



your AI solution to save up to 50% on groceries

Inputs and Key Trends in Retail

- Recession in Europe
- Historically high numbers of inflation
- Increased utility bills for households
- Increased costs for food and services
- Higher mortgage payments
- Declines in households income

People try to **save money** by changing their models of consumption of products by choosing **less expensive alternatives** or buying promo goods

Every big retailer has its own line(s) of private label (PL) products, the PL segment makes up between 20 and 50 percent of supermarket unit sales in Europe (source: Statista). Almost every popular product has its substitute produced with **high-quality** standards

При выборе продуктов человеку сложно самому проанализировать все возможные альтернативы и выбрать самый лучший и самый экономичный, а AI сделает это легко да к тому же учтет склонности конкретного пользователя.

EU Retail in numbers (2021)¹:

- Revenue \$2.1 trillion
- PL share 34.7%
- Promo share 23.4%
- 9% - online growth 2022 vs 2020 (McKinsey)

¹ Source: <https://www.researchandmarkets.com/reports/5322828/food-and-grocery-retail-in-europe-market>

How FUDL Works

Step 1: Fudl AI proposes to a user a list of products based on preferences

Step 2: Fudl provides information about price of the basket in the nearest supermarkets and determines delivery options

Step 3: Fudl optimises the basket by changing some products to substitute products, divides the order to several orders to obtain additional economy from different retailers based on user's personal preferences



We tested hypothesis on the real supermarket receipts and we got **10 to 35 % less price** of the basket (average receipt €100)

More about AI/ML

- We use modern AI technology, specifically OpenAI, to enhance the development of our service and increase its value for end users.
- We employ *fine-tuning* to improve the processing of product data, and we use *embedding* to enhance our search and recommendation engine.
- Furthermore, we are not bound to OpenAI and can continue to grow without being vendor-locked

Size of the Market

The revenue of the European food & grocery retail market in 2021 **\$2,1 trillion**¹

In 2021, **197 M** households resided in the EU². Our potential European market: **200 million users**

Our target users are **families** (seek for cost reduction) and **Gen Z** individuals (digital natives)

¹ Source: <https://www.researchandmarkets.com/reports/5322828/food-and-grocery-retail-in-europe-market>

² Source: https://ec.europa.eu/eurostat/statistics-explained/index.php?title=Household_composition_statistics

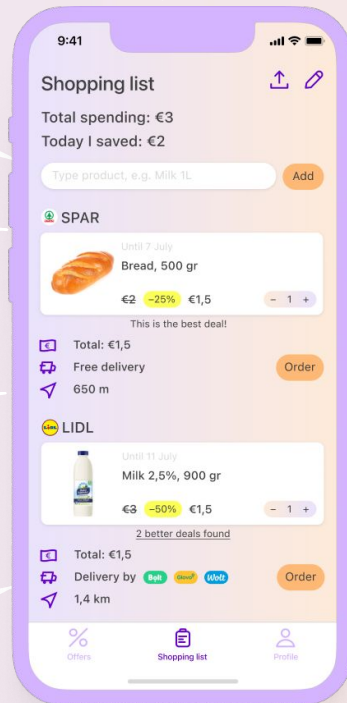
In FUDL, Users Can:

See how much did they save

Check all promo activities

Compare baskets from offline retailers nearby

Optimise the basket by choosing products substitutes



Compare prices for baskets of special products, e.g. vegan, gluten-free, non-allergenic




Create the shopping list for offline shopping

Compare delivery options

Send the order to retailers & delivery services

Get personalized recommendations

Competitors

			
App			
Country/Region	US/Canada	Dalmatia/Croatia	Worldwide
Services	b2c b2b	b2c	b2c b2b
Features	<div> <ul style="list-style-type: none"> - Searches for items and finds sale prices or best deals. - Browse sales ads from all types of stores near user (does not limit only grocery). - App stores previous lists for faster list making. - Collaboration with retailers and brands. </div> <div> <ul style="list-style-type: none"> - Searches for items and finds sale prices or best deals. - App stores previous lists for faster list making. </div> <div>Shows all available flyers for grocery and non-food</div>		
Why Fudl is better	<div> <p>No retailers loyalty program</p> <p>Does not give the recommendations to change to substitute products</p> <p>Does not optimize the basket</p> <p>Does not recommend to split the basket</p> </div> <div> <p>Limited number of retailers</p> <p>Does not give the recommendations to change to substitute product</p> <p>Does not optimize the basket</p> <p>Does not recommend to split the basket</p> </div> <div>Just list of current flyers with promo</div>		
	<p>FUDL searches the complete list of available online products, not only those on sale. This feature gives the possibility to fill a user's shopping basket by adding products from the full variety of goods</p> <p>FUDL allows to optimize basket by substituting the products and splitting the basket by few supermarkets</p>		
Additional data	13M downloads, 4.8/5 iOS rating	>100K downloads, 3.8/5 Google Play rating	n/a, 4.5/5 iOS rating

Team/Competences



Eugene (SLO/CAN), CEO

- CMA, 12 years experience in controlling and management accounting
- 5 years of retail experience
- 3 years at the European retailer as a Chief of Internal Audit

<https://www.linkedin.com/in/evgeny-voitinov/>



Viktor (THA), CPO

- Founding startup experience
- Ex-COO of Reporting and BI SaaS product
- Co-founded software services company
- 9 years of product development in startups
- Successfully completed BerkeleyX AI course

<https://www.linkedin.com/in/viktor-lariov/>



Olga (CAN), CMO

- 7 years in digital marketing
- Experienced manager in support and services for multilingual startups

<https://www.linkedin.com/in/olga-sultanova/>



Konstantin (MEX), CTO

- 20+ years of hands-on engineering experience including high-load & AI/ML
- PMP, 15+ years of managing teams and projects to deliver IT products
- 5+ years of leading software development company & helping startups to build and grow

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