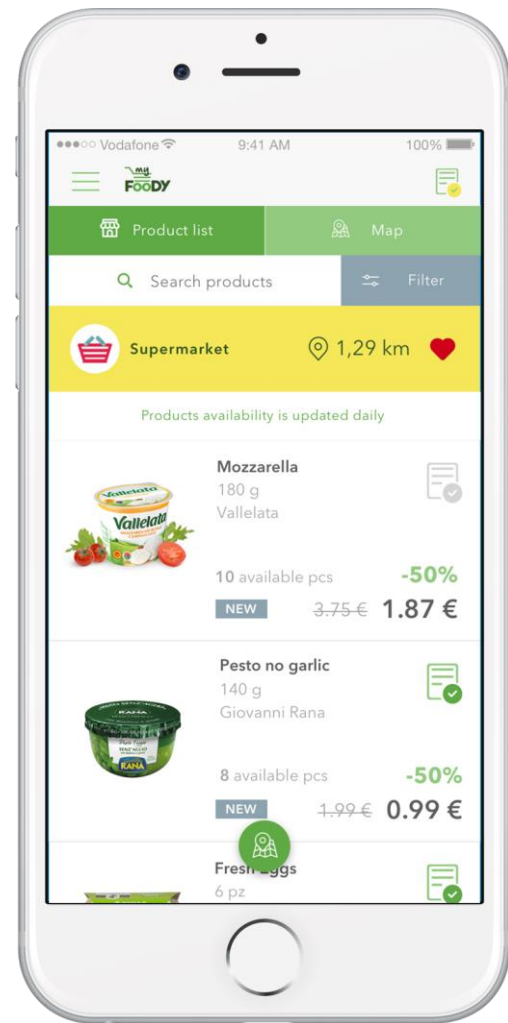


MyFoody

Pitch Deck

Anagramma Srl Startup Innovativa
Piazza della Repubblica 32
20124 Milano
P.IVA: 08875430962

What is MyFoody?



MyFoody is the
proximity
marketing solution
for turning waste
into value

**In few
words**

The problem

Problem



- Products near expiry date
- Products with minor faults
- Overstock

Opportunity



- Increase income
- Increase in-store traffic
- Increase sustainability

The opportunity

What is proximity marketing?

Integrate offline and
online experience

Engage clients

Generate traffic to
the stores

Enhance the CSR

74% retailers believe
they need to develop a
more engaging customer
shopping experience

59% consumers
choose where to buy in
motion

(*) Observatory Mobile B2C Strategy - Università Politecnico
of Milano

**Why
proximity
marketing?**

Target market

Large Food Distributors

Small Food Distributors

Restaurants (next)

1



Shops create “last-minute” deals in few seconds

2



MyFoody users view real-time deals on their smartphone

3



MyFoody users go to the shops and purchase discounted products

How it works?

A win-win solution

Shops



Performance



Brand reputation



Store traffic

Users



Save money



Fight waste



Discover new deals

		LFD logistics solution	Green Marketing	No-waste area	LFD scale-up IT solution
					
					
					
					

Competitive landscape

MyFoody's revenue stream is based on:

- An activation fee
- An annual flat fee
- Fee on side-services

Forecast

MyFoody is a solution developed by Anagramma Srl Startup Innovativa.

Anagramma was founded in 2015.

Company owners are:

- 80% - Founders
- 20% - Metodo Srl, an Italian company that invested €100.000,00 in Anagramma in the early 2016 as Angel Investor.

Metodo Srl is part of Guttadauro Network, 25+ years in retail sector, 100 workers and 10mln annual turnover.

Company info

Awards & buzz

Awards



Buzz

the guardian

Il Sole 24 ORE

CORRIERE DELLA SERA

Rnext
LA REPUBBLICA DELLE IDEE

LA STAMPA


We at MyFoody are:

- an important business opportunity
- a highly scalable solution
- highly motivated and skilled team

**Why invest
in us?**

GET IN TOUCH WITH US!

@ francesco.giberti@myfoody.it

 (+39) 347-5320910

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