


Reducing Food Waste

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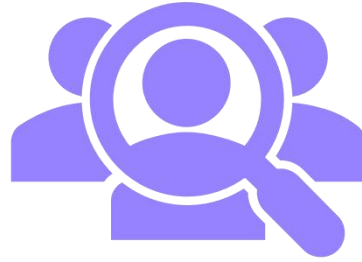
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1) The Vision / Value proposition



Empowering Smart Kitchens for a Sustainable Future

SmartPantry empowers households to reduce food waste, save money, and live more sustainably by providing real-time kitchen inventory tracking powered by IoT and AI.



2) The Problem

A Costly & Invisible Problem in Every Home

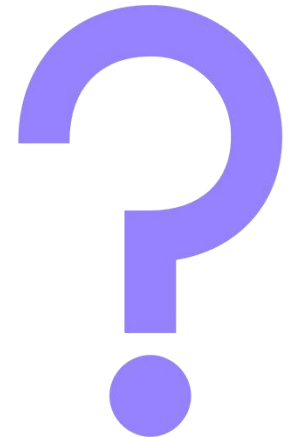
Australians throw away 2.5 million tonnes of food each year (Clean Up Australia, 2023).

An average household wastes \$2,500 worth of food annually (Rabobank, 2023).

Over 1/3 of household waste is food (Australian Bureau of Statistics, 2020).

Food waste contributes to 6% of global greenhouse emissions (WWF, 2022).

Most food is wasted due to: forgotten items, lack of expiry reminders, and poor visibility.



3) The Market



- 9.2 million private households in Australia (ABS, 2023).

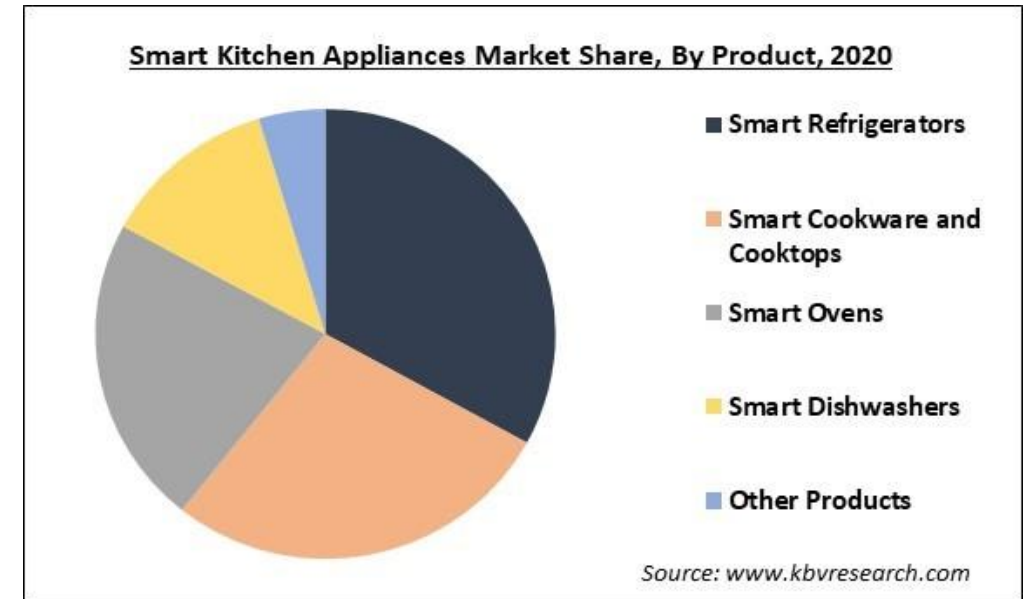
Target segments:

- Dual-income urban families
- Students in shared households
- Health-conscious meal planners
- 2.1M+ households in Greater Melbourne (ABS, 2023).



3) The Market

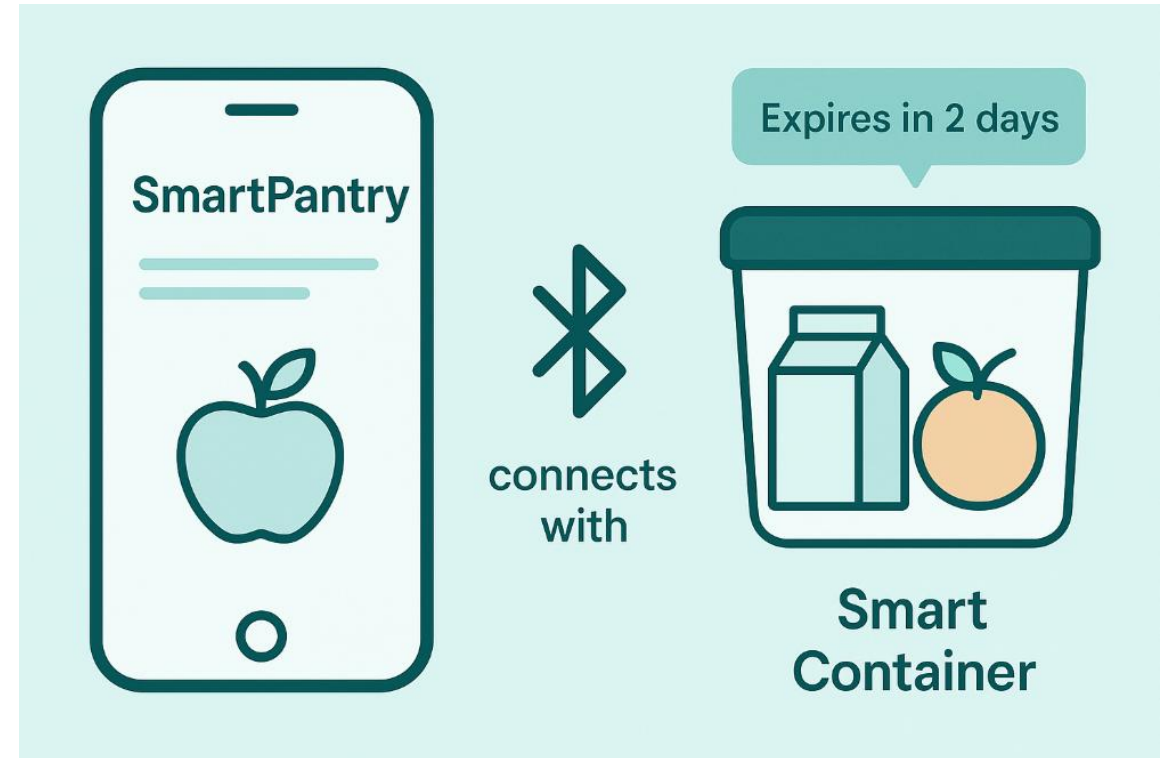
- Market Size Estimate:
- Australian Smart Kitchen market valued at \$480M AUD in 2023 and growing at 12.4% CAGR (Statista, 2023).
- Growing adoption of IoT smart home appliances in Australia, up 17% YOY (IBISWorld, 2023).



4) The Solution



- ♦ Mobile App + Smart Storage Devices
- AI-powered inventory prediction
- ♦ Expiry notifications via push + SMS
- ♦ Smart shopping lists based on usage
- Waste analytics dashboard & eco-score
- ♦ ♦ ♦ Multi-user collaboration across households



SmartPantry is a smart kitchen management solution that combines a mobile app and IoT-connected food containers to give users full visibility and control over their kitchen inventory. It provides real-time tracking, expiry alerts, and personalized shopping suggestions, all designed to reduce waste and improve meal planning.

5) The Competition



<i>Solution/Company</i>	<i>What features their solution offers?</i>	<i>Who is their target market?</i>
NoWaste	Inventory tracking, expiration reminders, consumption reports	Households
Olio	Local food-sharing app, peer-to-peer donations	Eco-conscious individuals and families

5) The Competition

SmartPantry vs. Existing Solutions

Feature	SmartPantry	NoWaste	Olio
IoT Real-Time Inventory Sync	✓	✓	×
Expiry Date Notifications	✓	✓	×
Smart Shopping List	✓	✓	×
Personalized Meal Suggestions	✓	✓	×
Household Collaboration	✓	✓	✓
Waste Reduction Analytics	✓	✓	×
Community Food Sharing	✓	✓	✓
Monetization / Premium Features	Yes (Pro plan)	No	Donations-based

Unlike NoWaste and Olio, which rely on manual inputs or community sharing, SmartPantry offers a fully integrated solution with IoT-powered real-time inventory tracking, smart meal suggestions, and household-wide collaboration. It's not just a food tracker — it's an intelligent assistant that helps you plan, save, and live more sustainably.

6) The Competition

- Unique Advantages:
- IoT integration with real-time tracking
- Smart shopping list recommendations
- Multi-user collaborative inventory management

Why are customers willing to pay?

Save \$1,000–2,500 in waste costs per year
(Rabobank, 2023)

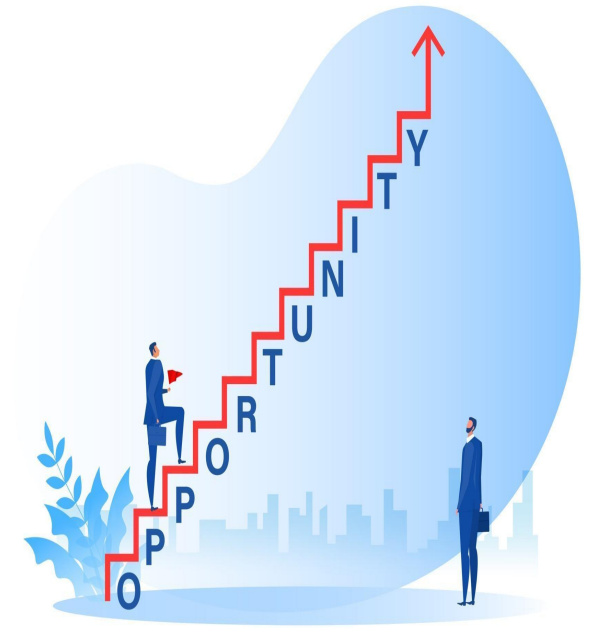
Increase awareness of health and diet planning
(Harvard Health, 2022)

Meet the needs of sustainable living



7) The Growth Opportunities

- Functional Growth: Expand to manage more food types; integrate AI expiry prediction and smart fridge IoT sensors
- User Growth: Add family and school-based challenges; onboard youth through education
- Geographic Growth: Start in Melbourne → national expansion → global markets
- Tech Innovation: Add blockchain for food traceability; continuously improve UI and alerts
- Strategic Impact: Partner with municipal waste systems and global sustainability programs



8) The Go-to-Market Strategy

- Content marketing via articles, videos, and in-app tips to educate users
- Physical ads in malls, campuses, and communities
- Rewards system to encourage engagement (points → discounts/gifts)
- Partnerships with supermarkets, schools, environmental NGOs
- Initial funding from angel investors, government grants, local business support

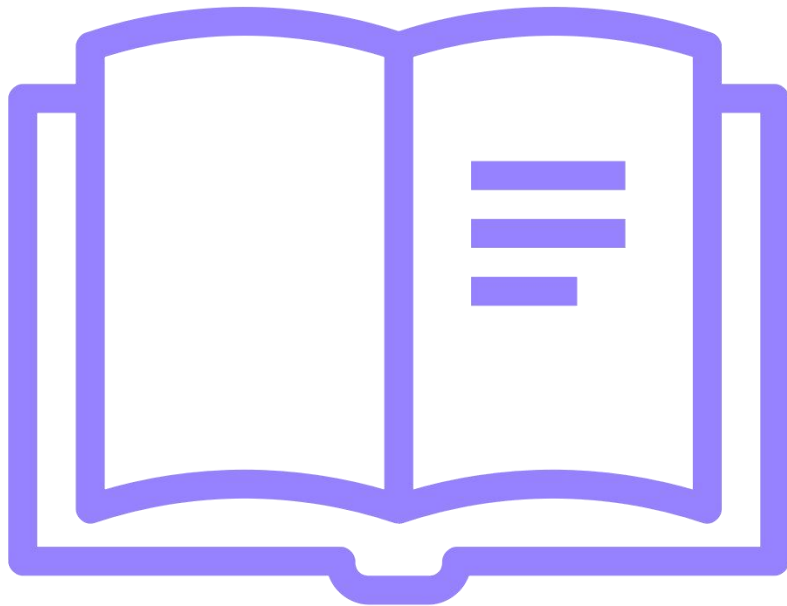


9) Closing Statements

- Smart Food Management for a Greener Future
- EcoBite provides a complete, intuitive, and rewarding solution to fight food waste
- Tackles real-world problems with smart, scalable technology
- Designed for both households and businesses
- Supports sustainable living with measurable impact
- Ready for growth, investment, and real-world deployment

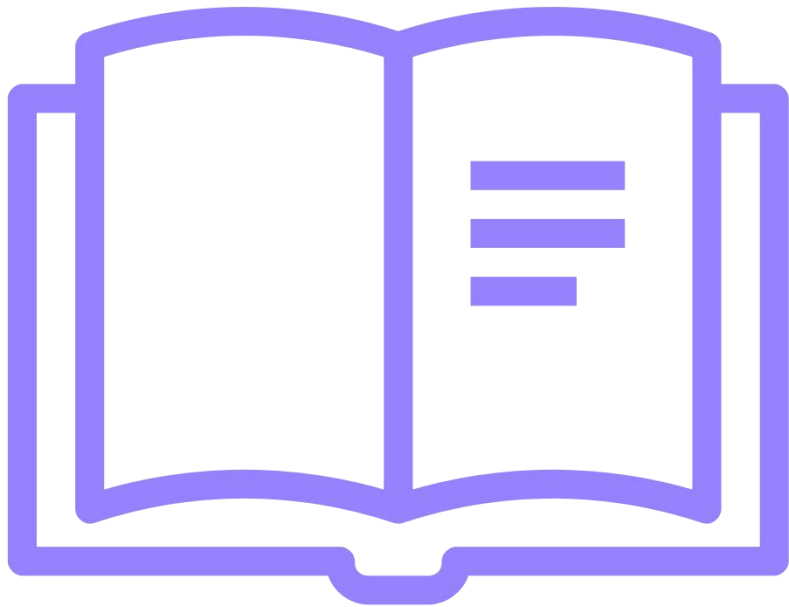


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