Foodfully

Innovation for Better Consumption
World Forum for a Responsible Economy, 2017

Agenda

Foodfully's story

An overview of food waste
research and education

An overview of other food waste solutions
(mainly US)

Future directions in food waste
innovation
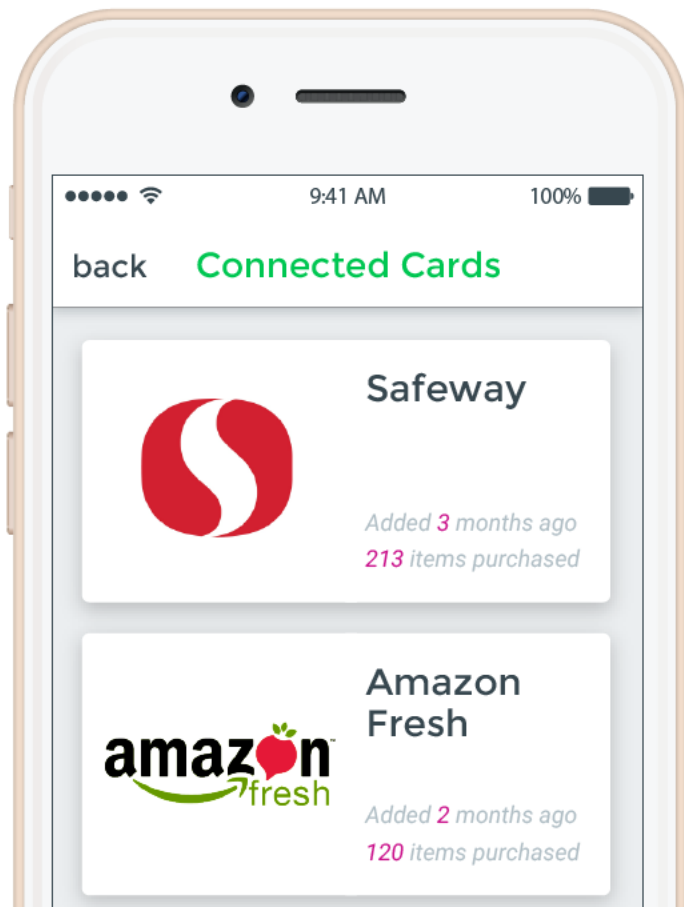
133 billion

pounds of food
wasted every year

2/3

of Americans are
concerned about
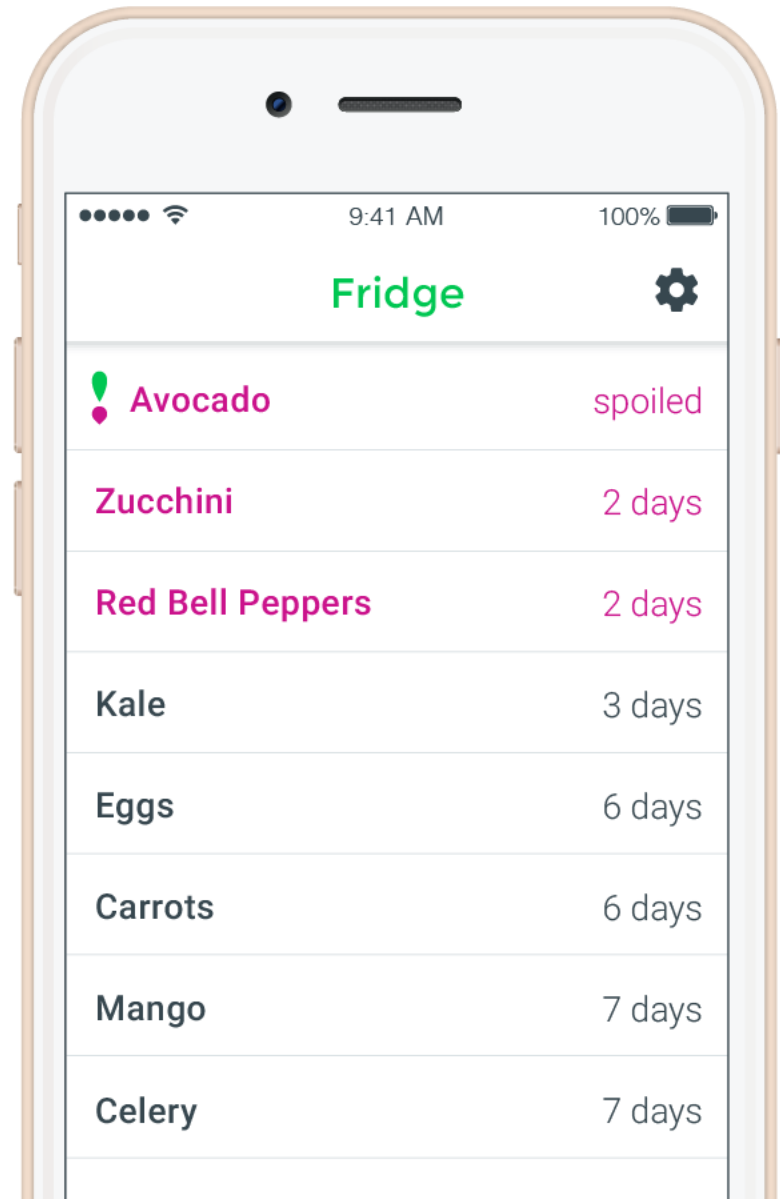their food waste.

image: USDA Flickr
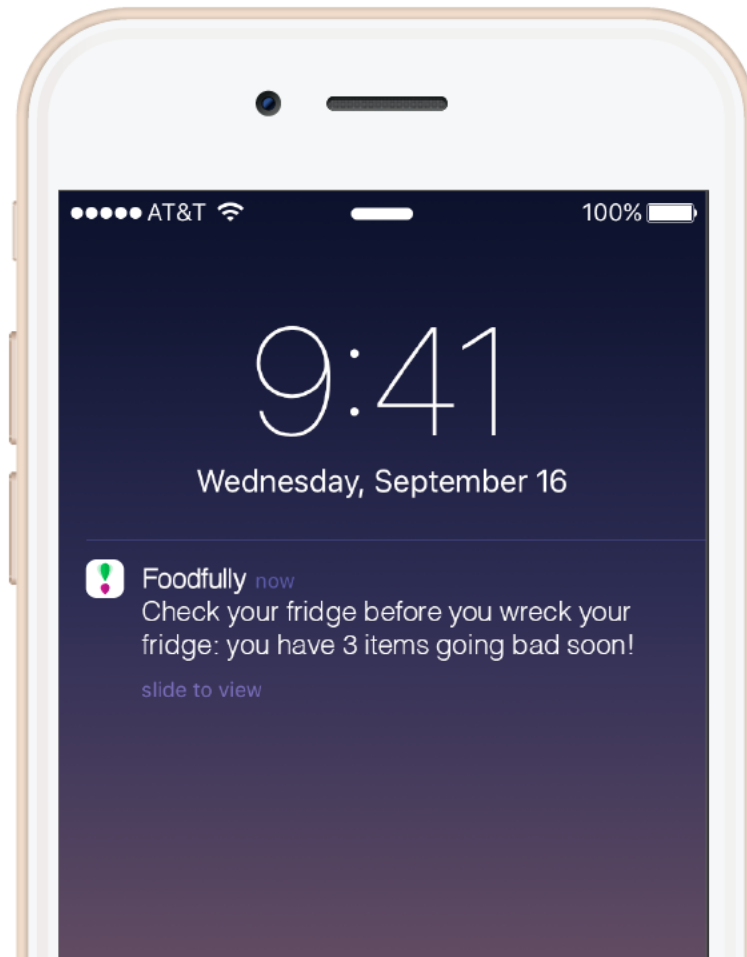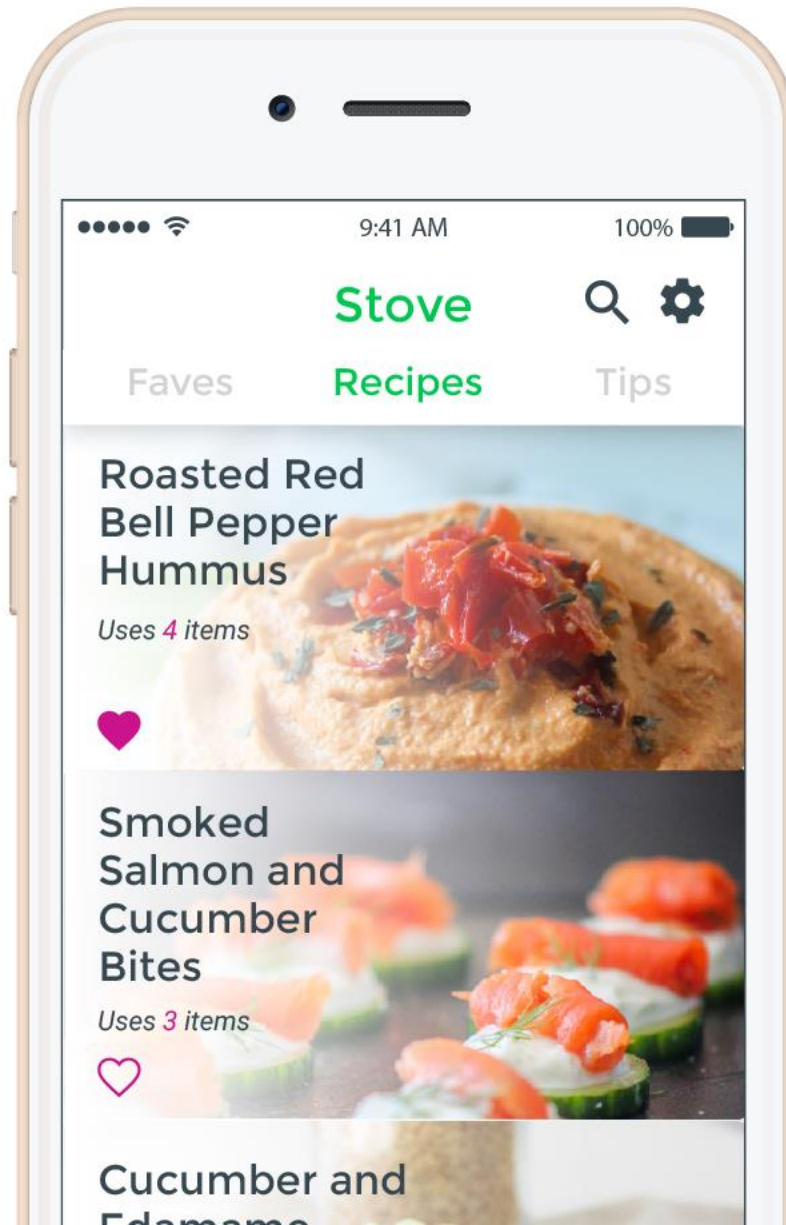
Sync with grocery store accounts

Scan Receipts

9:41 AM   100%

back   **Connected Cards**

Safeway

*Added **3** months ago*
***213** items purchased*

Amazon Fresh

*Added **2** months ago*
***120** items purchased*

⚡ Auto   HDR Off   🔄

SAFEWAY Ⓢ™

SAFEWAY STORE XXXXXXXXXXXXXXXX
XXXXXXXXXXXXXXXXXXXXXXXXXXX

GROCERY

KIDNEY BEAN   .79 F
RegPrice .89   CardSav .10
2@2.19   VEG SOUP MIX   4.38 F

REFRIG/FROZEN

1 @ 3.99   EA / 2 FOR 7.00
RD FAT MILK   3.99 F
SFY SEL 3 CHSE RAV   3.00 F
RegPrice 3.59   CardSav .59

BAK

Users see their grocery store purchases

Fridge	⚙
❗ Avocado	spoiled
Zucchini	2 days
Red Bell Peppers	2 days
Kale	3 days
Eggs	6 days
Carrots	6 days
Mango	7 days
Celery	7 days

Reminders for when your food will spoil

Users discover recipes that use food in their Fridge

App Screen

Stove

Faves | **Recipes** | Tips

Roasted Red Bell Pepper Hummus

Uses 4 items

Smoked Salmon and Cucumber Bites

Uses 3 items

Cucumber and Edamame

Market

👤 **96 million** people eat at least one meal at home every day per year

👤 **42 million** people buy fresh produce monthly

👤 **36 million** people interested in Foodfully's values

Foodfully Team

Brianna McGuire
CEO
M.S. Plant Pathology

Chris Langel
CAO
Ph.D. candidate: Rocket Science

John Karasinski
Full Stack Developer
M.S. candidate

Tim Stapleton
Lead Designer
Behavioral Design Student

Steven Scaffidi
Full Stack Developer
B.S. + M.B.A.

Traction, private beta test

2000 beta testers

14 linked grocery loyalty programs

2 advertising contracts with local businesses

2 patents pending (& 1 more in development)

$$\frac{(CLV - CAC)}{\text{per customer}} = \$5.61$$

Customer Lifetime Value (CLV)
Customer Acquisition Cost (CAC)

Traction, public beta release

👤 **>5,000** users

🛒 **18** linked grocery loyalty programs

20-35% perishable items

Yes Notifications?

Waste proportion?
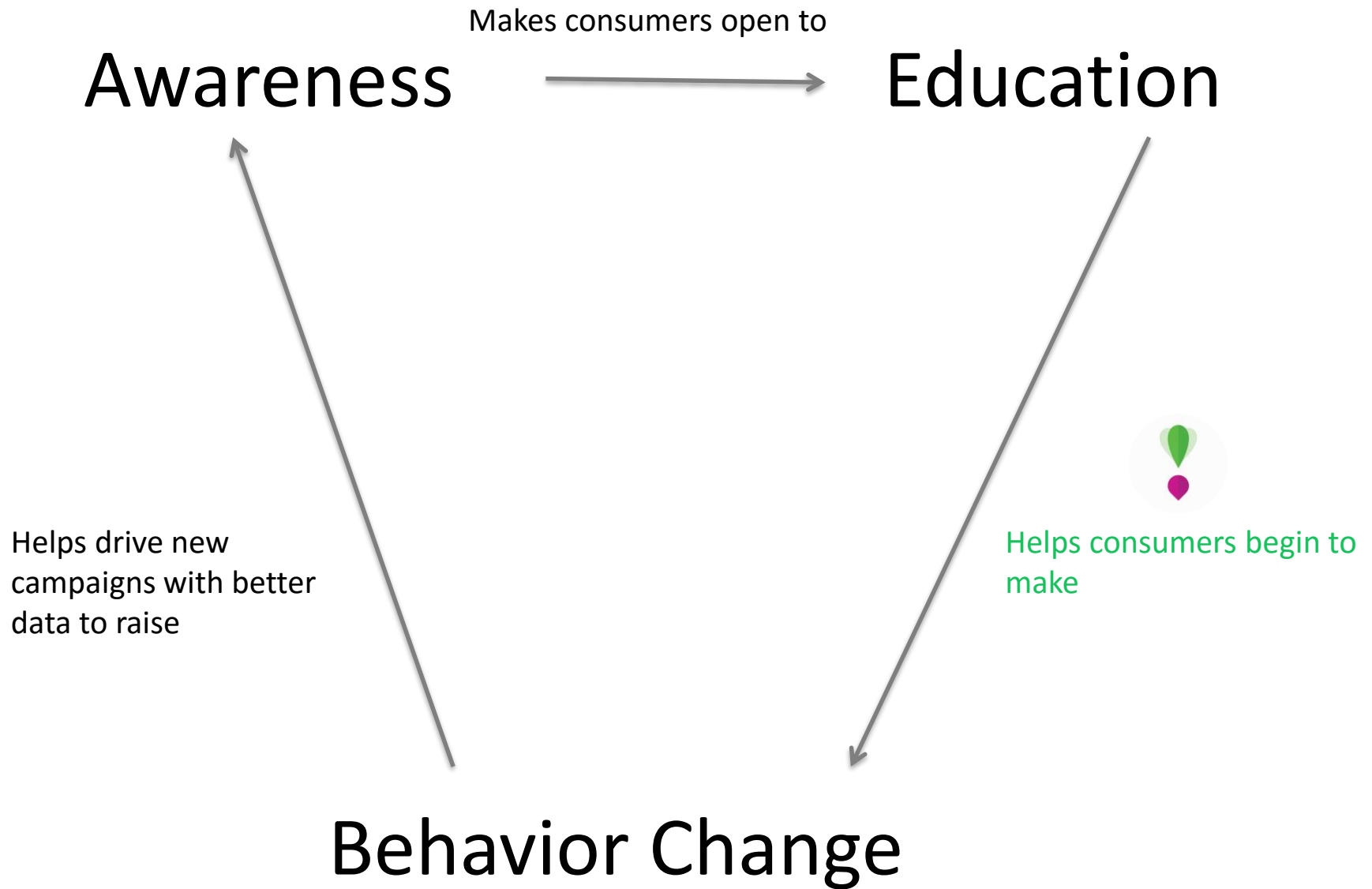
Traction; enterprise

👤 1 commercial food distributor

🛒 Specialty produce nationwide

The logistics software industry is expected to grow by $5B in the next five years

Awareness

Makes consumers open to

Education

Helps drive new campaigns with better data to raise

Helps consumers begin to make

Behavior Change

Awareness

Makes consumers open to

Education
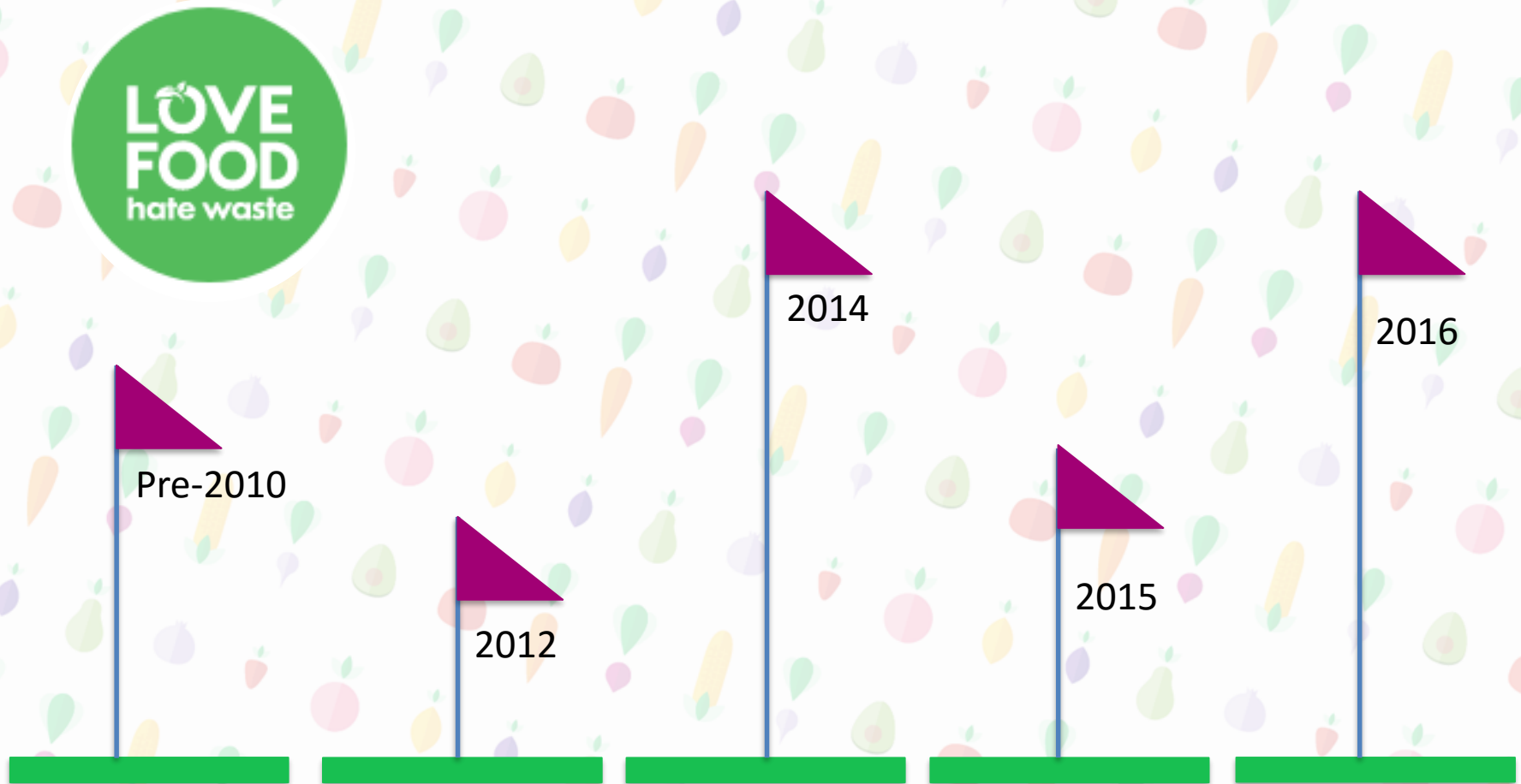
Helps drive new campaigns with better data to raise

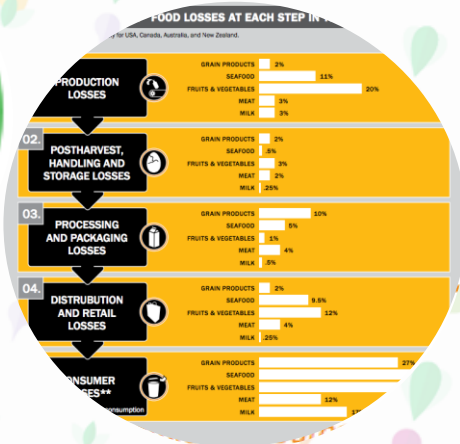Helps consumers begin to make

Behavior Change

What efforts have been taken to measure, advocate, or educate?

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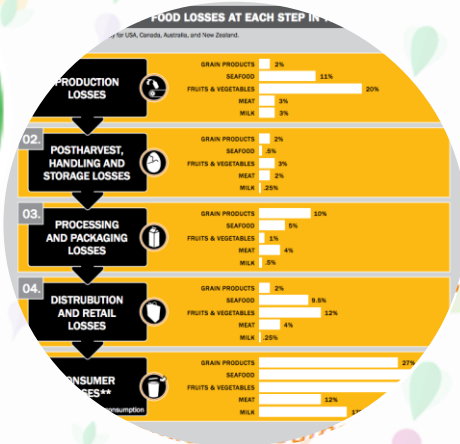# What efforts have been taken to measure, advocate, or educate?

Pre-2010

2012

2014

2015

2016

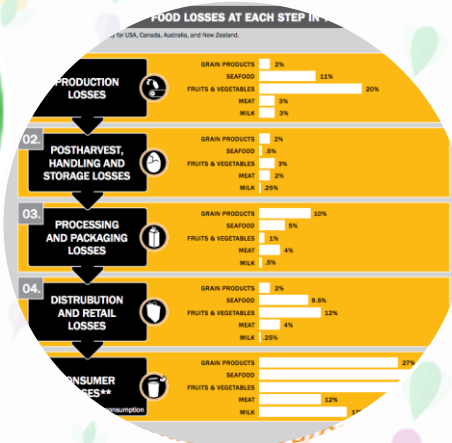# What efforts have been taken to measure, advocate, or educate?

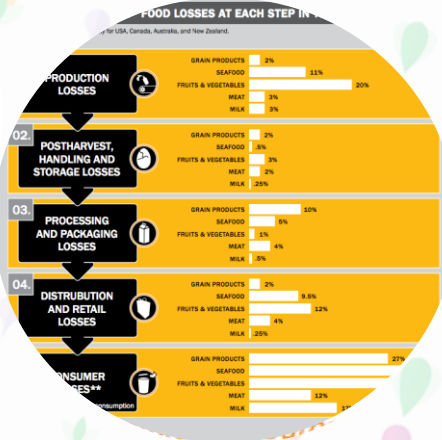SAVETHEFOOD.COM

LOVE FOOD hate waste

Pre-2010

2012

2014

2015

2016

JUST EAT IT.
A food waste story

From the creators of The Clean Bin Project

GASPILLAGE ALIMENTAIRE

2014

Consumer product

Consumer service

2015

Consumer network

B2B service

2016

Consumer network

Consumer hardware

2017

Consumer hardware

B2B service

FRESHPAPER

COPIA

OLIO
The Food Sharing Revolution

SAMSUNG

PRESERVE
FARM KITCHENS

What achieves best product-market fit?

What reduces more waste?

2014 → Consumer product · Consumer service

2015 → Consumer network · B2B service

2016 → Consumer network · Consumer hardware

2017 → Consumer hardware · B2B service
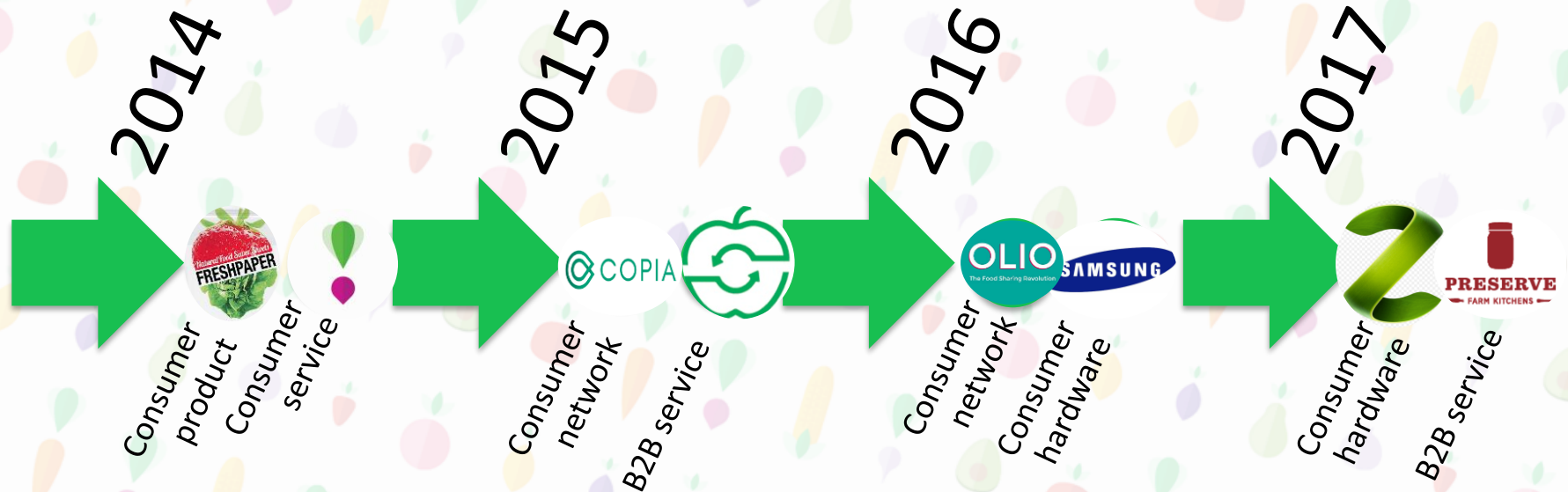
B2B vs. B2C, non-profit vs. for profit, startup vs. establishment

Is the market currently optimizing more solutions where there is more waste?

Does more waste lead to more investment opportunity? Does more investment mean less waste?

What will it take to limit consumer food waste?

Highly motivated users

Social food sharing

Community building

Occasional users

Develop angle and incentivize
Health and fitness
Finance
Gamification
Social comparison

Moving towards product-mission-market fit

Unreached consumers

Presence in grocery stores in life and online

Partnerships with beloved brands

Non-consumers
Partnerships

Incentives

Education through marketing

INVESTMENT

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