



FreshSurety

Rocket Science Attacks Food Waste:

Our Company reveals the invisible state of food which leads to food waste. In the home our products reveal a foods remaining nutrition so people can make better choices; in the perishable food supply chain we provide supply chain visibility so managers can make an informed choice about their inventory and reduce food waste!!!

Since visually humans can't determine the condition of perishable foods FreshSurety answers three questions 1) how fresh is my food? 2) how long will my food stay fresh? 3) are there any problems with my food? Simply by revealing the invisible, FreshSurety decreases food waste and keeps everyone safer.

The key differentiator is that our technology actually works, successfully predicting perishable freshness outcomes days in advance. Competing solutions based on time & temperature technology are only right 16% of the time. FreshSurety's algorithms correctly label bad food as bad 99.3% of the time. Our end-to-end system reduces food waste by over 30% for Supply Chains over 5 days long and allows for automated real-time sampling of perishable stock at a 95% quality confidence level. We have gathered the world's largest machine learning/AI training sets of perishable foods and have made many food freshness discoveries previously unknown to science.

The scientists and engineers of FreshSurety have over 120 years of combined technical and business experience working on programs for defense customers and DARPA. We put our skills to work to create a new food freshness sensor that is 30,000 times smaller, 300 times faster, 85,000 times cheaper and doesn't require a degree in chemistry to use. Working with food economists we built a new end-to-end system that senses the freshness of perishable foods using the same mechanism as nature does, the sense of smell, automatically, 24 X 7 X 365.

Business Model: Make Freshness Sensors cheap enough to give away so we can make high margins on freshness information.

We are scaling using independent channel partners based on geographic and customer segmentation. We are B2B only.

Traction: We are Partners with Tupperware, USA and Mitsui corporation of Japan. We are the First start-up partner in Tupperware's history.

Mitsui Corporation of Japan is introducing our Perishable Supply Chain Management System to increase Food Security and Reduce Food Waste, mottainai もったいない. Our technology is becoming the de facto standard in Japan, therefore the rest of Asia!!!