

Project title:

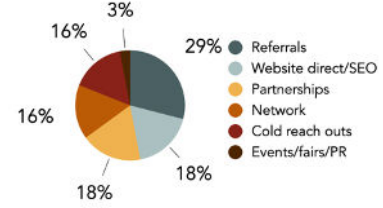
KITRO

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Key Partners  Which persons and organizations can support your project and act as intermediaries? Distribution partnerships: - Waste management companies - F&B/hospitality consulting firms - Sustainability consultants - Wholesalers (Unilever, Metro) - Preferential pricing partners Sustainability / visibility partners - Solar impulse - TGTG - Ibex fairstay - Hospitality schools (EHL) Manufacturing and product development partnerships - Mettler Toledo (scale) - Smaller manufacturers (electronical components) - Adept Technologies (crowdsourcing) R&D partnerships - ZHAW (University of applied sciences Winterthur)	Key Activities  What are the three main activities needed to create/realize your project? - Food waste quantification (measurement) and analysis - Customer success (best practises & consulting for food waste mitigation) - R&D for AI technology Key Resources  Which three skills and resources are central to the implementation of your idea? - Human capital: 14 FTEs - Trademark KITRO, brand positioning - EHL Alumni Network - Hospitality background - Backed by Swiss government loan guarantee (Technology Fund) and investors	Value Propositions  How do you explain your project to a stranger in 1 minute? Using artificial intelligence as a basis, KITRO offers an automated measurement and analysis solution for the reduction of food waste in the food service and hotel industry. Via an online dashboard, customers gain access to their analysis, which they can then use to improve their work processes and thus save food waste and costs. With this KITRO addresses the problem of increasing food waste and supports customers in a simple way to an efficient and sustainable food handling. USPs: - Fully automated long-term measurement of food waste = data insights - Effortless measurements = convenience - Enabling cost reductions - Food cost overview and KPIs = knowledge - CRM Responsibility - Positive PR / external & internal communication opportunities for clients to end consumers	Customer Relationships  How do you actively involve your community in your project (beyond just looking/listening)? Direct relationship with customers and their end consumers/guests/patients etc. Big focus on communication for their clients as well through awareness campaigns on university campus (e.g. EPFL) or at Nestlé (live screen giving direct feedback to staff after they've wasted food) Channels  What channels will you use to reach your community? How will the target group find out about your project?  Current channel mix in figure above. Future: more focus on partnerships, inbound and trade fairs	Customer Segments  Who do you want to address with your idea or project? Who will jump at it? Name your main target groups. Canteens / operators (corporate, academic, medical centres, hospitals) Hotel groups (luxury, all inclusive) Restaurant chains In exploration: cruise ships
Cost Structure  What costs do you expect to incur to realize your idea? What are the costs? Variable cost: - Customer success efforts - Image processing, machine learning, crowdsourcing - Hardware devices (2'200.- per device)		Revenue Streams  Impact: What does your idea do for the climate? How do you measure/verify the impact? Scaling/Expansion/Unfolding: How to increase the impact of your project? 1. By measuring food waste reeducations we can translate that into CO2 savings (currently it's an estimation based on the avg. CO2-equivalents per kg of food waste by the FAO). This could be done in a more granular level looking at the specific ingredients in the future. 2. By growing our active devices base we increase impact: Currently we have 180 devices active, targeting >220 active devices end of 2023.		

Fixed cost: office rent, admin & overhead, HR/salaries, etc.

Revenue model:
SAAS subscription for 285 – 485/m per device:

- Food waste measurement and analysis, upselling options: consulting & service
- Data insights
- Benchmark

Sale of KITRO devices (with purchase model): 3'500.-