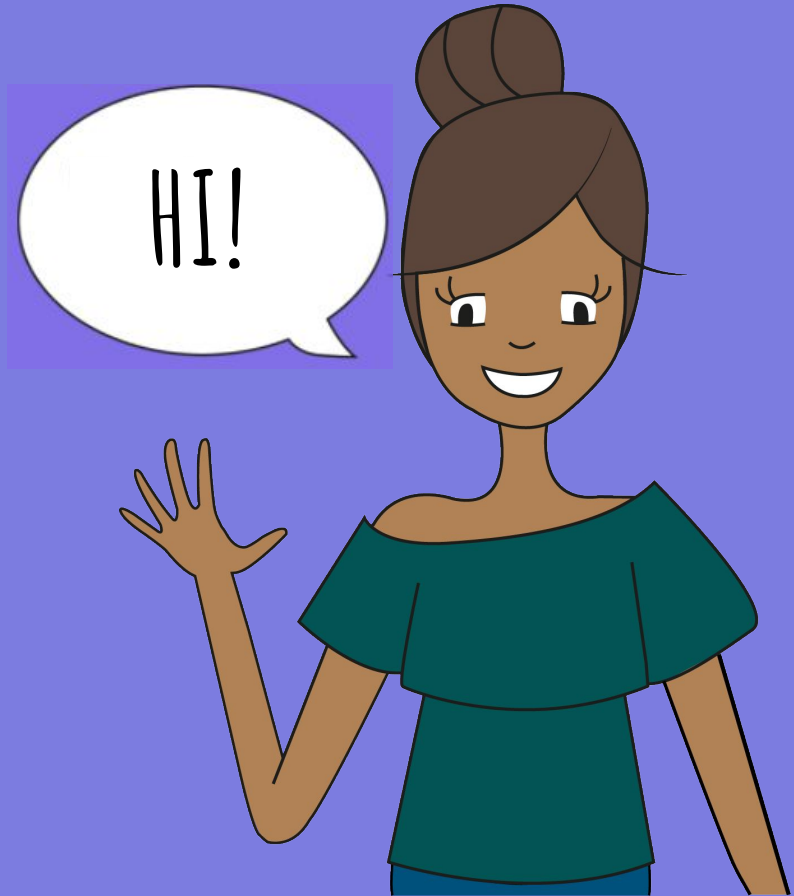


PATTY

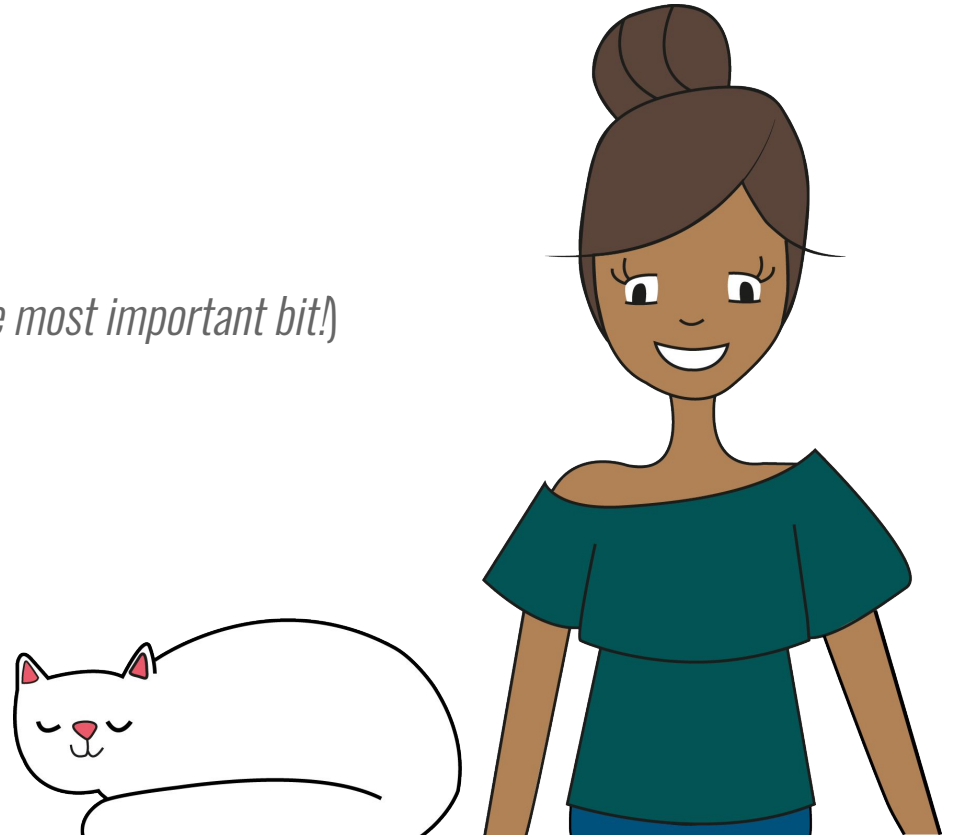
THE SITUATION

MEET JANE



WHO'S JANE?

- She's a student
- She lives with roommates
- She has a cat named Klaus
- She wants to eat organic food (*this is the most important bit!*)



JANE'S NOT ALONE !

- French demand for organic food is increasing
 - “In 2020, the French organic food market is forecast to have a value of \$9.1 billion, an increase of **54.2%** since 2015.”¹
- French people expect to have access to organic food outside of restaurants and speciality stores
 - **77%** of the French population wants to see organic food available in hospitals, **72%** in retirement communities and **54%** in vending machines.²
- French people ❤️🐾 cats
 - As of 2016, **20%** of French households include at least one cat³ (*this is not the most important bit!*)

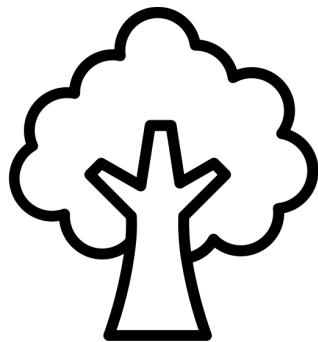
WHY DOES JANE WANT TO EAT ORGANIC?

Like the average French organic consumer,⁴ Jane believes organic food is:

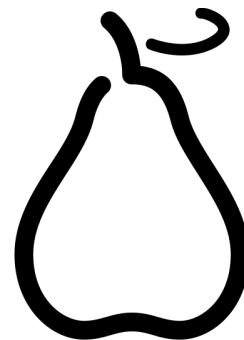
- Better for her **health**
- Better for the **environment**
- Better **tasting**



+



+



BUT EATING ORGANIC ISN'T ALWAYS EASY...

There are **four major barriers**⁵ which keep Jane from purchasing organic food:

- Irregular supply
- High price
- Lack of availability
- Narrow range

IT LOOKS LIKE
JANE HAS A
PROBLEM ON HER
HANDS...

I'D LIKE TO BUY ORGANIC, BUT
IT'S TOO EXPENSIVE AND I CAN
NEVER EASILY FIND WHAT I'M
LOOKING FOR. HELP!



CAN ANYONE HELP JANE OUT?

There are **some companies** on the market...



Too Good To Go



OptiMiam







Vege Tables



Zéro-Gâchis

WHO ARE THESE GUYS?

	WHO ARE THEY?	WHAT ARE THEIR MAIN OBJECTIVES?	WHO ARE THEIR USERS?	HOW DO THEY COMMUNICATE?	HOW DO THEY FINANCE?
	App selling food still available shortly before closing at reduced prices	Reduce food waste, engage socially	Anyone searching for restaurant-quality food at a reduced price	Social media (Facebook, Instagram, Twitter)	Crowdfunding + commission with every transaction through the app
	App connecting stores with nearby customers to sell soon-to-expire produce at discounted rate	Reduce food waste	Anyone (typically young) searching for cheap food that doesn't harm the planet.	Community, which serves as intermediary between the customer and salesperson	Commission with every transaction through the app
	App and website mapping organic and vegetarian food suppliers	Encourage local and vegetarian consumption, respect the agricultural cycle, reduce ecological harm	Anyone who wants to consume vegetarian and local but doesn't know where to find it	Through their app, website and Facebook	Unknown
	App connecting stores with customers to sell soon-to-expire produce at discounted rate	Reduce food waste and offer less expensive meals	Anyone interested in less expensive--but still good--food	Through a community which shares its values of joy, simplicity and responsibility	Rent from a labeling machine + commission with every transaction through the app

SOME OF THEM LOOK PRETTY NEAT...

Among other things, these competitors:

- Have a clear **ambition** to reduce food waste
- Use **geo-localization** technology / proximity effectively
- Build close **relationships** with distributors (restaurants and markets)
- Have great **awareness** of the digital/mobile transition
- Use **social media** to promote their services



BUT NONE IS PERFECT...

- Rare **interaction** between users and distributors
- Weak **user impact** on application improvement
- Weak **participation** of local, organic food producers
- No simultaneous enhancement of **ecological and local products**
- No intelligent use of collected data on **customers behavior**
(what do they search for, do they find it, do they buy it, why not?)
- **Limited focus** on young, single users
- **Financially risky** (structure that relies on crowdfunding or revenues from secondary activities)



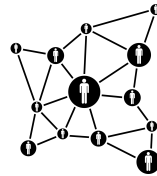
THERE MIGHT BE AN OPPORTUNITY HERE...

To encourage the purchase of **local and ecological** products...



... of small, local **and** large distributors!

By focusing on **every** age group..



...while enhancing both customer and distributor **interaction!**



We live in the era of **Big Data**...



...so let's use it to **get to know each other** better!



THAT'S WHERE

PATTY

COMES IN!

THE PROPOSITION

MEET PATTY

WHAT MAKES US SPECIAL?

Unlike our competitors, Patty **addresses the average customer's major points** points related to purchasing organic food, while also **helping organic food distributors** recuperate lost revenue and better serve their customers.



WE MAKE ORGANIC MORE ACCESSIBLE

Consumers say that **supply issues** keep them from purchasing organic.

Patty improves access to the organic food supply by **mapping the locations of every food distributor** within a given area. This way, if a user is new to a neighborhood or can't find what she's looking for in a specific store, she'll have **all the options available at her fingertips**.

WE MAKE ORGANIC FOOD LESS EXPENSIVE

Consumers often complain that **organic food is out of their price range**.

To make organic food more financially accessible, and to help reduce food waste, Patty partners with distributors to **offer deals on perishable items**.

Users can **search for deals according to location, food item and price range**, or receive alerts when deals which meet their specific criteria become available.

WE MAKE ORGANIC MORE AVAILABLE

Consumers go bananas when they **can't find** bananas... or any of their other favorite products for that matter.

To address product unavailability, Patty allows its users to **create custom alerts** so that they know when the products they are looking for are available in store. Gone are the days of walking into a shop on the hunt for *just the right thing* and walking out empty handed.

WE MAKE ORGANIC BROADER

Consumers **resent feeling limited** by narrow product selection.

Although large distributors know plenty about where, when and what their shoppers purchase (thanks, customer loyalty programs!) they still fail to meet customer demand. Why? Because they don't know what their shoppers *intend* to purchase but do not buy in store.

Using Patty's geolocalized data, **distributors have a more accurate understanding of their customers' pre-purchase preferences and behaviors**, curating their selection of produce and products to better meet **demonstrated demand** and reducing food waste in the process!

WAIT!

THAT PART WAS REALLY
IMPORTANT.

WE'RE GONNA BREAK
IT DOWN...

OUR POINT OF INNOVATION

“Using Patty’s geolocalized data, **distributors have a better understanding of their customers’ pre-purchase preferences and behaviors**, curating their selection of produce and products to better meet **demonstrated demand.**” - Us (three slides ago)

This is what makes us innovative.

Patty asks a user what product she is looking for and then alerts that user when the product becomes available at a promotional price. To take advantage of that promotional price, the user must present a special barcode (embedded in the application) to the cashier. The cashier then scans that barcode, just as she would any other product barcode or coupon....

OUR POINT OF INNOVATION

Why is this important? **Because the information is valuable.**

1. We know what product a user is looking for (she tells us herself)
2. We know if and when the user enters Store A to purchase the product, and how long she spends there (geolocalized data)
3. We know **if she purchases the product** she is looking for (by scanning the barcode) **or not!**

With our data, a store owner knows what a user comes in **wanting to buy** at a specific moment and can compare this with what the **user actually buys**. It's a great opportunity to customize product offerings in light of customer behavior; to buy more of what someone demonstrates that she wants.

ACTUALLY, THERE'S
ONE MORE COOL
THING WE DO...

WE BRING THE GENERATIONS TOGETHER!

- Young people living in Île de France our our primary audience.
 - Why? There are lots of them! Over **654,000** are currently studying for their undergraduate or graduate degrees.⁶
 - Plus, young people are still developing their consumption patterns. Patty has the opportunity to be more impactful by targeting these users.
 - Finally, **young people are cool**. If they start using Patty, **the masses will follow**.
- But young people are not our *only* audience
 - Patty includes an **ambassador system**, one which encourages younger, enthusiastic users to get their older friends and family members on board.
 - In helping older users get familiar with and use Patty, **younger users earn points** towards their own purchases, further reducing the cost of buying and eating organic food.
 - Patty also **regularly organizes events** to unite younger and older customers, and distributors. These are opportunities to celebrate traditional French cuisine, preserve culture and get the generations mixing--and having a good time together!

THAT'S A LOT... CAN YOU SUM IT UP?

No problem! These are the benefits of using Patty:

PAINPOINT	BENEFIT FOR CONSUMERS	BENEFIT FOR DISTRIBUTORS
Inadequate supply	Finds organic food more easily	Improve store visibility in the market
Too expensive	Receive deals on reduced price items that will soon be discarded	Recuperate lost revenue by selling food that would otherwise go to waste
Unavailable	Receive alerts when selected items are available and waste less time looking for products that are not in stock	Reduce waste by aligning available stock with demonstrated customer preferences
Narrow range	Find desired products	Understand what customers are looking for (but don't necessarily find) in store

THAT'S A LOT... CAN YOU SUM IT UP?

No problem! These are the benefits of using Patty:

PAINPOINT	BENEFIT FOR CONSUMERS	BENEFIT FOR SUPPLIERS
Inadequate supply	Finds organic food more easily	Reduces food waste
Too expensive	Receive deals on reduced price items that soon be discarded	Reduces food waste
Unavailable	Receive alerts when selected items are available and waste less time in store	Reduces food waste
Narrow range	Find desired products	Understand what customers are looking for (but don't necessarily find) in store

PLUS, WE BRING
THE GENERATIONS
TOGETHER!

ANY QUESTIONS?

FAQ

HOW ARE WE GOING TO FINANCE PATTY?

We've got faith in Patty. And to prove it, we're partially funding our project through personal capital and love money from friends and family.

We figure others will like Patty, too. That's why we plan to **crowdfund** our remaining initial capital needs through platforms like **KissKissBankBank** (which happens to be great for projects like ours: 55% of food-related projects have been successfully financed through the platform!)

Plus, since we're **not afraid of a challenge**, we plan to participate in the Food Tech, William Saurin and *Graine de Boss* competitions. If we win, the prize money will contribute to our financing. If not, the events are great opportunities to build Patty's network!

HOW DO YOU PLAN TO MAKE MONEY (IN THE LONG TERM)?

By continuing to accept donations. *Just kidding!*

Patty has two main revenue streams:

First, each time a user takes advantage of a deal, **Patty takes a percentage of the purchase**. Essentially, we take a cut of a distributor's "found" revenue--revenue that wouldn't exist without Patty!

Second, we earn revenue by **selling data about customer preferences and consumption patterns** to organic food distributors. We reveal what customers are looking for *before* they make a purchase; i.e. what they *intend* to purchase. This information is not collected through traditional customer loyalty programs.

WHAT ARE THE BRAND AND COMMUNICATIONS STRATEGIES?

By now, you (hopefully!) have a good sense of Patty's brand. We pride ourselves on being **useful, simple, humble** and just-the-right-amount of **quirky**.

We intend to build our online and offline communities by:

- Sharing recipes that take advantage of available produce.
- Celebrating our users' "best finds" of the week (i.e. the user who finds the strangest looking piece of produce and makes the coolest thing with it!)
- Hosting IRL "waste not, want not" dinner parties made with soon-to-perish food purchased through Patty and open to all users, young and old alike.

DO YOU HAVE ANY SOCIAL COMMITMENTS ?

Of course we do! We believe our users want to do good. They just need a little help!

Through a partnership with *L'arrondi*, Patty's users can elect to round up their purchase prices and donate extra cents to nonprofits that share our values, like *Coeur de Forêt*.

Pretty cool, right?

CAN THIS WORK OUTSIDE OF PARIS? OUTSIDE OF FRANCE?

The “global organic food market is projected to register a **CAGR of over 16%** during 2015-2020.”⁸ How does Patty fit into that?

- In countries where information about organic food is still pretty inaccessible to the public, Patty’s **map feature will be a real hit!** It’ll make users aware of the distributors that exist nearby.
- In countries where information about organic food is already pretty well dispersed, we hope to **partner with the big players**--bringing our enthusiasm and taste for disruption to their operations!

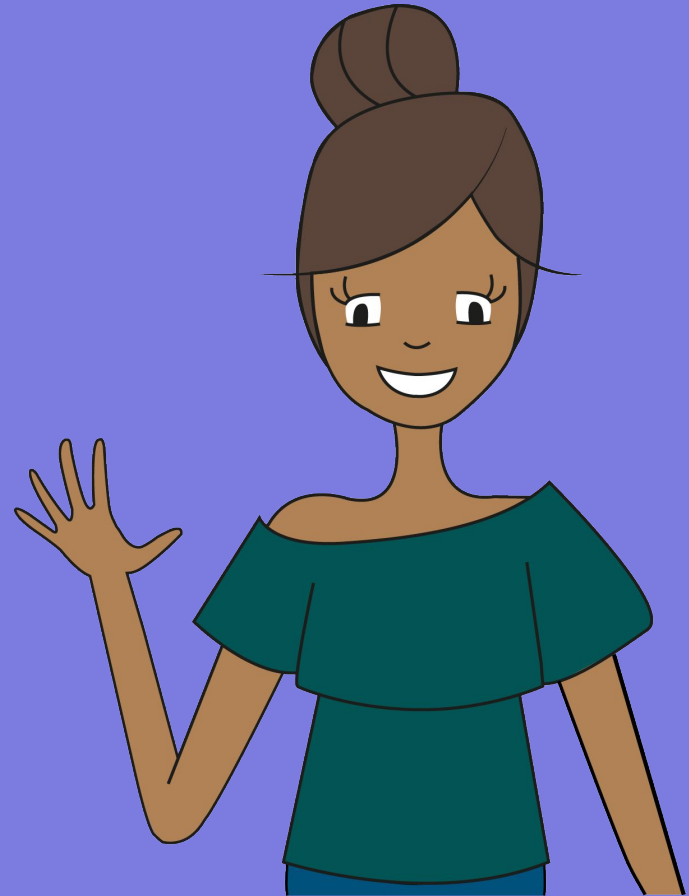
ALRIGHT, ALRIGHT. LET'S WRAP THIS
UP.

KEY TAKEAWAYS

US IN ONE SENTENCE

Patty wants to **make organic food more accessible** to a wider audience while helping to reduce food waste--and **bridging the generational divide.**

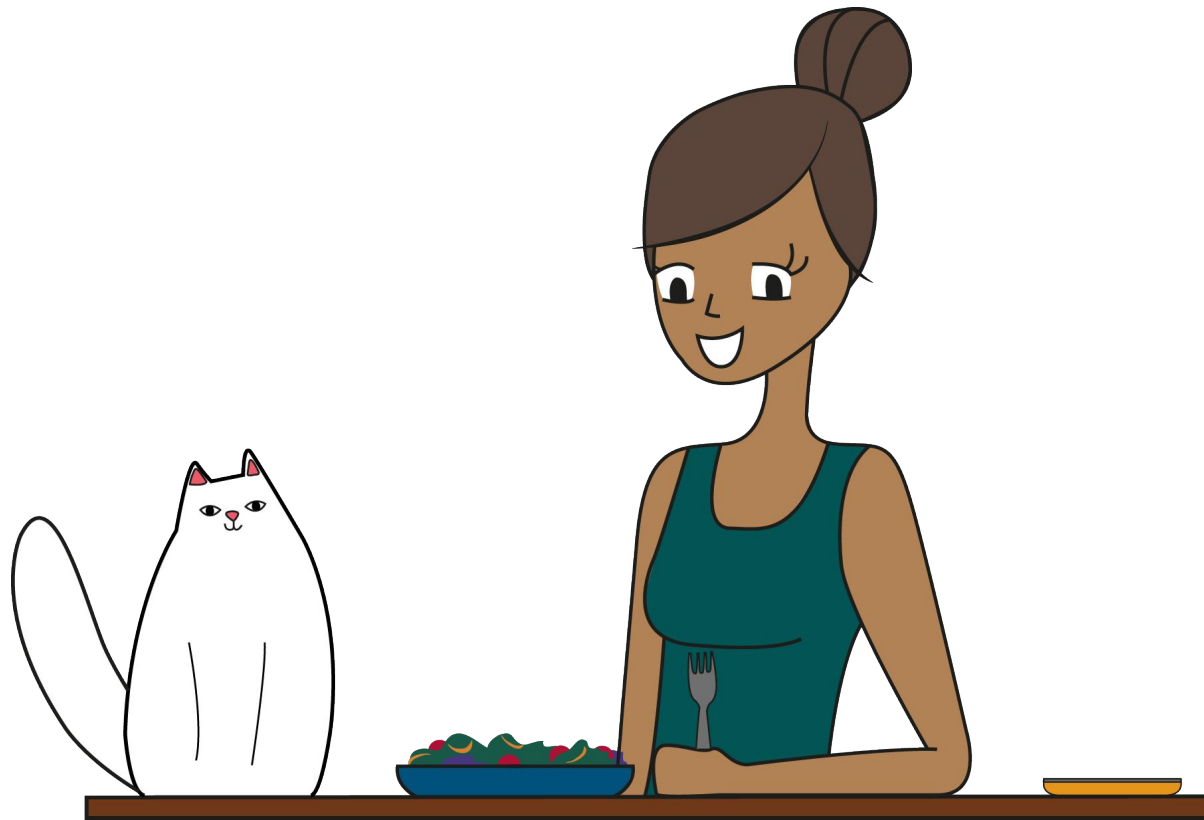
REMEMBER JANE?



THIS IS JANE BEFORE PATTY



THIS IS JANE AFTER PATTY

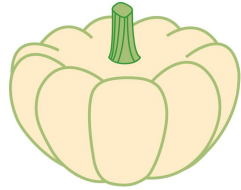


THANK YOU!

LOVE,

PATTY

THE END



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