

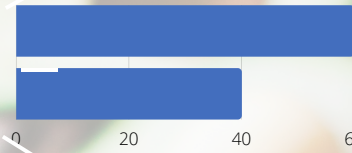
# Fridge Fresh

## Waste Less

Why a smart fridge?

1 Fridge Fresh simplifies the process of home-cooked meals.

60%



of Americans are too busy to enjoy their lives.

28% of the population do not know how to cook.

28%

72%

2 Fridge Fresh helps resolve the worldwide issue of food waste...



by keeping **80 billion lbs** of food from being thrown away every year

Food accounts for 1/3 of waste in landfills.



Food waste emits methane gas which is

**28X**

more damaging to the environment.

What can Fridge Fresh do?

Refrigeration industry is

3 booming!

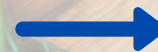


In 2020 the refrigeration industry amounted to \$9,674,000

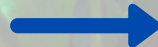
Upload recipes from your phone



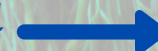
Embedded AI will evaluate what ingredients you have and what you need from your fridge and pantry



All needed ingredients are uploaded into your cart - ready for you to order!



Use the delivered groceries to make your meal!



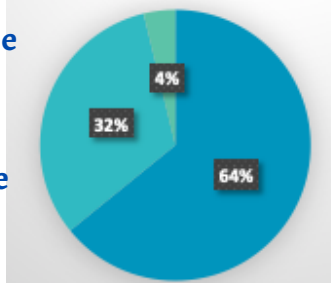
Get notified when food is ready to expire.

# Who does Fridge Fresh Serve?

## From Our Primary Research

32 out of 54 people were willing to upgrade for a Smart Fridge

How much our sample is willing to pay:  
64% average \$ only  
32% 2K above average  
4% 4K above average



How often our sample uses food delivery programs

Frequency	Count
11 once a week	11
20 once a month	20
30 never	30

## But HOW?

Fridge Fresh uses AI sensors embedded in the shelves of fridge, freezer, and pantry to evaluate what is in your fridge and when it is expiring. From the recipe sent from the app it compiles a list of ingredients needed for the desired recipe.

## The Competition

## From Our Secondary Research

Communicate via text and email

Get Information from social media

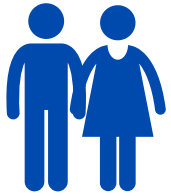
Wait for career stability before making big purchase.

539,000 bought homes in the 1st quarter of 2020

First-time homebuyers



58% Married



40% with kids



Average Income of \$72,000/year



Average age of 32



## How Fridge Fresh will connect with our target market

- 1 We will leverage our partnerships with home developers to cross advertise.
- 2 We will post on YouTube to show the workings of our Smart Fridge.
- 3 Influencers on social media we will spread familiarity.  
We will run an offer of a meet-and-greet experience with our Influencer
- 4 If followers offer up their e-mail addresses and tag friends.