FOODLY

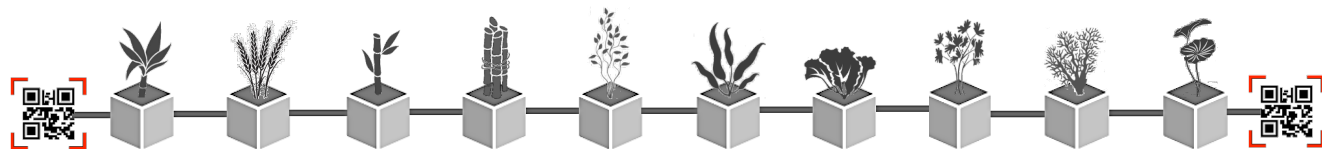## FOOD FOR THOUGHT

**HOODISH DOMUN**

HOODISH.DOMUN@COLUMBIA.EDU

(608) 856-4550

OVERVIEW

Foodly is seeking $10,000 to develop a blockchain-powered platform to provide a complete produce traceability across the supply chain.

Our product will disrupt the food industry by promoting **transparency** and **credibility** in the entire supply chain from farm to table, providing **assurance** to consumers about the **freshness** of their food while ensuring compliance with **laws and regulations**

FOOD INDUSTRY SUPPLY CHAIN

RESTAURANT

GROCERY STORE

FRESH PEARS **$1.99** /lb
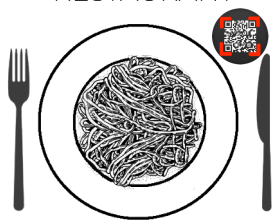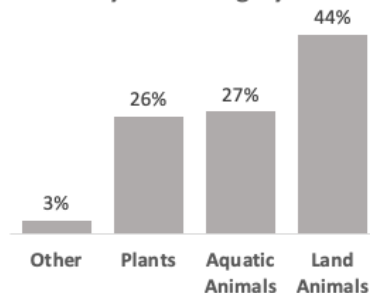
DELI/CAFE

VENDING MACHINES

MOBILE VENDORS

OPPORTUNITY

According to FAO, by 2030 the global food wastage will reach $1.5 trillion that will put forth a **$700 billion opportunity**, mostly focused on optimizing the **supply chain**.
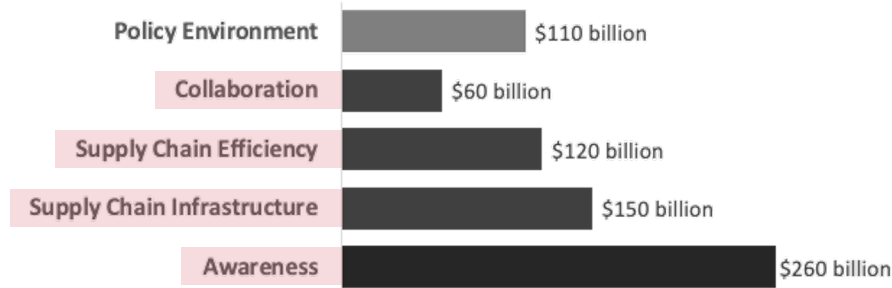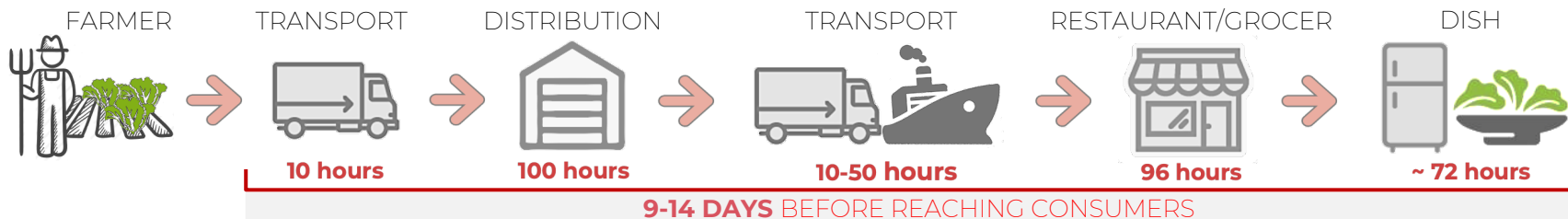
MARKET
$700bn

PLAYERS
3

Foodborne Disease Outbreak by Food Category

Category	Percentage
Other	3%
Plants	26%
Aquatic Animals	27%
Land Animals	44%

The ~$700 Billion Opportunity

Policy Environment	$110 billion
Collaboration	$60 billion
Supply Chain Efficiency	$120 billion
Supply Chain Infrastructure	$150 billion
Awareness	$260 billion

CONSUMER AWARENESS: SUPPLY CHAIN LATENCY FOR FRESH PRODUCE

FARMER	TRANSPORT	DISTRIBUTION	TRANSPORT	RESTAURANT/GROCER	DISH
	10 hours	100 hours	10-50 hours	96 hours	~ 72 hours

9-14 DAYS BEFORE REACHING CONSUMERS

SOLUTION

Our ultimate goal is to create a platform that will provide more **transparency** and **credibility** in the supply chain of the produce from farm to table.
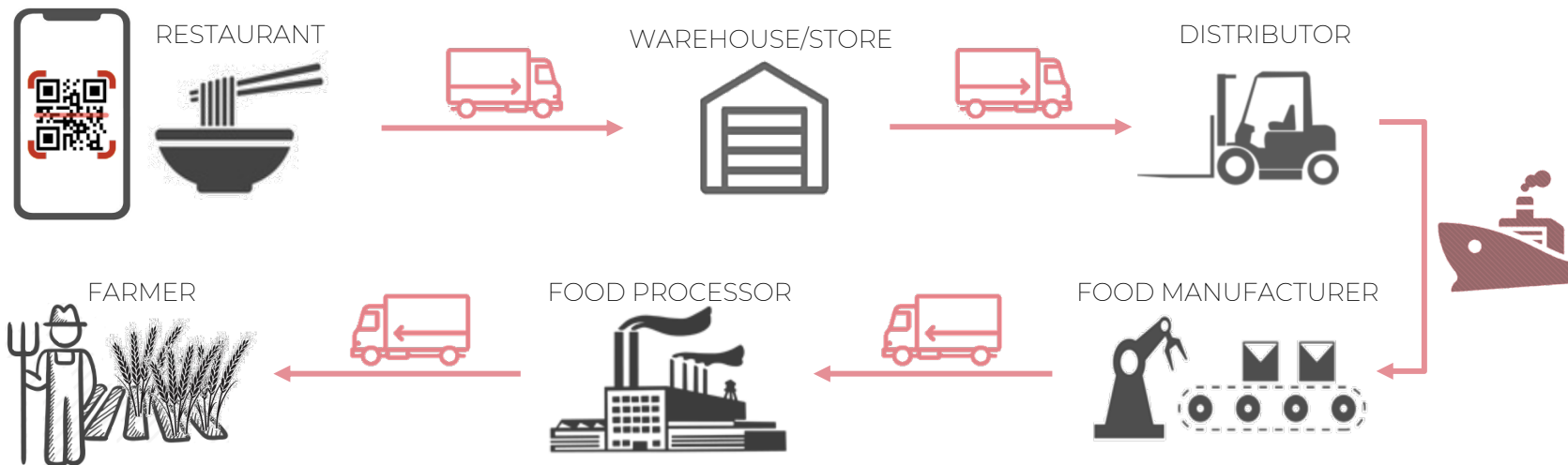
TRANSPORTATION PERFORMANCE CAN BE OPTIMIZED: FOOD CAUSING **FOOD-BOURNE ILLNESSES** CAN BE EASILY **TRACED** AND BATCHES **TRACKED** AND **DESTROYED**, WHILE ENSURING COMPANIES ARE IN **COMPLIANCE**

REVENUE MODEL

Foodly will charge a fee to all the participating members in the supply chain network to use the platform.

SCALABILITY: Foodly's business model can be a game changer in various industries.

- **Trace** ingredients/fabrics ensuring they were **ethically** sourced (eco-friendly)
- Ensure products were manufactured in **law-complaint** facilities (no sweatshops/animal testing)
- Provide assurance on **authenticity** of products
- **Predictive** analysis for inventory checks and sale volumes, consumer trend, etc.
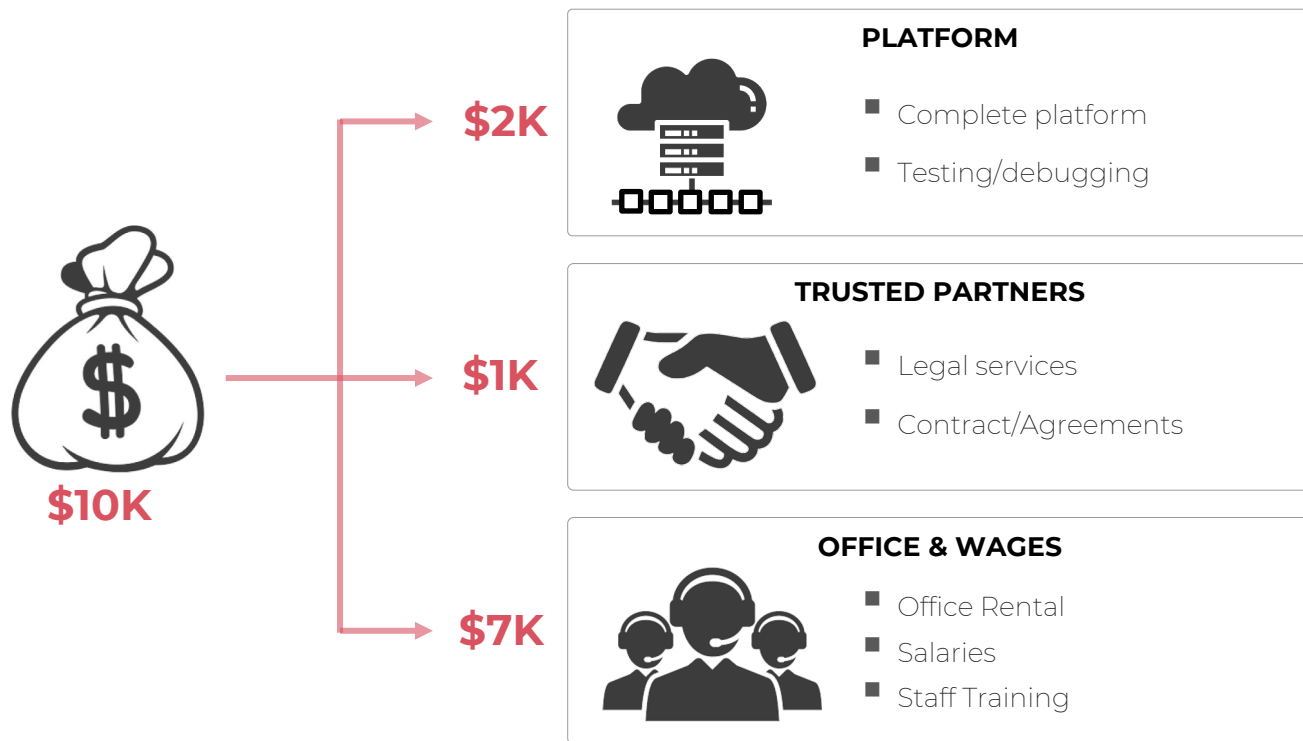
COSMETICS	CLOTHING	PRINTS	RETAIL

USE OF FUNDS

Foodly will use the **$10k** investment as follows:

$10K

$2K →

PLATFORM

- Complete platform
- Testing/debugging

$1K →

TRUSTED PARTNERS

- Legal services
- Contract/Agreements

$7K →

OFFICE & WAGES

- Office Rental
- Salaries
- Staff Training

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