**Into The Belly**

# Project Title and Team Members:

**Project Title:** Into the Belly

**Team Members:**

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**GitHub Link:** [**https://github.com/nehabaddam/SDAI-Project.git**](https://github.com/nehabaddam/SDAI-Project.git)

# Goal and Objectives:

# Abstract:

“Into the belly” aims to reduce food wastage across the world, it is an application that will connect consumers to food suppliers, to sell the surplus food available at the suppliers that were not sold before the expiration date. Customers can buy whatever food the supplier considers surplus with a huge discount, the customer will not be able to choose what he gets, this surplus food would be available to the customers as “Mystery bags” that the supplier would sell at a discounted rate.

# Motivation:

The main purpose of the “Into the Belly” application is to reduce food wastage across the world. “Into the belly” will be a mobile application that will connect consumers/customers to food suppliers (restaurants/Super Markets/Grocery Stores/Catering Businesses), to sell the surplus food available at the suppliers that were not sold before the expiration date. Customers can buy whatever food the supplier considers surplus with around 70% discount on the original price of the product, the customer will not be able to choose what he gets, and this surplus food would be available to the customers as “Mystery bags” that the supplier would sell at a discounted rate. Mystery Bags will have the surplus food of the Supplier’s choice, customer can choose dietary requirements (Vegan or Vegetarian or Non-Vegetarian or Other Allergies). This reduces the waste of food that would otherwise be discarded.

# Significance:

**Why “Into the Belly”?**

Around one-third of the world’s food or 1.3 billion tons per year is lost to waste, 1,000 tons of food every minute. People usually think that it is okay to waste food as it is biodegradable and does not harm the environment, but food waste releases an estimated 3.3 billion tons of CO2 every year i.e., about 1,000 tons of CO2 per minute. Over eight million people worldwide suffer from hunger and malnutrition, while tons of food is going into the dump. We need to recognize this global issue and play our role to curb it. “Into the Belly” emerged from mere thought to reduce food wastage and regulate the food before it goes into the trash.

# Objectives:

Supermarkets, shops, and households comprise 35% of food waste. Most of the food thrown away at the consumption level are fit for eating. If this food is redirected to Consumers through the “Into the Belly” application, that would be a win-win situation for both consumers (Who will get products at a much cheaper rate) and Suppliers (Who will make money out from food that they were going to dump).

# Features:

“Into the Belly” proposes to focus primarily on the wastage from these sources. This application would be a bridge between Suppliers and Consumers. The End-User (Customer) can download this application on their Android or iOS mobile. Once they register and log in, the dashboard shows what outlets have what sort of food (baked foods, meals, produce, vegan food) available within a certain radius (traced based on the current GPS location of the customer) and in a specified timeslot (Timeslot could be any time that the seller wishes to sell the Mystery Bags).

Some apps have been developed to curb food wastage, what makes “Into the Belly” different is its customizable options. Customers can choose the store they want “Mystery Bag” from at an exceptionally low cost. The supplier saves a lot of money by not just reducing the wastage but also by selling the “Mystery Bags.” Also, as people visit the stores for “Mystery Bags,” they might get attracted to buy other products available at the store, which would be a free advertisement for the stores. Being a part of the initiation to reduce food wastage and preserve the environment would also increase the brand visibility and brand value of the Suppliers.

# Financial Impact:

* We lose $750 billion yearly on food waste, excluding fish and seafood. The total cost of food wastage is around $1 trillion. Out of which around $350 billion worth of food wastage is from Supermarkets, shops, and households.
* “Into the Belly” would help in reducing this cost, the surplus food waste will be sold to the consumers at an exceptionally low price, which would decrease the food waste. Also, the “mystery bags” would attract more customers to the supplier stores, which would benefit the business. Also, the suppliers would be making money out of the food that was anyways going into the trash. On every online order from “Into the Belly” the suppliers would be charged a small percentage on every “Mystery Bag.”
* Many NGOs and USDA (US Department of Agriculture) has been promoting and sponsoring applications that are focusing on reducing food wastage. Promoting this application on social media would increase brand visibility and will also spread awareness about this global issue of food wastage. If this application is launched in the USA, in the current market, the brand value can go up to $66 million with over seven million users (Calculated based on other existing applications in the market).

# Workflow/Architecture:

“Into the Belly” proposes to focus primarily on the wastage from these sources. This application would be a bridge between Suppliers and Consumers. The Customer can download this application on their mobiles. Once they register and log in, the dashboard shows available food within a certain radius and in a specified.

Graphical user interface

Description automatically generated with low confidence

# References:

1. [Flashflood](https://www.flashfood.com/en/story): [**Flashflood**](https://www.flashfood.com/grocery)app prevents food waste in the U.S. and Canada in two ways, re-sells grocery foods approaching their best-before date at a discount, and it saves “not good enough” retail items and ships them to customers. Farmers and growers can also give Flashflood items that were rejected by grocers, to be sent to environmental-conscious consumers. Their motto is **“Our home is Toronto, but our impact is global.”**
2. [Food for All](https://foodforall.com/about): [**Food for All**](https://itunes.apple.com/us/app/food-for-all/id1214730896) eliminates last-minute restaurant food waste in Boston and New York City. It connects customers to restaurants one hour before they close, for meal discounts as high as 80 percent. Customers can enter their location and explore nearby deals, and they pick up their order at a time specified by the restaurant. Users can also donate food to people in need through the app. The mission of its founders is summed up as: **“help, save, eat.”**