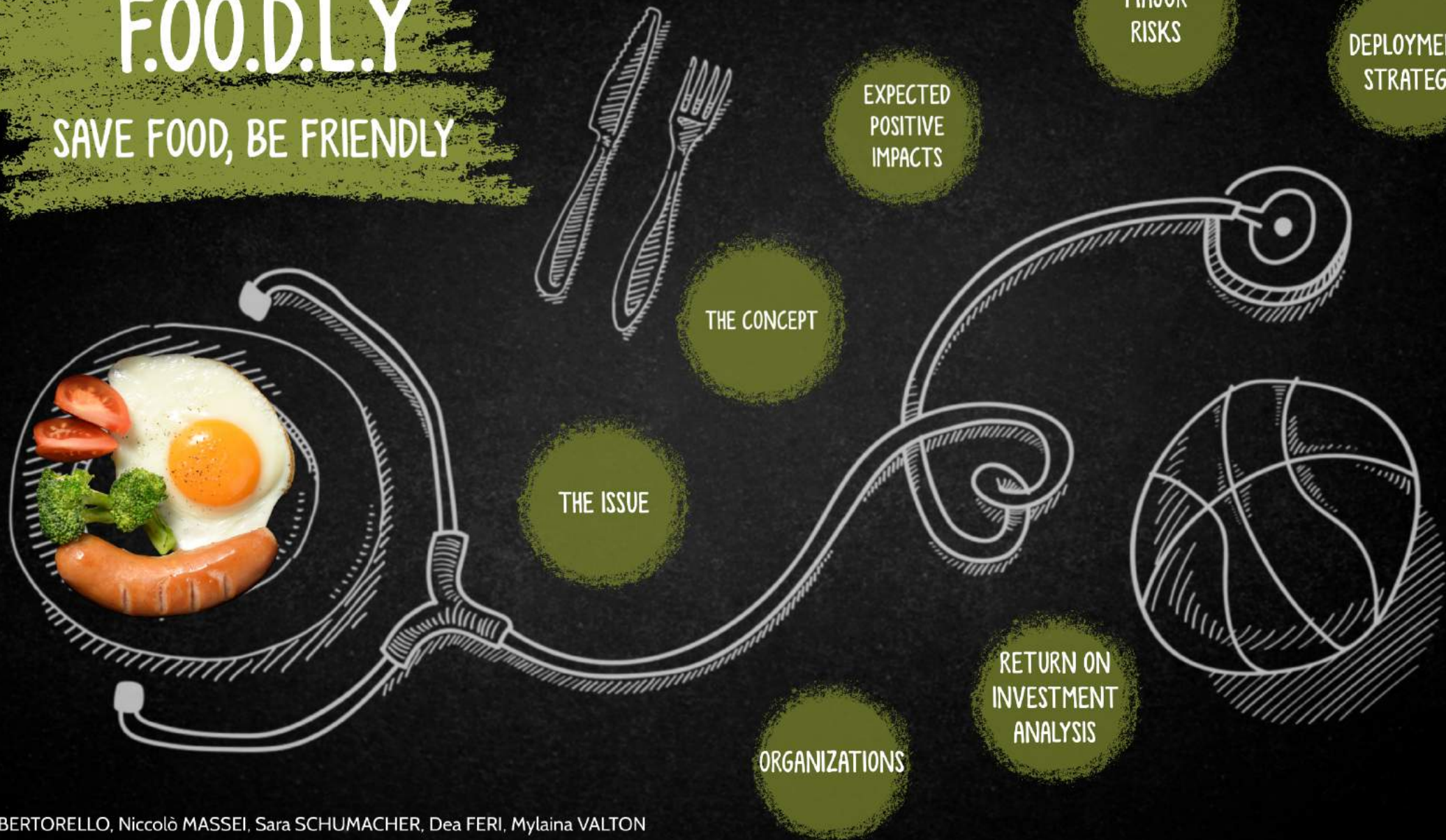


F.O.O.D.L.Y

SAVE FOOD, BE FRIENDLY



THE ISSUE

Food waste is a primary issue in the fight for sustainable development



Ressources

Students

12 RESPONSIBLE CONSUMPTION AND PRODUCTION



13 CLIMATE ACTION





Food requires a lot of resources to be produced



Food waste requires a lot of resources to be disposed of

=> French consumers waste 5 million tonnes of food every year

Ressources

Students have incentives to waste food:



They live alone



They are often not home

Students

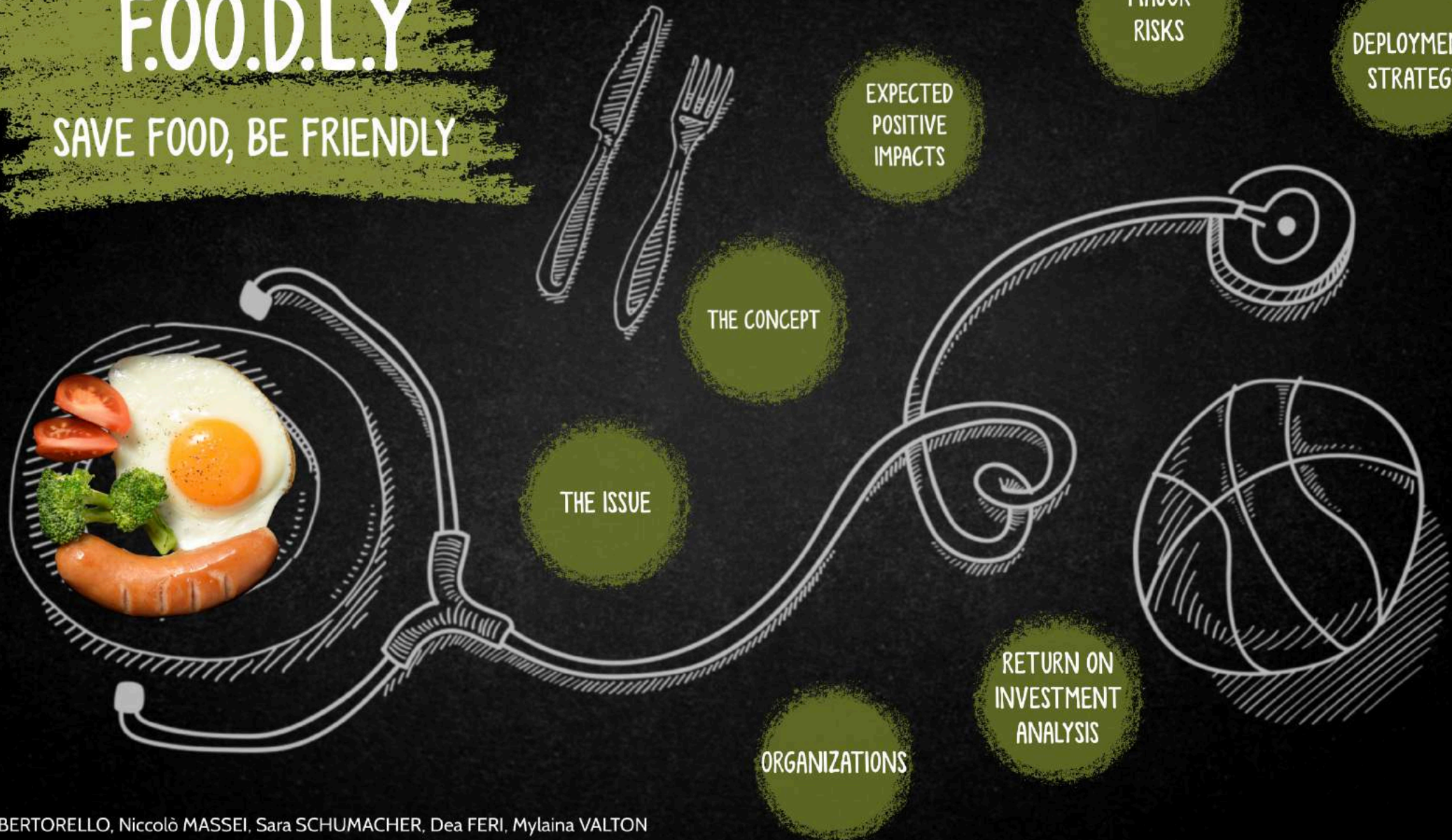


How can we incentivize students to waste less food knowing that they have not yet developed proper food-management behaviors?

Students

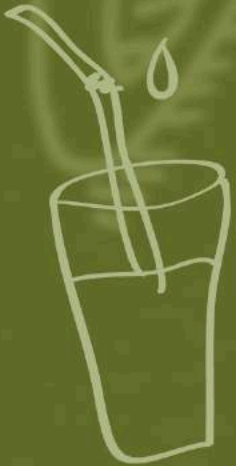
F.O.O.D.L.Y

SAVE FOOD, BE FRIENDLY





F.OO.D.L.Y



“F.OO.D.L.Y save food, be friendly”:

- A free app that targets students.
- An app based on the design of Instagram

"There is no similar project to F.OO.D.L.Y, as it targets students specifically. Additionally, no other app integrates educational content or inspires a sense of virtual / sustainable community the way F.OO.D.L.Y will."

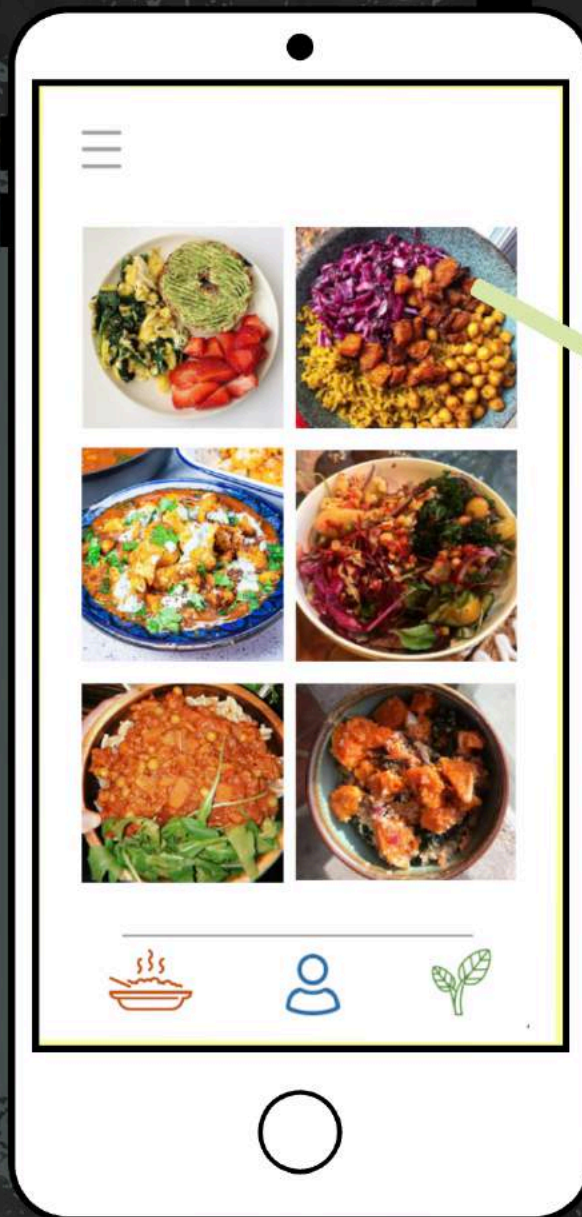


WHY F.OO.D.L.Y ?

leftovers budget

of meals

Either insert leftovers from the fridge or if going grocery shopping, the budget you want to spend. In both cases, you can choose to select the number of meals you want to cover in one cooking session



The back of the pictures will include the ingredients and steps of the recipe

+

2

3

4

Complementary recipes in case of extra food

For more information see our note of intent

WHY F.OO.D.L.Y ?



Instagrammable : pictures, sharing pictures and reactions

May change students' behavior and encourage them to fight against climate change.

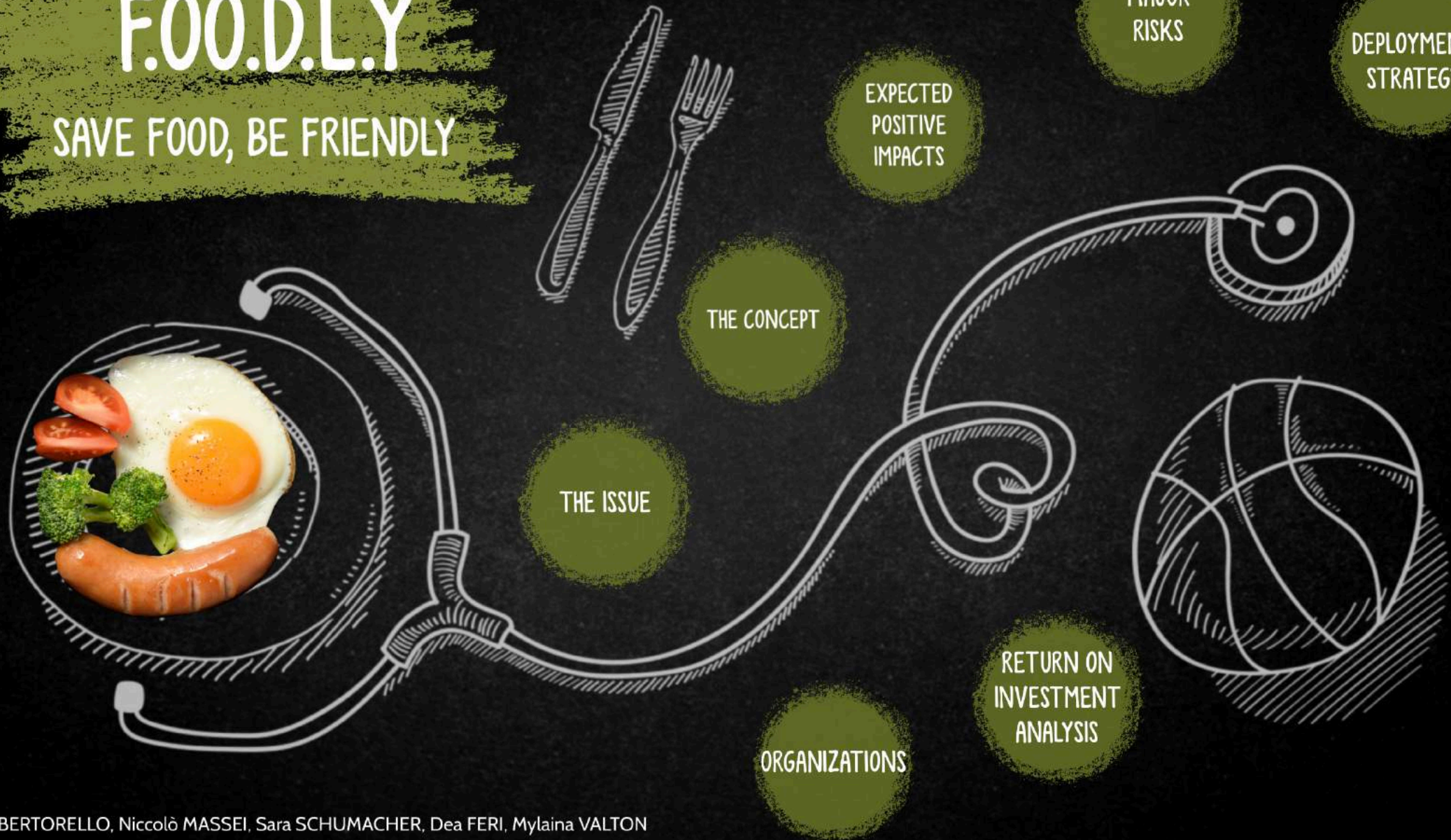
Basics of food-management : Educationnal and incentive project
==> saving food needs to become appealing, sexy and cool.

"This application is more original compared to other existing solutions: the basic idea is to create a community, a new appealing image of saving food and will be associate to concrete initiatives with a viral platform. It is therefore an educational and incentive project.

Students can simultaneously search for food recipes and post pictures appears here to be relevant

F.O.O.D.L.Y

SAVE FOOD, BE FRIENDLY





EXPECTED POSITIVE IMPACT

Provide **educational insights** and and recommendations on food conservation and food-waste reduction

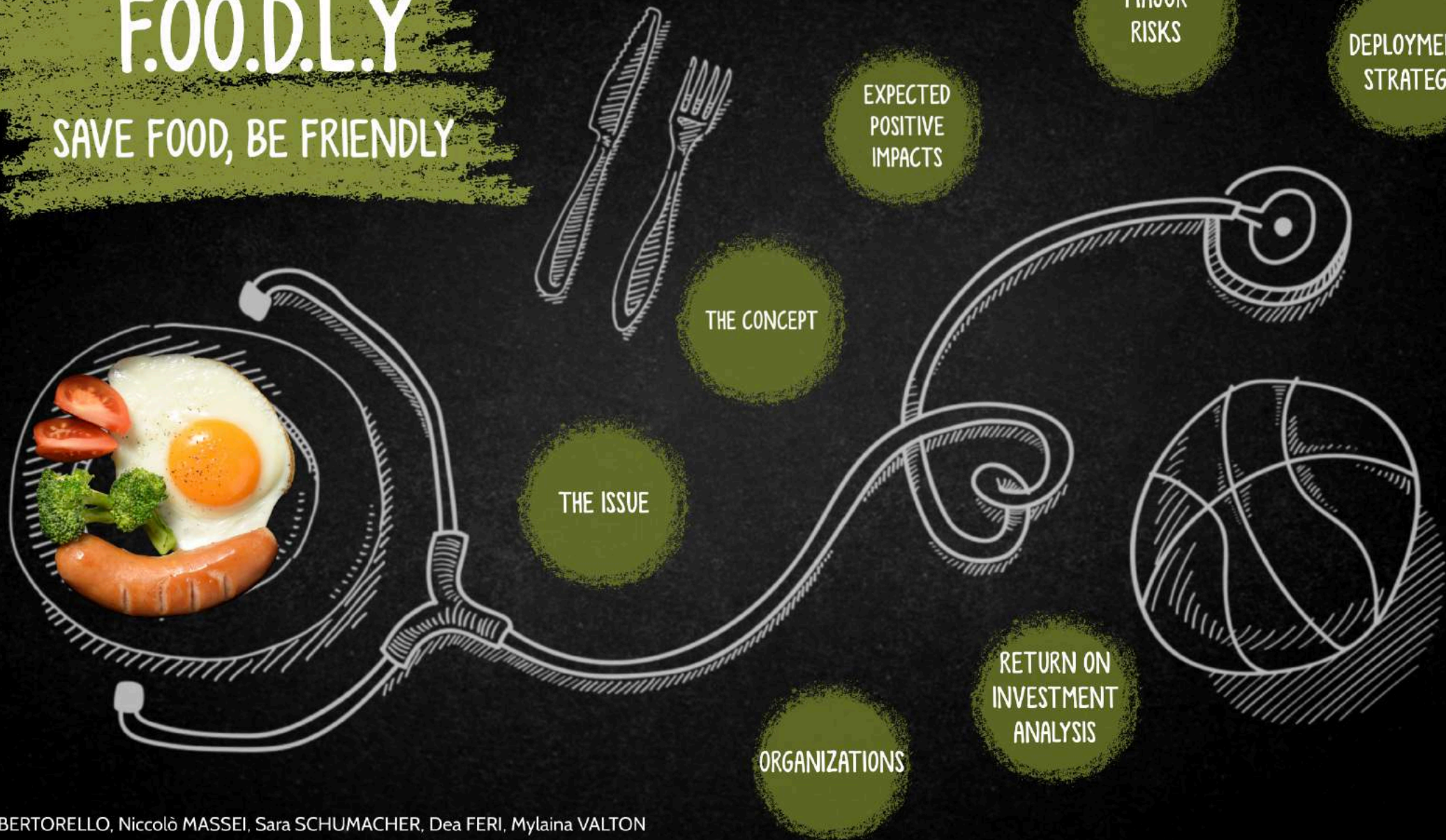
Foodly aims to spark the creativity and imagination of students to be **productive with their leftovers**, while simultaneously incentivizing them to **save money on their food budget**

The app will **positively impact the consumptional behaviors of students** and lift a weight of their budget, firstly **by reducing the amount of ingredients purchased** before the meal, and secondly **proposing alternative meals** to be prepared with the leftover quantities of ingredients

The app will serve as a **community platform** whereby the users will be able to **share the product of their cooking skills with their peers** by means of pictures.

F.O.O.D.L.Y

SAVE FOOD, BE FRIENDLY





MAJOR RISKS

1



This app is entering a competitive arena of many potential alternatives

The possibility of existing similar apps might to a certain extent threaten the legitimacy and functionality of Foodly and potentially confuse the consumer about the purpose of this brand.

2



3



The app can experience potential glitches and errors that jeopardize its smooth functioning

5



Budgeting and funding challenges will be addressed through partnerships and sponsorships

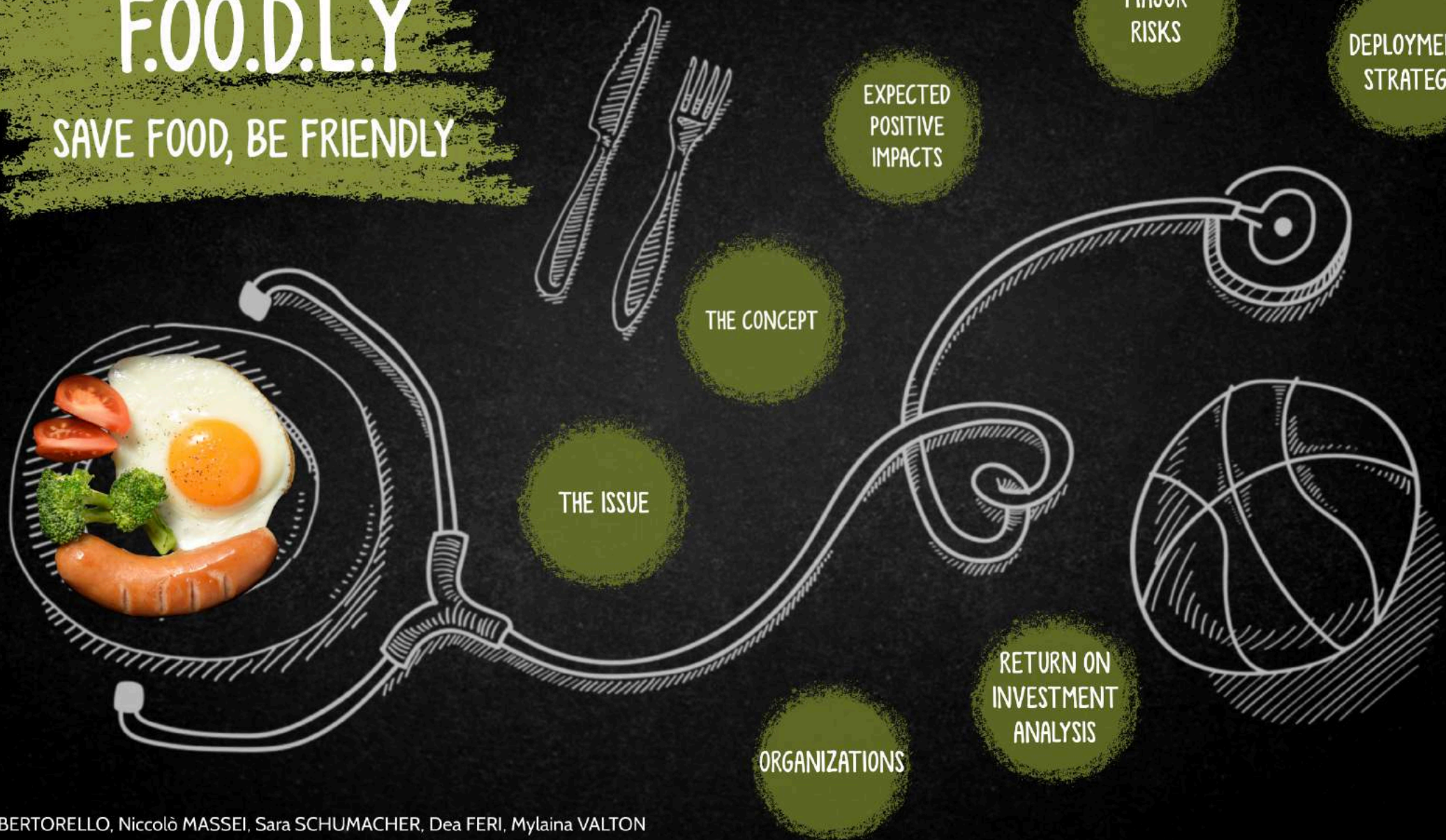
4



The app faces the risk of a low amount of subscribers, which will be reflected in an unsatisfying outcome for the goal of food waste reduction

F.O.O.D.L.Y

SAVE FOOD, BE FRIENDLY





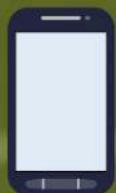
DEPLOYMENT STRATEGY



Hire a professional cook to develop the 150 recipes



Test foodly among several focus groups



App developers need to design Foodly



Find resources to finance our project via **Venture Capital firms or crowdfunding**



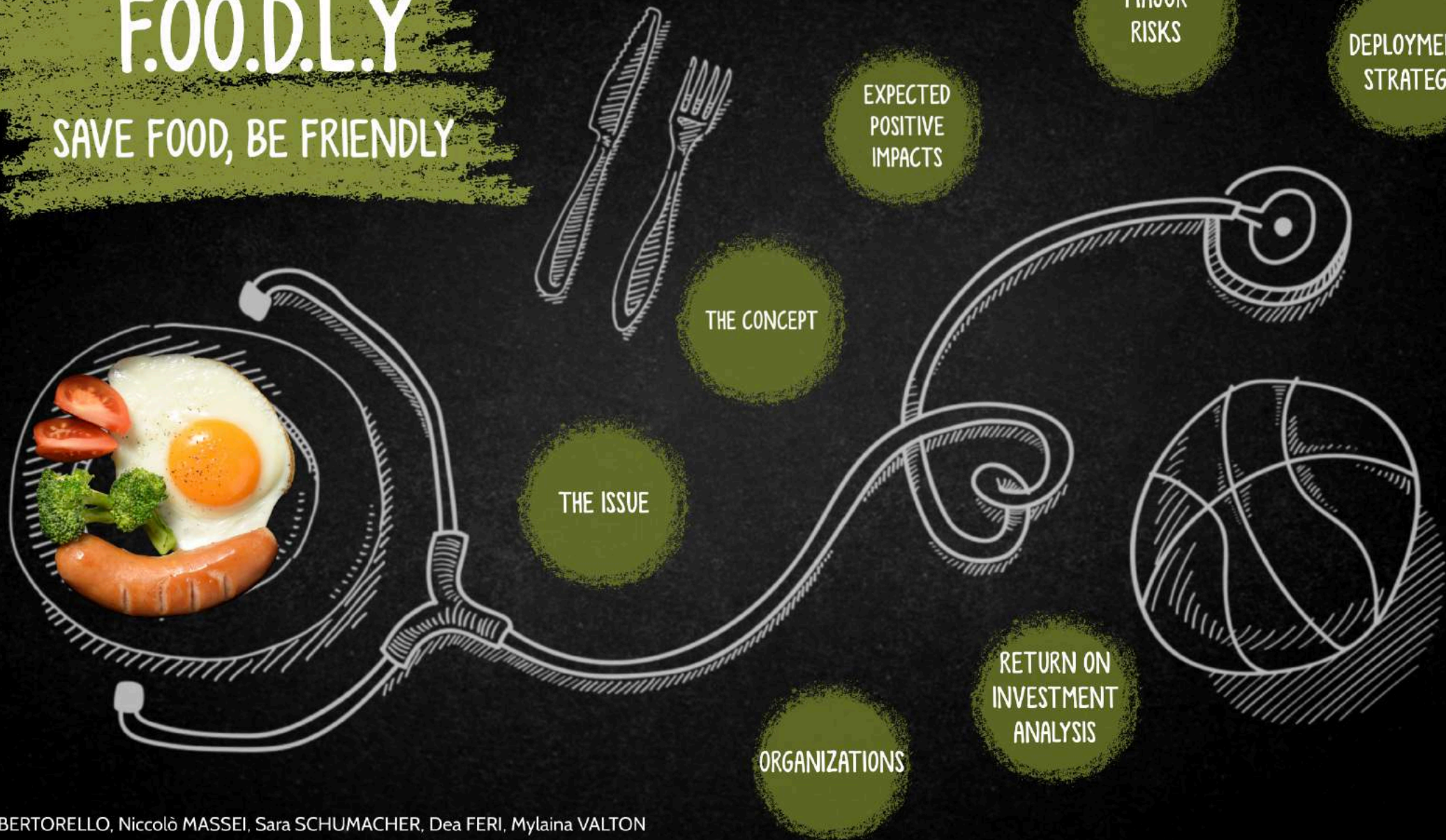
Strategic partnerships with sustainable supermarkets



Communication via influencers

F.O.O.D.L.Y

SAVE FOOD, BE FRIENDLY





RETURN ON INVESTMENT ANALYSIS



Most important costs are linked to the **application development**

Buy a **brand name** and a **domain name**



Rent a server to **increase our app's productivity** and to **perform regular maintenance tasks**



Take into account the following **wages** :

- a developer with strong design skills
- a partnership manager
- a data analyst
- a lawyer specialized in data
- an accountant



Play store and Apple store, that cost respectively **25€** and **99€**.

MARKETING IS A KEY
FACTOR OF SUCCESS

FUNDS

COSTS

MARKETING IS A KEY FACTOR OF SUCCESS



Influencer's publication on
the social networks

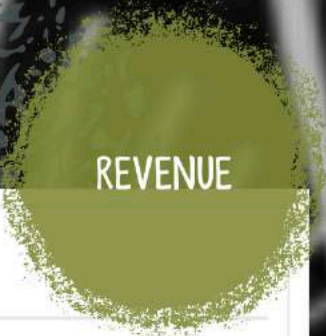


Communication campaigns :
-Publications on social networks
-Online advertisements

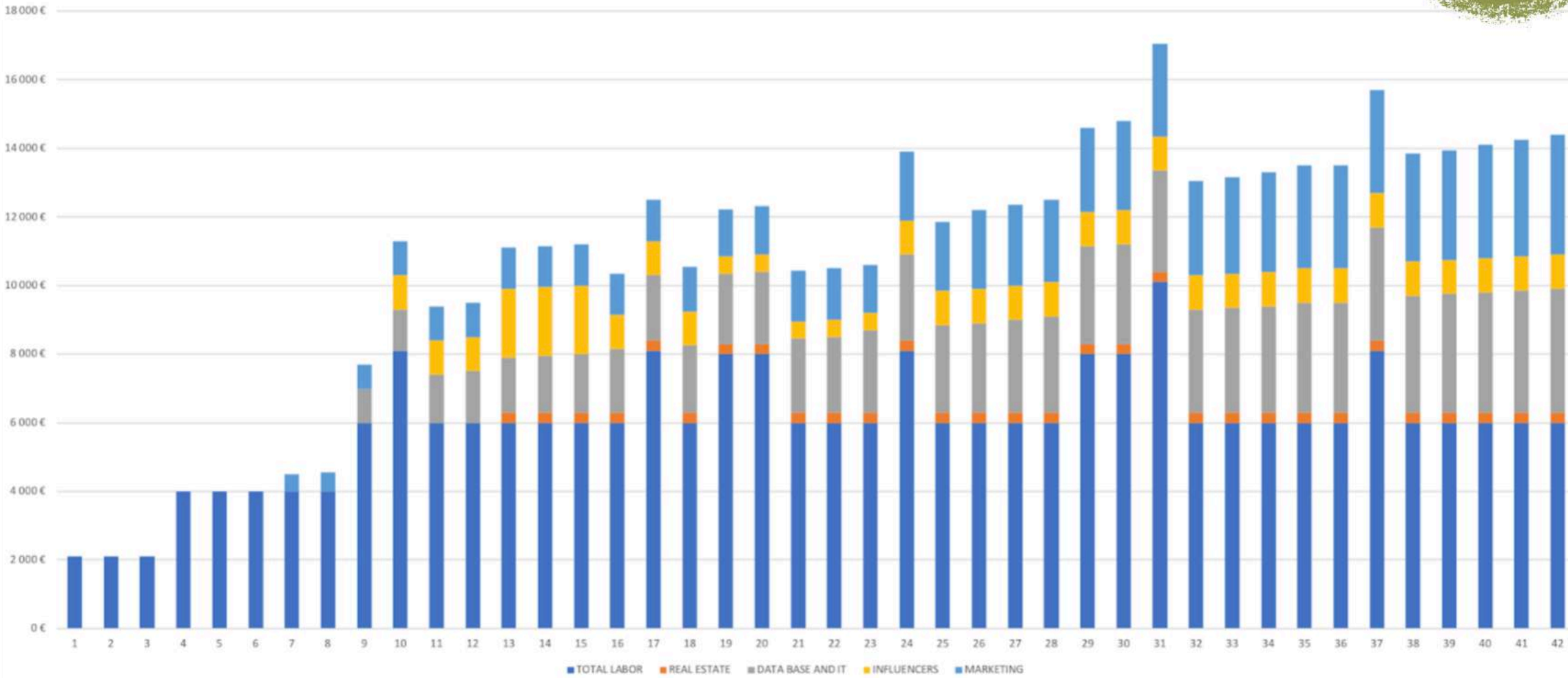
FUNDS FROM:

- Venture capital
- Crowdfunding campaign
- Business angels
- L'incubateur Sciences Po
- Sustainable supermarkets and companies
- Research institutes and firms that buy our collected data

COSTS BREAKDOWN:

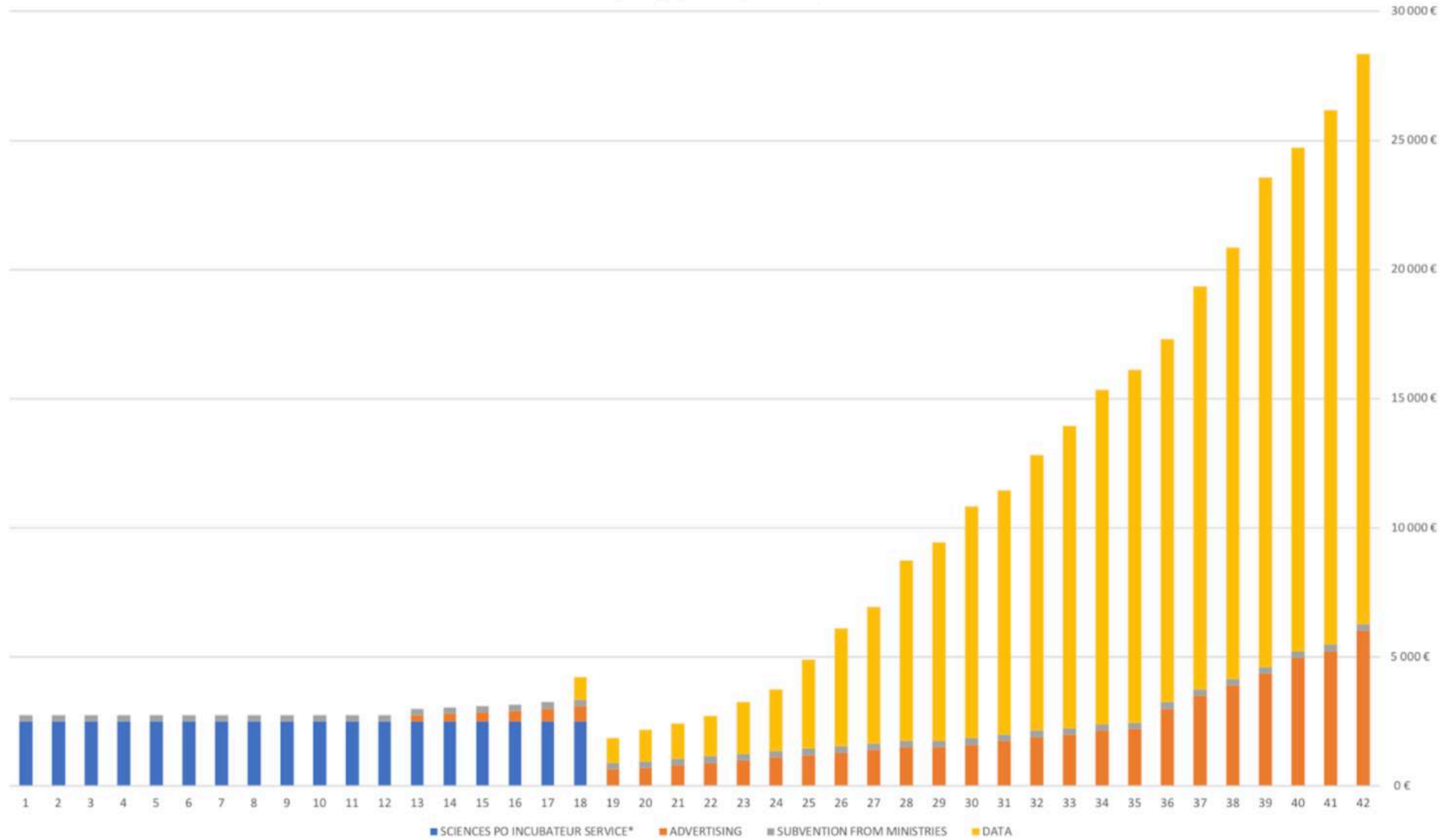


COST BREAKDOWN

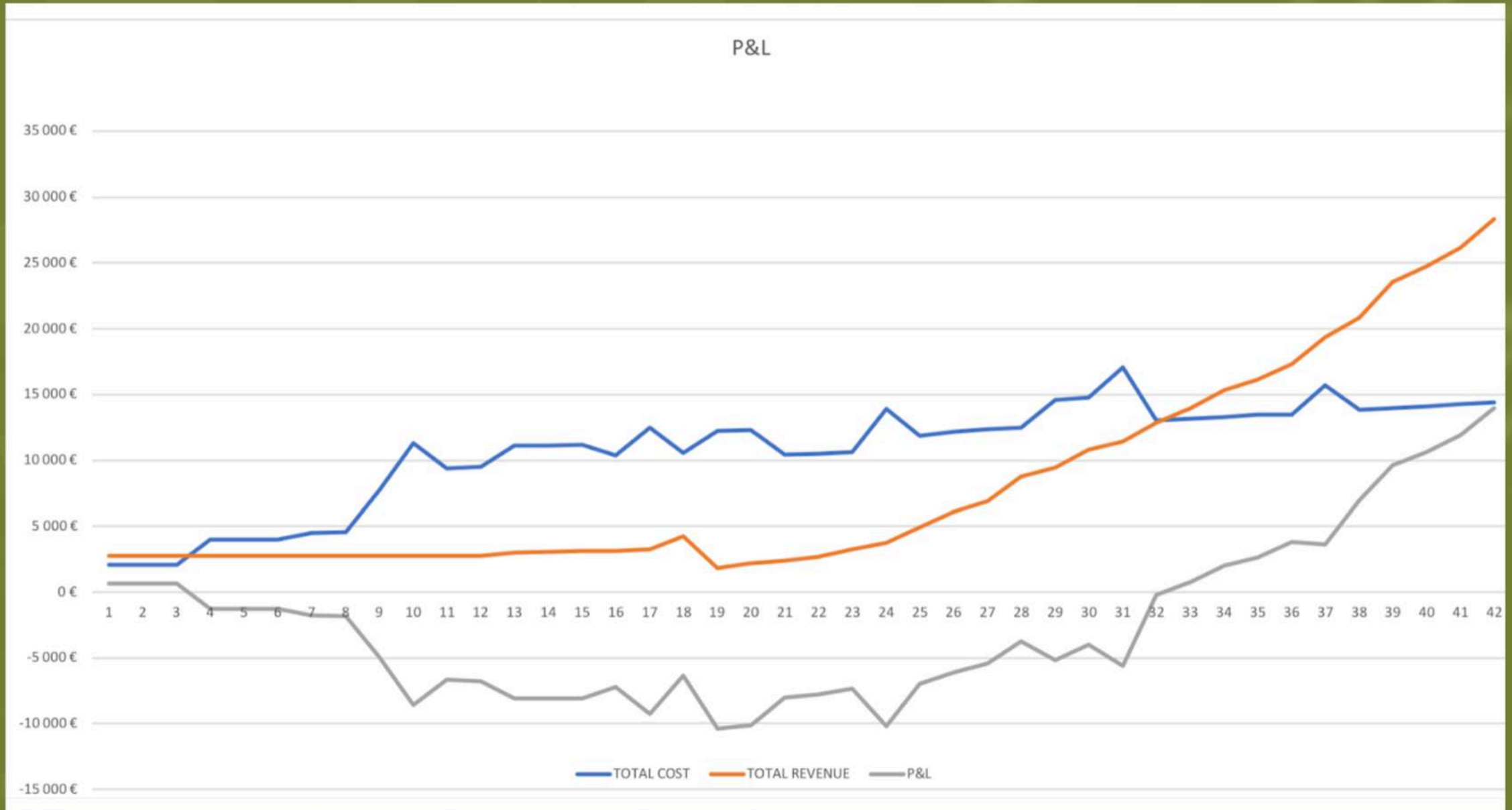


REVENUE:

REVENUE BREAKDOWN

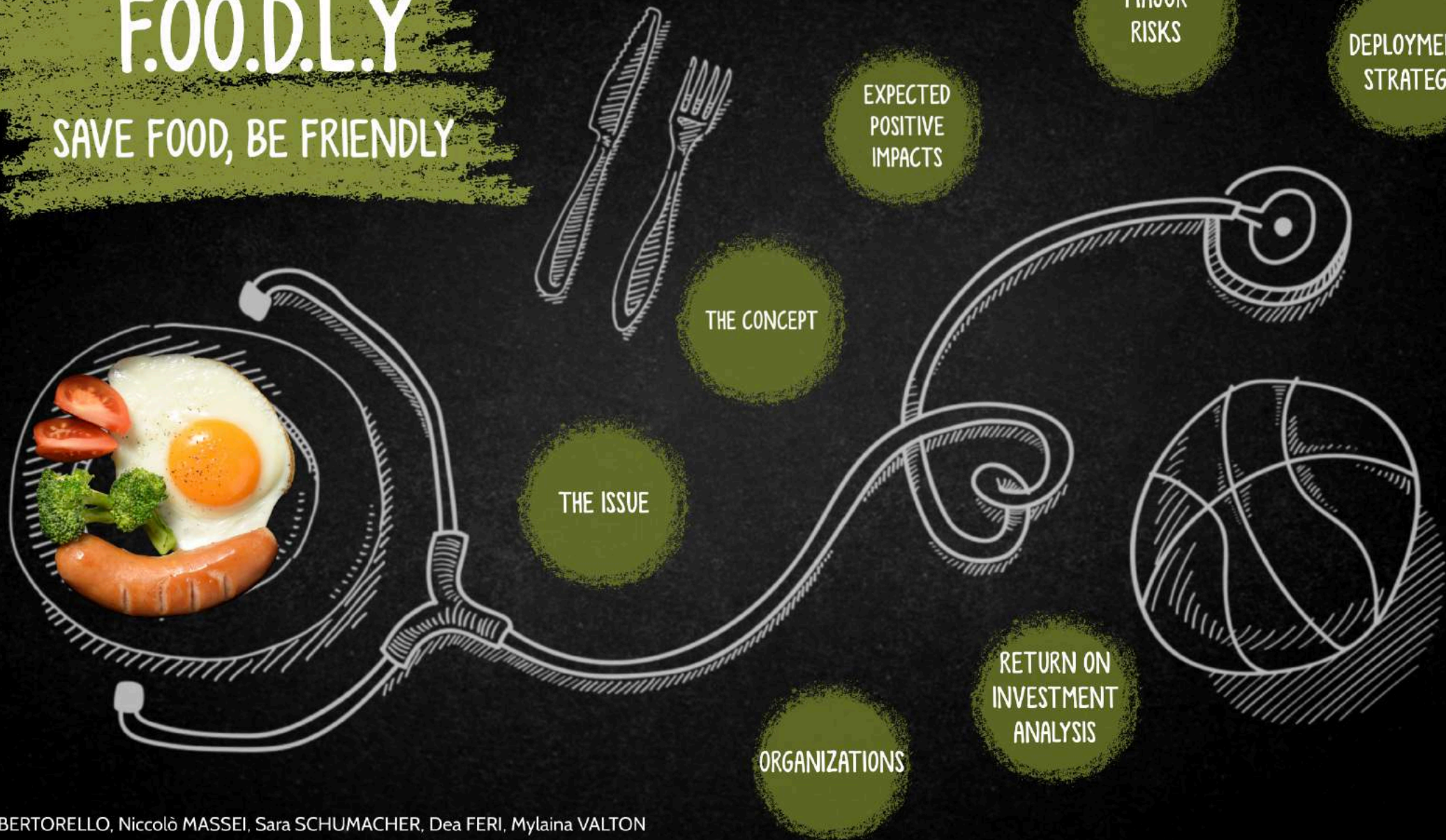


REVENUE:



F.O.O.D.L.Y

SAVE FOOD, BE FRIENDLY





ORGANIZATIONS

MARKETING

FINANCE

COMMUNICATION

MANAGEMENT

” Different masters
different skills and
capabilities that we
can put forward
during the project ”

PARTNERS

ORGANIZATIONS



Venture capital
+ crowdfunding
campaign



Business
angles

L'incubateur
Sciences Po



Sustainable
supermarkets
and companies



SPONSORSHIPS

SPONSORSHIPS

TO GOOD TO GO // YUKA



THE MINISTRY OF EDUCATION //
THE MINISTRY OF ECOLOGY //
THE MINISTRY OF SOLIDARITY AND HEALTH



F.O.O.D.L.Y

SAVE FOOD, BE FRIENDLY

