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# FoodWise



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**Advisors: Gigi Wang, Aaron Lower**



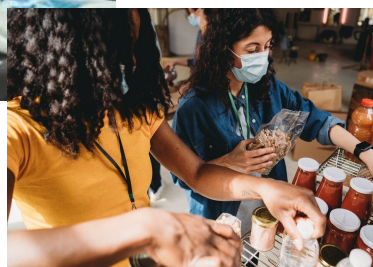
# PROBLEM



Restaurants waste **30 billion pounds** of food in the US alone



**50 million food insecure consumers** in the US



**Under-utilized restaurant resources** during **off-peak** hours.





# WHY FOODWISE?



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Utilize max capacity

Affordable food options

More traffic and business



Dynamic discounts



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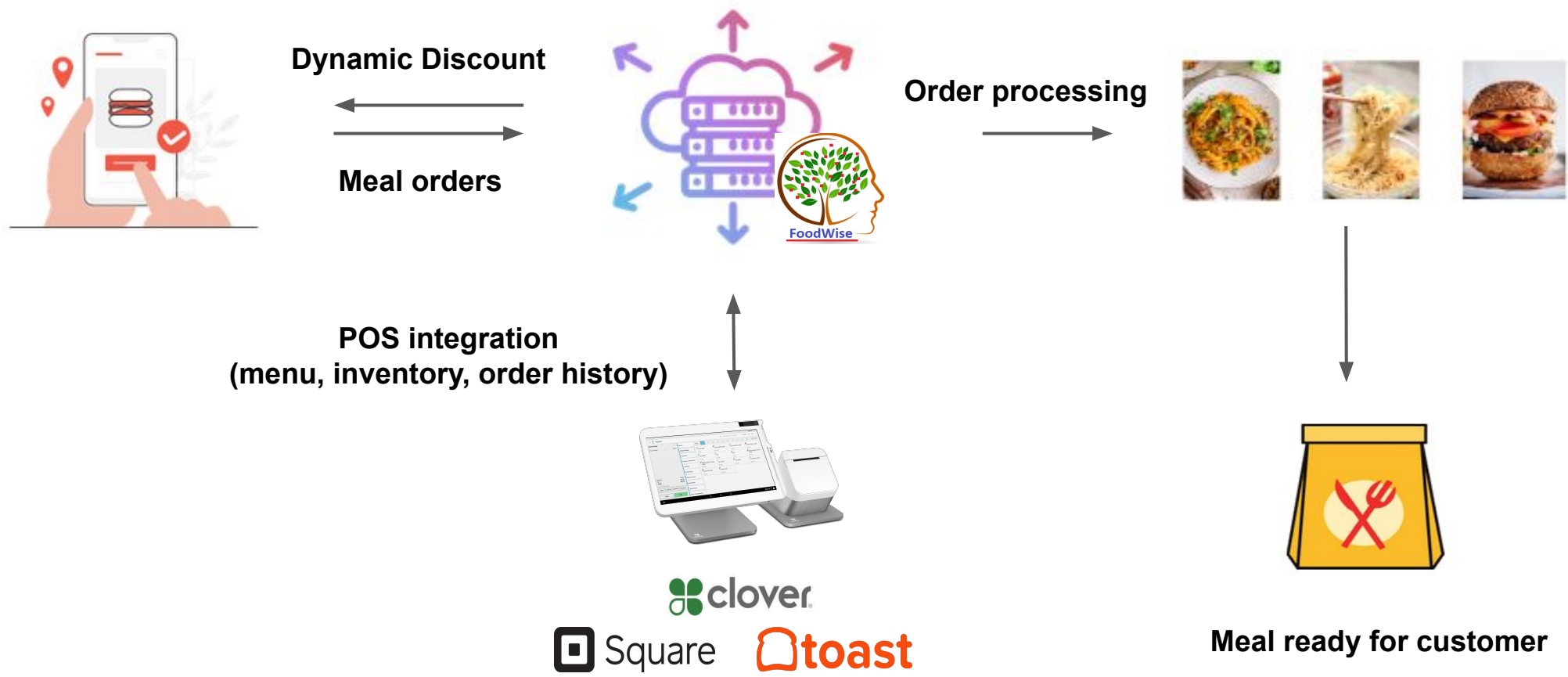
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# WHAT IS OUR SOLUTION?



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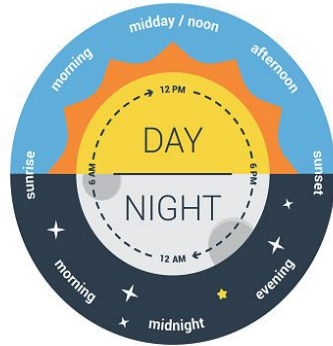




# DYNAMIC DISCOUNTS



Excess Capacity



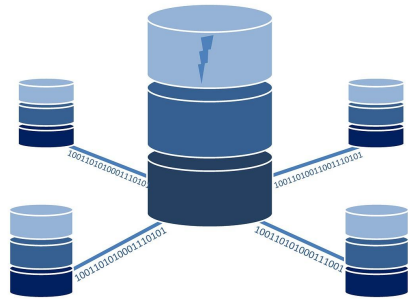
Peak vs Off-Peak utilization



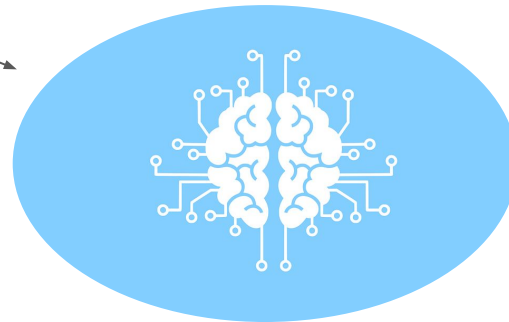
Location, events, date/time



Socio-economic status

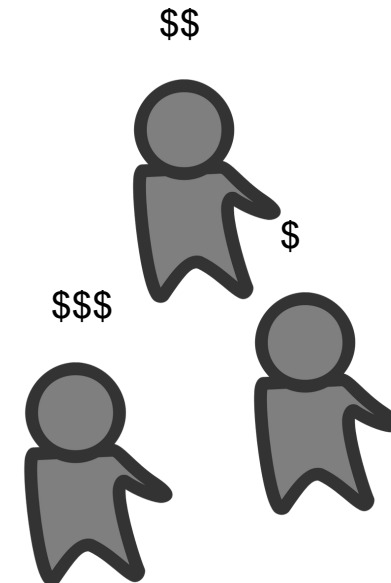


Historical Data



AI Pricing Engine

Varying discounts







# SOCIAL IMPACT OF OUR SOLUTION



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Choice of **nutritious food** at discounted price for food insecure



Optimized utilization, **increased profit**, **job stability** at restaurants



**Reduced food waste** and carbon footprint benefit for communities and the planet



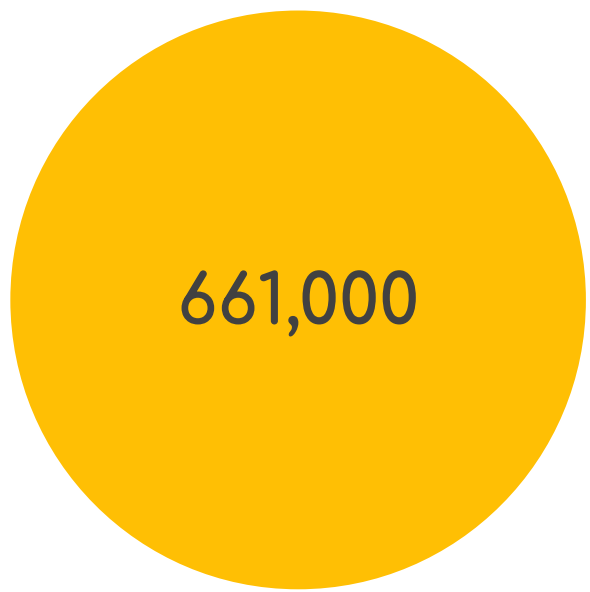
**FoodWise drives positive changes**



# MARKET SIZE

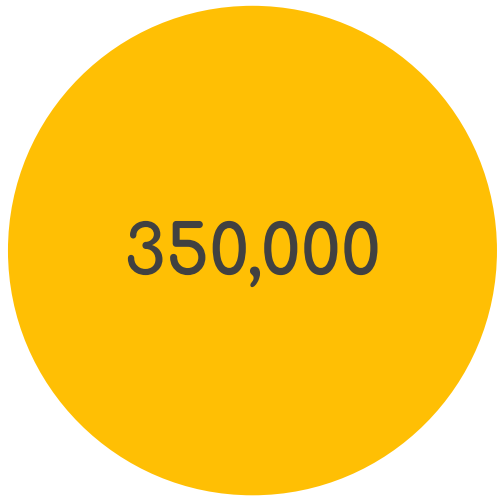


FOODWISE



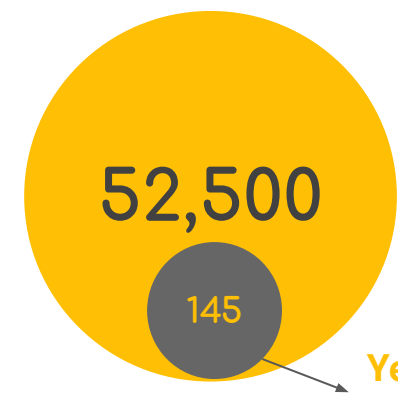
Restaurants in the US

Total Available Market



Independent Restaurants

Serviceable Available Market



FoodWise Restaurants

Target Market

Year 1  
Berkeley, SF



## MARKET VALIDATION - RESTAURANTS



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“ As a restaurant owner, I always look for options to increase revenue. We do have slow times during weekdays. FoodWise can help us to attract customers who can take advantage of our **dynamic deals** during the **slow times**. We can also use FoodWise when we have **extra food** to dispose of quickly. Thus, it will save us food cost, increase employee **productivity** and **revenue**. ” – Srihari Bathini (Owner of Koriander)



<https://www.koriander.us/>

More Customers = More \$\$\$



Optimize Resource Utilization  
Zero Waste / Sustainability \*



\* Consistently in top 10 trends of restaurant industry in [2022 report](#) and [2023 report](#)





# MARKET VALIDATION - BERKELEY STUDENTS SURVEY (N = 57)



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**91%** interested in using an app to order food at **discounted prices**



**97%** used food ordering apps before

**81%** interested in **off-peak hours with discounts** (**63%** without discounts)

**93%** spend **\$10-\$50** per order (**75%** \$10-\$30)

**67%** **Social impact** influences choice of food ordering app

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# GO TO MARKET STRATEGY



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<b>Social Platforms</b>	Reddit, Instagram, TikTok	Reddit, Instagram, Facebook, TikTok	Reddit, Instagram, Facebook, TikTok, YouTube
<b>Partnerships</b>	UC Berkeley (Campus fairs, student clubs, FoodWise ambassadors)	Travel sites (TripAdvisor, Kayak, Google Map), Food blogs	Colleges, Travel sites, Food blogs



<b>Events &amp; Partnerships</b>	Local restaurant events, Clover, Toast, Square	Local restaurant events, Clover, Toast, Square	Restaurant tech conferences (The Northwest food show, FSTEC), Clover, Toast, Square
<b>FoodWise Beta Program</b>	For the first 10 restaurants	For the first 30 restaurants	For the first X restaurants



# COMPETITIVE LANDSCAPE



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# COMPETITIVE ANALYSIS



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	FoodWise	Too Good To Go	ToastTab	UberEats	DoorDash	OpenTable	Yelp	Groupon
Pricing Model	Dynamic	Fixed	Fixed	Fixed	Fixed	Fixed	Fixed	Fixed
Social Impact								
Optimize Restaurant Utilization								

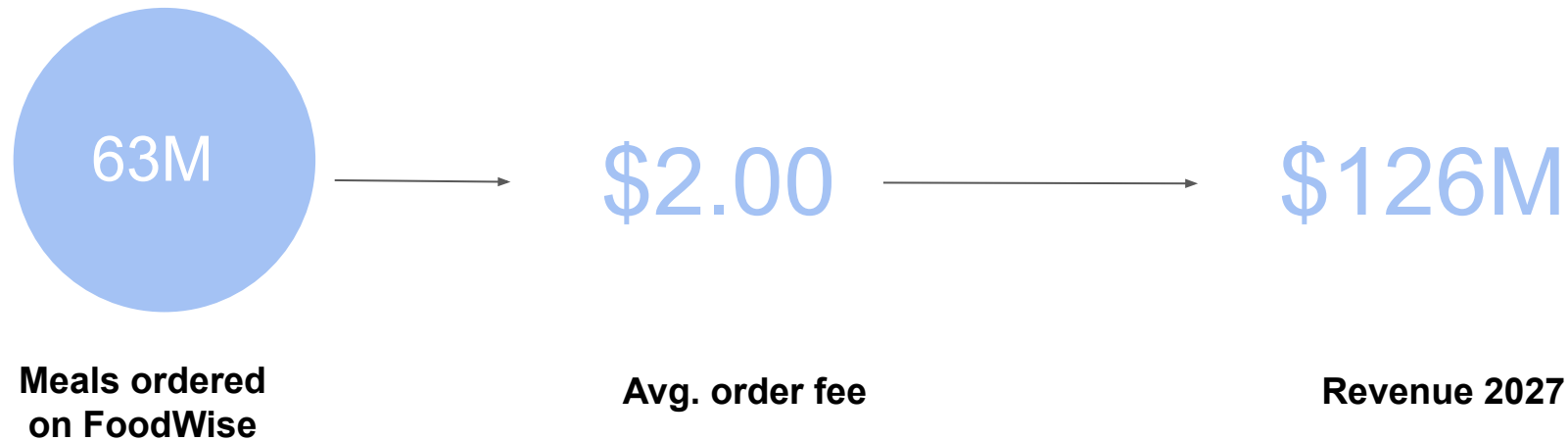


# BUSINESS MODEL



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**Align with success of restaurants**  
**We take a revenue share of 10% of each order.**

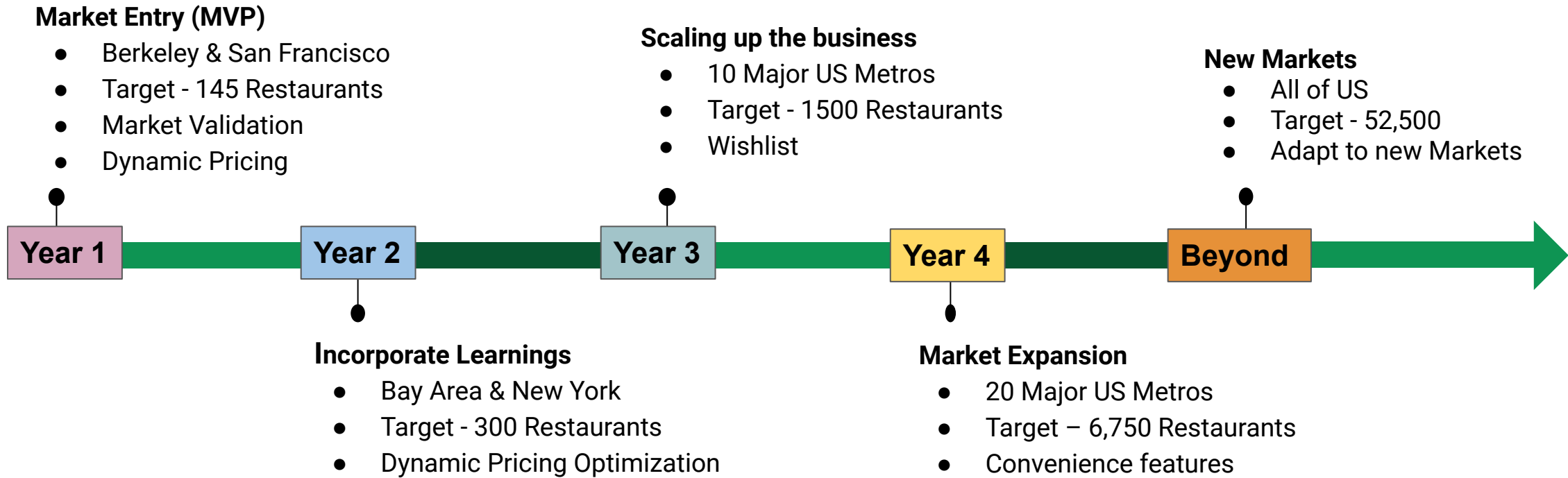




# 5 YEAR ROADMAP



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# FINANCIAL PROJECTIONS



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All \$ amount in 1,000s	Year One	Year Two	Year Three	Year Four	Year Five
<b>Restaurants Enrolled</b>	145	300	1,500	6,750	52,500
<b>REVENUES</b>	\$99	\$360	\$2,700	\$16,200	\$126,000
<b>GROSS PROFIT</b>	\$79	\$288	\$2,160	\$12,980	\$101,340
<b>FIXED COSTS</b>	\$1,400	\$1,670	\$2,067	\$2,366	\$3,093
<b>NET PROFIT</b>	-\$1,321	-\$1,382	\$93	\$10,614	\$99,273



# THE TEAM WHO CARES ABOUT SOCIAL IMPACT



**Nidheesh Puthalath**  
Chief Executive Officer  
**wish**



**Lingyan Zhu**  
Chief Marketing Officer  
**yahoo!**



**Vipin Jose**  
Chief Technology Officer



**Francis Hsu**  
Chief Financial Officer  
**yahoo!**



**Pallavi Nagboth**  
Chief Product Officer



**Bisera Ferrero**  
Chief Impact Officer  
**yahoo!**

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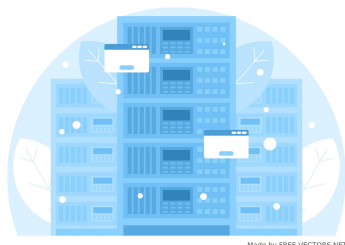


## OUR ASK

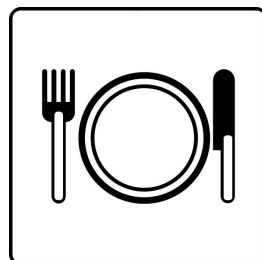


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# \$1.5 M to reach Year 1 milestones



Develop Platform



145 restaurants



5,000 app installs



5,000 meals ordered





Thank you!

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**Questions?**



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# FoodWise

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