



BUSINESS PLAN





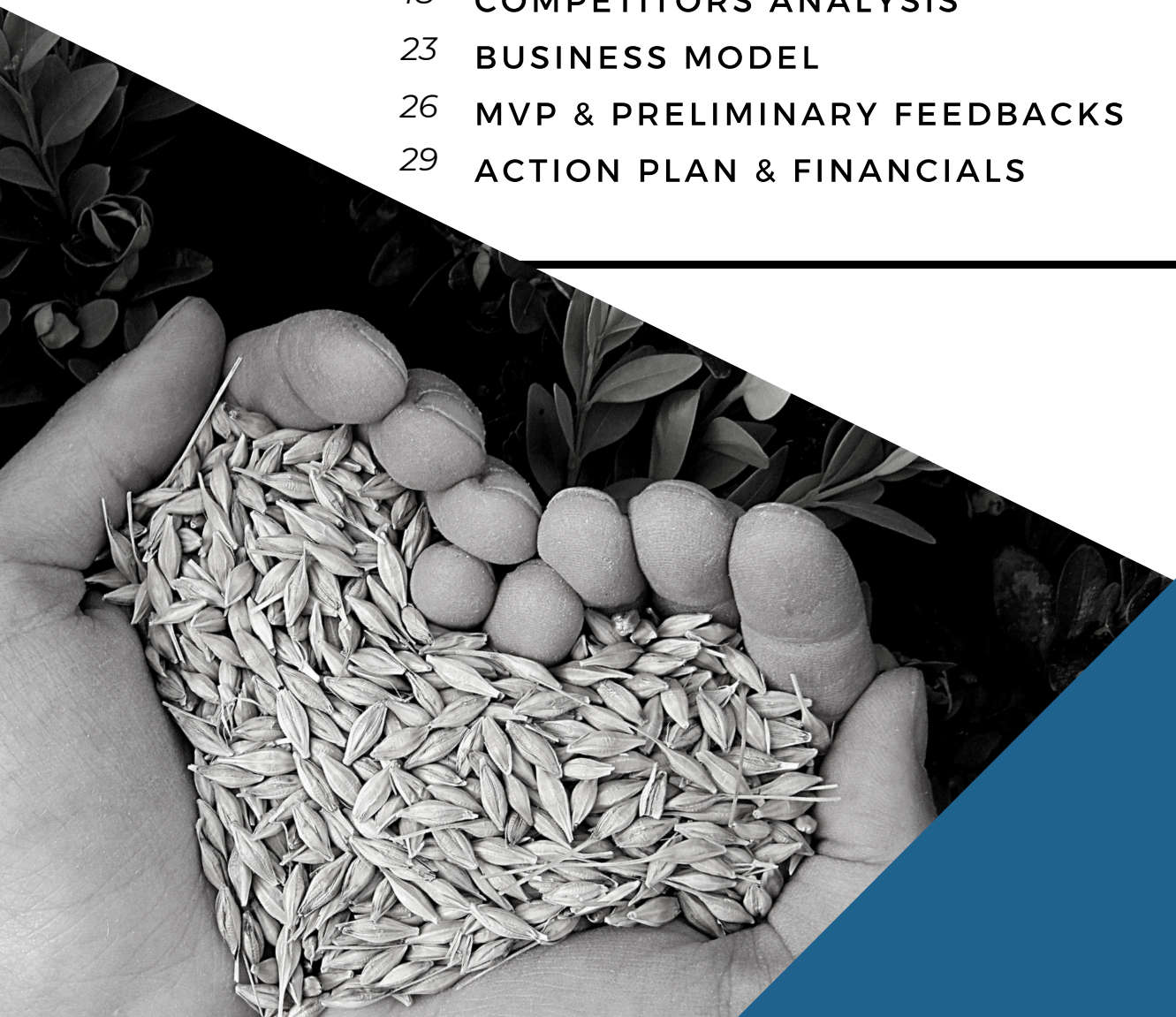
A SAFER CHOICE

TAKE THE FRESHNESS
OF YOUR FOOD FOR
GRANTED

OUR MISSION

TABLE OF CONTENTS

7	DESCRIPTION OF THE BUSINESS IDEA
	EXISTING PROBLEMS
	RESEARCH
	OUR SOLUTIONS
10	COMPETITIVE ADVANTAGE
	TARGET MARKET
	BENEFITS
	VALUE PROPOSITION
14	MARKET ANALYSIS
18	COMPETITORS ANALYSIS
23	BUSINESS MODEL
26	MVP & PRELIMINARY FEEDBACKS
29	ACTION PLAN & FINANCIALS



DESCRIPTION OF THE BUSINESS IDEA



Our Business idea is moved by the desire to make a real difference.

Realizing how much food waste has an impact on our everyday life, we tried to analyse the main causes of this issue, to take the first steps towards its solution.



According to the European Commission the misunderstandings about the meaning of "best before" and "use by" data labels leading to edible foods being thrown away, therefore, it leads to food waste.

Our product can solve a part of food waste problem, being a sensor able to demonstrate the correct stage of food spoilage.

Our smart label is placed inside meat, fish and milk packaging and reacts with them.



VALUE PROPOSITION

The principal aim of Safer is to allow everyone to have the confidence in what they eat, protecting people's right to have fresh food served. Overall, Safer can improve customers life.

