



FOODALITY
SAVE THE BITE

PROBLEM

FOOD WASTED

PEOPLE IN FAMINE >1.0 BL
FOOD WASTED \ TN >1.3 BL
WATER NEEDED >250 KM³
FOOTPRINT CO₂ \ TN >3.3 BL

GLOBALLY



FOOD WASTED \ TN >470 K
HO. RE. CA. \ TN \ YR >80 K
4* HOTEL WASTE >20% BUFFET

GREECE



OPPORTUNITY

NO FOOD IS PRODUCED

4* HOTEL \ ATH (600 PAX CAPACITY)
09.2019 \ CAPACITY 88,89%

RSRV/MEAL	ROOMS	BREAKFAST	LUNCH	DINNER
BB	400	800		
HB	100	200		
FB	7500	15000	15000	200

COST/MEAL	BREAKFAST	LUNCH	DINNER
BB	€1579,99		€851,41
HB	€816,40		
FB	€61229,85	€29624,84	€52120,91

TOTAL COST €146.223,40
8 MONTH / FOOD WASTE > 18%
> €150.000 PER YR

*EXCLUDED: ENERGY, HOURLY RATES, WATER, CONSUMABLES

F O O D • W A S T E • I S • A • G L O B A L • I S S U E

FOODALITY IS DEVELOPING A PLATFORM IN ORDER TO HELP



HOTELS

OFFER HOSPITALITY THAT SUPPORTS

The reduction of food waste

Less energy spent

Food waste awareness

A unique ecological footprint

Charitable organisations
(shelters: homeless, strays)

Sustainable development



TRAVELLERS

BENEFIT BY

Engagement & Interaction

Personalized meal plans

Health and nutrition advising solutions

Personalised traveller's profile creation

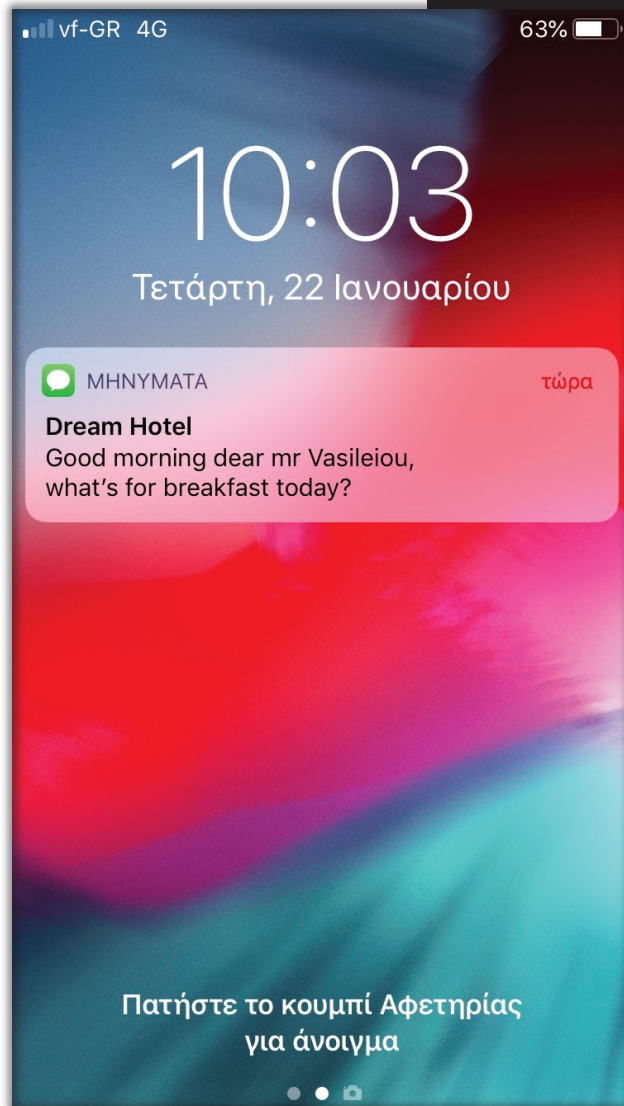
Social impact / Self conscious

Environmental impact

W E • V A L U E • E V E R Y • B I T E

MAGIC OPTION

DEAR MR / MRS



POST BOOKING \\\

INFORMATION ON FOOD PREFERENCES

PRE-DECISION MAKING ON BREAKFAST

AT THE SPOT \\\

CUSTOMIZED BREAKFAST MINUTES

BEFORE IT IS SERVED

IN BETWEEN \\\

INFORMATION ON HEALTHY AND NUTRITIOUS

OPTIONS DEPENDING ON THE PREFERENCES

U N D E R L Y I N G • M A G I C • O N • T H E • G O

KEY PARTNERS

Hotel management consultants

Web developers

Web designers

Graphic designers

Sales specialists

Marketeers

Non profit organizations

KEY ACTIVITIES

Developing

Sales/Marketing

Support/education

VALUE PROPOSITIONS

Food waste reduction

Personalized buffet solutions to hotels' clients

Opportunity for the traveller to feel engaged

Charitable social profile

CUSTOMER RELATIONSHIP

Customer support via phone, mail, DM, chat

Offers/Vouchers

CHANNELS

Direct sales

Fairs and conventions about the tourist industry and the ho.re.ca sectors

Digital marketing

CUSTOMER SEGMENTS

Hotels

Environmental conscious travellers

Food suppliers

KEY RESOURCES

Web platform

App

Human capital

COST STRUCTURE

R&D costs

HR costs

Public relationship costs

REVENUE STREAMS

Subscriptions

Advertisements

Commissions

DEMO PRESENTATION

DIRECT SALES

FAIRS AND CONVENTIONS
(TOURIST INDUSTRY)

DIGITAL MARKETING

SALES DERIVING FROM
TRYQUESTION.COM

NETWORKING WITH FOOD
WASTERELATED NGO



G O • T O • M A R K E T • P L A N

foodality • dfunktional.com • cleantheworld.org • tourismart

	foodality	dfunktional.com	cleantheworld.org	tourismart
Shorten the distance between hotels and guests	✓	✓	○	✓
Personalized services / reduce costs	✓	✓	○	✓
Positive enviromental impact	✓	○	✓	○
Sustainable goals / Food waste	✓	○	✓	○
Creating data of travellers' profiles	✓	○	○	✓
Cooperation with non prof organizations	✓	○	✓	○
Mob.concierge / Check-in Check-out	○	✓	○	✓
Web platform app for travellers	✓	✓	○	✓

W E • R E S P E C T • T H E • M A R K E T

MANAGEMENT TEAM

The dreamer \\\

Vasileiou Vasileios

Economics AUTH

15 years experience in all sections
of the tourism industry,

Project manager in Oraclead-Tourism app
(World Bank funded 2020) \\\ vvdigital.gr

The visionary \\\

Komari Maria

Pharmacist

The doer \\\

Stravopoulos Dimitrios

Tryquestion.com (Founder)

The food expert \\\

Kourkoutas Nikolaos

Head chef at B restaurant,
12 years experience in culinary industry

Support / Affiliation

Apostolos Kritikos (Social mind)

Ierax analytix (research partner)

Eleftheriadis Kiriakos (SPSS, IBM Statistics)



REVENUE YR 2023

LEADS	100
NEW ACCOUNTS	700
AVATARS SOLD	1.000
AVATARS REVENUE	1.500
GROSS PROFIT	1.500.000

EXPENSES

WORKFORCE	-
MANAGEMENT	40.000
DEVELOPMENT	90.000
MARKETING	45.000
SUPPORT/SALES	75.000

LABOUR COSTS 250.000

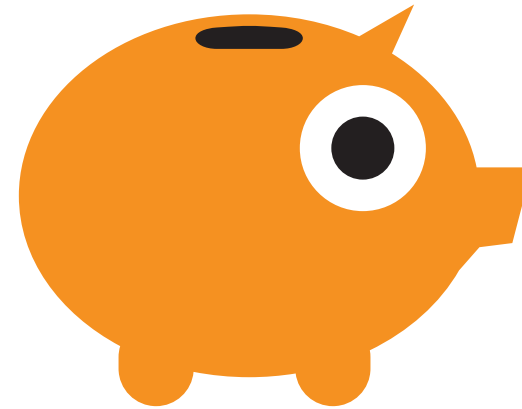
OFFICES/ACCOUNTING DPRT 80.000
MARKETING 200.000

NON LABOUR COSTS 280.000

TOTAL EXPENSES 630.000

PROFIT 970.000

EST.



[GREECE: HOTELS OPERATING \ BUFFET MEALS > 9800

HOTELS / CATEGORIES	CUTE >	<100P
	AWESOME >	>100P

MILESTONE YR 2020 >>> 1% OF THE ABOVE
+++ 1% OF HOTELS OPERATING IN
NEIGHBOURING COUNTRIES

SUBSCRIPTION / E1500 PER HOTEL

2021 ONWARDS [2023] >>> 1000 HOTELS +++

T A R G E T S • A N D • F A C T S

PAST

HOTELS WILL PROFIT BY \\\
ASSUMPTION 2 >>> CONFIRMATION

- REDUCING THE FOOD WASTE
- CREATE A PROFILE OF SOCIAL AND ENVIRONMENTAL RESPONSIBILITY

ONGOING

PRESENT

PREPARATION OF \\\

- WEB PLATFORM
- RESPONSIVE APP

ONGOING

STEPS FORWARD \\\

- MEETINGS WITH HOTEL OPERATORS
- MEETINGS WITH HOTELIERS [AFFILIATIONS & PARTNERSHIPS]
- LAUNCH OF PLATFORM DEMO

6/7/8.20

FUTURE

YR 1



>9800 HOTELS/GREECE
PLUS BALCAN MARKET

>1% OF THE MARKET

>SUBSCRIPTION/HOTEL
>E1500

NEXT 3 YRS

>NEW SUBSCRIPTIONS/YR
>1000
>PROFIT E1MILLION

TARGET

>BECOME ESSENTIAL

V I S U A L I S E • C R E A T E • L A U N C H