

FINAL ON STAGE



AT



Discover AI Challenge

Microsoft ogorize



FINANCIAL SERVICES



HEALTHCARE



RETAIL



SMART CITIES



SmartSito

The Semi-Finals
May 27, 2020

“While our number one concern is for the health of those affected by COVID-19, ReFED also recognizes that our collective response to this crisis is **increasing the amount of food waste**”



March 20, 2020

Food Waste in the World Today



More than 33% of food is wasted globally



- > 50% of food production is wasted
- 2.2 M tons of food waste can be avoided
- 9.8 M tons of CO₂



- Cost to Canada: \$17 billion per year
- 47% from households



X



**Smart Food Waste Reduction
starts with you!**



Our team is here to help!



Elham Okhovat

"To me, the world of technology is like a Gold mine, I cannot resist the temptation to grasp more"



Sandra Lopez-Zamora

"I develop valuable solutions to business challenges using computer programming and data science!"



Jose Masache-Narvaez

"Enthusiastic about computer vision, machine learning, and python programming."



Cesar Gomez

"I love exploring knowledge and exploiting curiosity to positively impact the communities I belong to."

40+ years
of experience

- ✓ Programming
- ✓ IT
- ✓ AI

- ✓ R&D
- ✓ Project Management
- ✓ Business Development



SmartSito

Your tool to
Smartly reduce your
food waste!



Confusing or nonexistent expiry date labels!

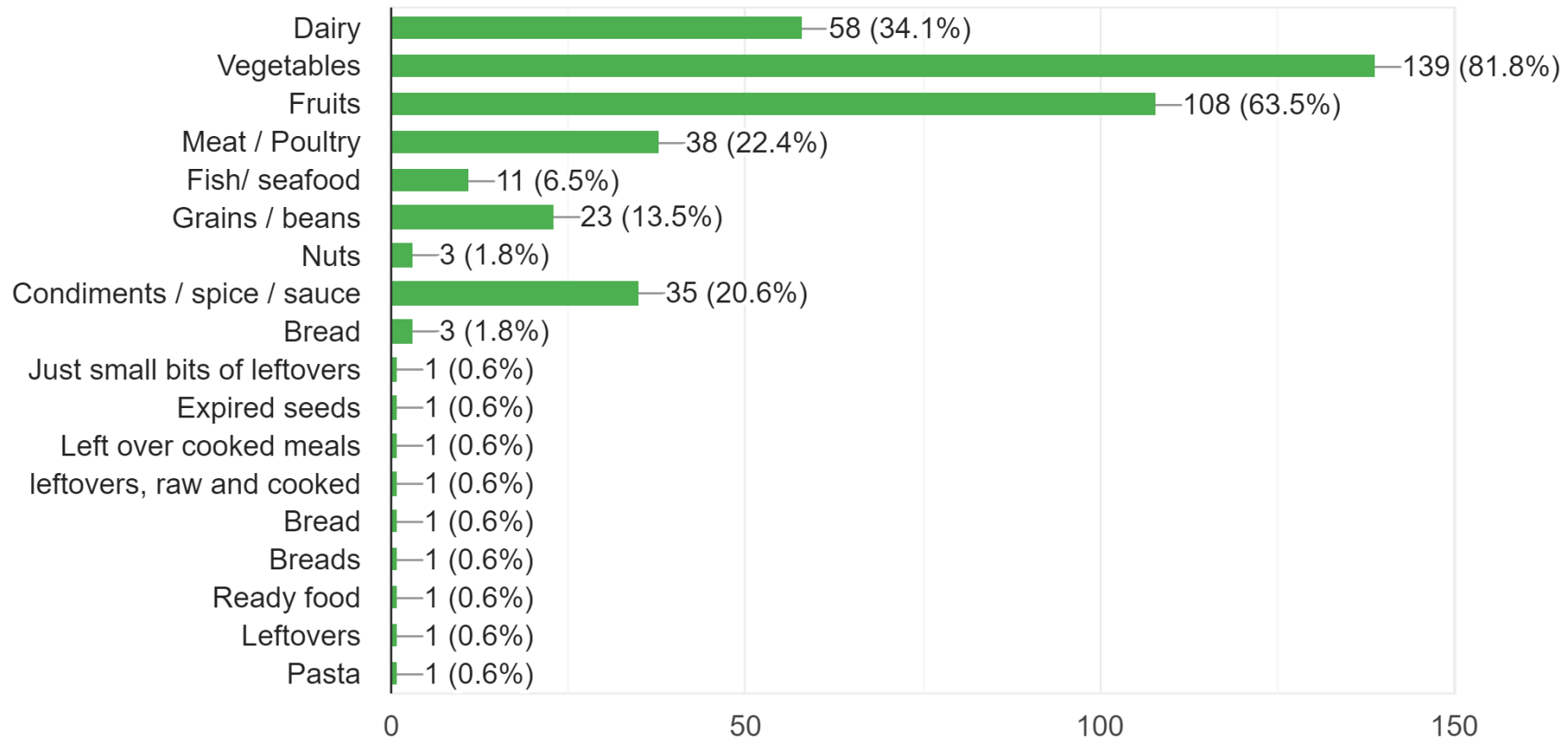




What consumers say

Check one or more types of food you have thrown away during the last month

170 responses



- 
- ▶ Optimize inventory and product selection
 - ▶ Reduce costs
 - ▶ Increase revenue

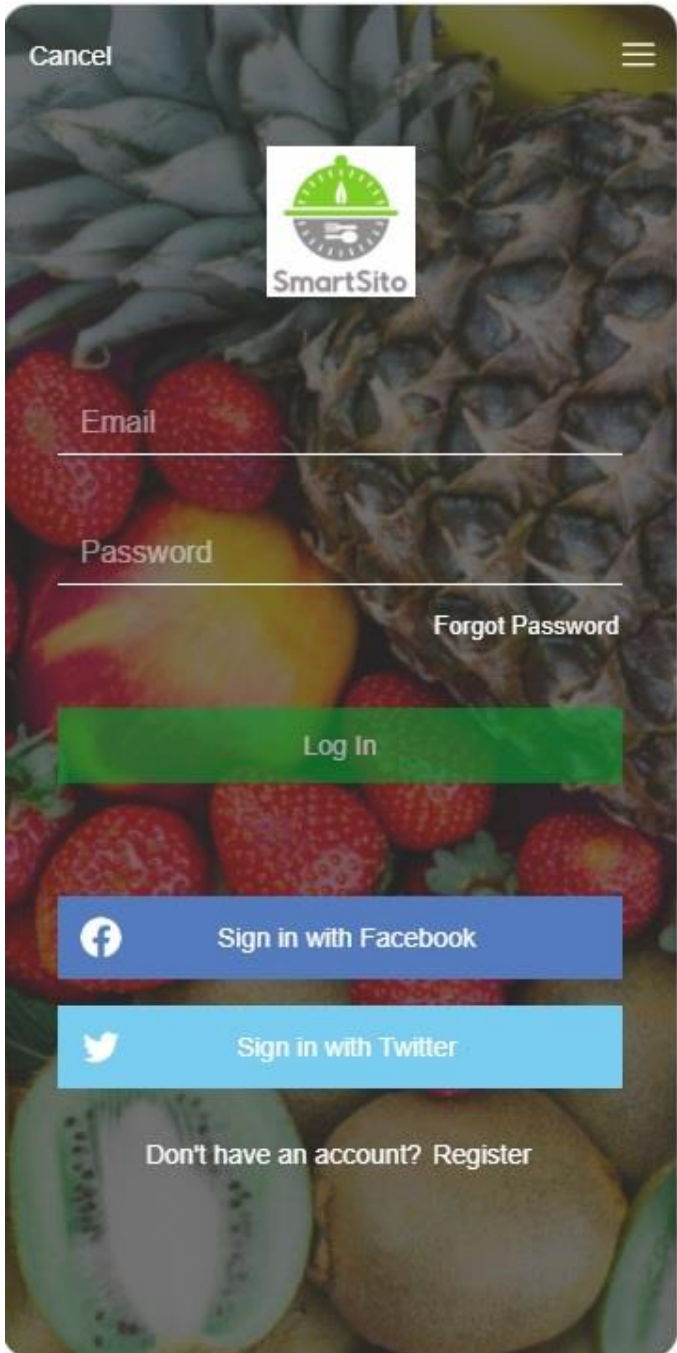




SmartSito

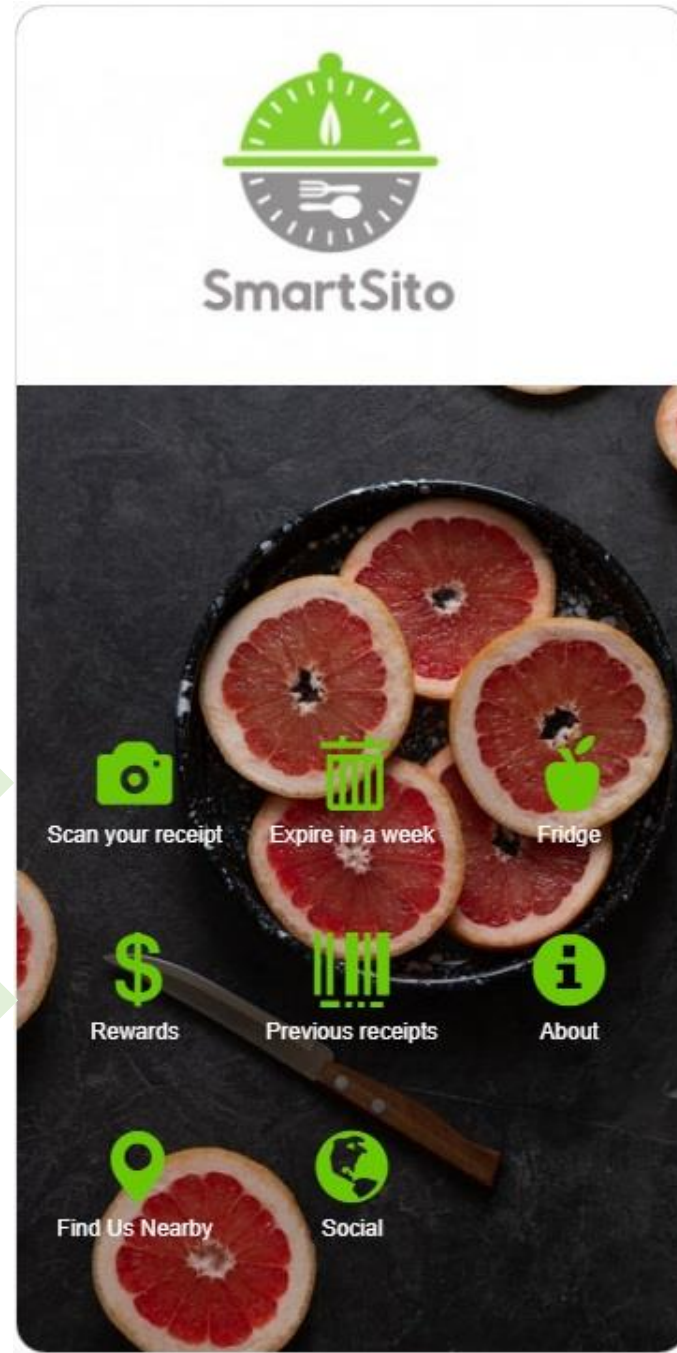
SmartSito **Mobile App**

Smart Food Waste
Reduction starts with you



Scan receipt with the smartphone camera

Rewards and points

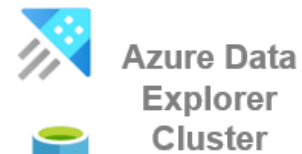
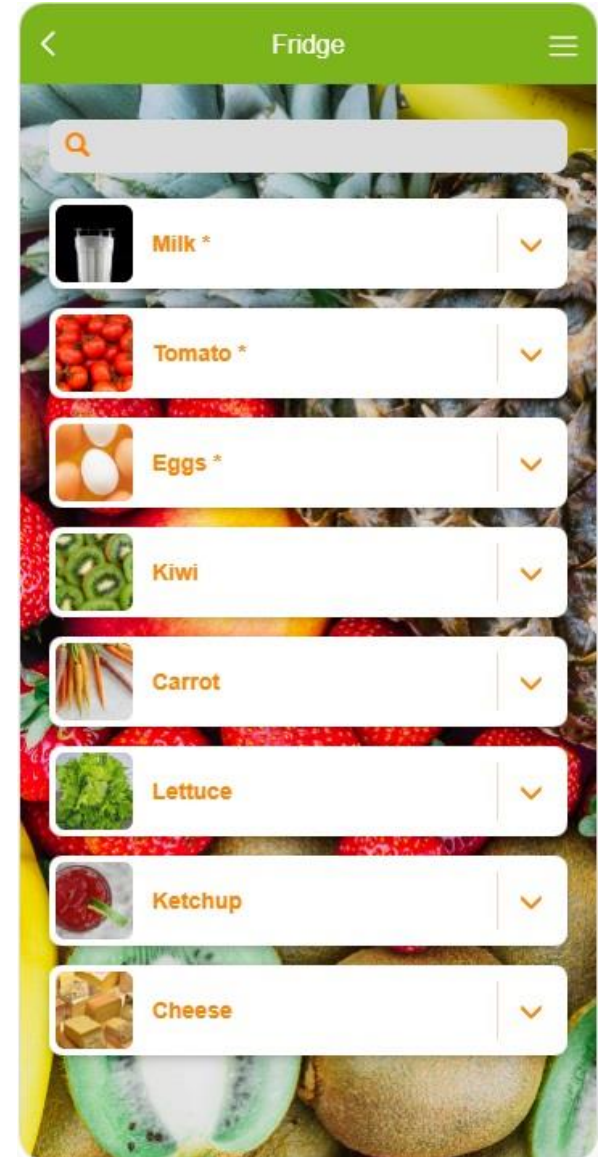


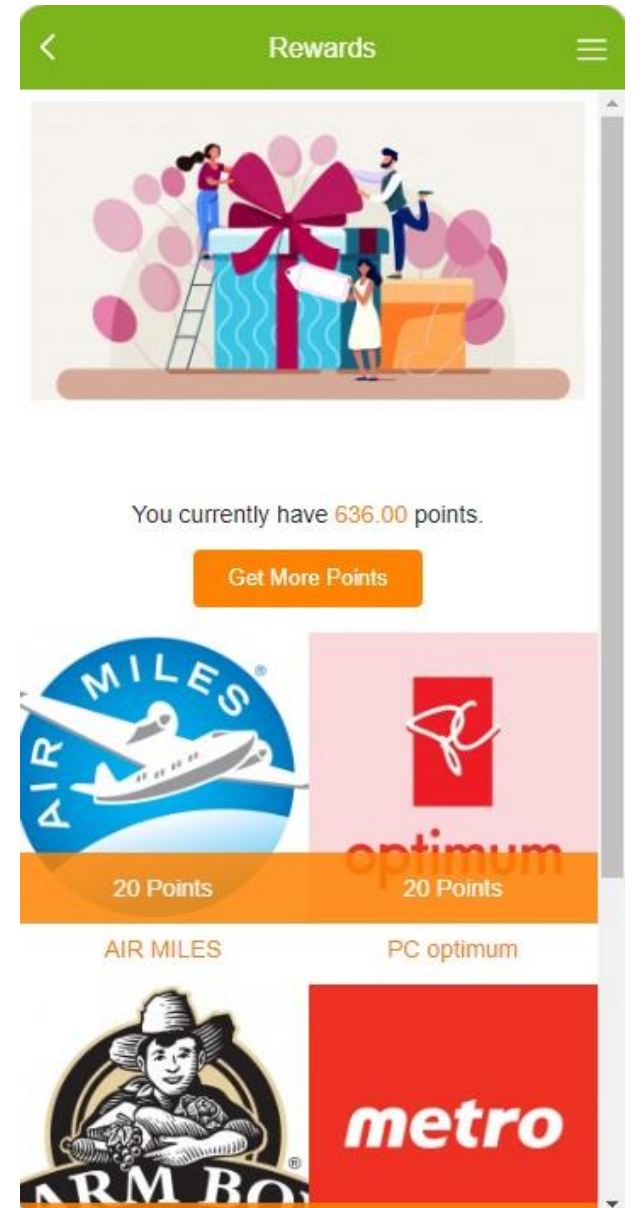
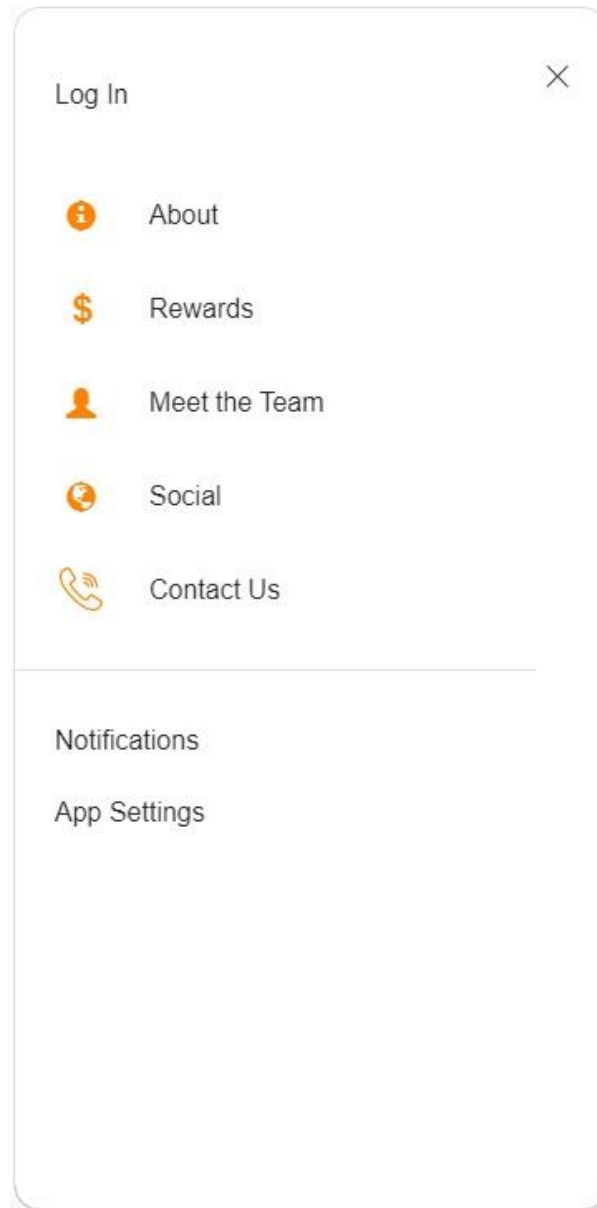
Text extraction using Azure's **Computer Vision** and **Event Hub** tools

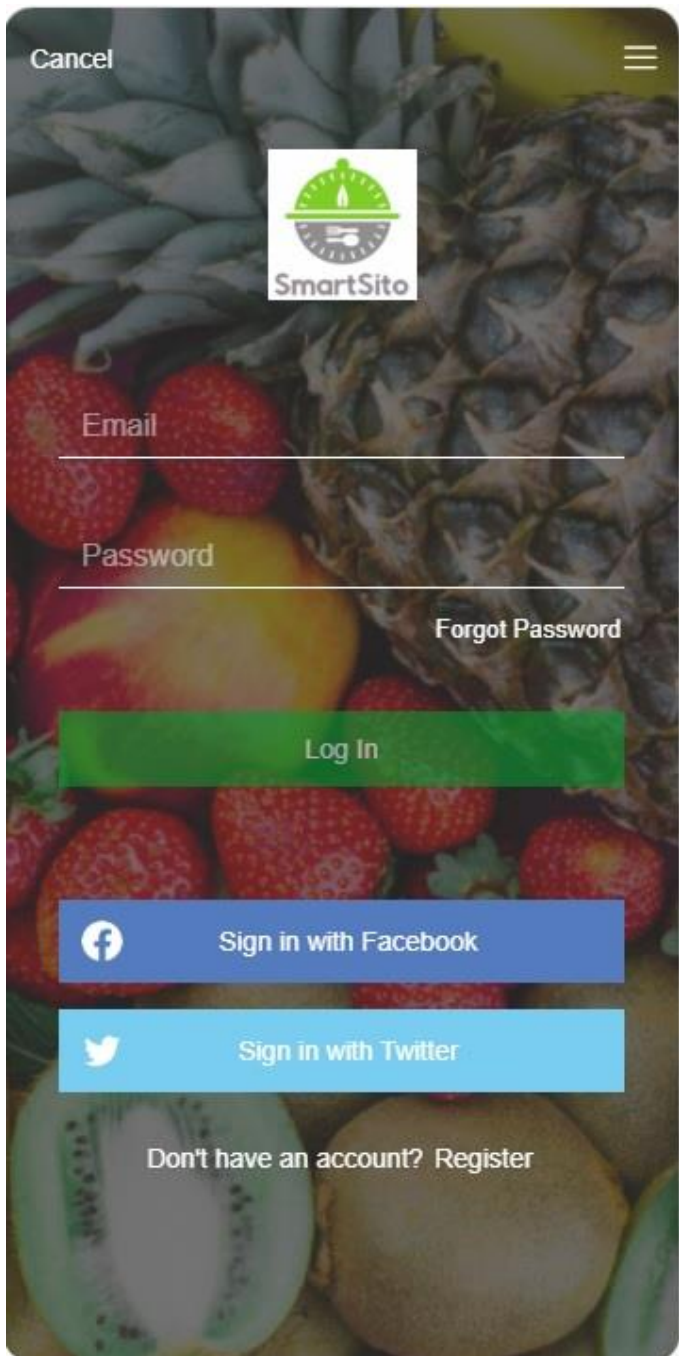
VEGGIE STRAW
1433636 TPD/196047
VEGGIE STRAW
1433636 TPD 195047
MA Z. OLIVES



The items with "*" show which products are about to expire









SmartSito

SmartSito **Web App**

Smart Food Waste Reduction starts
with you

Smart Food Waste Reduction starts with you!

[Sign up!](#)

Benefits for Consumers



Environmentally Responsible

We help you avoid your food waste.



Empowered Families

We are empowering responsible food consumption in households.



Save Money

We will notify you before your food expires, give you ideas and help you save money!

Benefits for Retailers



Target Marketing

Get access to Smarsito's users insights to target your marketing campaigns.



Inventory Recommendations

Get inventory recommendations according with your location and customer behaviours.



Attract customers

Get access to insights related to your competitors in the area.

For Consumers

We are a community of responsible consumers. We are aware of our impact on climate change through food waste reduction. We are empowering a more responsible food consumption in households.

Smartsito for Consumers



For Retailers

We allow retailers to reach consumers with targeted food products based on our user-centric insights. Retailers benefit from our customized inventory recommendations for a sustainable and efficient supply.

Smartsito for Retailers

For municipalities


We are a key partner for municipalities committed to achieve carbon footprint reduction.



Dashboard


SAVINGS (MONTHLY)

\$40




NEIGHBOURS AVERAGE SAVINGS (MONTHLY)

\$120




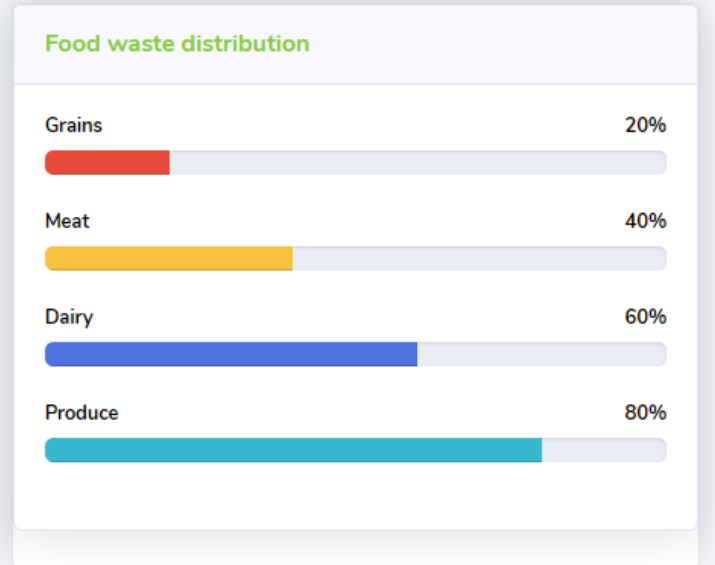
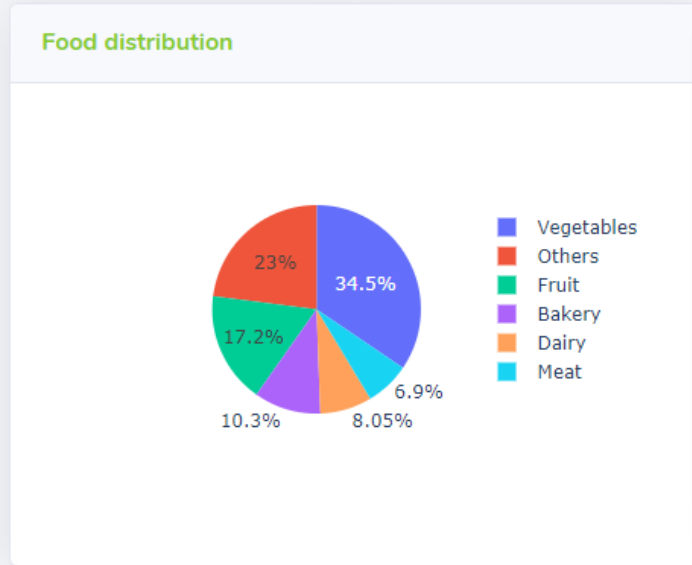
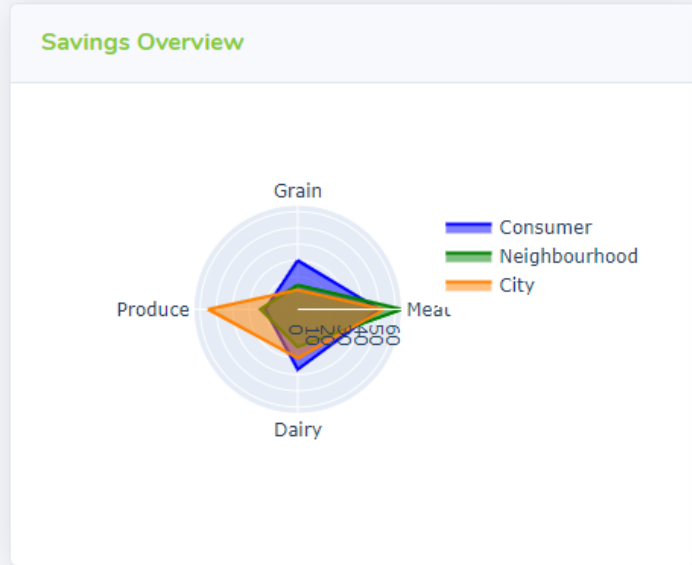
SAVED FOOD

50%



EXPIRED PRODUCTS

8

- Dashboard**
- TOOLS
- Savings
- Fridge Products
- Rewards
- Logout



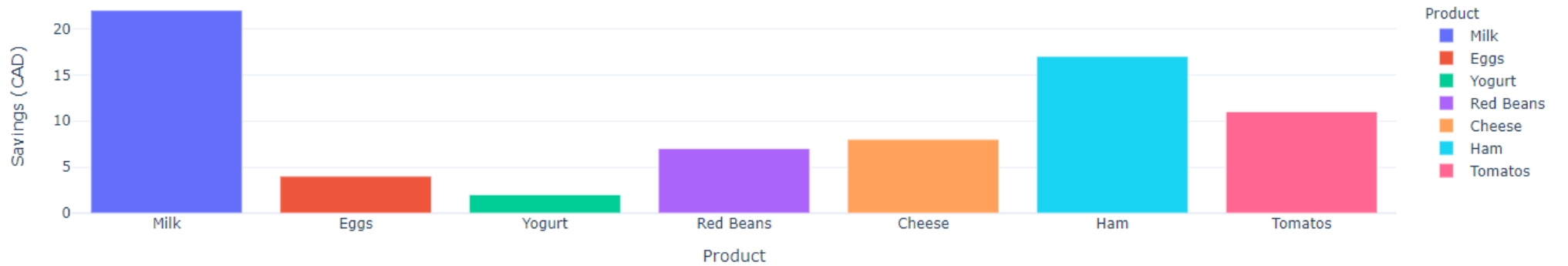
Azure Data Explorer Cluster




App Services

Savings

Savings by product





CONSUMER

Dashboard 

TOOLS

Savings 

Fridge Products 

Rewards 

Logout 



Fridge Products



Milk

Expiring soon
Expiring on June 1, 2020



Red Beans

Good to eat
Expiring on April 30, 2021



Coffee

Expired
April 30, 2020



Tomato

Expiring soon
June 5, 2020



Eggs

Expired



Kiwi

Good to eat



Carrot

Expiring soon








Beef


Good to eat



CONSUMER

- Dashboard 
- TOOLS
- Savings 
- Fridge Products 
- Rewards 
- Logout 


Rewards



20 points

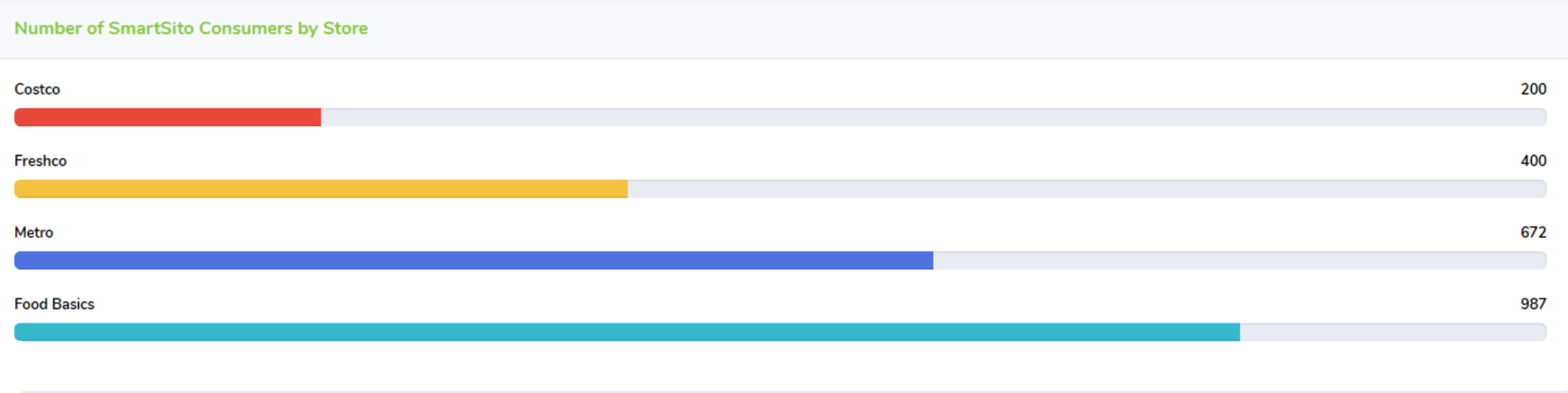
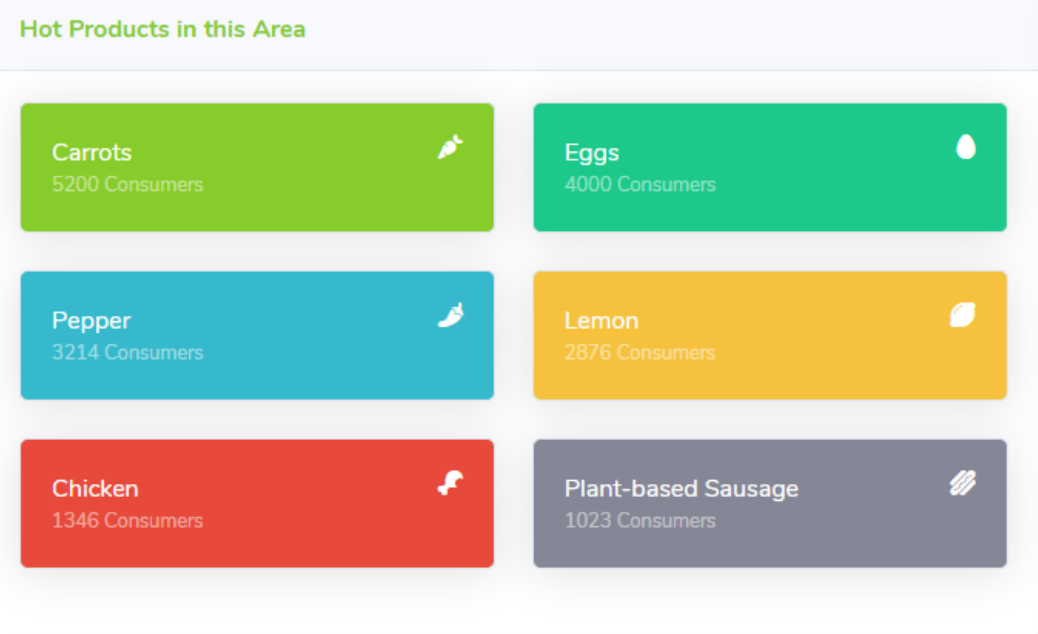


30 points



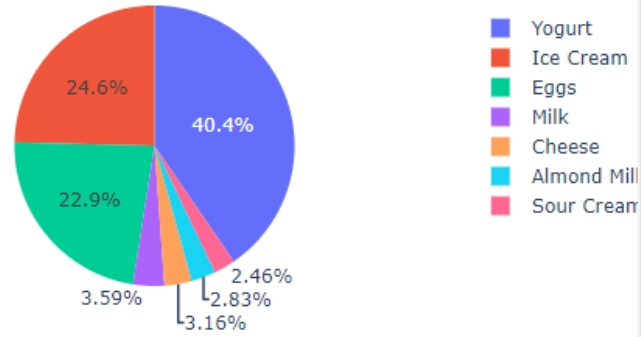
10 points



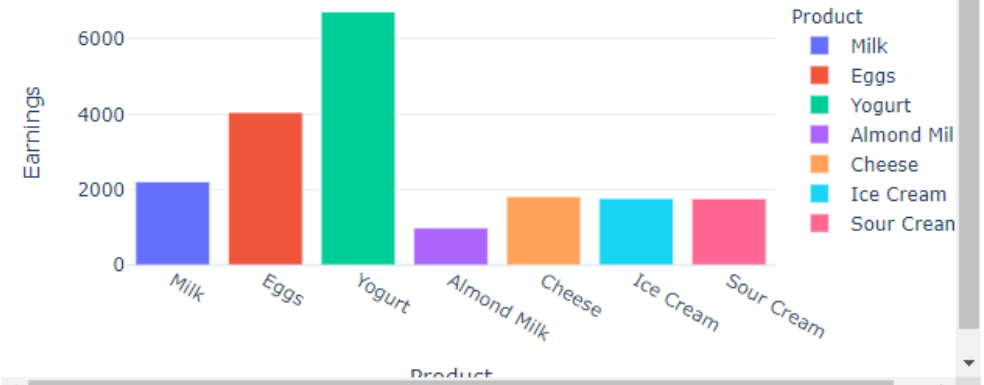


Hot Products

Units





Earnings



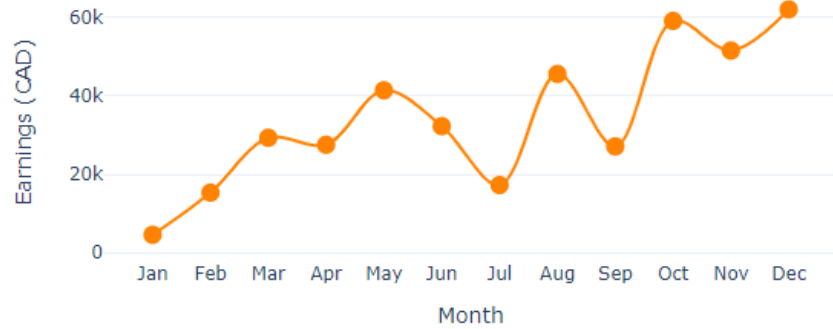
Hot Products Table

Product	Units	Earnings (CAD)
Milk	470	\$ 2210
Eggs	3000	\$ 4050
Yogurt	5290	\$ 6720
Almond Milk	370	\$ 987

 **RETAILER**[Dashboard](#) [TOOLS](#)[Hot Products](#) [Predictions](#) [Consumers per Store](#) [Logout](#) 

Predictions for next months

Prediction of Food Product Demand (CAD)



Prediction of Food Product Demand (CAD)


Month	Units	Earnings (CAD)
Jan	1530	4590
Feb	5117	15351
Mar	9779	29337
Apr	9187	27561
May	13817	41451
Jun	10769	32307
Jul	5761	17283



Azure Data
Explorer
Cluster




App Services


RETAILER

 Dashboard 

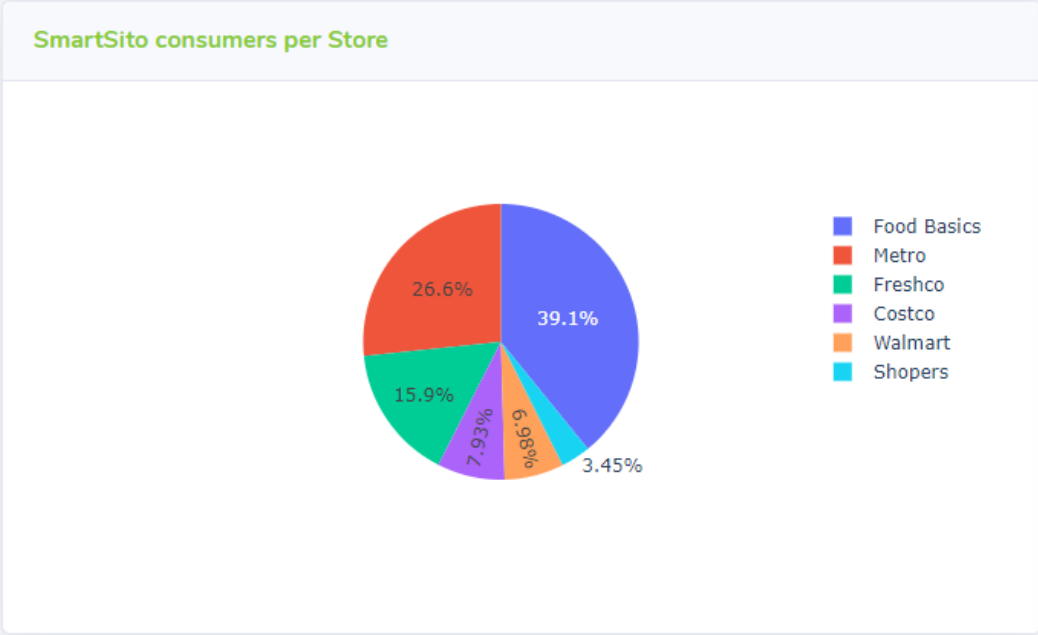
TOOLS

 Hot Products 

 Predictions 
Consumers per Store 

 Logout 


SmartSito Consumers per Store



SmartSito consumers per Store

Store	Food wasted	Consumers
Costco	47%	200
Freshco	30%	400
Metro	52%	672
Food Basics	37%	987
Shoppers	43%	87
Walmart	32%	176
Total:		2522


 Azure Data
Explorer
Cluster


App Services



**Reduce carbon
footprint!**

Our Target

Ontario → 5460 Grocery stores

- 13 large municipalities
- 20 medium municipalities

Quebec → 4290 Grocery stores

- 5 large municipalities
- 13 medium municipalities

Potential Market:
6.3M+ households¹
9.5k+ stores²

The larger the municipality,
the more households' food
waste!

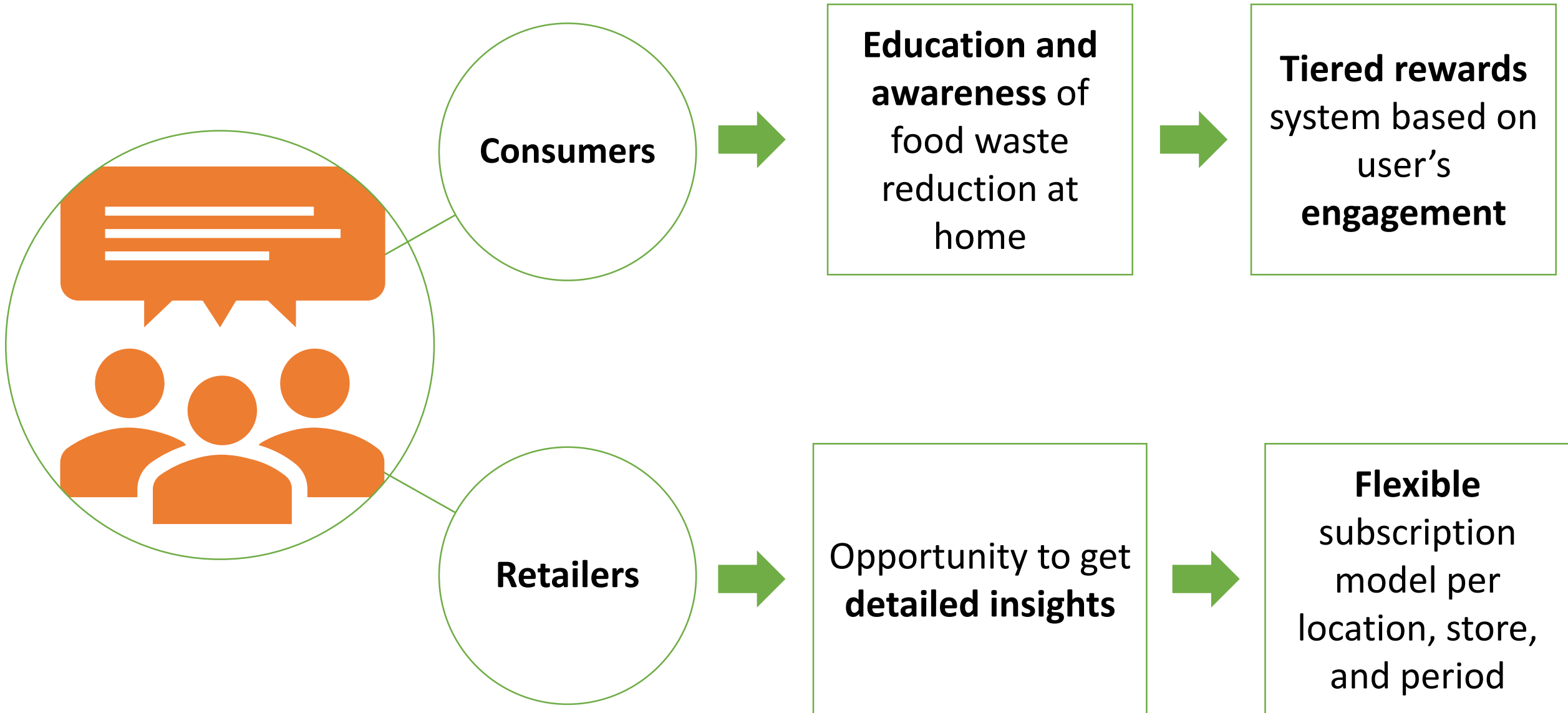
Initial target: Large and
medium municipalities
ON and QC



1. According to Statistics Canada, [2016 Census of Population](#)

2. As of December 2019, according to [Statista](#)

Value Proposition for Our Customers



Revenue Streams

Monthly Retailer
Subscriptions



Advertising on
Mobile App & Web



Corporate
Partnerships

Government &
Private Funding



Phase 1

Phase 2



App launch with municipalities campaigns



Social media



Adoption rewards



Price:



SmartSito responsible consumers referral program



Alexa and Google Home integration



Partnerships with **smart fridge manufacturers**



Sales force at chains' head offices



Joint loyalty programs to earn and redeem points at stores



Subscription price: \$199 CAD/month per store

Email campaigns



SmartSito hyper-targeted advertising plans for retailers



Our Timeline

Ideation & Prototyping

Feb – May, 2020

Idea generation
Mentoring
Prototype Development



MVP Deployment

Jun - Dec 2020

Sales Planning
Fundraising
Marketing Plan Phase I



Market Growth

Jun 2021 – May 2023

Marketing Plan Phase II
Target 2022: 40% of stores
Profit 2022: \$271.6k



May 27 & 28, 2020

Discover AI
Challenge

Finale



If we are chosen

Jan – May, 2021

Sales Plan Execution
Target: 15% of stores
Projected Profit: \$57.8k

Go to Market



Possible sales cost reduction of **US \$120k!**
(free Azure for 2 years)



Smart Food Waste Reduction starts with you

We would love to answer
your questions!

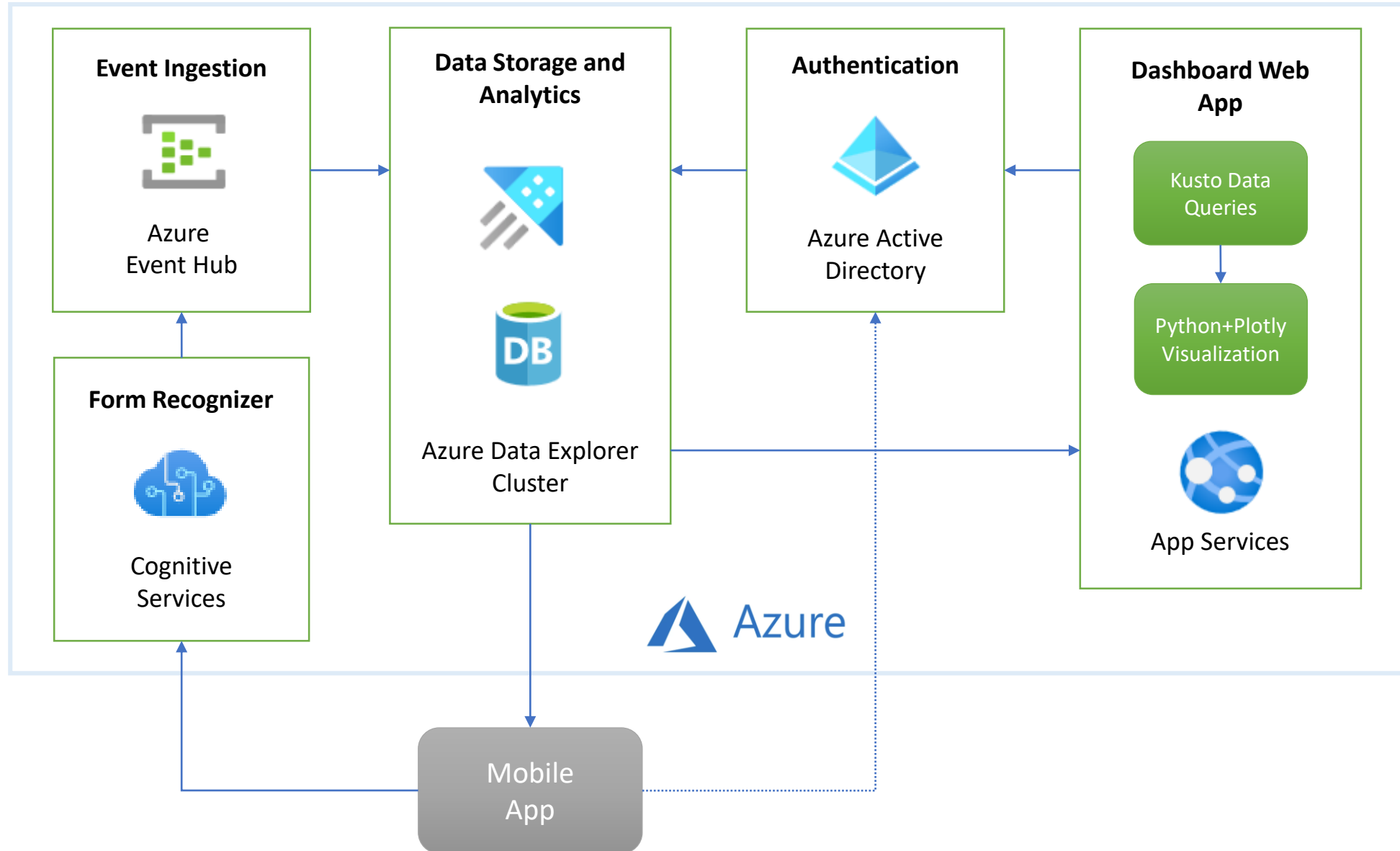




SmartSito

**Additional
Information**

Prototype Architecture



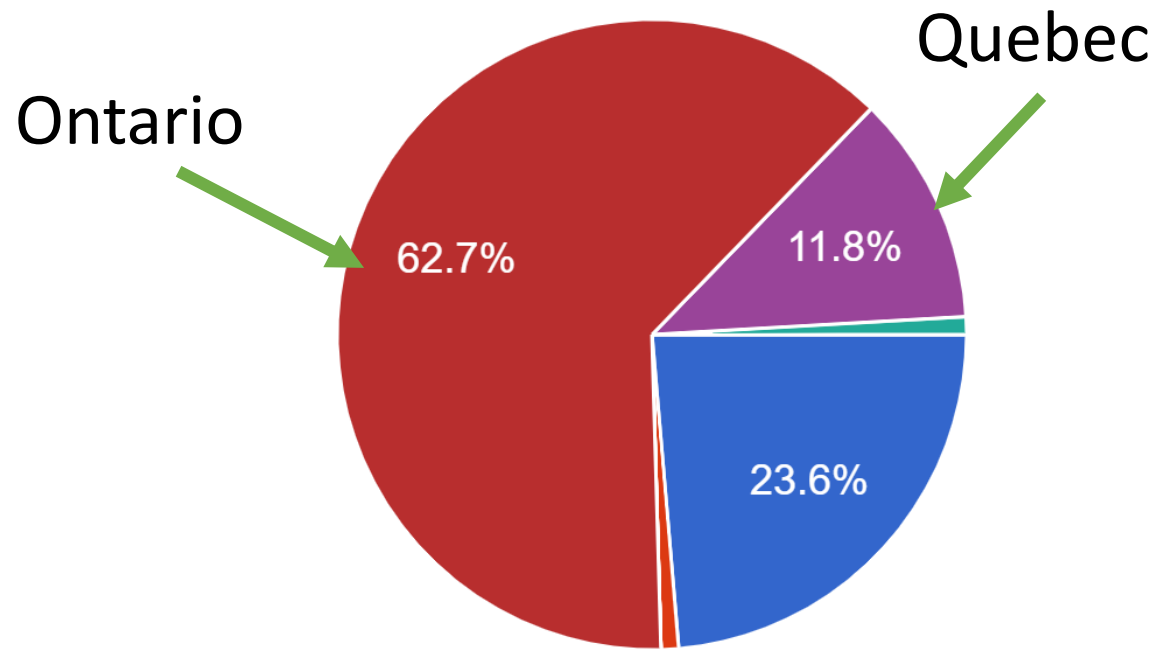


Assessing the Market

220 Responses

Which province do you live in?

220 responses

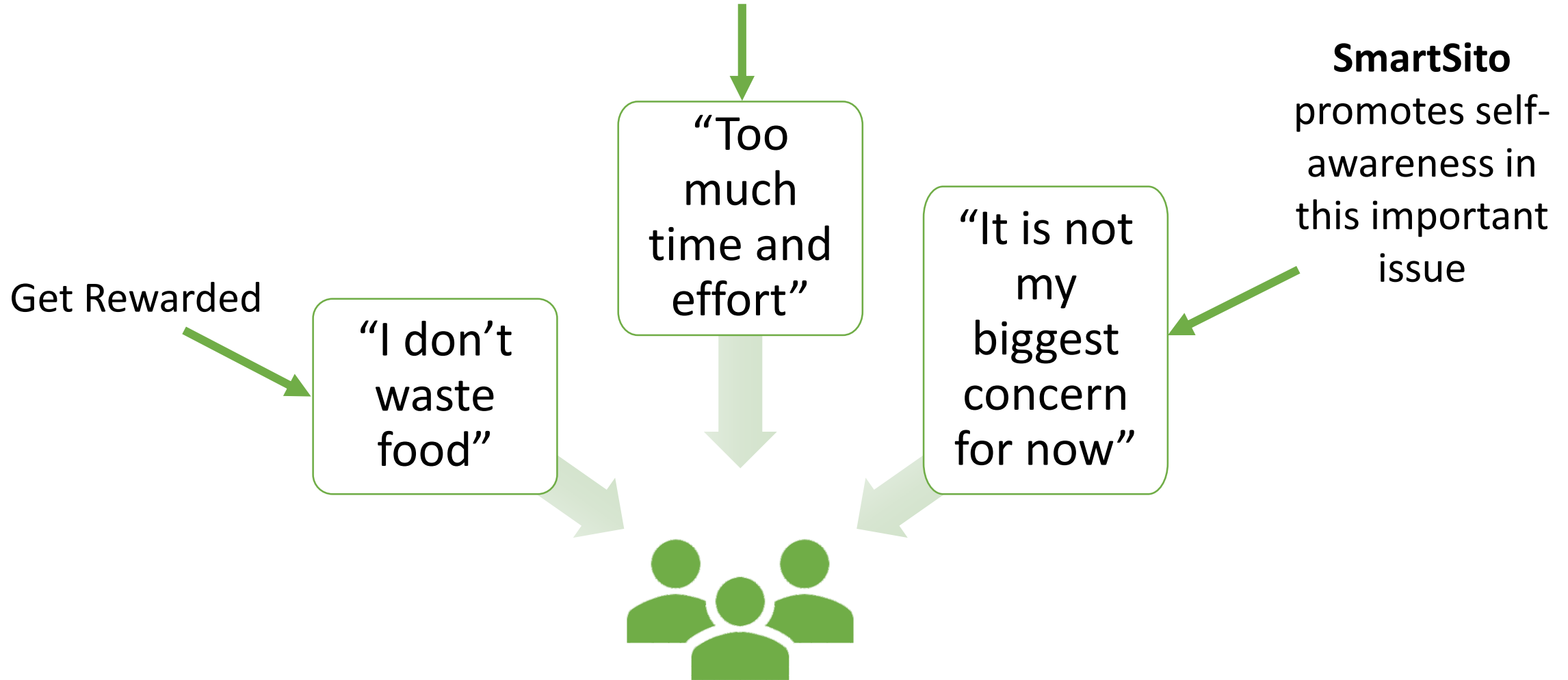


- Alberta
- British Columbia
- Manitoba
- New Brunswick
- Newfoundland and Labrador
- Northwest Territories
- Nova Scotia
- Nunavut



Assessing the Market: Why would you not download the app?

With the Power of AI **SmartSito** is simple and easy to use.





Assessing the Market

220 Responses

77% thrown away food last month

2% is using an app to avoid food waste

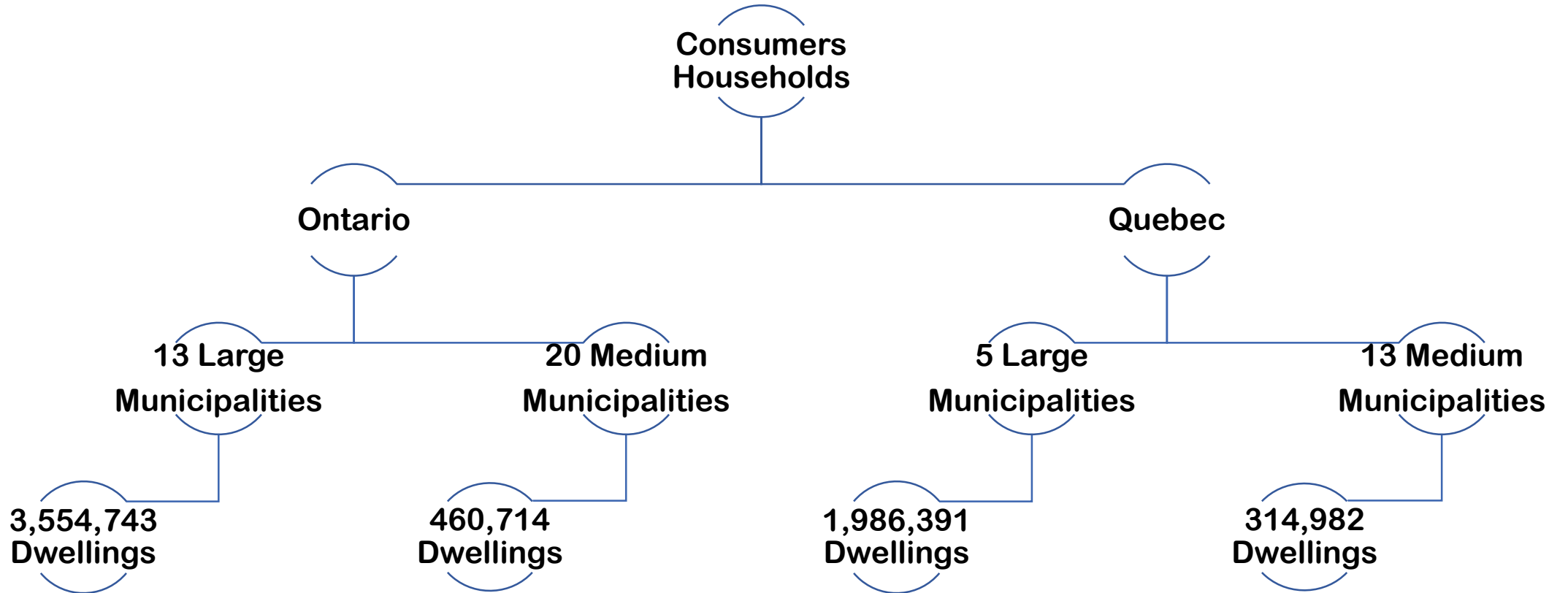
68.6% would download an app to solve this issue

73.6% thinks that self-awareness is required

12.7% has increased food waste during COVID 19 quarantine





Our Target (Detailed)





Market Opportunity

Province	Number of Grocery Stores*	Grocery Stores Sales (x 1,000)**	Advertising and Promotion Budget***
	5,460	\$3,024,276	\$37,803,450
	4,290	\$2,100,487	\$26,256,088
Total	9,750	\$5,124,763	\$64,059,538

* As of December 2019, according to [Statista](#)

** In December 2019, according to [Statistics Canada](#)

*** Monthly estimate based on an average of 1.25% of sales, according to the 2017 Promotional and Advertising Practices Study Among U.S. Grocery Retailers



Competitor Analysis - Consumers

	 No Waste <small>Use the food you buy</small>	 Your Plan, Your Planet (Campaign)	 (Non active from 2017)	 SmartSito
User Friendly	✓	✓	✓	✓
Scan bar code/receipt	✓	✗	✓	✓
WebApp	✗	✓	✗	✓
Mobile App	✓	✓	✗	✓
Rewards	✗	✗	?	✓
Available in Canada	✓	✓	✗	✓
Use of AI	✗	✗	?	✓
Subscription	Free	Free	?	Free



Competitor Analysis - Retailers



Target	Stores Restaurants	Stores, Bakeries Restaurants	Retailers Charities	Stores
Approach to consumer	Cheaper food	Cheaper food	Food for charities	Prevent food waste Rewards
Approach to retailer	Higher sales	New costumers Cut cost	Social impact	Insights from costumers Competitors information
WebApp	?	✓	✓	✓
Data Analysis	?	?	✓	✓
Available in Canada	✓	✗	✗	✓
Use of AI	✗	✗	✗	✓



Financial Projections: 3 Year Plan

Sales Activities	May-21	May-22	May-23
Total Sales	\$390,938.00	\$1,020,125.00	\$1,749,113.00
Total Cost of Sales	140,820.00	383,865.00	633,107.25
Gross Profit	\$250,118.00	\$636,260.00	\$1,116,005.75
Sales Expenses	91,818.76	194,402.500	215,282.26
Admin Expenses	80,946.90	119,256.25	159,118.15
R&D	19,546.90	51,006.25	87,455.65
Total Expenses	\$192,312.56	\$364,665.00	\$461,856.06
Profits from Operations before Amortization and Tax	\$57,805.44	\$271,595.00	\$654,149.69



Minimal Value Product Roadmap

