



NAME OF THE COMPANY

Pokua has an agile platform aimed at facilitating the flow of food purchases between buyers and sellers at a discounted price.



GOAL

Reducing economic losses and food waste in gastronomic businesses.



SUSTAINABILITY AND CIRCULAR ECONOMY

We reduce waste by putting in the market food that otherwise would be thrown away



PHASE 1 - CURRENT STATE

- We have the database of specific products returned to distributors, with expiration dates and other relevant data.
- These products, still suitable for consumption is made available to the final user interested.
- The algorithm considers data such as expiration date to determine the price.



PHASE 2 - NEXT STEPS

- Integrating information from the stock of supermarkets and other businesses into the algorithm.
- That information would allow the algorithm to crunch the numbers and make it possible that as the return date of a product approaches, the price drops.
- That is very difficult today. Many product providers want to make offers, but they are not able to because they do not have the information of which products are specifically available to enter that range of "available for an offer".
- Only very large companies that have enough staff make the physical checking of products that are about to be returned to put them on sale.
- That process, done manually today, is the one we want to digitize and automate, thus making the whole chain more efficient by benefiting the supermarket with more sales and the supplier with fewer returns.

SECTOR

Creative Industries

INVESTMENT (USD)

60,000

TYPE OF INVESTMENT

Partial or total financing

CAPEX (USD)

6,000

OPEX (USD)

54,0000

IRR (%)

30

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