



FreshTRACK

"An affordable, AI-powered solution for smarter food management."



Team 22

| | | |
|------------------------------------|------------------|-------|
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| Dr. Eric Clinton | Dennis Chumakov | 46511 |
| BAA1003 New Enterprise Development | Katherine Moyer | 46512 |
| 01/04/2026 | Tom Blume | 46557 |



The Problem



No clarity of what's
in the fridge.



Managing groceries
is stressful.



Food expires
before it gets used.

The Problem



67% of people forget what's in their fridge.

(FreshTRACK Survey, 2025)

The Problem



€700 per year

is the average amount of food
wasted by an Irish household.

(EPA, 2023)

The Solution



Dashboard with fridge contents.



Smart shopping lists and expiry alerts.



Personalised recipe suggestions.



FreshTRACK

turns any fridge into a smart fridge



Customer Journey



Install



1 Install

Track Food 2

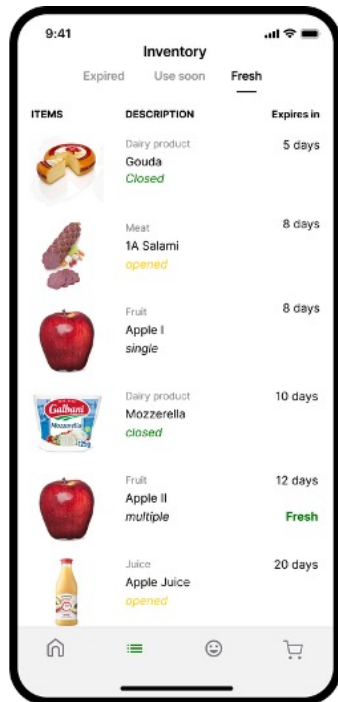
3 Plan your Meals

Live Smarter 4

Customer Journey



Track Food



1 Install

Track Food 2

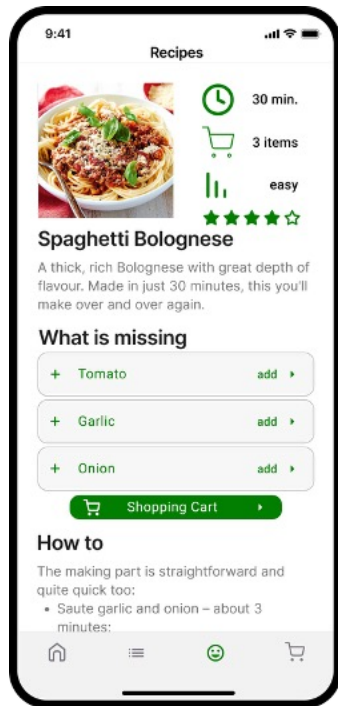
3 Plan your Meals

Live Smarter 4

Customer Journey



Plan your Meals



1 Install

Track Food 2

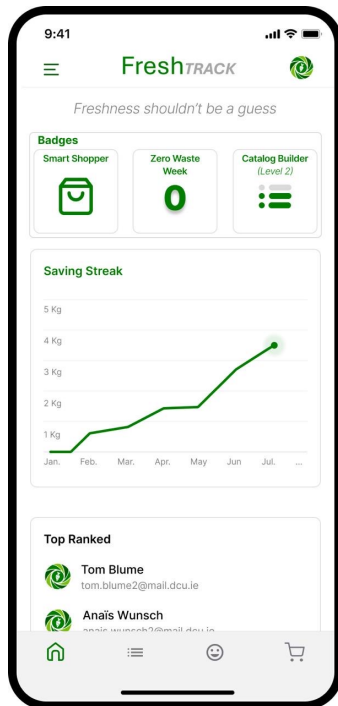
3 Plan your Meals

Live Smarter 4

Customer Journey



Live Smarter



1 Install

Track Food 2

3 Plan your Meals

Live Smarter 4

Competitors



| | Automation | Learns & Adapts | Accessible Pricing | Intelligent Features |
|---------------|------------|-----------------|--------------------|----------------------|
| FreshTRACK | | | | |
| Smart Fridges | | | | |
| Fridge Cam | | | | |
| App Solutions | | | | |

Target Persona



30 - 45

Age Group

Nuclear Family

Family Status

Suburbs

Living Location

Consumer Behaviour

Desire for
convenience

Unwillingness to
spend a lot of
money

Psychographics

Stressful daily life

Values quality time

Efficiency-oriented lifestyle

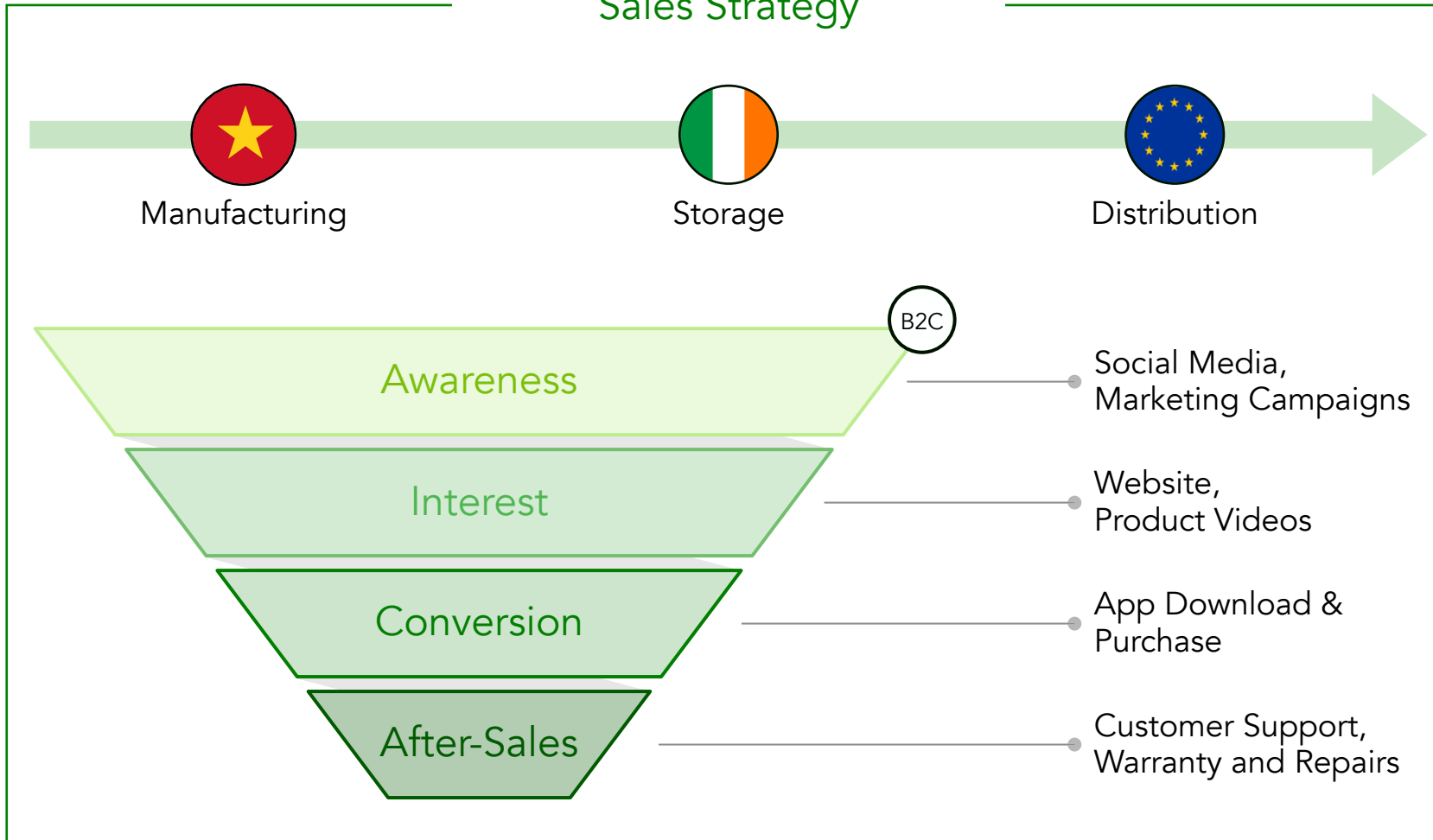
Tech and Smart Home affinity

Environmental consciousness

Business Model



Sales Strategy



FreshTRACK Price

€121.57

(per unit & before VAT)

Cost

€85.09

(per unit)

Financial Projection



Sales Projections

4yr Revenue CAGR
58.5%

Units Sold by End of FY30
30,000

Profitable in **2028**

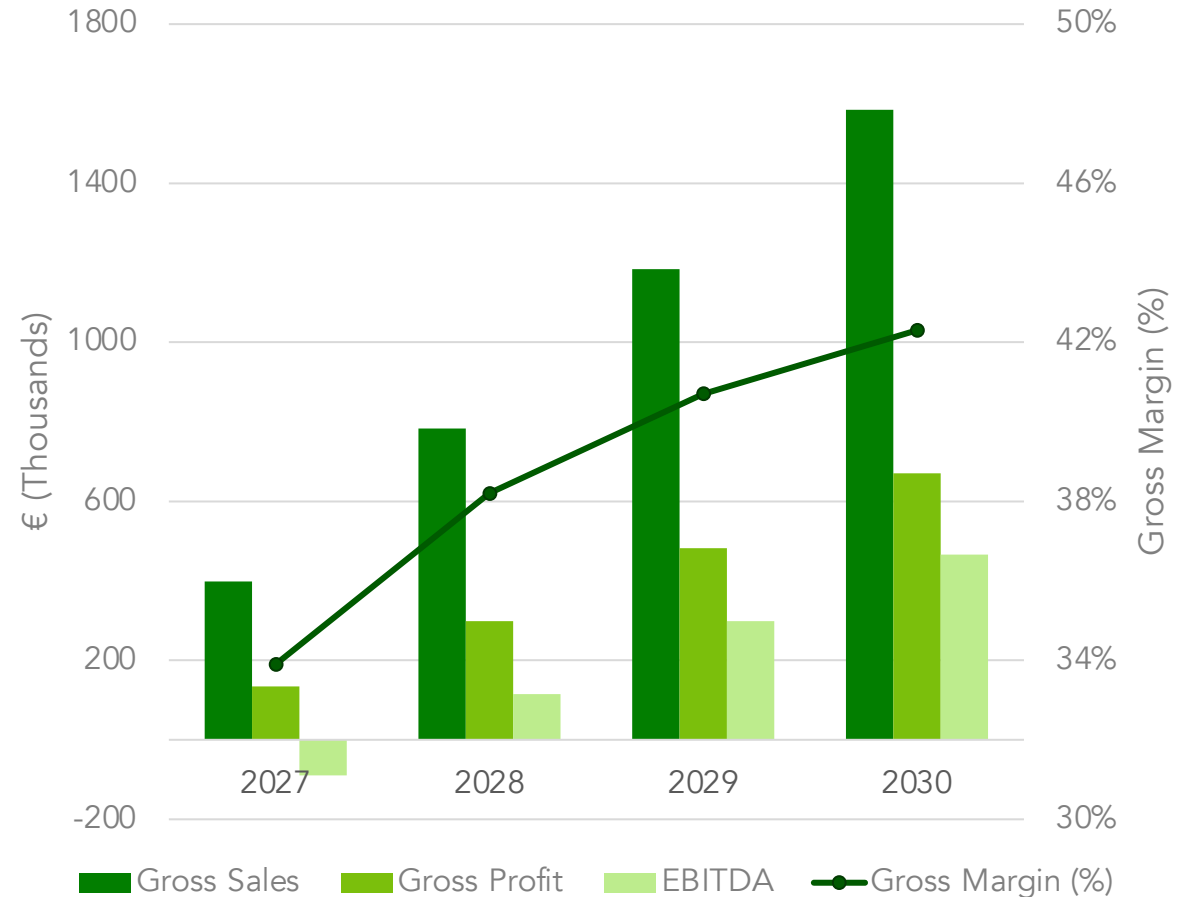
Break Even in **2028**

Margin Projections

EBITDA Margin in FY30
29.6%

Gross Margin in FY30
42.3%

Sales and Profit Projections (€ Thousands)



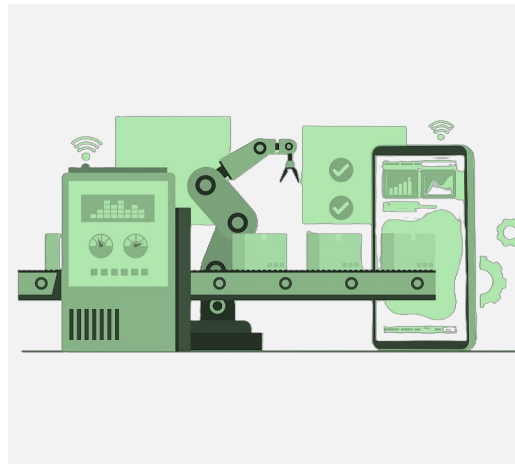
Investment Ask



For a capital investment of
€100,000
we offer a **9.5%**
share in the company.

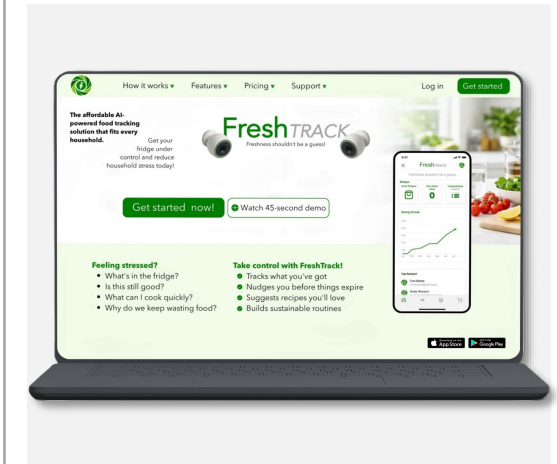
€60,000

Product
Development



€40,000

Marketing
Initiatives



The FreshTRACK Team



Anais Wunsch

Chief Executive
Officer



Katherine Moyer

Chief Financial
Officer



Christian Geiger

Chief Operating
Officer



Tom Blume

Chief Technology
Officer



Dennis Chumakov

Chief Marketing
Officer

Our Experience:

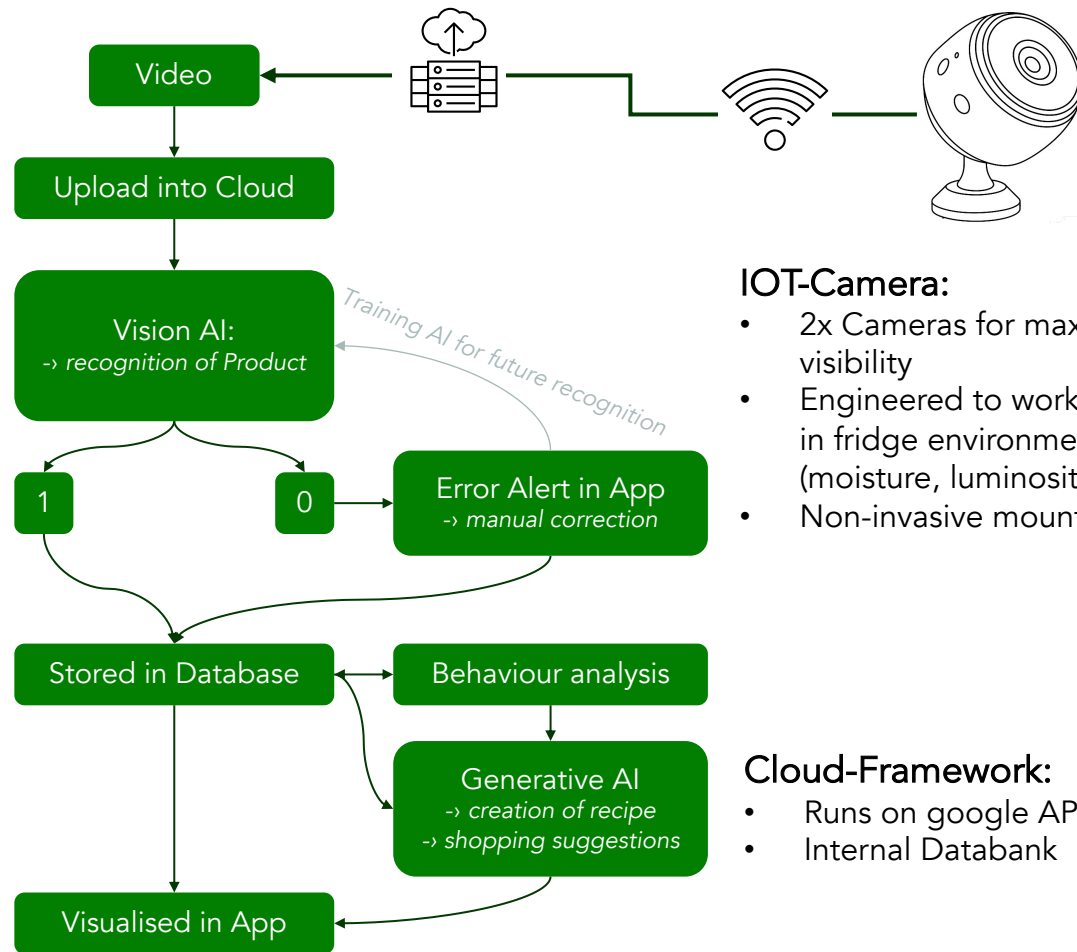




Fresh *TRACK*

Freshness shouldn't be a guess.

Product Deep-Dive



IOT-Camera:

- 2x Cameras for maximum visibility
- Engineered to work reliably in fridge environment (moisture, luminosity)
- Non-invasive mounting

Cloud-Framework:

- Runs on google APIs
- Internal Databank

Intellectual Property

IP

- Lacking competencies in protecting our IP
- Hiring a specialised IP solicitor to support us in securing IP

Patents

- Concert, technical solutions for Hardware systems (*Energy-saving system, Device housing, Set-up System*)
- Workflow (*AI + system architecture, learning loop + user correction*)

Copyright

- App Code
- UI/UX design

Trade Secret

- Behaviour prediction logic & Recommendation engine tuning
- User behaviour data & Personalisation models

Trademark

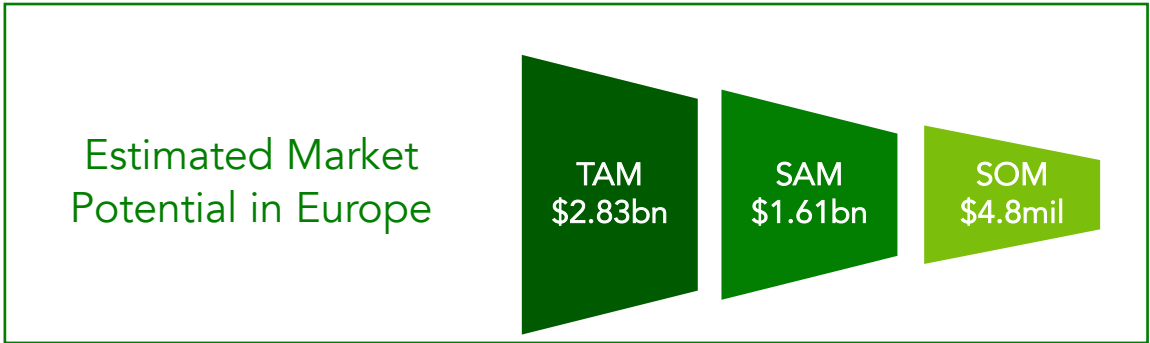
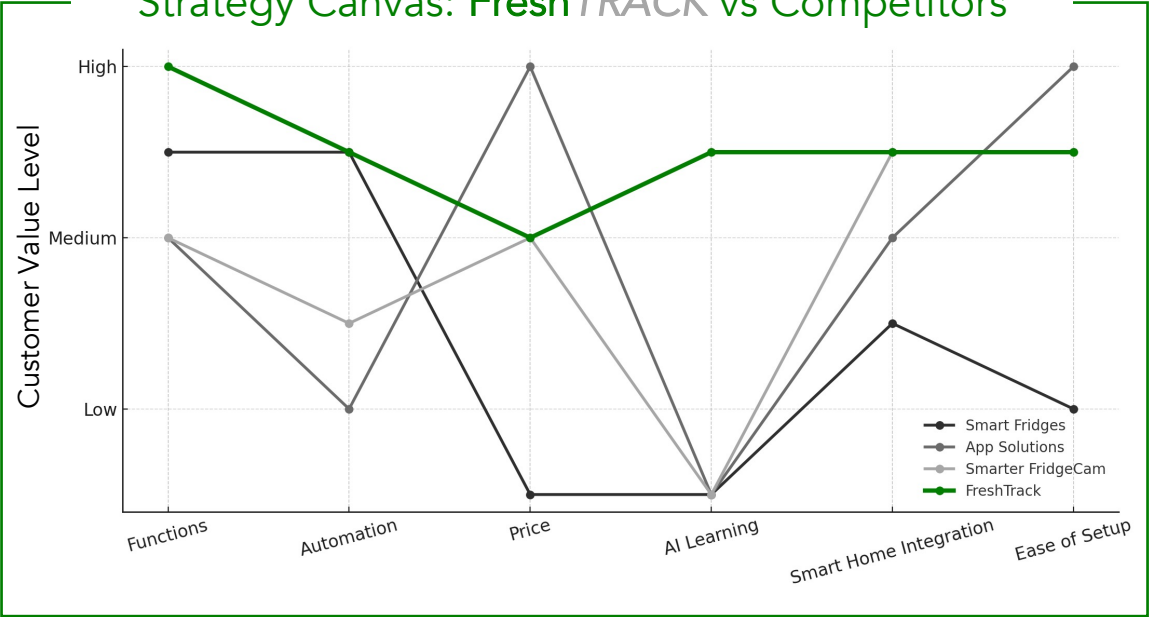
- Brand (*FreshTRACK, Logo, Slogan*)

1 = found in Database; 0 = NULL = not found in Database

Competitive Environment



Strategy Canvas: FreshTRACK vs Competitors



| | | |
|-----------------|---|---|
| | Strengths | Weaknesses |
| Internal | <ul style="list-style-type: none"> Strong Value Proposition High Convenience for User AI Learning & Personalisation | <ul style="list-style-type: none"> Hardware Dependency Early-Stage Product Technical Complexity Limited Brand Awareness |
| | Opportunities | Threats |
| External | <ul style="list-style-type: none"> Growing Smart Home Market Convenience-Driven Consumers Integration Possibilities Large Untapped Market | <p>Short Term</p> <ul style="list-style-type: none"> Competitors Improve Hardware Solutions User Adoption Barriers <p>Long Term</p> <ul style="list-style-type: none"> Smart Fridges Become Standard |

Valuation



Valuation Summary

| Method | Valuation |
|----------------------|------------|
| Discounted Cash Flow | €1,163,795 |
| Cost to Duplicate | €490,000 |
| Revenue Multiple | €1,195,470 |

Average Valuation: ~ €950,000

Offer: 9.5% equity

2030 Exit

Likely Buyers:

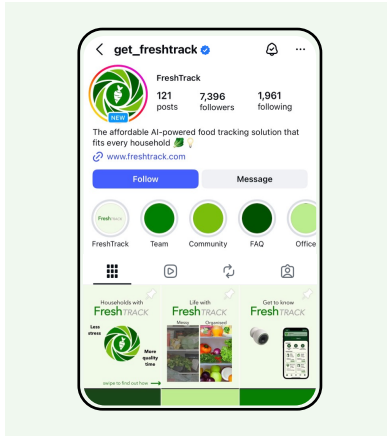
- Retail / Grocery Chains
- Smart Home & Tech Companies

Industry Examples:

- Samsung → SmartThings
- LG → Athom
- ABB Group → Eve Systems GmbH

Fresh *TRACK* isn't just a smart fridge solution; it's a clear **4x return opportunity** in a growing IoT market.

Marketing Campaigns



Organic Social Media Content

Social Media



Trade Shows

Showcase
CATEX
Bord Bia BLOOM

| | | |
|--|------|--------------------------------|
| | 180k | Interior, Smart Home |
| | 90k | Budget Friendly, Home |
| | 33k | Family, Groceries, Daily Vlogs |

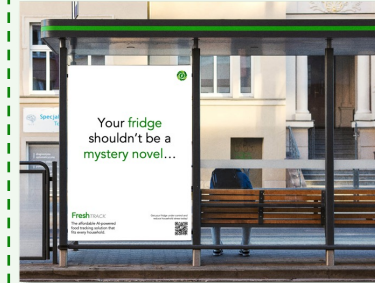
Influencer Co-operations

Social Media



Corporate Partnerships

DID Electrical
Dunnes Stores
FoodCloud



Poster Campaign

Across European cities



Community Pop-Up Event

Across European cities

Future Campaign

FreshTRACK P&L Statement



| | January | February | March | April | May | June | July | August | September | October | November | December | Total 2027 | Total 2028 | Total 2029 | Total 2030 |
|---|-----------------|-----------------|-----------------|----------------|----------------|---------------|----------------|----------------|----------------|----------------|----------------|----------------|-----------------|----------------|------------------|------------------|
| Income in EUR | | | | | | | | | | | | | | | | |
| Units Sold | 140 | 160 | 180 | 200 | 220 | 240 | 260 | 270 | 300 | 320 | 340 | 370 | 3,000 | 6,000 | 9,000 | 12,000 |
| Stock on 31st of each month | 2,960 | 2,800 | 2,620 | 2,420 | 2,200 | 1,960 | 1,700 | 1,430 | 1,130 | 810 | 470 | 100 | | | | |
| Unit Price | 121.57 | 121.57 | 121.57 | 121.57 | 121.57 | 121.57 | 121.57 | 121.57 | 121.57 | 121.57 | 121.57 | 121.57 | | 121.57 | 121.57 | 121.57 |
| VAT (23%) | 27.96 | 27.96 | 27.96 | 27.96 | 27.96 | 27.96 | 27.96 | 27.96 | 27.96 | 27.96 | 27.96 | 27.96 | | | | |
| Selling Price | 149.53 | 149.53 | 149.53 | 149.53 | 149.53 | 149.53 | 149.53 | 149.53 | 149.53 | 149.53 | 149.53 | 149.53 | | | | |
| Hardware Revenue | 17,020 | 19,451 | 21,883 | 24,314 | 26,745 | 29,177 | 31,608 | 32,824 | 36,471 | 38,902 | 41,334 | 44,981 | 364,710 | 729,420 | 1,094,130 | 1,458,840 |
| Ad revenue per unit per month | 840 | 1,800 | 2,040 | 2,280 | 2,520 | 2,760 | 3,000 | 3,180 | 3,420 | 3,720 | 3,960 | 4,260 | 33,780 | 54,000 | 90,000 | 126,000 |
| Total Revenue | 17,860 | 21,251 | 23,923 | 26,594 | 29,265 | 31,937 | 34,608 | 36,004 | 39,891 | 42,622 | 45,294 | 49,241 | 398,490 | 783,420 | 1,184,130 | 1,584,840 |
| VAT Treatment (Irish Revenue - 23% Standard Rate) | | | | | | | | | | | | | | | | |
| Output VAT - Hardware Sales (23%) | 3,915 | 4,474 | 5,033 | 5,592 | 6,151 | 6,711 | 7,270 | 7,549 | 8,388 | 8,948 | 9,507 | 10,346 | 83,883 | 167,767 | 251,650 | 335,533 |
| Output VAT - (23%; Reverse Charge if EU B2B) | 193 | 414 | 469 | 524 | 580 | 635 | 690 | 731 | 787 | 856 | 911 | 980 | 7,769 | 12,420 | 20,700 | 28,980 |
| Input VAT Recoverable on COGS & Key Purchases (23%) | 2,787 | 3,231 | 3,636 | 4,041 | 4,446 | 4,850 | 5,255 | 5,461 | 6,061 | 6,469 | 6,874 | 7,478 | 60,590 | 111,329 | 161,363 | 210,422 |
| Net VAT Payable to Revenue - bi-monthly VAT3 Return | 1,321 | 1,656 | 1,866 | 2,076 | 2,285 | 2,495 | 2,705 | 2,820 | 3,114 | 3,334 | 3,543 | 3,847 | 31,063 | 68,858 | 110,987 | 154,091 |
| *Register for VAT once turnover >75k (goods) / 35k (services). Revenue above is ex-VAT. VAT collected is a balance sheet liability | | | | | | | | | | | | | | | | |
| Cost of Goods Sold | | | | | | | | | | | | | | | | |
| Hardware Cost of Goods | 11,913 | 13,614 | 15,316 | 17,018 | 18,720 | 20,422 | 22,123 | 22,974 | 25,527 | 27,229 | 28,931 | 31,483 | 255,270 | 470,989 | 679,828 | 884,428 |
| Software Cost of Goods Sold | 203 | 435 | 493 | 551 | 609 | 667 | 725 | 768.5 | 826.5 | 899 | 957 | 1029.5 | 8,164 | 13,050 | 21,750 | 30,450 |
| Total COGS | 12,116 | 14,049 | 15,809 | 17,569 | 19,329 | 21,089 | 22,848 | 23,743 | 26,354 | 28,128 | 29,888 | 32,513 | 263,434 | 484,039 | 701,578 | 914,878 |
| Gross Profit | 5,744 | 7,202 | 8,113 | 9,025 | 9,937 | 10,848 | 11,760 | 12,261 | 13,538 | 14,495 | 15,406 | 16,728 | 135,057 | 299,381 | 482,552 | 669,962 |
| Other Income - LEO Grants | | | | | | | | | | | | | | | | |
| *Grants received in arrears. Priming Grant & RD&I Grant assumed received in June 2027 (approx 3-6 months after application). Business Expansion Grant assumed from 2028 onwards | | | | | | | | | | | | | | | | |
| LEO Priming Grant | - | - | - | - | - | 15,000 | - | - | - | - | - | - | 15,000 | - | - | - |
| LEO RD&I Grant | - | - | - | - | - | - | - | - | - | - | - | - | 10,000 | 10,000 | 10,000 | 10,000 |
| Business Expansion Grant | - | - | - | - | - | - | - | - | - | - | - | - | - | 20,000 | 20,000 | - |
| Digital Marketing Grant (Grow Digital Voucher) | - | - | - | - | - | 5,000 | - | - | - | - | - | - | 5,000 | - | - | - |
| Total Grant Profit | - | - | - | - | - | 30,000 | - | - | - | - | - | - | 30,000 | 30,000 | 30,000 | 10,000 |
| Operating Profit (before OpEx) | 5,744 | 7,202 | 8,113 | 9,025 | 9,937 | 40,848 | 11,760 | 12,261 | 13,538 | 14,495 | 15,406 | 16,728 | 165,057 | 329,381 | 512,552 | 679,962 |
| Operating Expenses in EUR | | | | | | | | | | | | | | | | |
| Set-up Costs (to be Activated in P/L) | 32,600 | - | - | - | - | - | - | - | - | - | - | - | 32,600 | - | - | - |
| Depreciation & Amortization | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 325 | 3,900 | 3,900 | 3,900 | 3,900 |
| Office Rent | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 1,000 | 12,000 | 12,000 | 12,000 | 12,000 |
| Salaries | 11,950 | 11,950 | 11,950 | 11,950 | 11,950 | 11,950 | 11,950 | 11,950 | 11,950 | 11,950 | 11,950 | 11,950 | 143,400 | 143,400 | 143,400 | 143,400 |
| Payroll Taxes | 1,332 | 1,332 | 1,332 | 1,332 | 1,332 | 1,332 | 1,332 | 1,332 | 1,332 | 1,332 | 1,332 | 1,332 | 15,989 | 15,989 | 15,989 | 15,989 |
| Warehouse Rent/Inventory | 310 | 310 | 310 | 310 | 310 | 310 | 310 | 310 | 310 | 310 | 310 | 310 | 3,720 | 3,720 | 3,720 | 3,720 |
| Travel Costs | 208 | 208 | 208 | 208 | 208 | 208 | 208 | 208 | 208 | 208 | 208 | 208 | 2,496 | 2,496 | 2,496 | 2,496 |
| Insurance | 200 | 200 | 200 | 200 | 200 | 200 | 200 | 200 | 200 | 200 | 200 | 200 | 2,400 | 2,400 | 2,400 | 2,400 |
| Telecommunications | 50 | 50 | 50 | 50 | 50 | 50 | 50 | 50 | 50 | 50 | 50 | 50 | 600 | 600 | 600 | 600 |
| R&D (Hardware + Software) | 200 | 200 | 200 | 200 | 200 | 200 | 200 | 200 | 200 | 200 | 200 | 200 | 2,400 | 2,400 | 2,400 | 2,400 |
| Marketing/Advertising/Website | 2,083 | 2,083 | 2,083 | 2,083 | 2,083 | 2,083 | 2,083 | 2,083 | 2,083 | 2,083 | 2,083 | 2,083 | 25,000 | 25,000 | 25,000 | 25,000 |
| Accounting and Tax Consultation Costs | 25 | 25 | 25 | 25 | 25 | 25 | 25 | 25 | 25 | 25 | 25 | 25 | 300 | 300 | 300 | 300 |
| Legal and Consulting Costs | 150 | 150 | 150 | 150 | 150 | 150 | 150 | 150 | 150 | 150 | 150 | 150 | 1,800 | 1,800 | 1,800 | 1,800 |
| Banking Fees | 40 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 30 | 370 | 370 | 370 | 370 |
| Total Operating Costs | 50,474 | 17,864 | 17,864 | 17,864 | 17,864 | 17,864 | 17,864 | 17,864 | 17,864 | 17,864 | 17,864 | 17,864 | 246,975 | 214,375 | 214,375 | 214,375 |
| EBIT in EUR | (44,730) | (10,662) | (9,750) | (8,839) | (7,927) | 22,984 | (6,104) | (5,603) | (4,326) | (3,369) | (2,458) | (1,136) | (81,919) | 115,006 | 298,177 | 465,587 |
| Interest Payments | 750 | 750 | 750 | 750 | 750 | 750 | 750 | 750 | 750 | 750 | 750 | 750 | 9,000 | 9,000 | 9,000 | 9,000 |
| Corporation Tax (12.5%) | - | - | - | - | - | - | - | - | - | - | - | - | - | 1,886 | 36,147 | 57,073 |
| Net Income in EUR | (45,480) | (11,412) | (10,500) | (9,589) | (8,677) | 22,234 | (6,854) | (6,353) | (5,076) | (4,119) | (3,208) | (1,886) | (90,919) | 104,120 | 253,030 | 399,514 |
| Retained Earnings | (45,480) | (56,892) | (67,392) | (76,981) | (85,658) | (63,423) | (70,277) | (76,630) | (81,706) | (85,825) | (89,033) | (90,919) | (90,919) | 13,201 | 266,231 | 665,745 |