

Solving the world's dumbest environmental problem with **intelligence**

Multi-disciplinary team with
IT, business, environmental and social sciences
backgrounds

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More than

30%

of food globally
goes to waste

Food waste causes

8%

of global
emissions

Focus

- High-income western societies vs. developing countries
- Consumption vs. production
- Households vs. restaurants, stores
- Prevention vs. conversion/valorization

Mission

Revolutionize

food planning & shopping
to achieve

0 waste

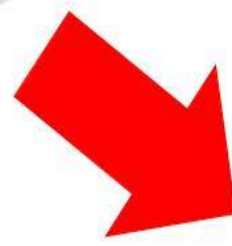
in households

User

Busy working parent

- lacks time to plan
- welcomes all the help for food shopping and cooking
- is happy to reduce food waste

UseBy



Our solution: UseBy

- Smart solution based on AI and IoT
- Connects your smart fridge and smart bin to your shopping data
- Learns from the data and adapts to your changing behaviour and preferences
- Helps retail chains tailor their offerings according to consumer needs through intelligence
- Generates recipes based on your fridge's contents.

Social impact

- est. 20% of household food waste reduced
- awareness increases
- waste management costs diminish
- emissions in the whole food chain decrease



UseBy



Save time

Save money

Save the environment

Thank you!