



# ReSKUE

## Freshness-as-a-Service

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# Agenda

The goal of this presentation is to demonstrate a feasible, high ROI solution that gives retailers the real-time visibility needed to convert food waste into recoverable revenue

01 Introduction

02 Problem Statement

03 User Persona

04 Our Solution

05 ReSKUe Prototype

06 Feasibility

07 ROI

## Problem Statement

**“Grocery retailers waste 33% of perishable food and with 15,000+ SKUs in the average grocery chain it is extremely difficult for managers and employees to know which items will expire or spoil leading to revenue loss and missed opportunities to mark down or donate edible inventory before it goes to waste.”**

**50%+ of food**

discarded at grocery stores is still safe to eat

**~47.4 Million**

Americans struggle with hunger every year

**15K-60K**

typically grocery store SKUs

## User Persona

### Jake from General Foods - Manager

#### A Day in Jake's Life

- 6:00 AM: Walks entire store checking dates manually
- 9:30 AM: Finds 50 yogurts expiring today
- 10:00 AM: Prints price labels, walks back to shelves
- 11:45 AM: Discovers bread expired already too late
- 12:00 PM: \$125 in waste. Feels defeated.

#### What Jake wishes for:

- Alerts that tell him what expires today
- Asks him: 'Markdown 30%' or 'Donate'
- Updates prices automatically
- Schedules food bank pickup
- Shows patterns to prevent repeats

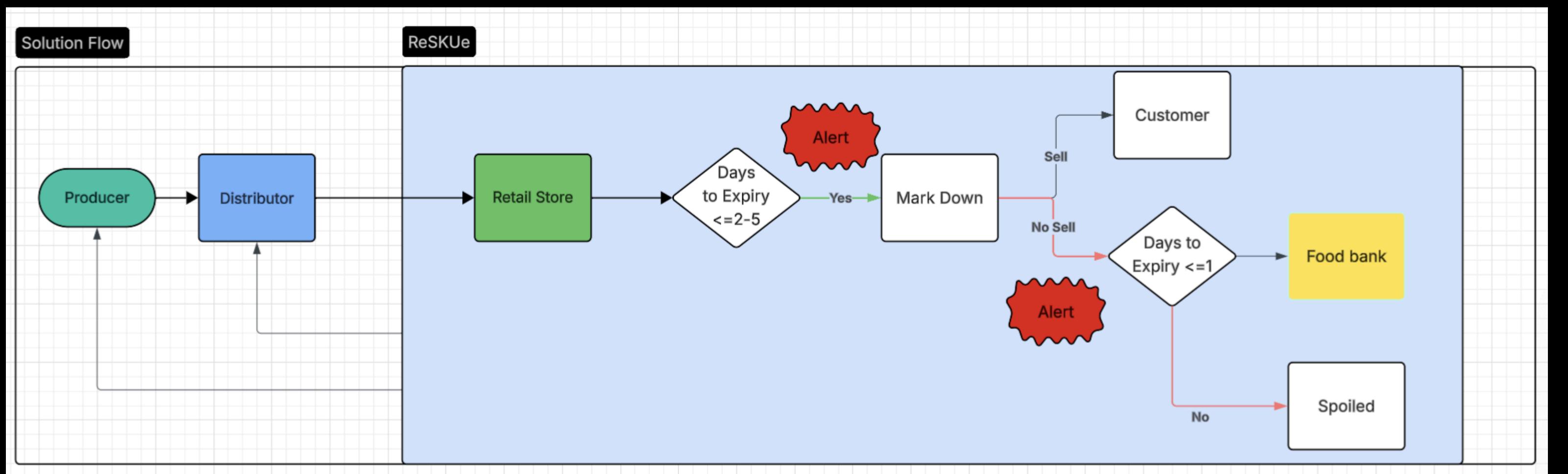
The system that  
can make his  
wishes come true  
is:

**ReSKUe**



# Workflow

## Our Solution



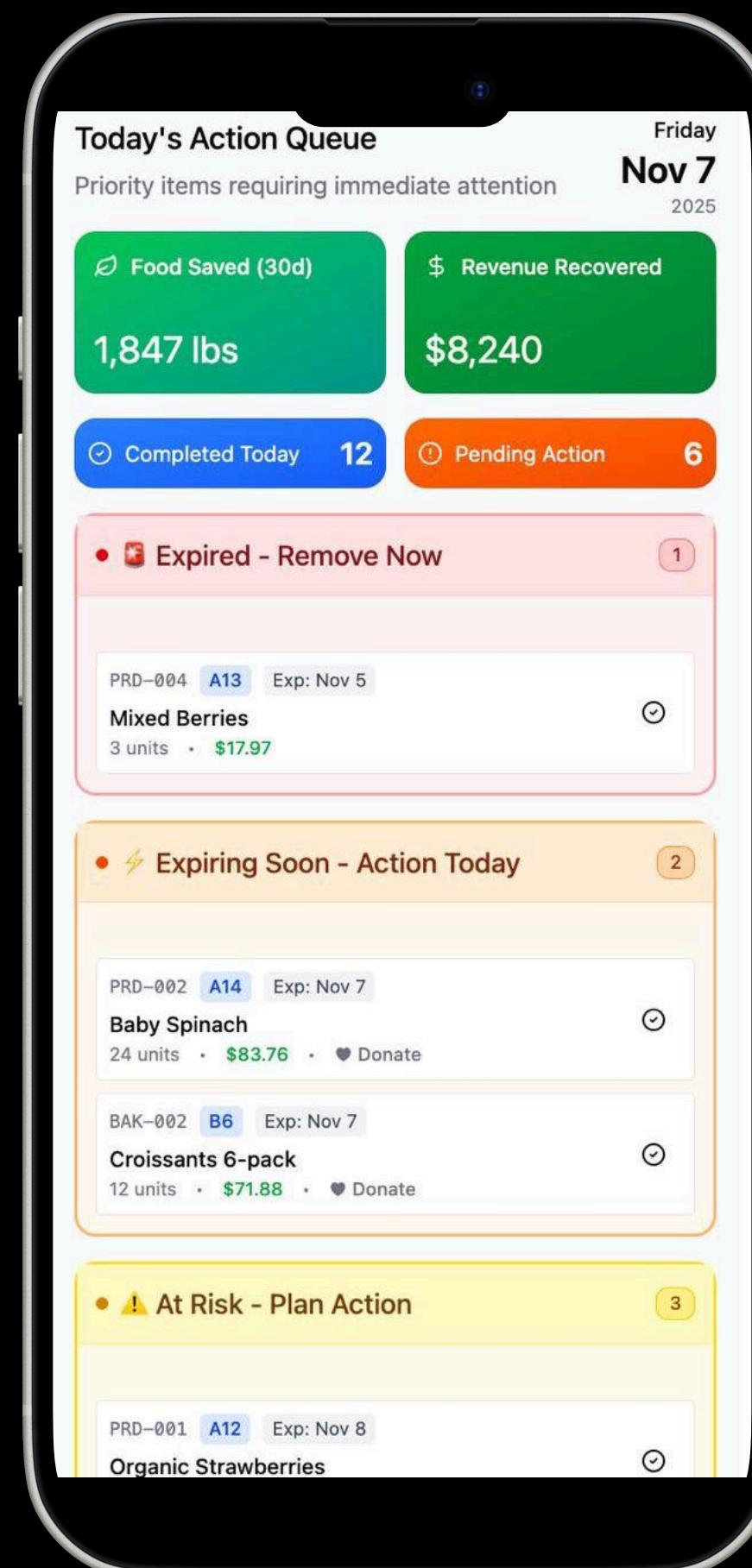
## Looked Into

- Hyper-spectral Imaging
- IoT sensors

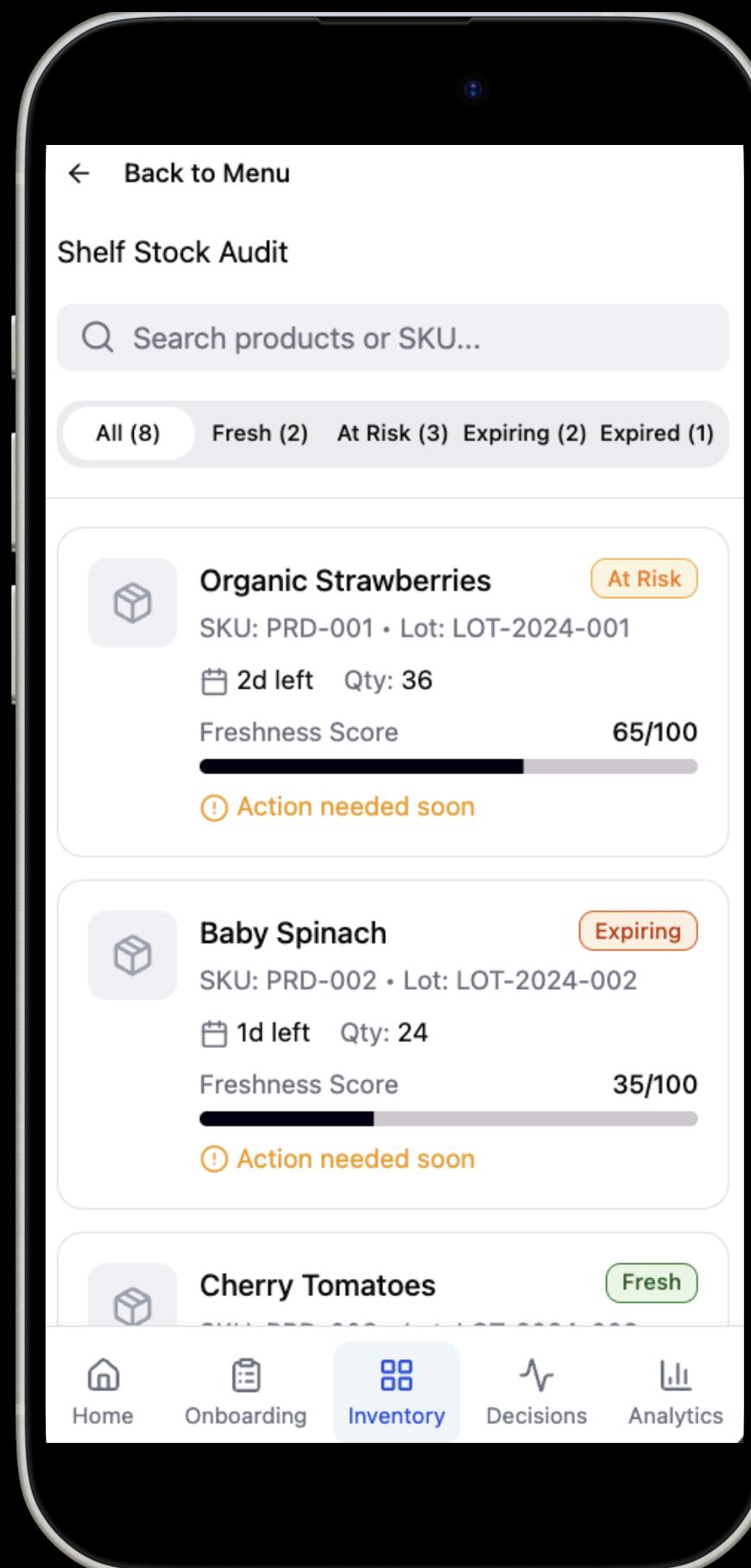
1. Upload SKUs + expiry date in Inventory
2. Categorize based on Risk:
  - a. High/Medium/Low
3. Alert near-expiry
4. *User decision 1*
  - a. Markdown*User decision 2*
  - a. Donate
  - b. Dispose
5. Data Collection
  - a. Spoiled food dates
  - b. What is donated
  - c. Update database (New Prices+Qty)
6. Train AI model on:
  - a. Markdown Recommendation
  - b. Actual spoil date

# ReSKUe Prototype

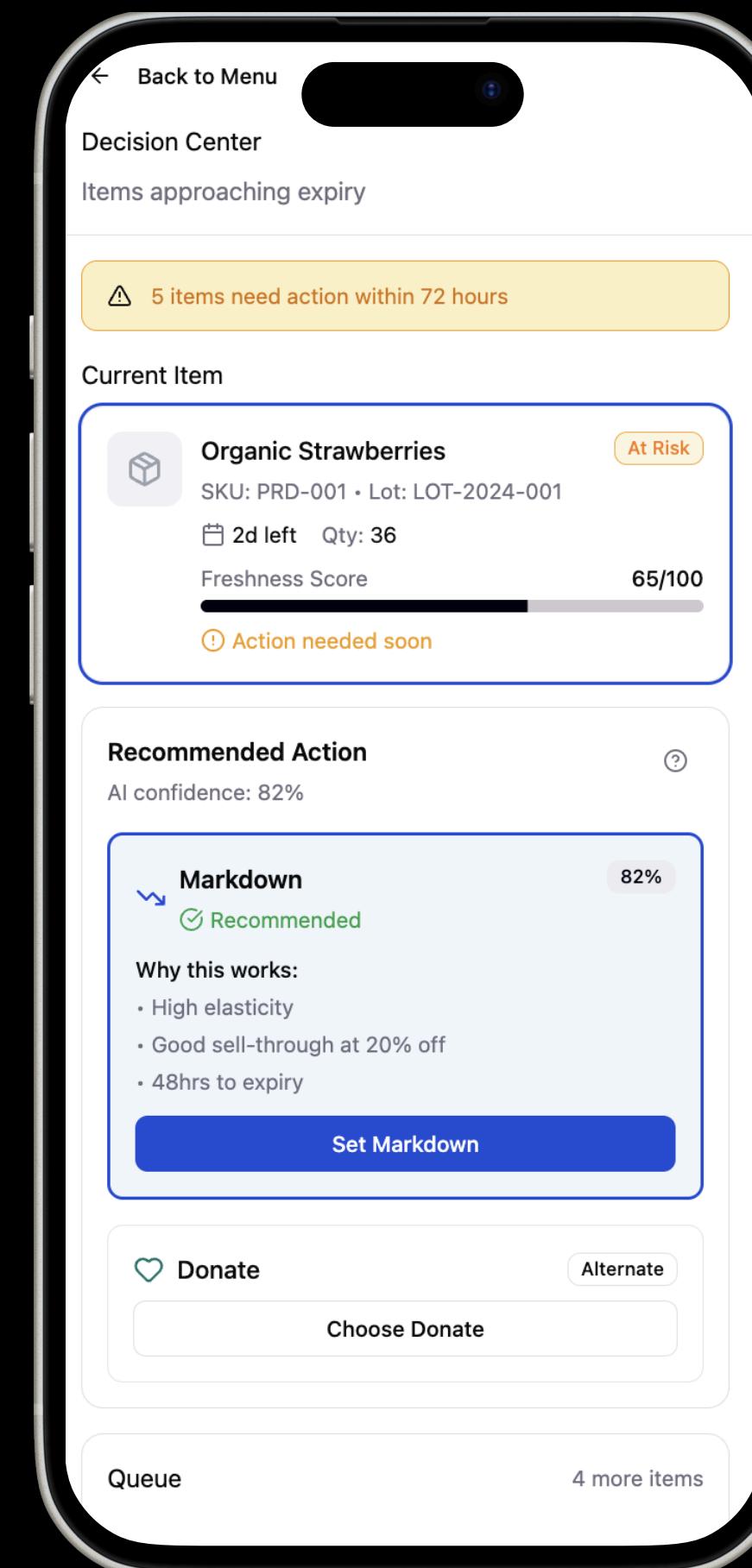
## Home



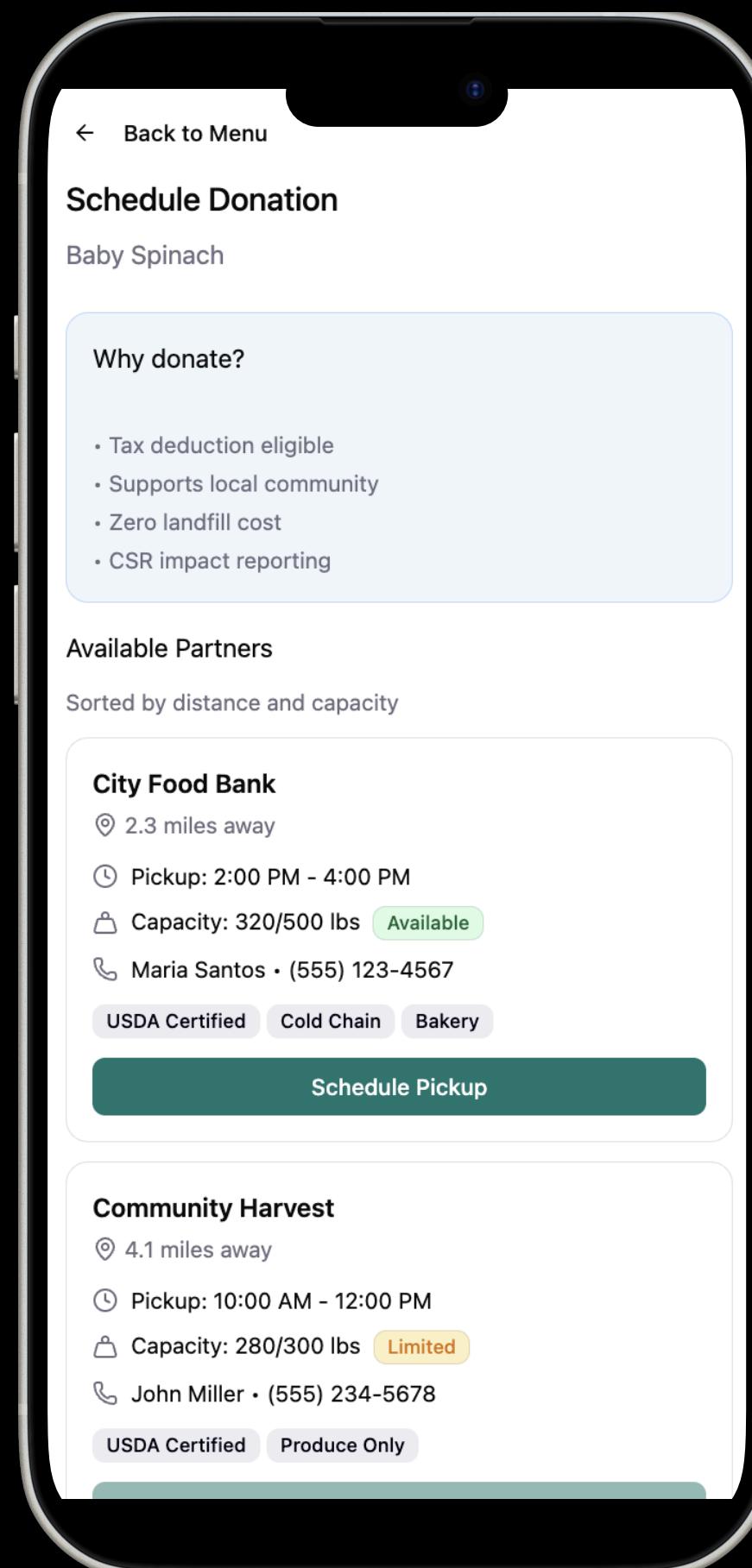
## Inventory



## Decision



## Food Bank



## Feasibility

### Technical

Our API-first, cloud-native solution integrates with ESLs and mobile devices, requiring no new hardware.

### Operational

The app saves time by automating manual price changes, enhancing existing staff workflows.

### Financial

The low-cost SaaS model delivers rapid payback by directly converting a primary P&L cost into revenue.

### Business

Unlocks the latent value in existing data, transforming static info into a dynamic revenue-recovery engine.

# Information

ESLs: Electronic Shelf Labels

API: Application

Programming Interfaces, used for Integration with Inventor Keeping System, Donation apps, ESLs.

AI being used to tailor the application to retailers changing needs



## ROI

### 4-Week Pilot Financial Model

#### Revenue Recovery

##### Baseline Shrink (2.5%)

- Weekly dept. sales:  $\$150k \times 2.5\% = \$3,750$

##### Target Shrink (1.9%)

- Weekly dept. sales:  $\$150k \times 1.9\% = \$2,850$

##### Waste Avoided:

- 65% markdown recovery + 35% donation

**Total 4-Week Revenue Recovery = +\$900/wk**

#### Implementation Costs

##### Pilot Setup (one-time)

- Sensors, integration, training = \$1,200

##### Monthly SaaS Fee

- Platform + support (per store) = \$400

##### Staff Time (4 weeks)

- Training + adoption (2hr/wk = \$40/hr) = \$320

**Total 4-Week Cost = \$1,920**

**~540 lbs**

**Food Diverted from Landfill**

**~450**

**Meals Donated**

**+\$1,680 Positive ROI in pilot period**

**At 10 stores, monthly net benefit ~\$9K after recurring costs**



**ReSKUE**

**THANK YOU!**

