

LEADERSHIP AND ENTREPRENUERIS M





SmartGro

Revolutionizing Kitchen
Efficiency, Reducing Food Waste

Meet Our Team



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AGENDA

- Problem Statement
- Solution
- Market Opportunity
- Prototype with Business Plan
- Revenue Strategy & Funding Request

Problem Statement

- Households waste over 1 billion tons of food annually, contributing to \$1 trillion in global losses.
- Busy lifestyles lead to forgotten groceries, expired food, and poor meal planning.
- Food waste is a significant contributor to environmental damage.



Solution Overview

Expiration Alerts: Prevents food from going bad with timely reminders.

Meal Suggestions: AI-powered recipes using available ingredients.

Shopping Optimization: Automatically generates shopping lists based on inventory.

Unique Features:

AI-driven analytics for personalized meal planning.

Barcode scanning and RFID tracking for seamless integration.

Compact design suitable for any kitchen setup.

Market Opportunity

Environmentally
conscious
consumers.

Tech-savvy
individuals aged
25-50.

Urban households
with disposable
incomes.

Market Size and Growth

- The global smart kitchen appliances market is valued at \$15 billion in 2023, projected to grow to \$43 billion by 2030.
- Household food waste reduction initiatives are growing globally, creating a rising demand for smart solutions.



Business Plan

- Hardware Sales: Direct sales of the Smart Grocery Organizer - **\$199 per unit.**
- Subscription Services: Premium app features, including advanced analytics and personalized meal planning - **\$5.99/month.**
- Sales Channels: E-commerce platforms - Amazon
- Partnerships: Major retailers and grocery chains.



Milestones

- Progress So Far:
 - ❖ Prototype development completed in Q3 2025.
 - ❖ Initial beta testing with 100 households shows a 30% reduction in food waste.
 - ❖ Secured partnership discussions with local grocery chains.

- Future Milestones:
 - ❖ Launch product in Q4 2025.
 - ❖ Reach 10,000 units sold by Q2 2026.
 - ❖ Expand to international markets by 2027.

Financial Projections

□ Revenue Forecast:

- ❖ Year 1: \$2M
- ❖ Year 3: \$10M
- ❖ Year 5: \$25M

□ Key Financial Metrics:

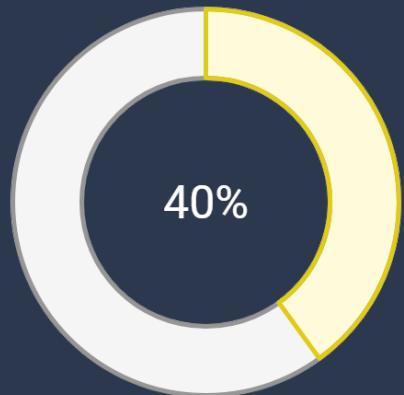
- ❖ Customer Acquisition Cost (CAC): \$40
- ❖ Lifetime Value (LTV): \$400
- ❖ Gross Margin: 65%

□ Break-Even Point: Expected within 18 months of launch.

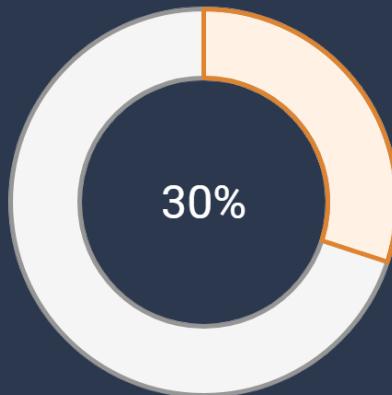
Funding Request

□ Our Ask for this funding round is \$750,000

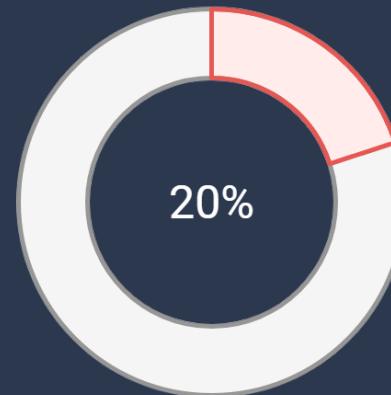
Allocation of Funds by Category



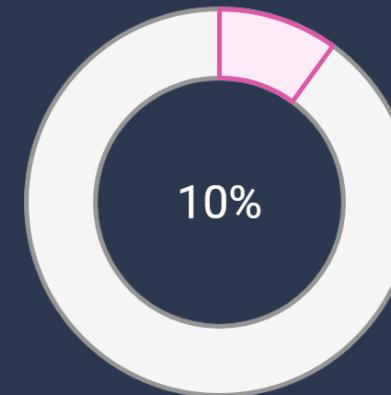
Product development



Marketing and advertising



Manufacturing and distribution



Administrative expenses

Thank You

*Let's work together to reduce food waste and create
smarter kitchens.*

*You can book a demo from
<https://smartgro.dipeshmainali.com.np/>*

Questions?