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Bringing Simplicity + Sustainability + Social to Food

www.zaXpire.com

A Portland, Oregon company



Food Sustainability: Big Concerns

- US throws 40% of the food it produces and imports!
- That is about 96 Billion Pounds of Food every year
 - Equivalently it about 263 Million pounds a day, 11 Million pounds an hour or 3000 pounds per second!
- Consider the additional cost of the producing and delivering
 - This accounts 300 million barrels of oil and 25% of our Freshwater supplies
- Share of the wastage: 50% by the Enterprises while the other 50% by the Consumer
- Difficult to manage inventory vs. expiries of everything!



Consumer Pain Points: Applies to All! Home, Restaurants and Hotels

- Frustrating or impossible to track expiry dates and associated consumption
 - Overly limited by current usage model and complexity
 - Numerous variations and lack of standards in date stamping and their meanings
 - Confusion almost always leads to throwing possibly good food
- Purchase Management
 - Absence of real-time feedback on existing inventory
 - Unable to deduce timely purchase without extensive planning
 - Unable to find appropriate discount/deals when at the store when most needed
- Management of timely consumption against options



Retailer Pain Points

- Once consumer leaves the store or accepts the goods, there is absolutely no feedback
 - Pseudo-static analytics is extremely limited
 - Passive year over year
 - Highly tied to pricing and localization versus consumption
 - Traditional long-loop broadcast oriented advertisement
 - Paper coupons still continue to be the dominant approach
 - Difficult and sometimes even impossible to manage Emergency Recalls

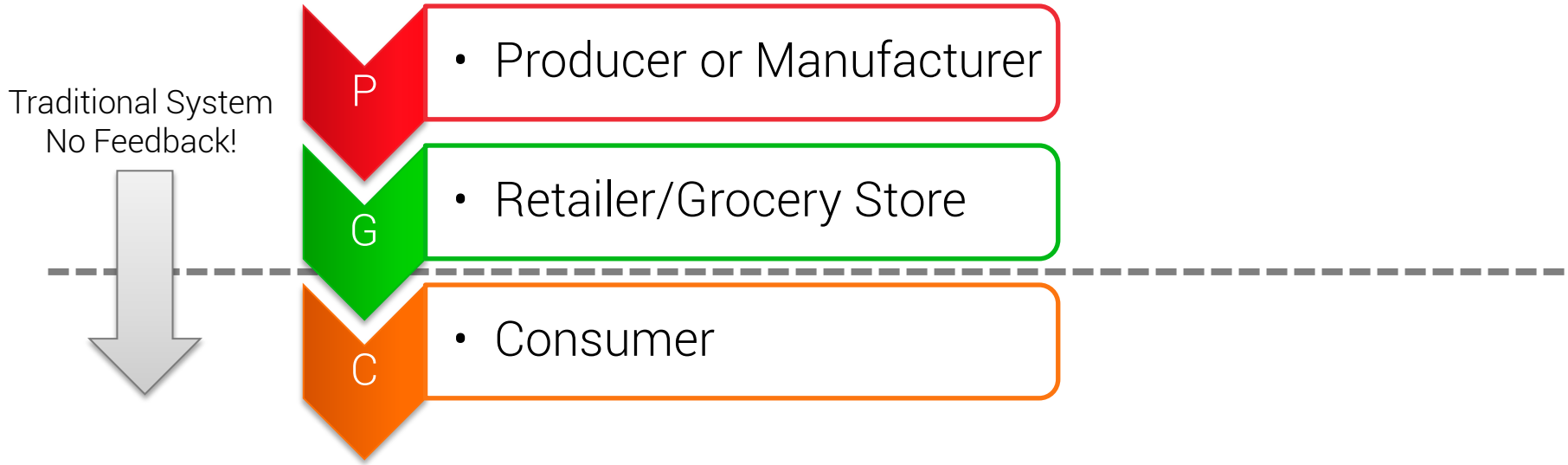


Producer and Manufacture Pain Points

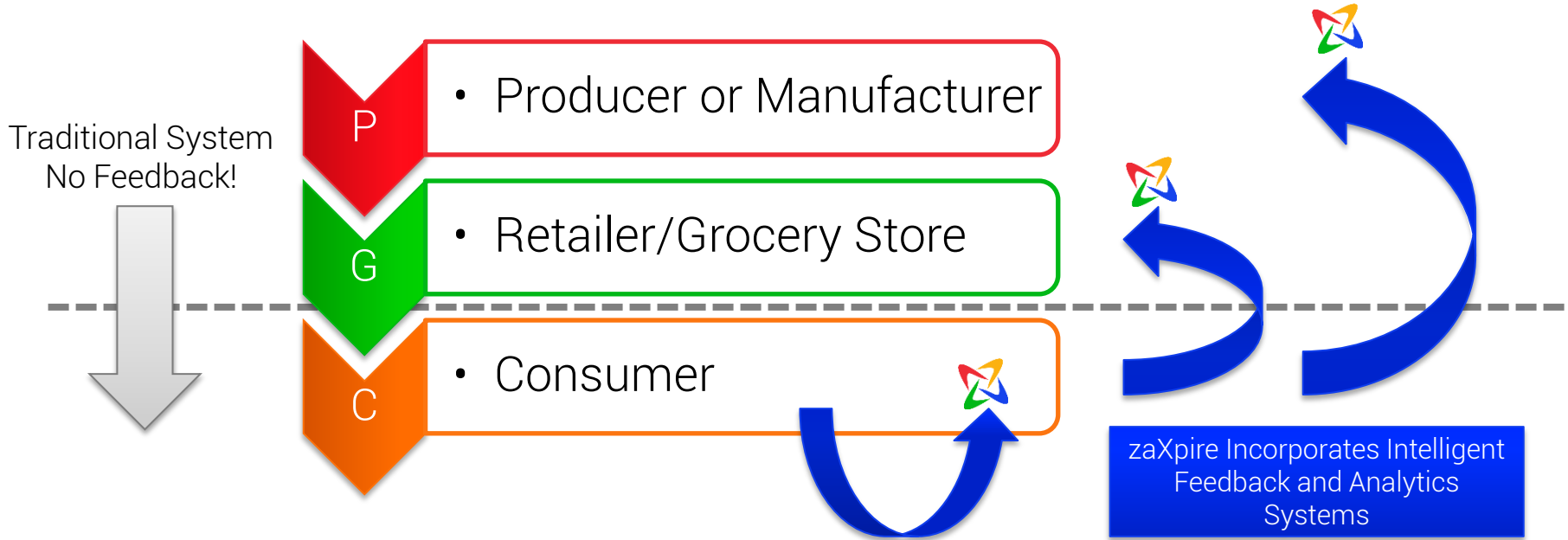
- Producers and manufactures see traditional whiplash effect due to absence of real-time feedback
- Manufactures and producers are under constant pressure for cost effectiveness and strategic inventory management
- Unable to create effective region or community oriented marketing and advertisement
- Emergency recall management
- Fine-grained consumer behavior is not capturable



Multi-Path Real-Time and Pseudo Real-Time Feedback Absent



Multi-Path Real-Time and Pseudo Real-Time Feedback and Analytics



How to Accomplish this?

Simplicity most Critical for Consumers

- Nobody has time to manage food inventory!
- Approach: Incorporate Machine-to-Machine Intelligent system
 - Minimally obtrusive and asks for attention ONLY when needed!
 - Intelligent localized decision engines on mobile platforms interacting with the centralized servers
- Grocery List Management: Most Important User Experience Element
 - We discovered the whole science behind it! Nobody seem to have gotten it right!
 - We think we have really cracked this!
- Feature-rich capabilities:
 - Intelligent and targeted discounting, coupons and advertisements
 - Parallel shopping among groups
 - Alert System: Expiry Dates, Consumer Alerts, Recalls
 - Complete Meta Data Availability
 - Nutrition, Calorie, Allergy, Manufacturer and Carbon Foot-Print Information
 - Real-time recommendations, ratings and sharing over social networks

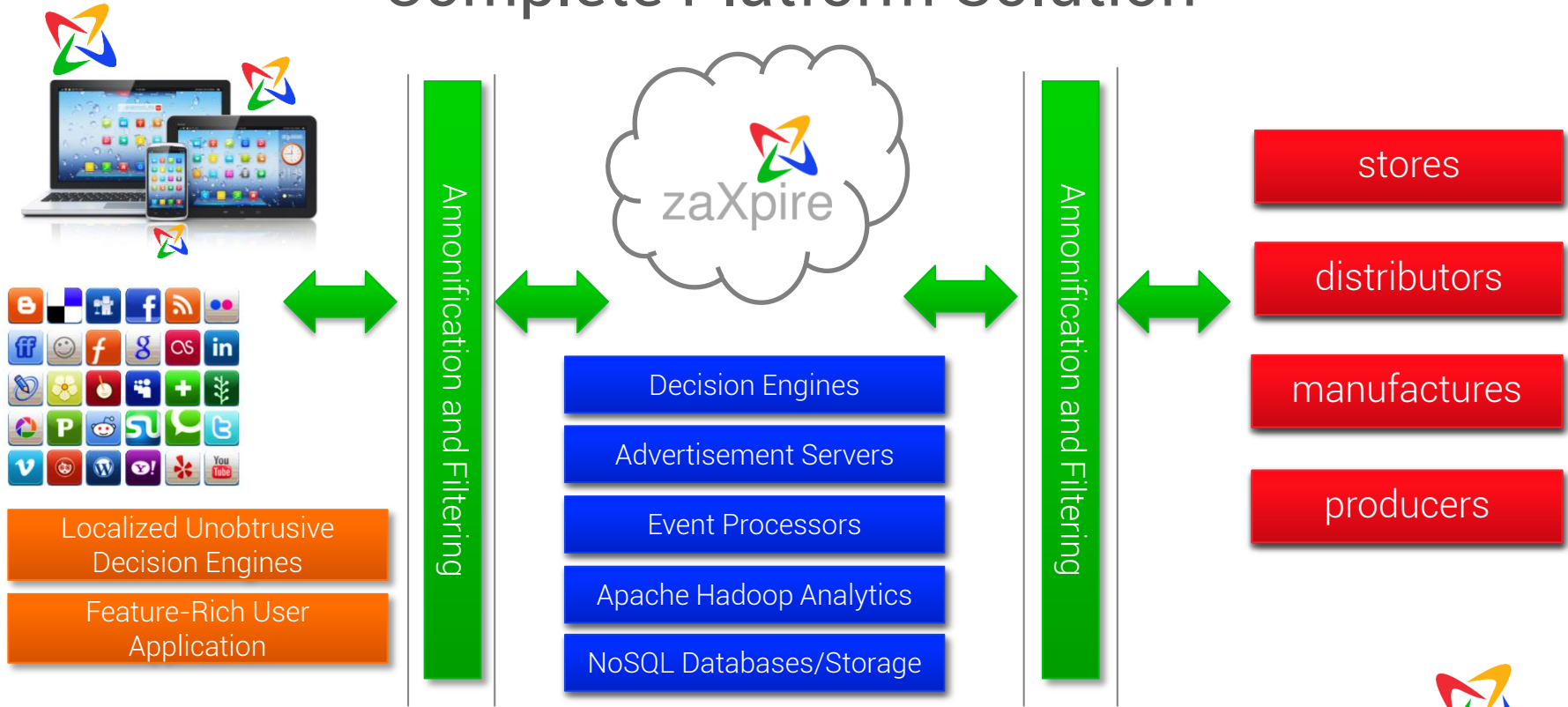


Analytics: Most Important to Retailers and Producers

- Real-time analytics of consumer demand and consumer behavior
- Ultra-high hit rate consumer advertising
 - Item is in the planned grocery list already!
- Advanced correlational analytics
 - Over arbitrary parameters and over arbitrary durations
 - For example, seasonal temperatures, consumer categories, time-of-the-day and arbitrary indices from the state-of-economy
- Provide a fully integrated platform solution!
 - Included are complete customer side integration of the smart-phone and tablet technologies for the entire value chain



Complete Platform Solution

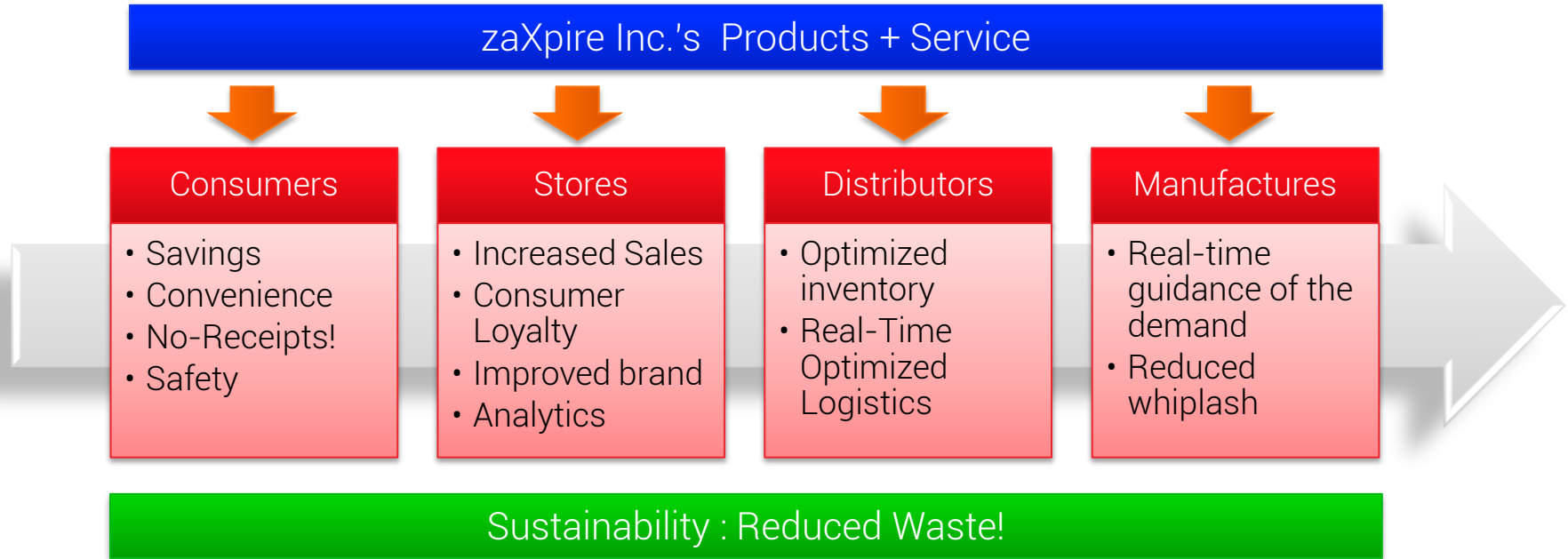


The Engine Behind Big Data Platform with Design for Scalability

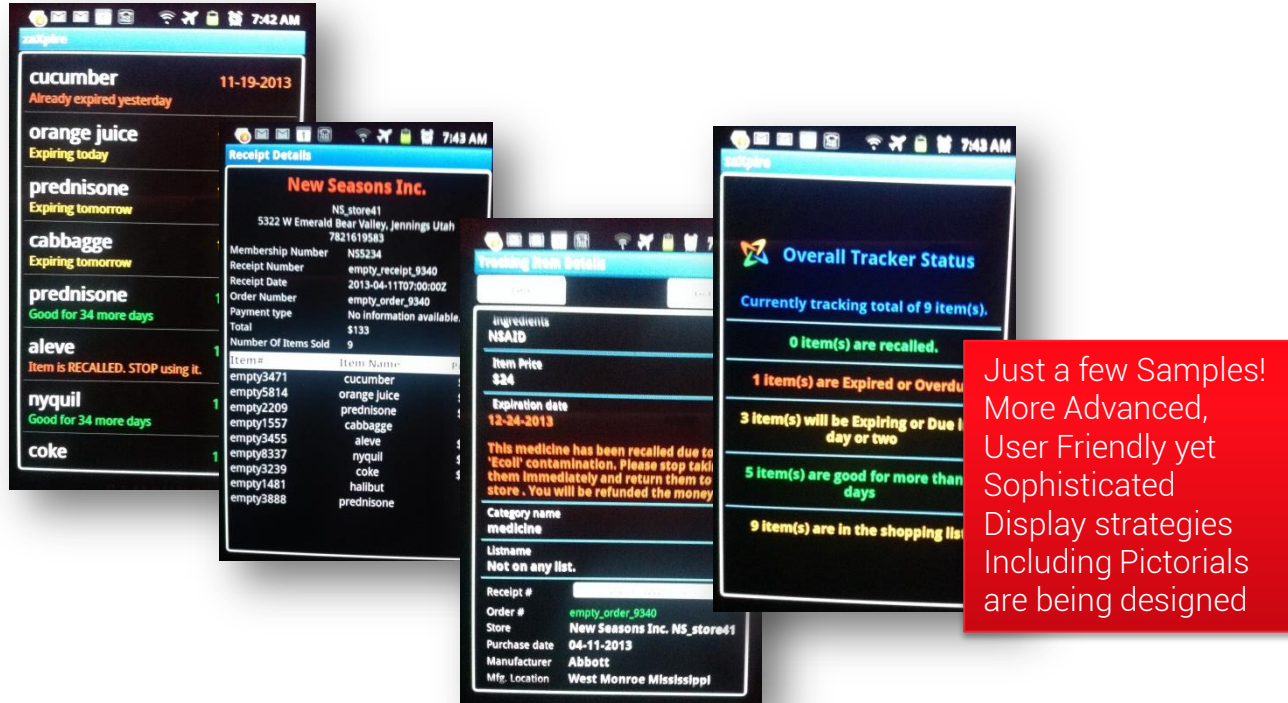
- Designed using fully scalable Virtualization and Cloud Technology
 - Can dynamically accommodate from a few thousands to trillions of independent transactions
 - Operable on the most reliable 24/7, 5-Nine Platform uptime
- Developed atop open source technology
 - Apache Hadoop for Analytics
- Highly Secure Client-Server Architecture
- Uses advanced NoSQL database for Complete Scalability
- Advanced Machine Learning Capabilities of increasing maturity over time
 - Distributed over the server as well as the clients



Value Proposition



Mobile User Experience: Prototype Demonstration



Intellectual Property

Patents Pending

- Key IP in the following areas:
 - Automated machine to machine intelligent system for minimal human intervention for most effectiveness
 - **Effective integration of multiple elements**
 - Value based monetization avenues
 - Business and Logistic Analytics
 - Integration with the Social Networks
 - Location specific machine driven decision engine
 - Ultra-smart client-side grocery list management
 - Forward predictive analytic engine serving retailers, distributors and manufactures
 - Annonification technology providing superior and fine-grained policy compliance



Evolutionary Parts Perfectly Compatible

- Upcoming Future Trends
 - Integration of smart touch-screens into the home appliances, especially refrigerators
 - Wireless + RFID Integration into home appliances
 - Prevalence of Printed Electronic Tags
 - Increasing home deliverable grocery orders from handhelds
- Upcoming future trends brings even more sophistication to our approach



First Phase Goals

- First Phase Goal
 - Release Production Ready End-to-End System
 - Run a complete pilot on small/medium size grocery store
 - Provide detailed analytics
 - Incorporate learnings
 - Sign up contracts with at least 3 medium/large size grocery chains



Current Status

- Fully Operational Prototype
 - Demonstrated to multiple retailers, distributors and manufactures
 - Hyper-scalable Server + Analytics + Smart-Phone & Tablet Application
 - Huge Interest from ALL the prospective customers in discussions
 - Customers are strongly wanting the Actionable Insights and the Capabilities we are able to provide
 - Entirely covet the Simplicity, Sustainability and Social nature of the offered solution
- Completed In-depth research of the markets, technologies, customer usage models and desired features
 - Great degree of feedback from the customers has been already incorporated
 - Being continually enhanced with newer ideas and capabilities
- Excellent progress towards meeting our first phase goals
 - We have a Fully Committed and perfectly suited pilot customer



Business Model Evolutionary Approach

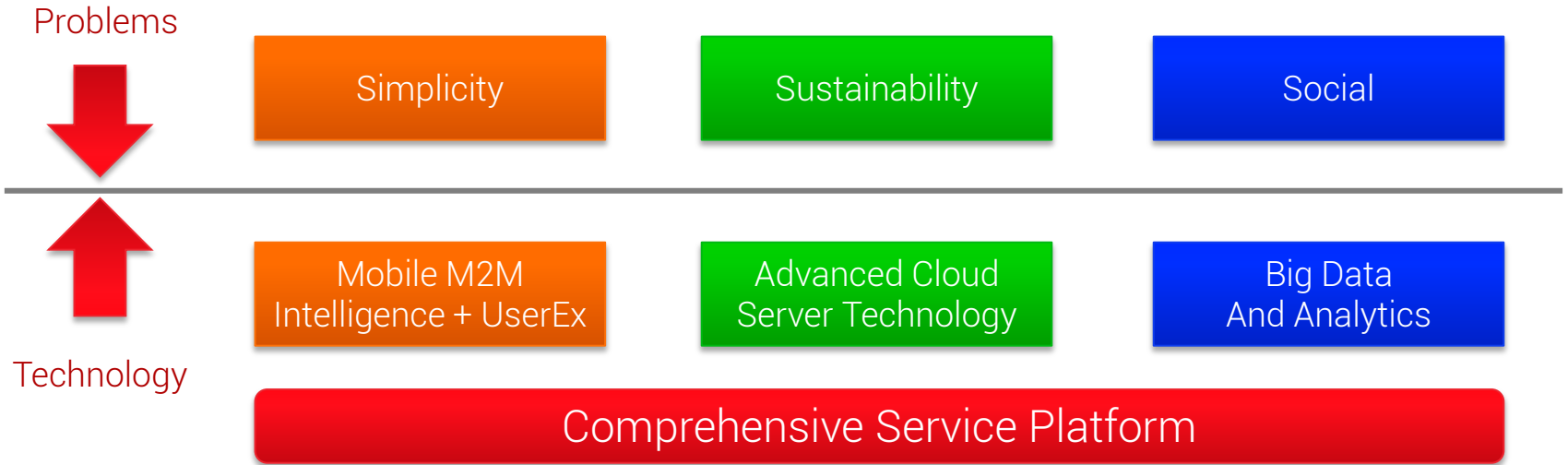


Founding Team

- Ravi Naiknaware, Founder
 - Experience from Founding and running a startup; Large corporations, Intel, Texas Instruments and Maxim
 - Raised \$18.5 Million in VC Funding at Azuray Technologies
 - Exceptional product delivery in multiple disciplines
 - Cloud/Web/Analytics, Embedded, Renewables, Communication, Mobile Platforms and Base Stations
 - Hands-on ground-up server and cloud system experience
 - Designed and led two dozen products through NPI and High-Volume manufacturing
 - More than Billion units shipped producing multiple billions of dollars in revenue
 - Led development of more than 50 US Patent Filings
 - Ph.D. in EE & CS and Stanford University Executive Management Program
- Uttam Pawar, Founder
 - 15+ Years of Experience as an Information Technology Professional
 - Experience from Intel, IBM and AMD
 - Experience in client-server application development
 - Experience in mobile application development and android platform
 - BS in Computer Science



zaXpire Provides Comprehensive Solution



Conclusion

- We are solving **Real Problems** in a domain with multiple **Challenges** and correspondingly **Great Opportunities** by incorporation of new technologies
- Exceptionally solid team with Passion, Vision, Experience and Expertise to deliver and make a huge impact!

Passion

Vision

Experience

Expertise



Thank you!



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