



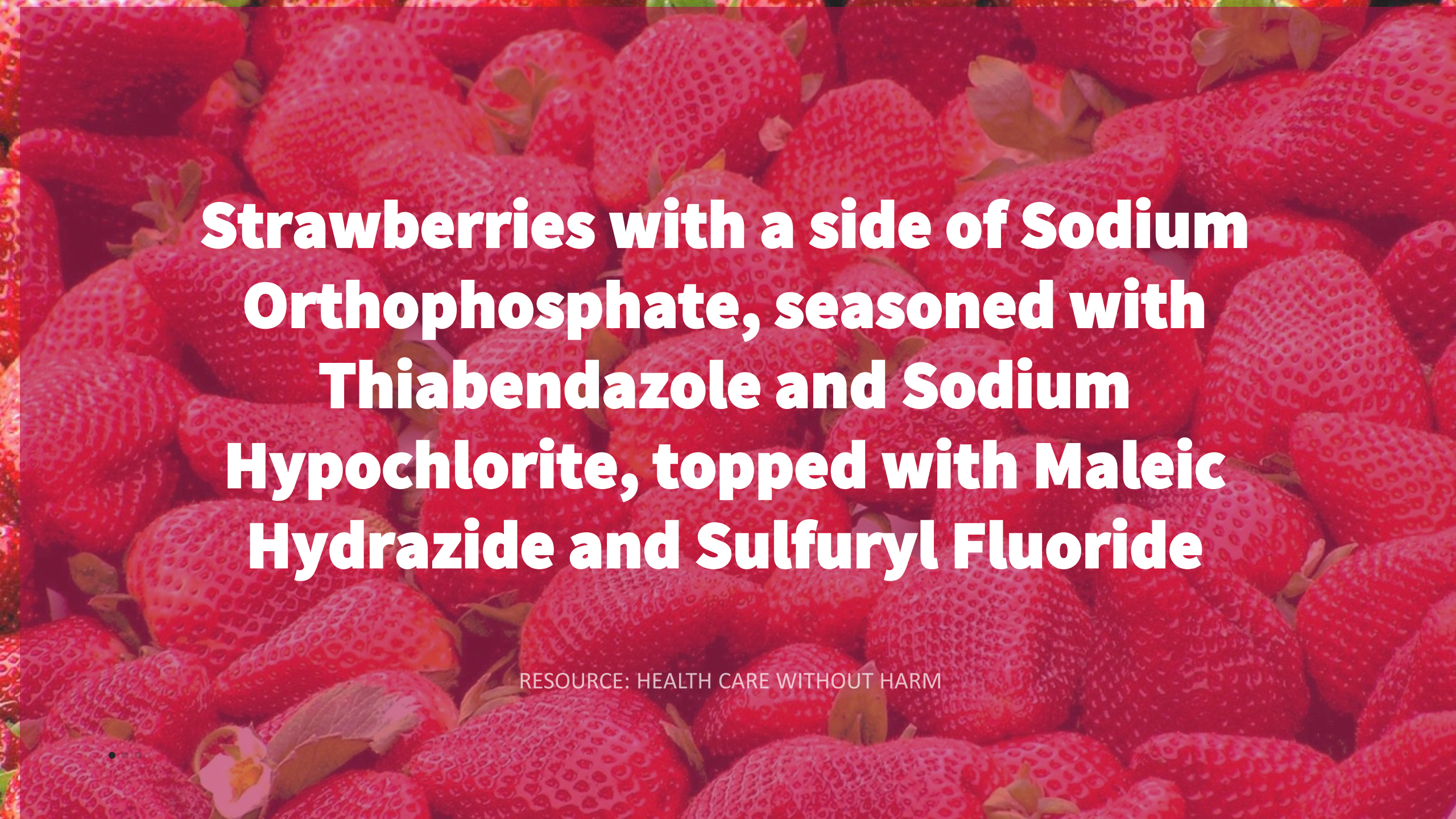
The Problem





APPLES ON SALE IN SUPERMARKETS ARE UP TO **10 MONTHS OLD**

an investigation by The Sun-Herald



**Strawberries with a side of Sodium
Orthophosphate, seasoned with
Thiabendazole and Sodium
Hypochlorite, topped with Maleic
Hydrazide and Sulfuryl Fluoride**

RESOURCE: HEALTH CARE WITHOUT HARM

NON-SEASONAL FOODS

NOT good for
the PLANET



NOT good for
our HEALTH



NOT good for
the PIGGY BANK



The Solution





GREEN APPLE
AUG - JAN



LEMON
NOV - MAY



PEACH
MAY - SEP



WATERMELON
JUN - AUG



CHERRY
MAY – JUL OCT- DEC

FRUITS CALENDAR

from OCU



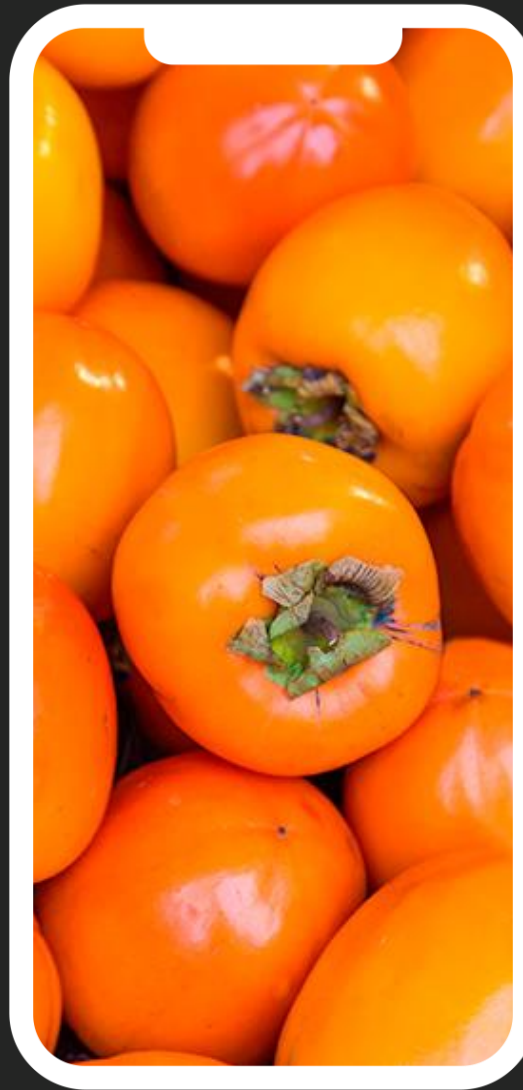
We trained images of over 20 different kinds of fruit that are available in Spain based on the "Fruit Calendar" from the official OCU website. OCU or Organization of Consumers and Users is the oldest consumer organization in Spain that provides personalized advice services and carries out advocacy actions to further the interests of all consumers at the national, European, and global levels.

A photograph of a supermarket aisle, specifically the fruit section. In the foreground, there are several green plastic crates and wooden crates filled with bags of apples. A price tag on the left shows 'SAVE' and 'R23.99'. Another price tag on the right shows 'SAVE' and 'R24.99'. In the background, there are more shelves stocked with various products, and a large red sign with the word 'SAVE' is visible. The text 'IMAGINE YOU WALK INTO A SUPERMARKET' is overlaid in large white letters across the center of the image.

IMAGINE YOU WALK
INTO A SUPERMARKET

HANDY TWO STEPS

Step 1. Scan the Fruits
Step 2. Computer Vision





Seasonality and origin information for over 200 fruits and vegetables that are eaten regularly.

RESULT



Seasonality and Origin
= **Healthy Eating**

Less Food Miles
Lower Chemicals
= **Better Planet**



Higher Seasonal
Supply
= **Lower Prices**

Monetization



Fruit and Vegetable Market

2030

5 trillion

2015

2 Trillion



MARKET

...

Resource: Disruption in fruit and vegetable distribution by Oliver Wyman

USER

User Monetization

FREE for everyone

Enjoy the freebie to check the seasonality and origin information.
All we require is for the user to create a profile on the app

FREEMIUM

SUBSCRIPTION BASED MODEL



A subscription to a box of seasonal fruits / vegetables delivered to your doorstep.

Producer Monetization



SUPERMARKETS

Insights on consumer preferences for seasonal fruits and vegetables by demography



FARMER

The same insights provided to supermarkets plus the ability to supply products directly to consumers through the subscription box

