Incubation project name	zaXpire
Contributor	Uttam C Pawar (Uttam.c.pawar@intel.com)
What's your venture's mission?	- Our mission is to bring **Simplicity**, **Sustainability**, **Safety** and **Social** to Food and Medicine.
Describe the problem you are solving	- One of the biggest concerns is food sustainability. In USA alone, consumers throw away 40% food produced and imported, which has tremendous impact on the cost of production and delivery which is equivalent of 300 million barrels of oil and 25% of our freshwater supplies making current situation unsustainable. - Difficult and sometimes even impossible to manage various product date (expiration, use by, freeze by, etc.), - Manufactures and producers are under constant pressure for cost effectiveness and strategic inventory management - Lack of product related input by consumer either to retailer or to producer. - Inefficient emergency recalls and tracker system. It's been estimated each year more than 2 million serious adverse drug reactions occur in the United States, causing an estimated 100,000 deaths.
Who is impacted by your problem?	- Manufacturer, Retailer, Consumer
Who are your customers or stakeholders?	- Producers/Manufacturers, Retailers and Consumers and government authorities (FDA)
Please share any market feedback or interactions you may have had that confirm this problem / customer pain, and please list	- Had conducted an interview with a representative from Franz's bakery (in Portland). One of their concern is to inefficiencies in their supply chain. Today they had to work with multiple entities such as retailers, credit card companies, email and snail mail campaign with low rate of participation to generate slightly accurate picture of demand scenario. - Consumers have no direct way to communicate with manufacturers. One of the frustrations is that consumers are not part of this feedback loop.

customers you expect would be interested in your solution.	
How are they solving their problem today?	- Consumers learn about the issue with any products either from the online news sources or FDA. - Learn from recall notices posted in the stores. Users can use manual shopping list applications to keep track of products with some success due to limited information. - Retailers and producers' systems are connected to keep track products.
Describe your solution, product or service	- The zaXpire platform links producers, transport service providers, retailers and consumers keeping them in sync using the technology. - Based on this infrastructure and various data sources, our solution will have many so called 'AI engines'/APIs, such as 'expiration date tracker', 'recall engine', 'outbreak tracker', 'real time supply/demand tracker', etc. - Embedded edge solution such as smart freeze or end-to-end inventory management solution.
What is your minimum viable product (MVP)?	- I've developed a mobile application for Android and IOS platform with back end service but not yet deployed.
What significant recent trends or market forecasts are important to your product/solution category?	- Impact of pandemic due to Covid-19 causing rush to provide online/mobile solutions for every problem. Think about 'contact tracing' for food/medicine etc. - Existence and advancement in technology to build such a real time system.
List competitors and players in the broader ecosystem	- FDA informational website.

What is your source of sustainable competitive advantage?	- One of the advantages is to have cross-platform one of a kind solution connecting all the stakeholders.
How does this leverage Intel's technical strengths and assets?	- Use Intel's AI technology (Intel Connected Logistics Platform). With current success of use of blockchain based solution to track "crops", Intel resources used in a correct way help build end-to-end solution on a massive scale. - Intel is trusted brand giving a boost of confidence and leverage to our solution in the marketplace.
Please describe your value chain (e.g. B2B, B2B2C, or B2C)	- B2B2C: We work with retailers to enable as add-on service for consumers. - B2B: Connect with manufacturers and retailers.
What Strategic Partnerships (if any) are important?	- Strategic partnerships with a manufacture, and retailer is a must to make this into real time solution. - Another partnership with FDA would be useful.
Is there anything else we should know about your proposed new venture?	- Had filed an invention disclosure in 2011, describing the process. https://patents.google.com/patent/US20120089409?oq=uttam+pawar