



Delicious food at your fingertips

"The most important thing at work and school is to have quick access to meals that positively affect wellbeing, health, and effectiveness of employees and students."



Food Problems (at home, work or school)

We spend a lot of time to...

- Order and pickup takeaway food
- Cook everyday
- Go to grocery
- Eat at near restaurants and bars

We have unhealthy eating habits...

- We are making quick decisions by being hungry
- We are overeating
- We are reaching for fast food
- We are breaking digestive cycles by mixing food

We spend more and more money for...

- Healthy food
- Overcooking
- Grocery and food logistics
- Eating out

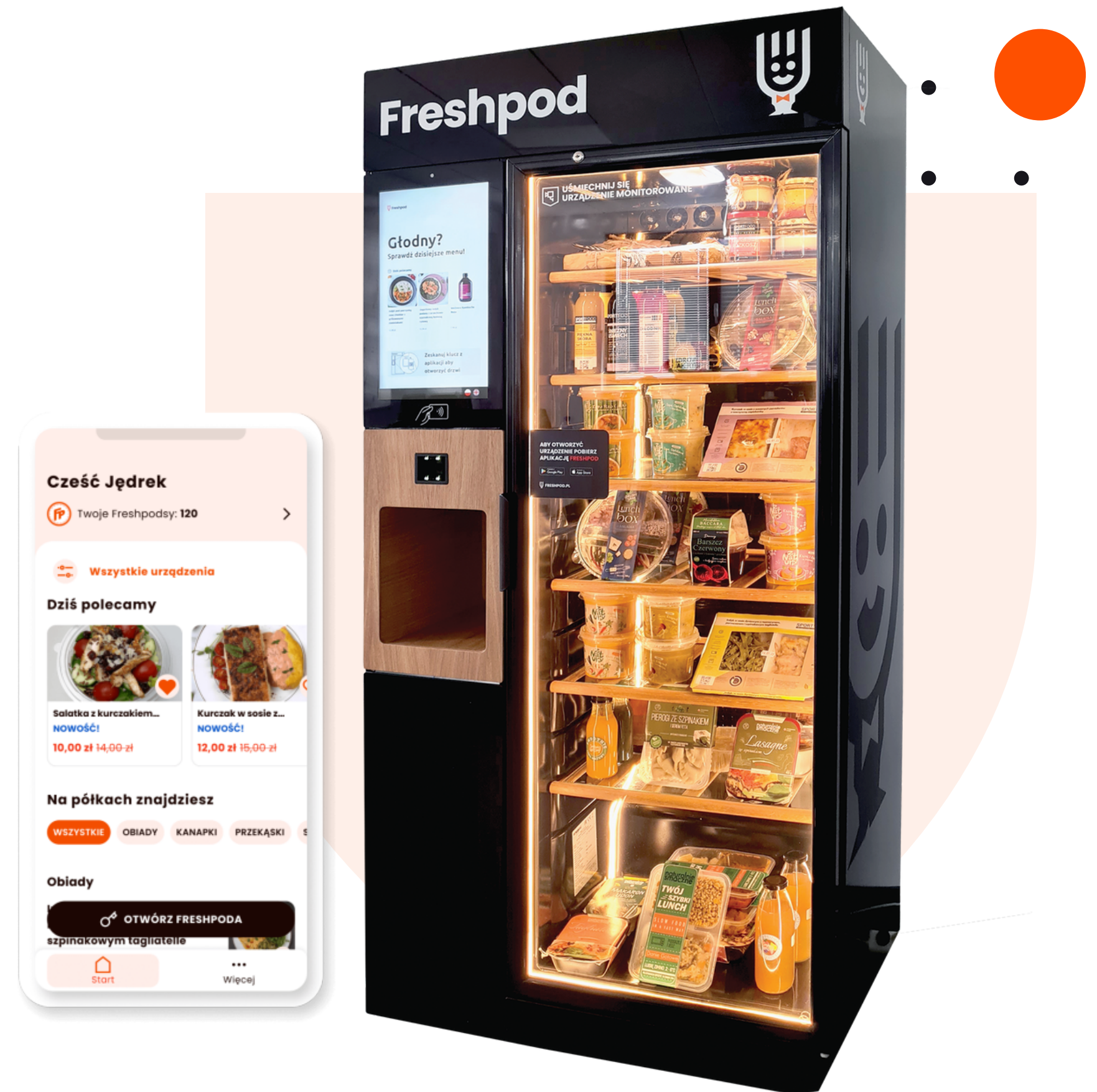
We have effectiveness problems... (at work and school)

- Insulin spikes and fatigue through sugar
- Digesting large meals takes energy
- Malaise through an unbalanced diet
- Lack of monitoring of what and how much we eat
- We waste time dealing with food at work

Solution

Nano store for unmanned sale of delicious food (lunches, sandwiches, salads, desserts) in offices, schools, hospitals, airports, or universities.

All you need to do is download the app, create an account and add a payment card. You can open Freshpod with the app (or RFID card), select the product as in a home refrigerator, scan with the scanner and confirm the order. It only takes 30 seconds.



Who Is This For?

Companies 50+ and their employees

People who have no time and want to eat healthy

Students

People who have no access to cheap and healthy meals during short breaks

Health care professionals

People who have no time and limited access to delicious meals

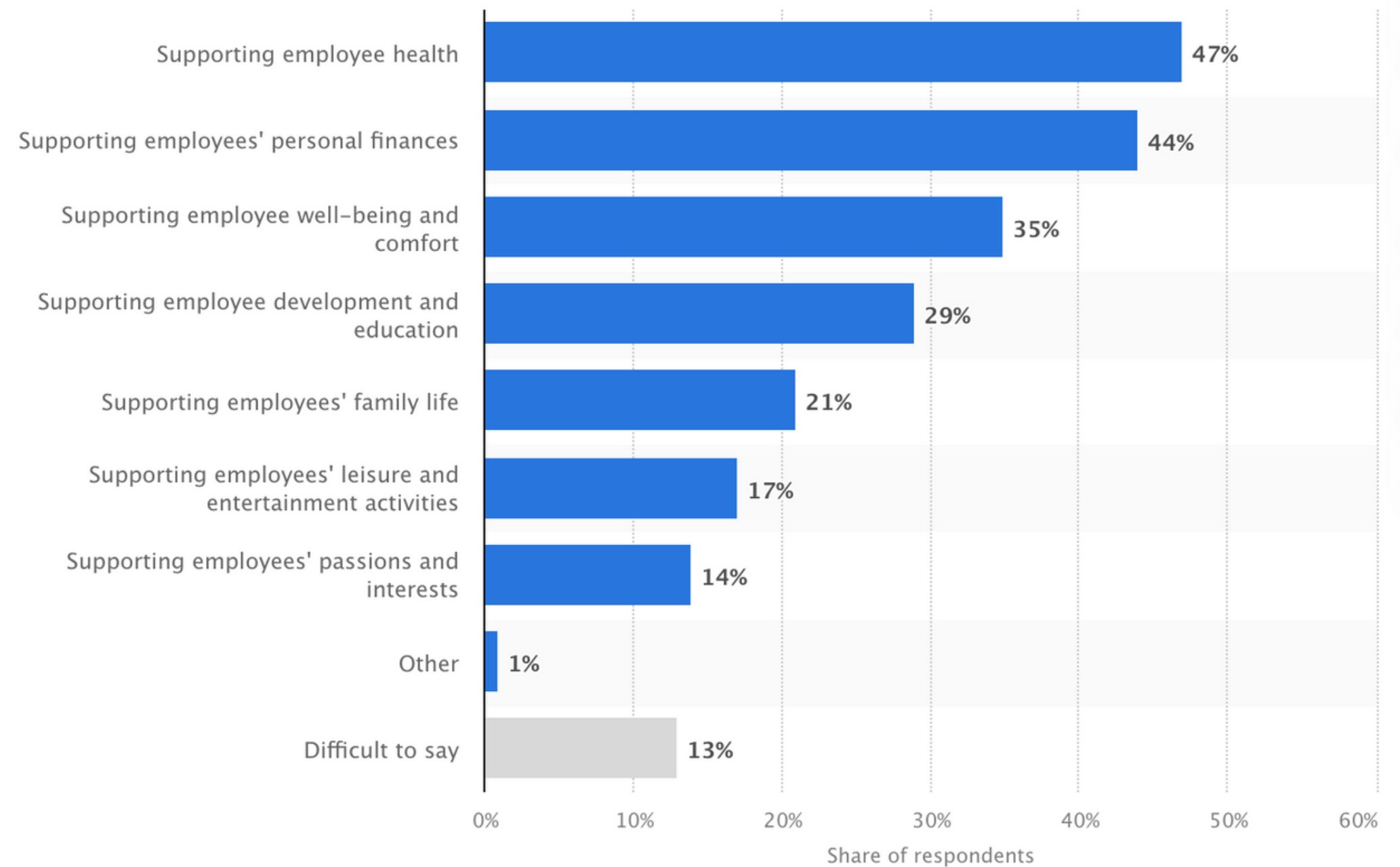


Market Opportunity

Convenience Food

- Poland
 - **\$2.77bn** in 2022
 - **6.78%** annually grow (CAGR 2022-2027)
- Europe
 - **\$91.35bn** in 2022
 - **4.10%** annually grow (CAGR 2022-2027)
- Worldwide
 - **\$562.20bn** in 2022
 - **6,21%** annually grow (CAGR 2022-2027)

What benefits do employees expect in 2022?



Product

Software

- Benefits system for employees with daily discounts;
- AI analysis of users' preferences and orders;
- Mobile app with user notification module;
- Loyalty module and dynamic price changes;
- Referral and short-expiration discount system;
- Convenience payment module;
- Nutrition control tools (soon to be enhanced).

Hardware

- Cooled and ambient area access control system;
- Integrated monitoring of shelves and surroundings with anti-theft system;
- Large touch panel with advertising space;
- CE certification.



Our Food



Lunches



Bagels



Salads



Drinks



Desserts



Snacks



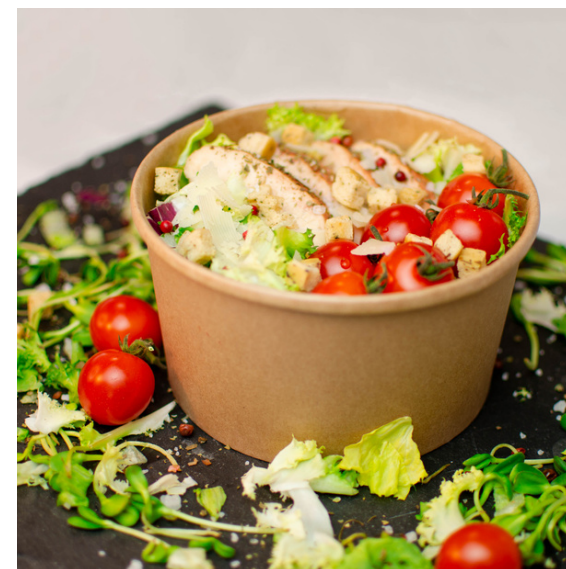
Wraps



Soups



Sandwiches



Unique Value Proposition

- We offer the best **benefit service** for employees and students;
- We **adapt the product menu and service** to every device **individually** thanks to food preferences, diets, and allergies (using Big Data and AI algorithms);
- Our mobile app services build **healthy eating habits** with nutrition control tools;
- We provide the **best food quality at a low price** for end users (no preservatives or artificiality, gluten-free, lactose-free, vegetarian, and vegan options available);
- Our meals **take care of proper levels** of sugar, vitamins, cholesterol, magnesium, potassium, and amino acids.



Competition

Food delivery services

High prices and long waiting time

Ready-to-eat meals at stores

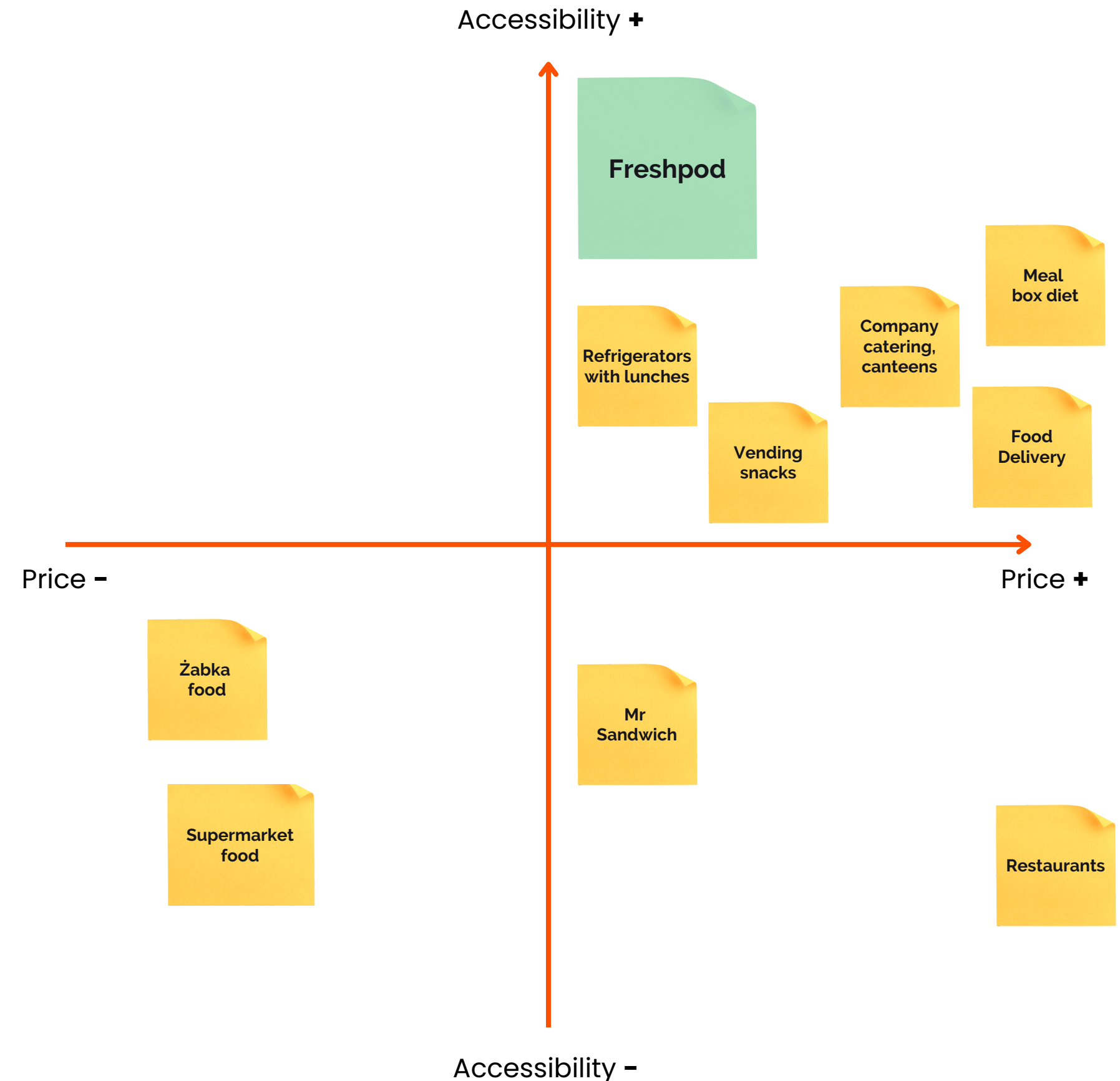
Cheap prices, but low quality

Refrigerators with lunches

Low variety of meals, lack of healthy functionalities, bad device design

Canteens

Hardly profitable, so they raise prices to survive



Timeline

Q2 2021 – Project Launch (Grant UE – 2,5M PLN)

Q3 2021 – Team Building

Q3 2021 – Q1 2023 – MVP Development

Q1 2023 – MVP Release

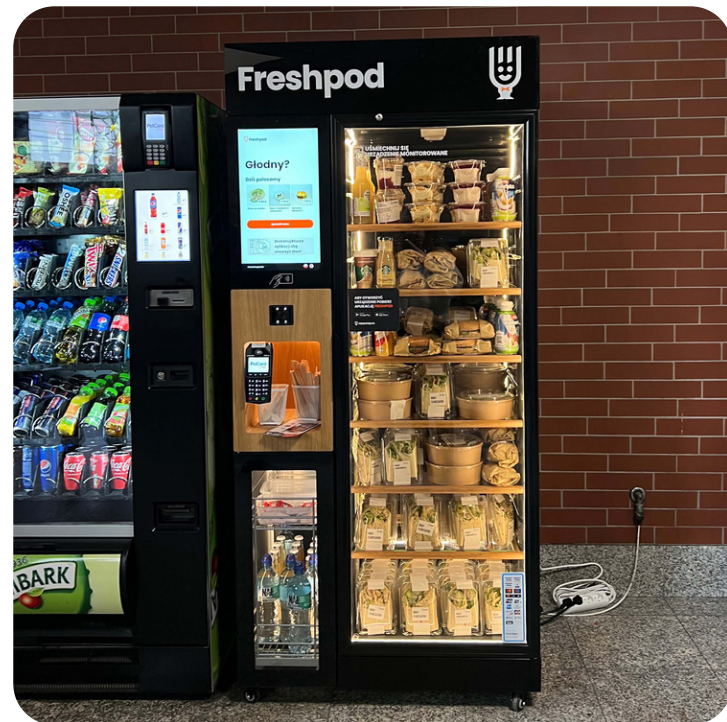
Q3 2023 – 8 Freshpods & ~5000 customers

Q4 2023 – food ordering and
enhanced nutrition control tools



Some of our locations

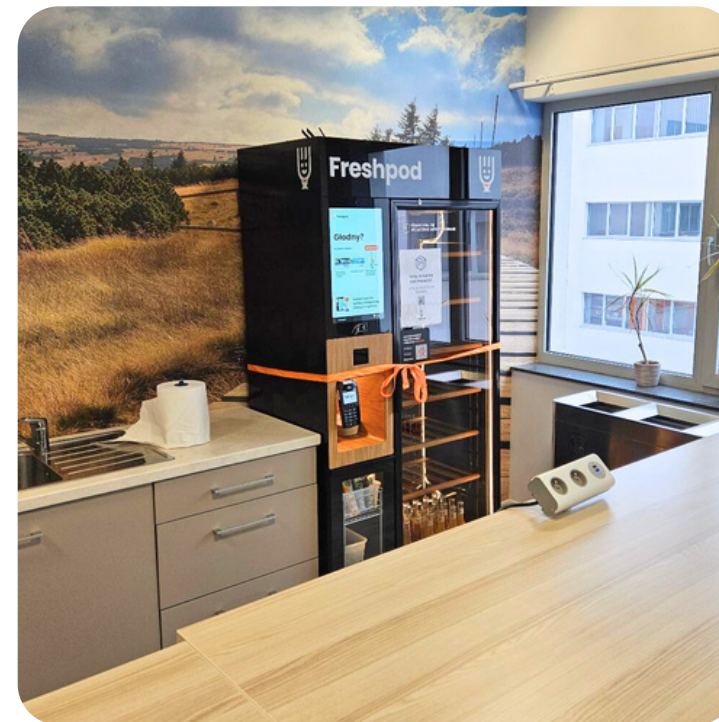
📍 **UE Wroclaw**



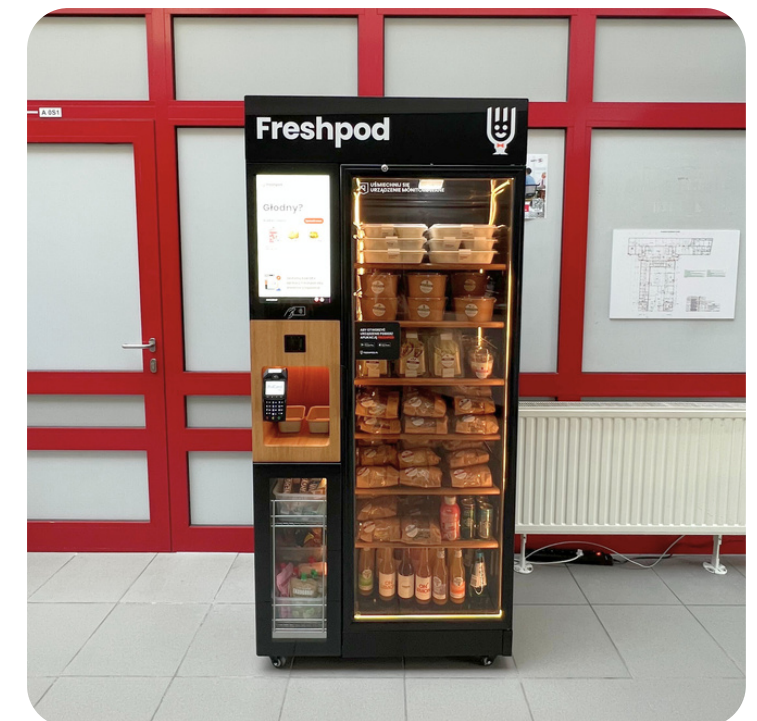
📍 **LO V Wroclaw**



📍 **KRUK S.A.**



📍 **WPT**



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