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.
Sync with grocery store accounts

Scan Receipts
Users see their grocery store purchases
Reminders for when your food will spoil
Users discover recipes that use food in their Fridge
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
Our story
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

Behavior Change

Helps consumers begin to make

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What efforts have been taken to measure, advocate, or educate?
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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?
Moving towards product-mission-market fit

- Highly motivated users
  - Social food sharing
  - Community building

- Unreached consumers
  - Presence in grocery stores in life and online
  - Partnerships with beloved brands

- Occasional users
  - Develop angle and incentivize
    - Health and fitness
    - Finance
    - Gamification
    - Social comparison

- Non-consumers
  - Partnerships
  - Incentives
  - Education through marketing

INVESTMENT

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