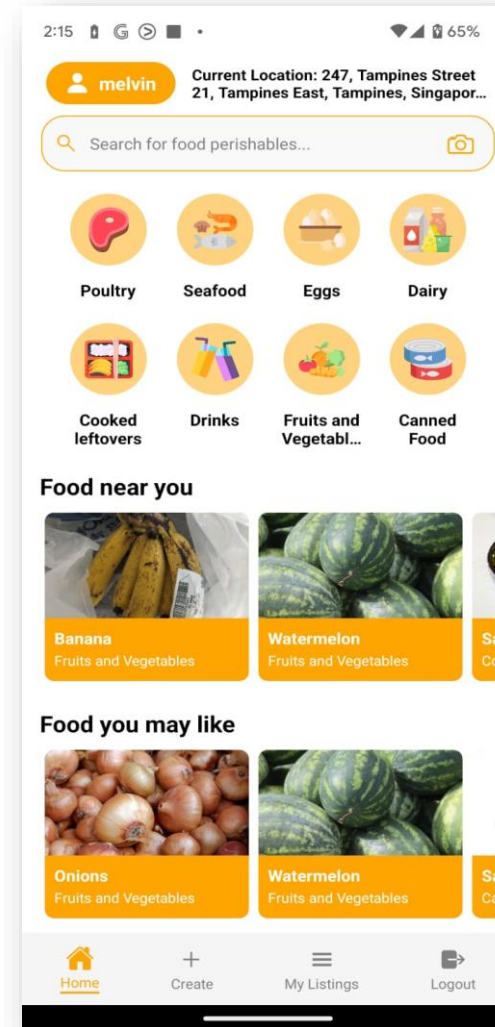# Gustoso

By: code_exp cat-1-grp-6 (cloudninjas)

Introduction

Gustoso is a food marketplace mobile application that lets users buy, sell or donate their "leftover" and "rejected" food. We hope to:
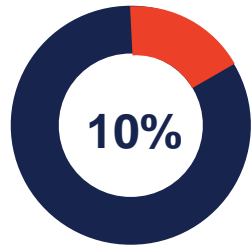
Alleviate the issue of **rising food costs** in Singapore **AND reduce food wastage** generated by Singaporeans

Problem Statement: Food Inflation and Food Waste

1) Rising costs of basic necessities like food is becoming a concern

10%

About **10%** of Singaporean households of close to 1,200 surveyed households experienced food insecurity at least once in the **last 12 months** as food inflation soared to a 14-year high of **8.1%** in December from a year earlier in 2021.

Source: FoodBank Singapore, Bloomberg News, DBS

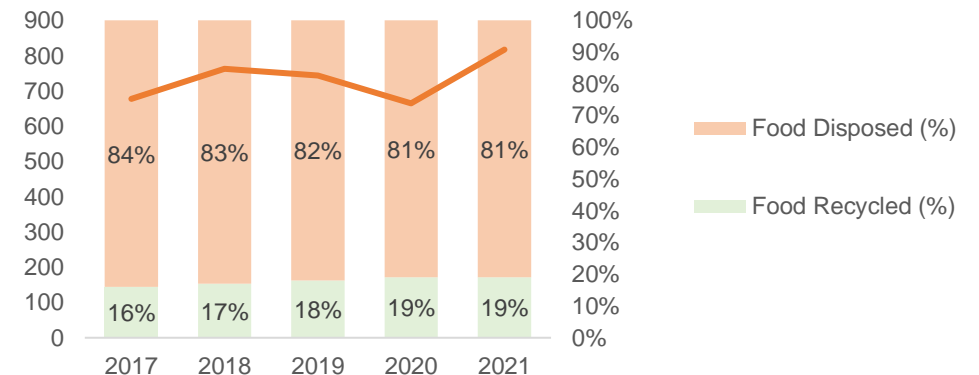### Income vs Expenses Growth, By Income Group

	Income	Expenses
$2,499 and below	2.5%	13.8%
$2,500 to $4,999	8.9%	17.7%
$5,000 to $7,499	11.1%	23.9%
$7,500 to $9,999	11.7%	25.9%
$10,000 and above	13.6%	24.5%

2) Food wastage in Singapore is on the rise

The total value of food waste in Singapore amounts to **$342 million/year.**
That is worth 64.8 million plates of Nasi Lemak.

We are vulnerable to supply shocks as we import more than **90%** of our food.
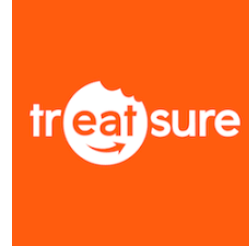*Malaysia's chicken export ban on 1st Jun 2022 caused a stir among locals.*

Food Wastage Statistics Over Time

Year	Food Disposed (%)	Food Recycled (%)
2017	84%	16%
2018	83%	17%
2019	82%	18%
2020	81%	19%
2021	81%	19%

Value Proposition

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

Cost Optimization

By optimizing warehousing and logistics, McKinsey estimates food banks can increase their throughput by a margin of **20% to 30%** percent, resulting in improved cost optimization.

Our app streamlines the buyer-to-seller process, eliminating the need for logistics and making it significantly faster and more efficient.

Empowering Local Food Vendors

Treatsure's B2C solution currently offers a limited selection of **33 food merchants.**

However, we believe in the inclusion of small businesses and individuals, such as your local fishmongers and butchers, who currently lack the opportunity to join similar platforms.

Faster Transactions

Clothes and shoes typically take around **8 days** to sell on Carousell. However, perishable food requires a quicker turnover.

Our app functions as a food aggregator, enabling users to buy, sell, or donate leftover food in a timely manner.

Market Potential

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

Consumers	Food Sellers

General Consumers

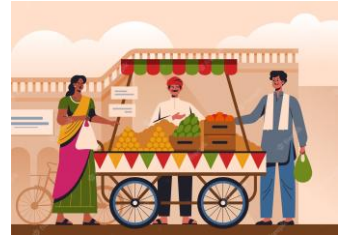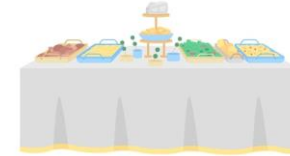*Students, Homemakers, low-income families, environmentally conscious individuals, etc.*

Food Distributors

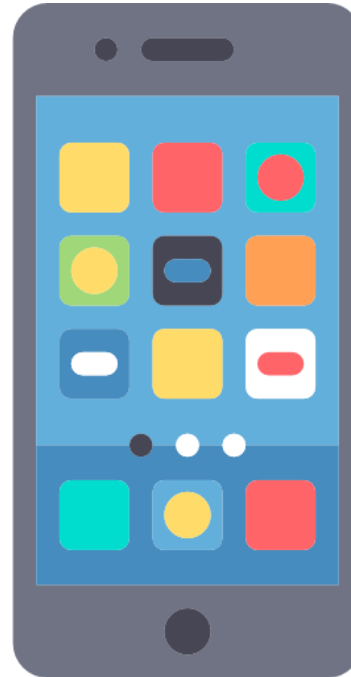*NGOs like FoodBank, Food from the Heart, etc.*

F&B Businesses

Buffet chains, caterers, hawkers, etc.

Local Food Suppliers

Fishmongers, butchers, etc.

Current Solutions in the Market

Untapped Potential - There is market demand for "leftover" food.

NUS Buffet Response Team	卖鱼哥SG 网购店 (Wang Lei)	Gustoso

App demo

Future Improvements

Rating System

Create transparency and build reliability by allowing users to provide feedback and ratings on sellers, helping others make informed decisions.

In App Chatting

Facilitate direct communication between buyers and sellers within the app, promoting convenience and creating a seamless transaction experience.
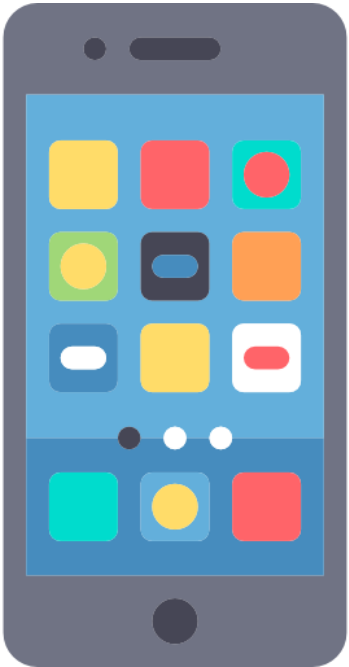
Similar Recommendations

Enhance user experience by suggesting relevant and comparable food options based on preferences, matching potential buyers to food vendors.
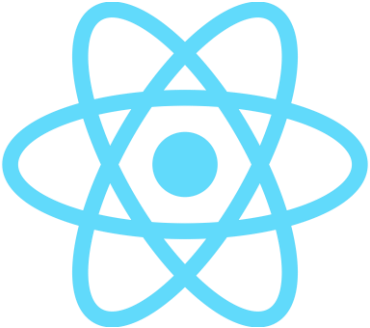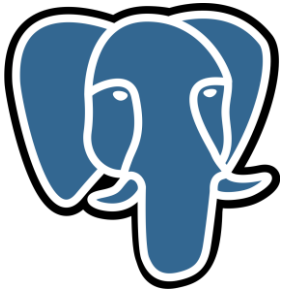
Tech Stack Used

Thank you