

Konero Group: YellowBox
Smart Retail Hubs & Workplace Wellbeing Ecosystem

Building a Traditional FoodTech Product & Culturally-Inclusive Smart Retail Ecosystem

www.konero.co.uk

...blending culture, convenience, and deep-tech.



Traditional Culinary Experience

Introduction

Konero YellowBox is building the next generation of traditional FoodTech product and culturally-inclusive smart retail infrastructure.

We combine:

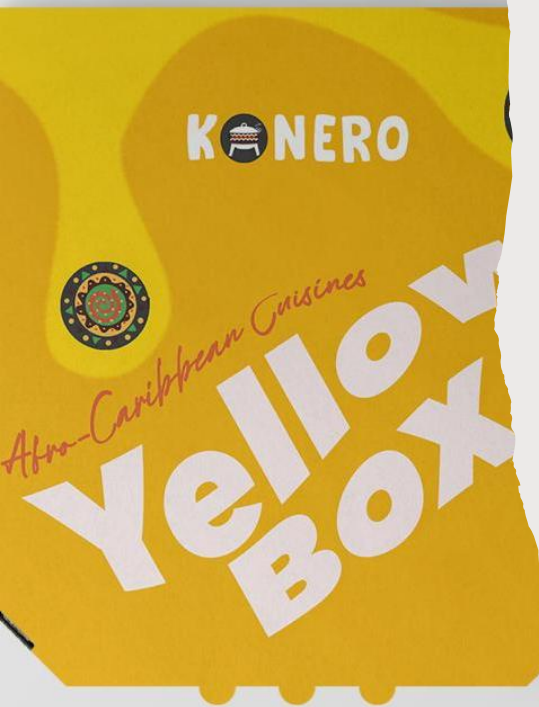
- Smart Retail Hubs
- Intelligent Vending Pods
- AI-enabled Inventory Management
- Workplace Wellbeing Solutions
- Plant-based Superfood Drink

to provide 24/7 access to fresh meals, healthy snacks, plant-based superfood drinks, salads and culturally relevant food products in locations where traditional retail cannot economically operate.

Konero YellowBox transforms underutilised workplace and public spaces into revenue-generating micro-retail destinations.

[Konero Yellow Box - Konero Group](#)

[Konero Recipe Box - Konero Group](#)



Team

Gideon Effiong: Food Technologist, Agri-food supply chain & HSEQ professional, Founder & CEO of Konero Group Limited

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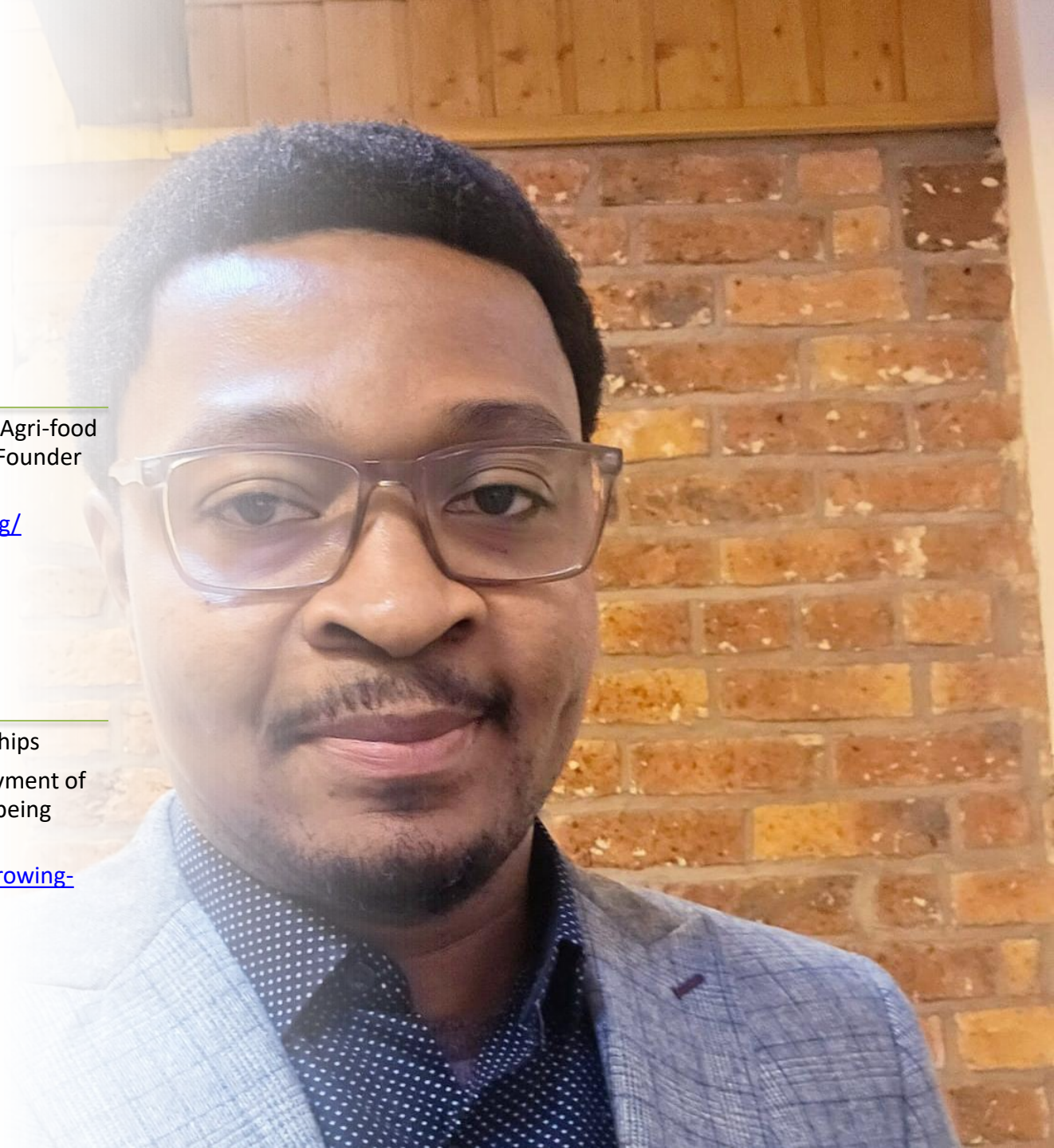
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Seeking **Proof-of-Concept** Partnerships

Seeking funding for scale-up deployment of 25 Smart Pods and Workplace wellbeing units/commercial contracts.

https://www.linkedin.com/posts/growing-kent-medway_foodentrepreneur-foodinnovator-plantbased-activity



The Problem

Millions of employees, students and shift workers lack access to:

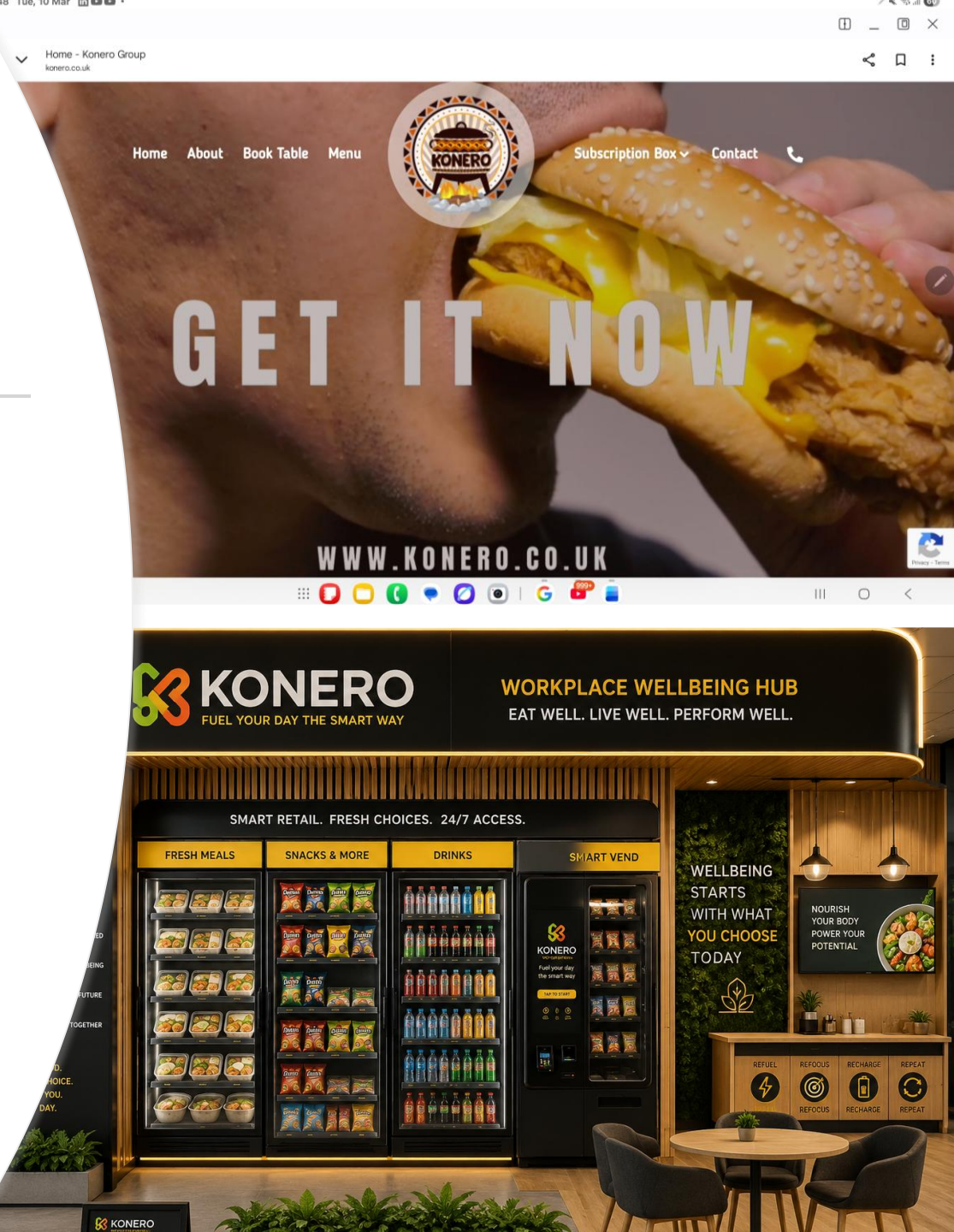
- Fresh food
- Culturally-inclusive meal options
- Healthy snacks
- Affordable convenience retail

Traditional foodservice models suffer from:

- High labour costs
- Limited operating hours
- Significant food waste
- Low scalability

Employers face growing pressure to improve:

- Employee wellbeing
- Inclusion
- Retention
- Workplace experience



The Solution



Download the Konero App on

Download on the
App Store

GET IT ON
Google Play



Konero YellowBox

An integrated unattended retail ecosystem delivering:

Smart Retail Hubs

Micro convenience stores operated without staff.

Smart Fridges

Grab-and-go fresh meals.

Vending Pods

Healthy snacks and plant-based super-food beverages.

Workplace Wellbeing Corners

Culturally inclusive food experiences.

Mobile Ordering

Integrated digital customer engagement.

Our Service Model:

Unattended Micro-Markets:

Modular self-service cafés offering a curated mix of fresh hot meals, healthy snacks, and plant-based beverages via smart checkout kiosks.

Smart Fridges & Vending Hybrids:

IoT-enabled fridges with automatic inventory tracking and contactless payment options.

Automated Barista Stations:

Premium coffee systems offering bean-to-cup espresso, cold brew, and plant-based tigernut milk & other alternatives.

RecipeBox Meal-kit services:

Subscription platform for Afro-Caribbean themed recipe boxes:
Konero RecipeBox



Market Opportunity

Plant-based beverage market: \$34B in 2024 → \$70B by 2030

Global Ethnic Foods Market: \$98B+ (CAGR 10%)

Vending & Micro-Markets: \$26B (CAGR 10%)

Traction & Validation

www.Konero.co.uk.

[Konero Yellow Box - Konero Group](#)

[Konero Recipe Box - Konero Group](#)

[About - Konero Group](#)

Konero App is available for download using the link:

<https://play.google.com/store/apps/details?id=com.eposhybrid.konero>.

Konero is registered on government tendering platform to provide self-services office & school lunches in the United Kingdom.

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Scalable Technology Platform

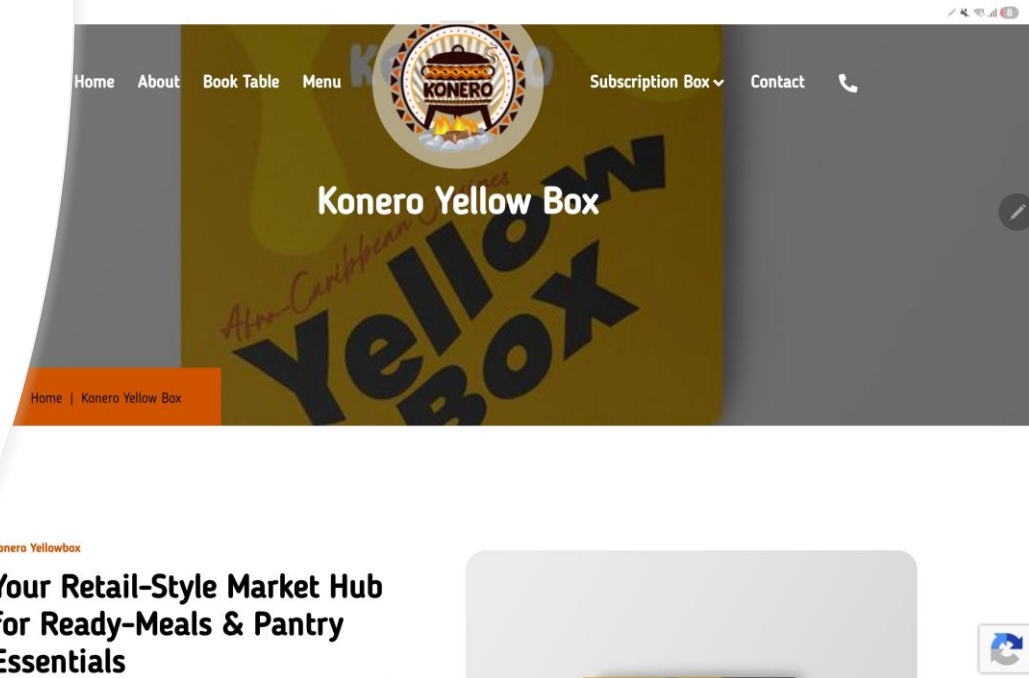
The ecosystem combines:

- Smart refrigeration
- AI inventory forecasting
- IoT telemetry
- Cashless payment systems
- Customer analytics
- Mobile engagement

Business Model

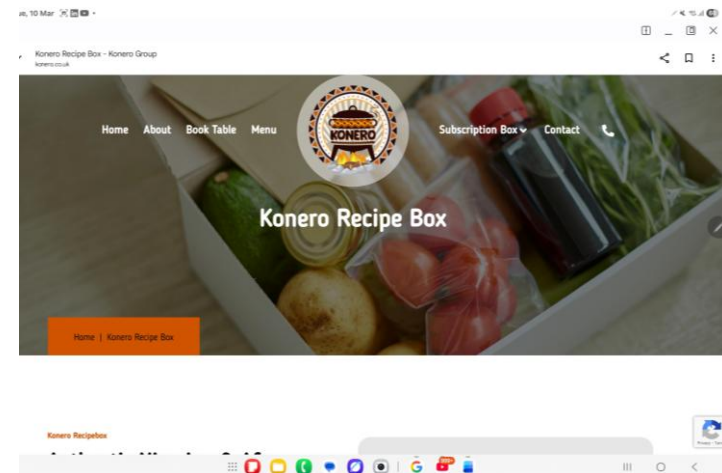
Konero employs a **scalable multi-channel business model**:

- **Direct-to-Consumer (D2C):**
E-commerce & subscription boxes.
- **B2B & B2G vending contracts:**
Corporate & council co-working office sites.
- **Retail:** Partnerships with Cafes and retail chains.



Go-To-Market Strategy

- Install **YellowBox** in offices, co-working spaces, university canteens, council hubs and public spaces.
- E-commerce website & **Konero App**.
- Integrating sustainability into our operations through **SciFruVeg**: AI-enabled supply chain solution which is our **moat**.



scifruveg
...a tech-enabled supply chain solution



COST ELEMENT	UNIT COST (£)	TOTAL FOR 50 UNITS (\$)	NOTES
HARDWARE DEPLOYMENT	-	500,000	Includes AI, IoT-enabled vending tech
TECHNOLOGY DEPLOYMENT	-	250,000	
INVENTORY, RE-PACKING & WORKING CAPITAL	-	250,000	
SALES & MARKETING	-	200,000	
TEAM RECRUITMENT	-	200,000	
LEGAL & REGULATORY COMPLIANCE	-	100,000	
TOTAL COST	-	£900,000	
BREAKEVEN	24 MONTHS		\$1,500,000 REVENUE AT YEAR 2

A \$1.5M 50-units Scale-Up Fund-Raise Budget



**KONERO
YELLOWBOX**
Smart Retail.
Fresh Choices.
Better You.



MODEL	DESCRIPTION	BENEFITS	NOTES:
REVENUE SHARE	20–30% site commission	Incentivizes site participation	We are currently prospecting a partnership trial run with: 1. Warehouse & Distribution, 2. Universities & Offices, 3. Bus & Rail Stations 4. Council Halls & Public Spaces We are prospecting to install unattended vending units in warehouse and office canteens and in public areas of railway stations and bus stations.
FIXED LEASE MODEL	Site pays £100–150/month	Predictable recurring income	
CORPORATE SUBSIDY	Employer funds employee discounts	Boosts CSR & wellbeing profile	
COMMUNITY HUB MODEL	Council-sponsored installations	Enhances public access & ESG visibility	

Partnership & Incentive Model

What This Budget Achieves



Smart vending + micro-market retail (Koner YellowBox) launched with premium branding.



Production set-up & regulatory approval + food safety certifications



Scale-up installation of 50 units in council halls, Warehouses, Offices, Co-working-spaces & hospitals.



D2C subscription channel (YellowBox & RecipeBox) live + first customers onboarded.



Technology deployment with NFC/QR smart packaging → unique consumer engagement + storytelling.

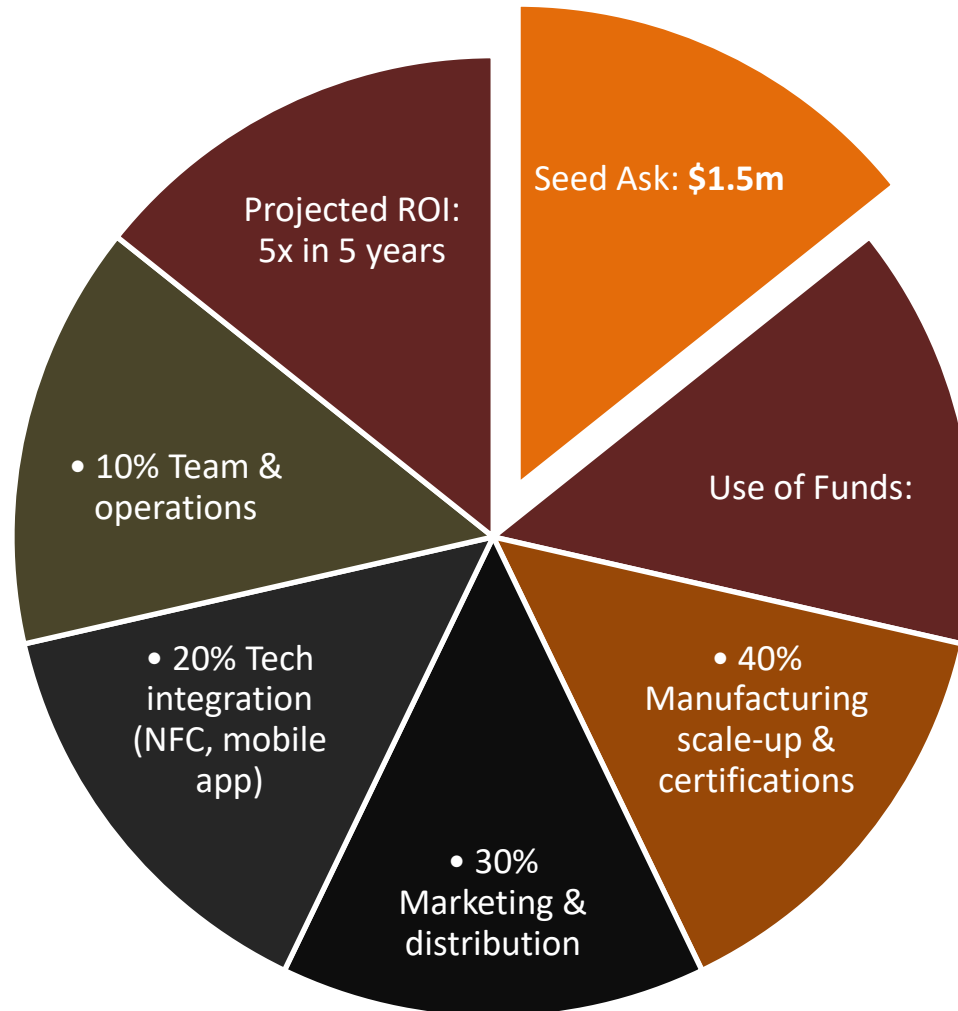


Investor validation → sets stage for larger Seed+ round (\$1.5M–\$2M).



Traditional Culinary Experience

Pre-seed Investment Ask



Financial Projections (5-Year)

