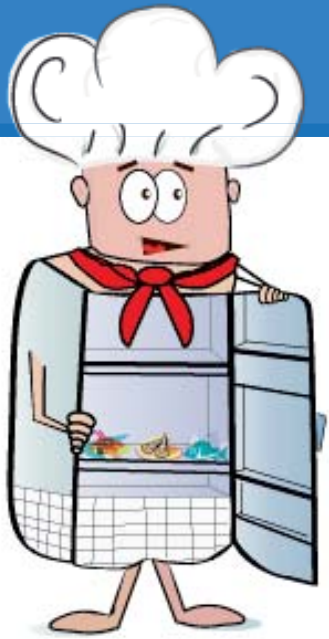


MTF

Mind the Fridge

The Food Saver

ENG

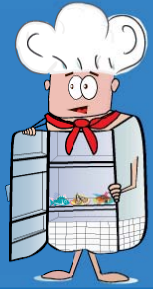


Fabrizio Pellegrini - Founder

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MTF Team



Fabrizio Pellegrini : Founder - Dev.

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Gabriella Torano - Merchandiser, GDO expert



Marco Tognetti-market-business analysis,
budgeting, bizplanning

it.linkedin.com/pub/marco-tognetti/25/60/795



Luca Montecalvo - Social Media Strategist

www.vanityweb.it

MTF: roadmap



- App frontend developed

Next milestones:

- Finalizing 1st order
- Backend developing
- Build company
- Looking for intern. lvl partner





MTF: i competitors

	Mind The Fridge	Love Food Hate Waste	Best Before	Saver	Waste no more
Expiration alert	YES	YES	YES	YES	YES
iOS	YES	YES	YES	NO	YES
Android	YES	NO	YES	YES	NO
Share info with family	YES	YES	YES	NO	NO
Shopping list	YES	YES	NO	NO	NO
Recipes suggestion	YES	YES	NO	NO	NO
Saved food counter	YES	NO	NO	NO	NO
Multilanguage	YES	NO	NO	NO	NO
Online Food DB	YES	NO	NO	NO	NO

MTF is the only one linked with supermarket product's DB

MTF: Revenue



In Italy: 25Mlns Families



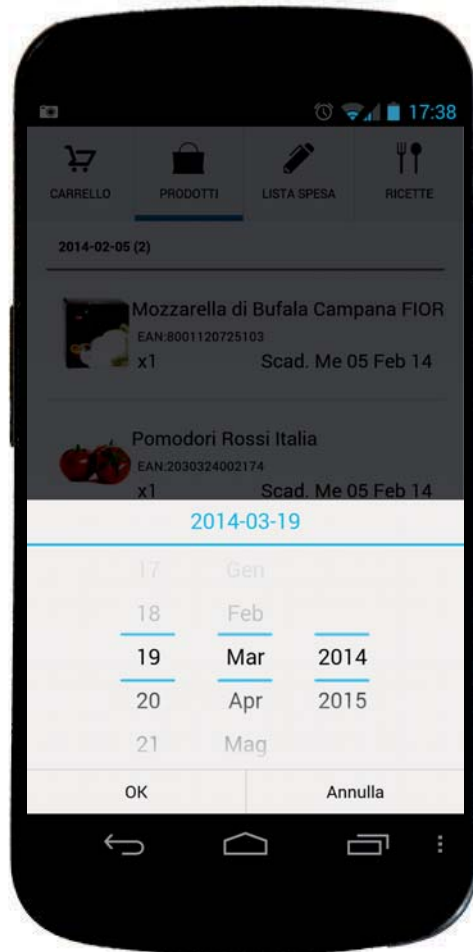
- 40% have a smartphone



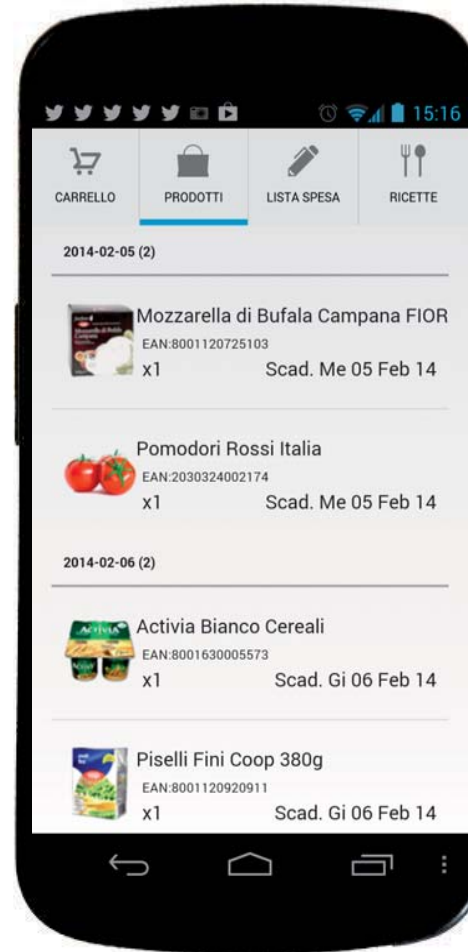
- 66% are young people



MTF: Alerts and Receptions



Exp. date



Virtual Fridge



Recipes

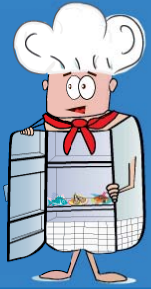


MTF: How does it work?

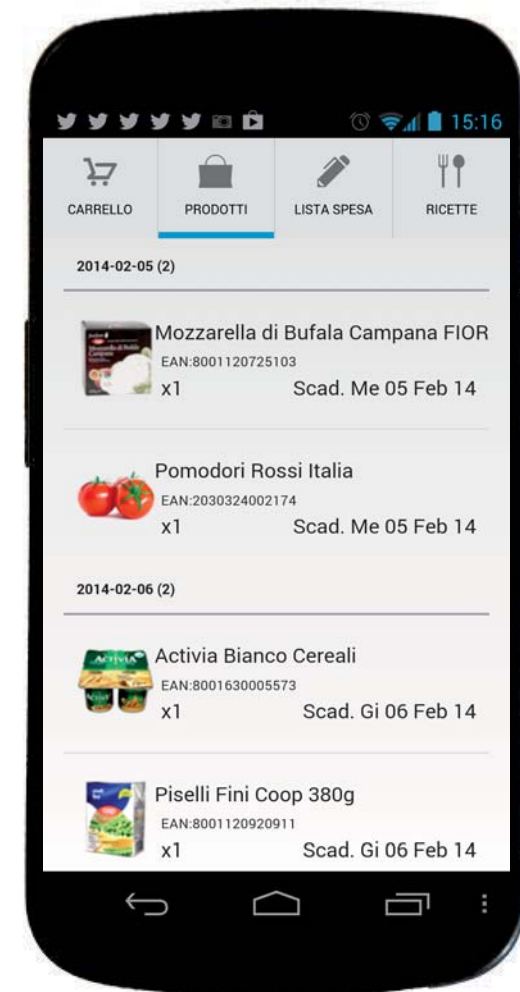
Let's do shopping inside supermarkets



MTF: that's the solution



- **Scan and buy!**
- **Manages food resources**
- **Alerts and Recipes**



What's the problem? Food waste!

- Globally: 1,3 Bln-Tons/Yr (FAO)
- In Italy: 1% GDP
- in USA: \$180 Blns (USDA)



Reduce
domestic food
waste!



...how to?

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BOSTON 2014