***GoodToGo***

**Executive Summary**

**Who we are:** We are a small bioinformatics group who is dedicated to reducing food waste and giving peace of mind to people who worry about food expiration.

**The problem we tackle:** Every year, half of the available food is thrown out. Cooked food doesn’t get an expiration date. Thus, it is up to the consumer to decide whether the left-over food has perished.

**What solutions we provide**: We aim to alleviate this pressure by giving people appropriate storage options and a means to access their food quality before throwing it out. Thus answering, “Is this food good to go?” If you catch yourself asking if your food is good to go, you may benefit from knowing when to throw.

**Our market and size:**

Total Addressable Market: 128M

Serviceable available market: 90M

Serviceable obtainable market: 22M (24% market share)

**What the competition fails to do:** Food storage companies such as Tupperware, Rubbermaid, and Pyrex have ruled the market simply by offering reusable food storage containers. Smaller companies branched off to supply vacuum seal properties as a way of keeping food fresh, but this still leads to a fridge full of ambiguous food. How do you know when to throw?

**Our needs:** 10M to inject into our marketing campaign budget. We would like to buy advertisement space on social media platforms and websites frequented by college-age to middle-age populations as they make up the smallest percentage of our customer base.