



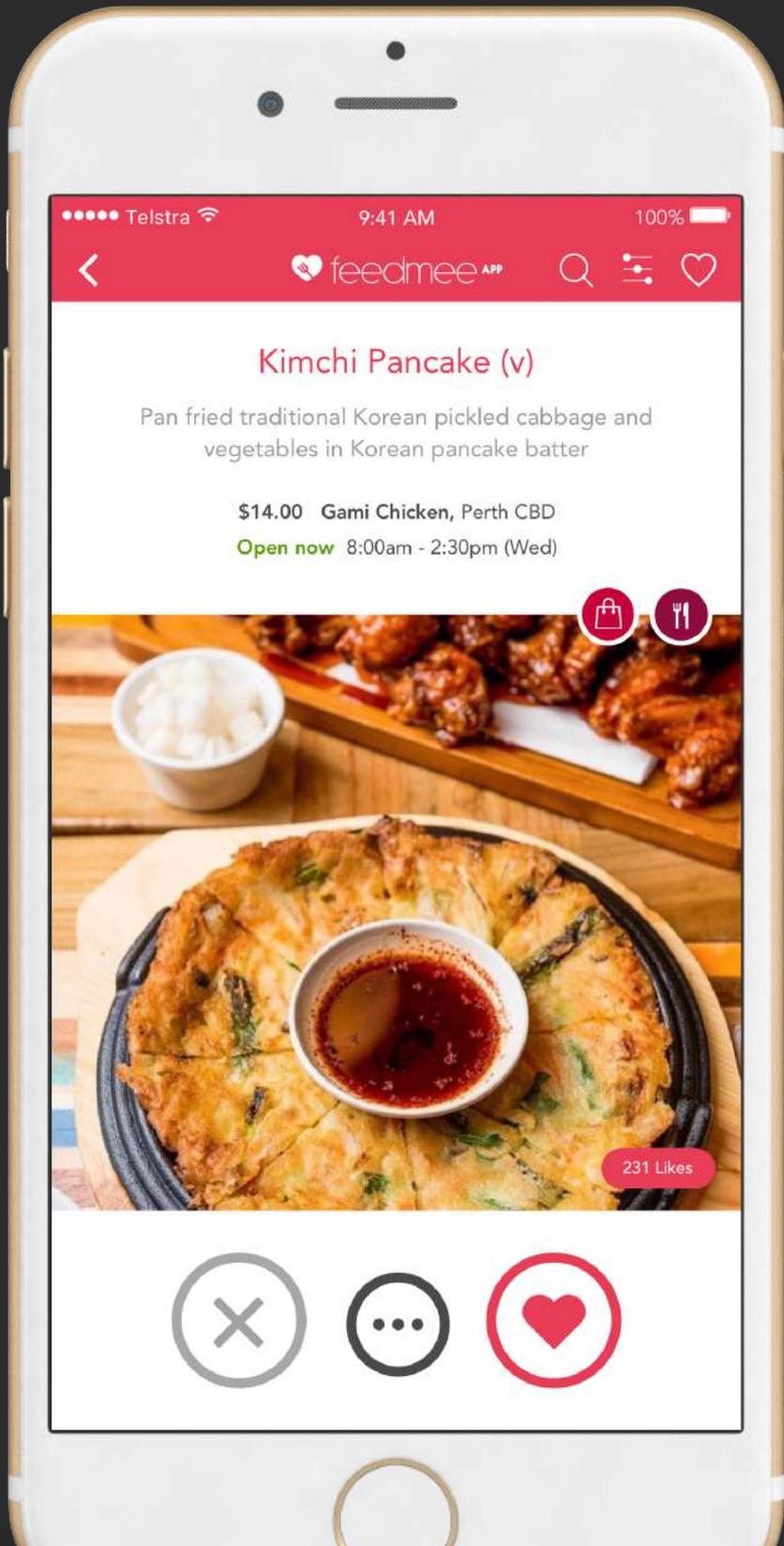
feedmee

Fighting world hunger one meal at a time.

The background features a dense, repeating pattern of light gray line-art icons on a dark gray background. The icons represent various food items and kitchen tools, including a pot, a slice of cake, an apple, a fish, a pear, a pizza, cherries, a glass, a burger, a watermelon slice, a microwave, a fork and knife, a bottle, a wine glass, a teacup, a hamburger, a chili pepper, a glass, a pot, a popsicle, a chef's hat, and a carrot.

For a **social** enterprise to be
successful, they need a strong
business model.

Before we can fight world hunger,
we need to first stop consumer hunger.



All-in-one Platform

The only platform that offers AI powered analytics that understands consumer eating behaviour.

Feedmee is the only app in Australia to partner with Quandoo.

And is also the only app in Australia to integrate with UberEATS.



Recipe discovery

We currently have 500+ recipes in the database



Table booking

Currently partnered with Quandoo, international booking platform with 15,000 restaurants world wide



On-demand delivery

Integration with UberEATS, Deliveroo and Menulog



We are replacing the habit of opening the **fridge** to look for food, with opening **Feedmee**.

How does the donation work?



Use Feedmee to find food

Users use Feedmee app to find food.



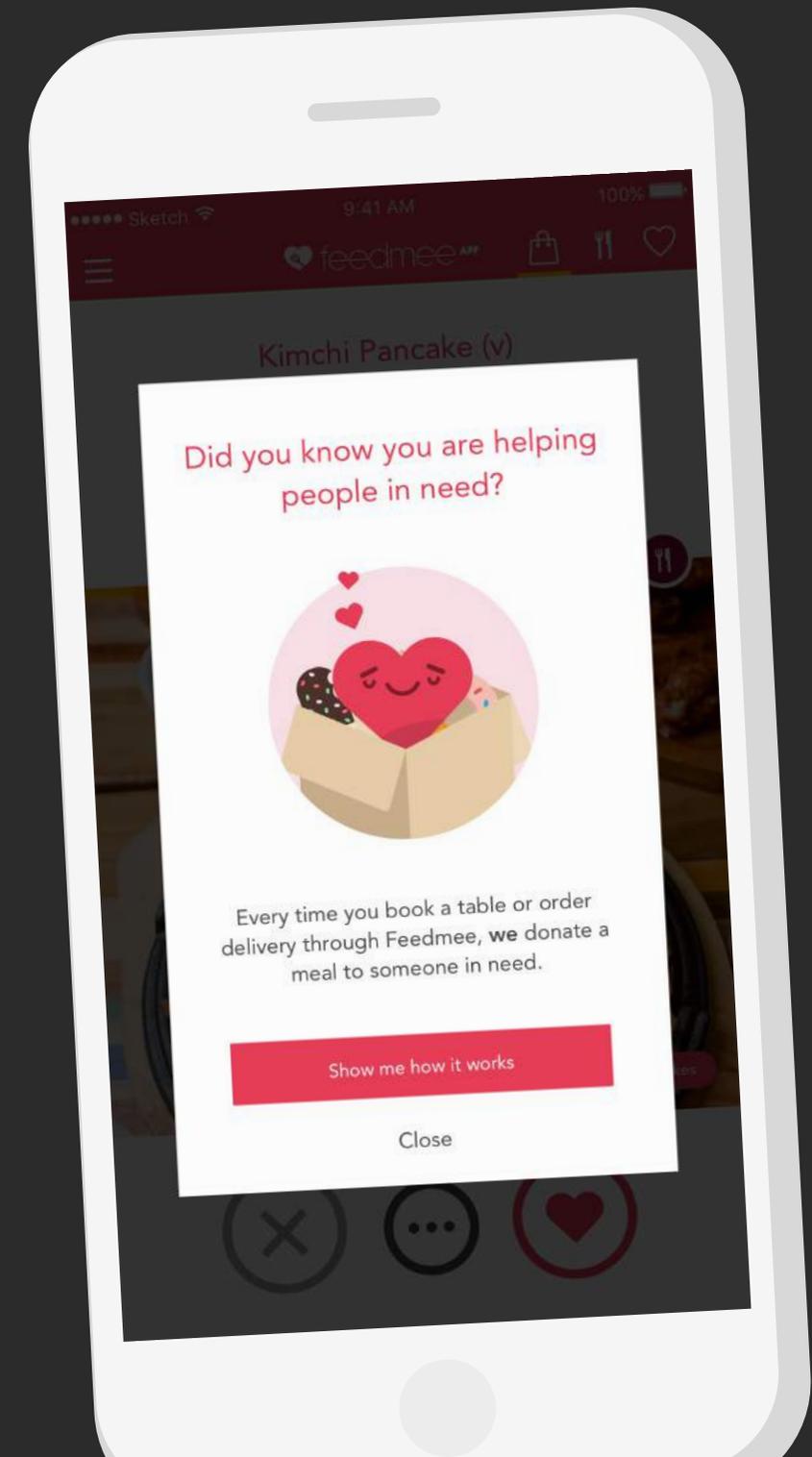
Book a table or order delivery

When a user orders through the app, the service providers pay us a fee.

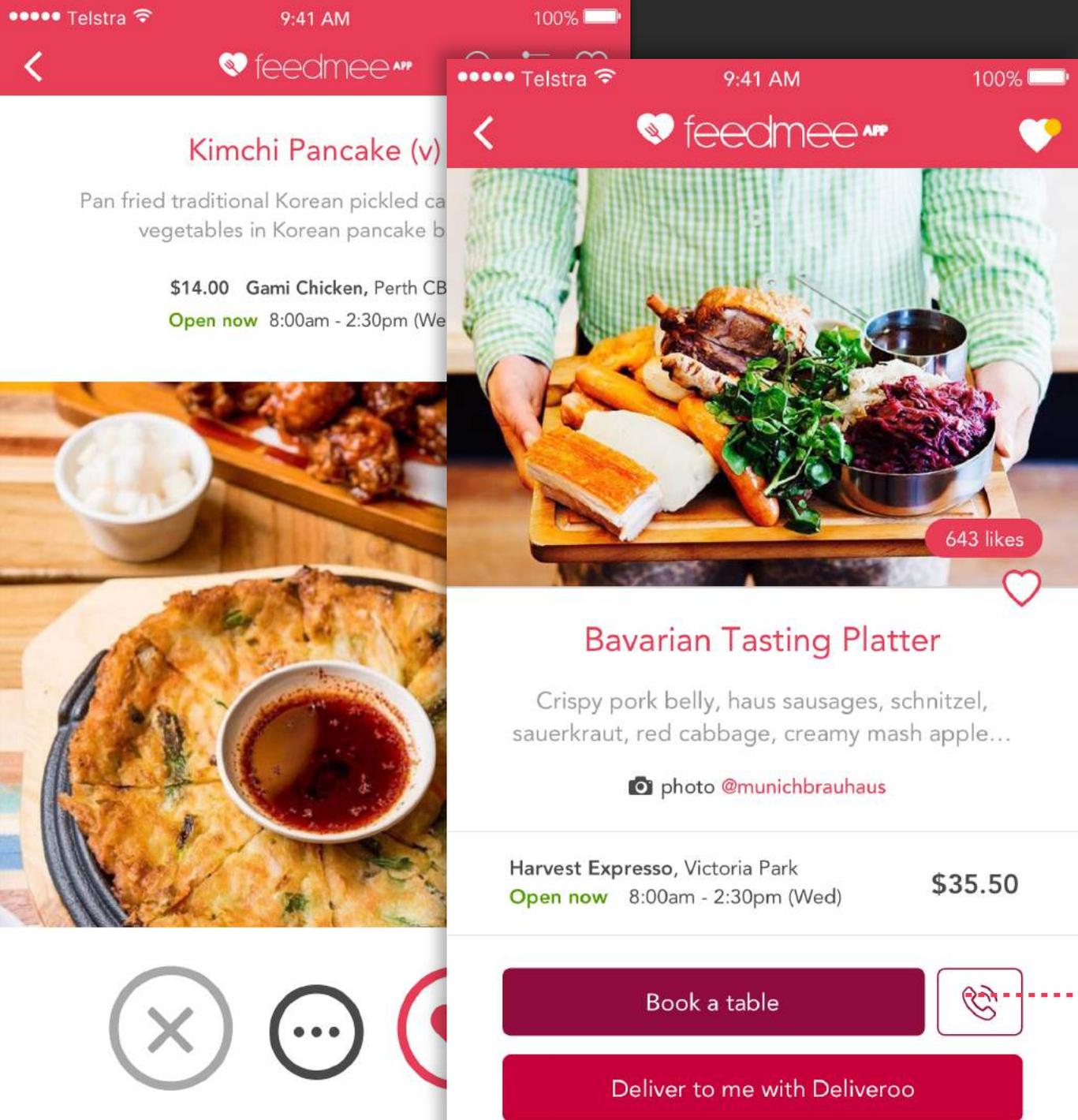


And help to give back

That fee is donated to a local food rescue charity, covering the cost of a meal for someone in need.



Revenue Stream 1. Restaurants



1

Referral fees from bookings

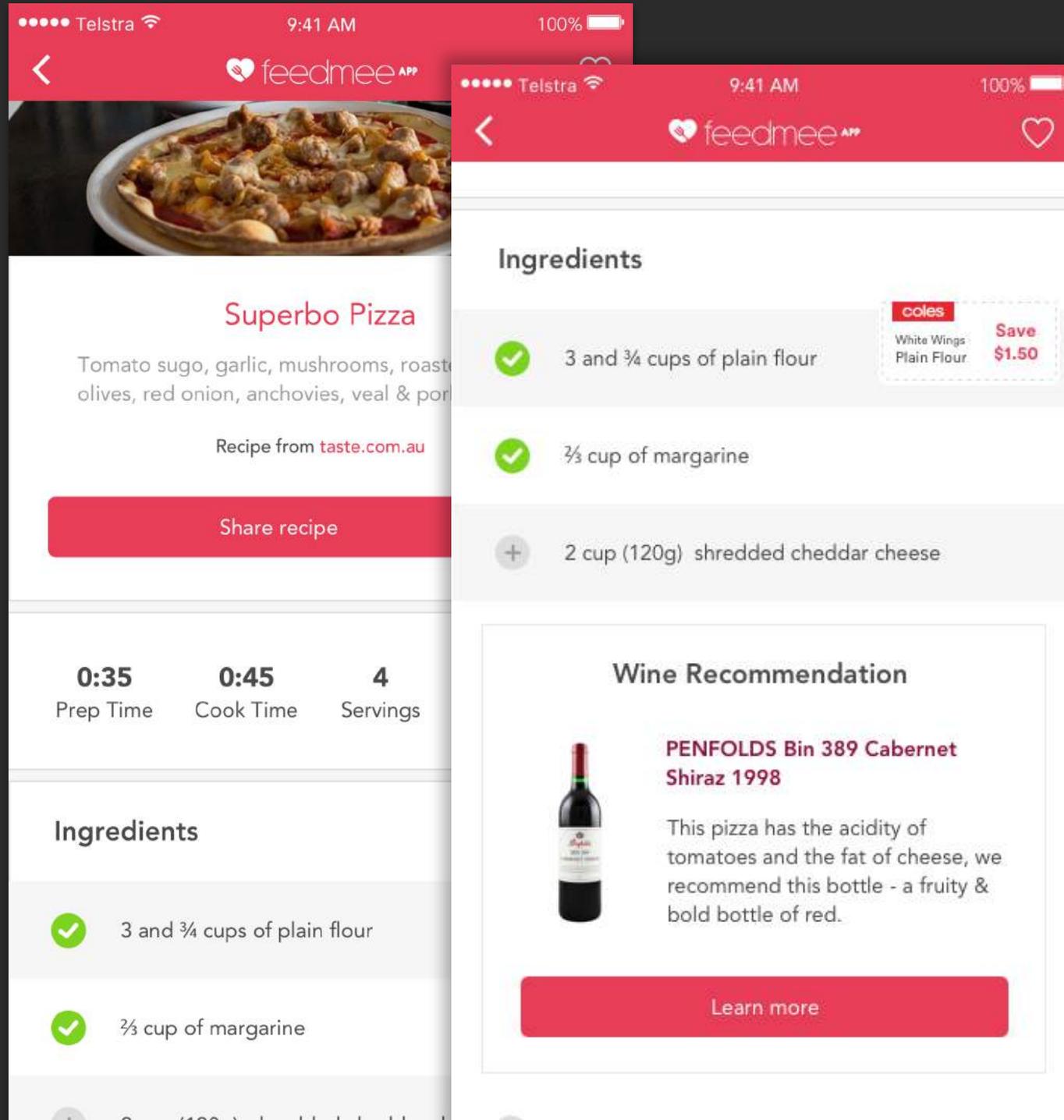
2

Advertising for restaurants

3

Insights for restaurants

Revenue Stream 2. Recipes



1 Sponsored content targeting a particular recipe and user preferences:

- Clients sponsor a specific category
- Native ads using product recommendations
- Shopping cart integration with supermarkets

2 In-app purchase options for users:

- Special dietary plans
- Tailored meal planner

Revenue Stream 3. Predictive Analytics



My dashboard

Customer Segment Metrics

Taste Group Metrics

Location Segment Metrics

CUSTOMER SEGMENT METRICS

Search Demographics

LOCATION

East Fremantle

+ Add location

GENDER

All

Male

Female

AGE GROUP

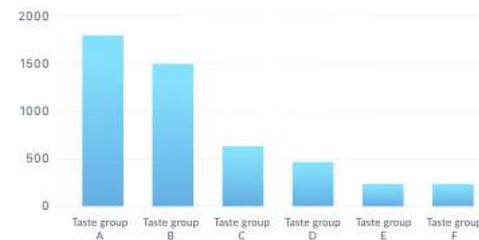
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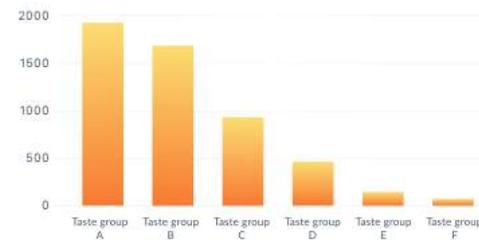
25

Search

Popular Key Taste Groups



Least Liked Taste Groups



Best matched taste group



KEY FLAVOURS Spicy Cheesy Smokey Tangy Meaty Creamy Juicy Crunchy

Net Flavourability Score

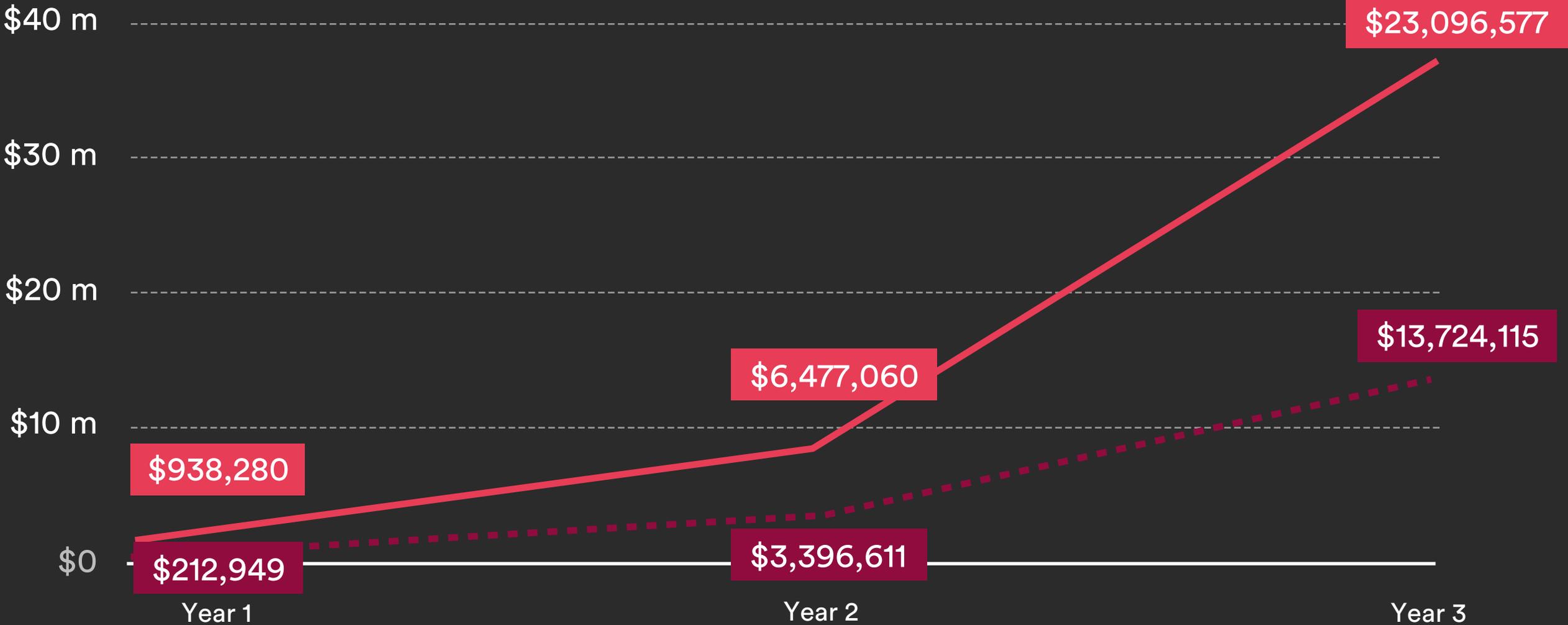


Providing clients access to our **deep consumer taste insights** using artificial intelligence.

We enable clients to make data driven decisions by understanding eating behaviours within demographics.

Revenue Forecast

- If CPI stays around \$1.40
- - - If CPI goes up to \$2.40



Market Size

Global
Analytics & Data Industry

\$203 Billion by 2020

56%
increase

Global
Grocery Market

\$11.8 Trillion by 2020

70%
increase



Competitive landscape

RESTAURANT
DISCOVERY



FOURSQUARE



zomato

RECIPES



taste COM
AU

INSIGHTS

nielsen
.....



Whisk

But Feedmee can



Restaurant
(booking)

integrated with
Quandoo



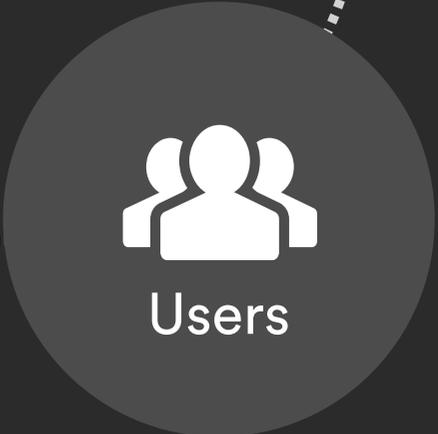
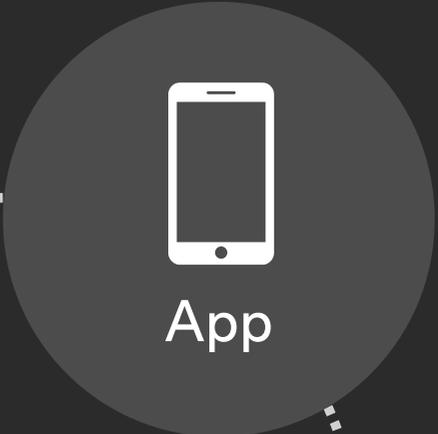
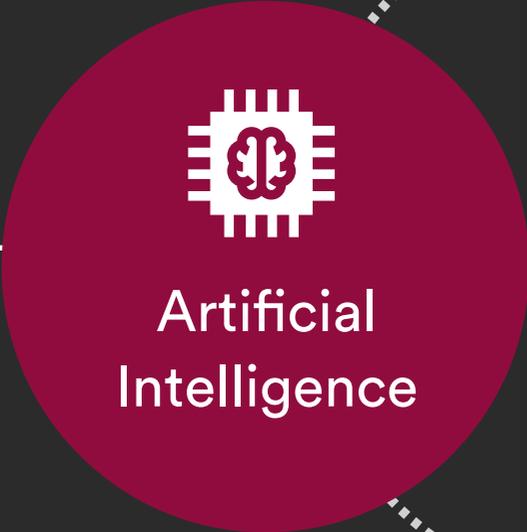
On-demand
delivery

integrated with
UberEATS & Deliveroo

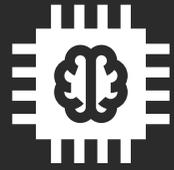


Recipes

We are **aggregating**
the brands, not
replacing them.



AI that understands **human taste**



Artificial Intelligence (AI) that understands consumers' **taste** and **eating behaviour**.

Taste is forever changing, so our AI is forever learning.



Better **prediction** of what consumers may want or are looking for.

Just like Google understands what you want before you finish typing.



Helping our enterprise partners better **service** and **understand** their customers.

Including the supermarket, fast food franchise and food manufacturing industry.

Where is **Feedmee** now?

7,000+

downloads

155,000+

dishes saved

750,000+

dishes swiped

1,976

meals donated



Meet the Feedmee **team**



Tyler Spooner

CEO

Stakeholder relations, digital marketing & user growth

Successfully exited a startup.
Visionary.



Brenda Lai

COO

Experienced project planning, execution and delivery leader.

8+ years experience in graphic design; 2 years experience in UX/UI design.



Anthony Manning-Franklin

CTO

Full stack dev expert & database architect.

Extensive skills and experience in Python, Django and PostgreSQL.



Dr. Jose Saavedra-Rosas

Chief Data Scientist

20 years experience in mathematical engineering & data science.

Skilled in Numerical Simulation, Statistical Modeling, Simulation Software, and LaTeX.

Meet the Feedmee **advisors**



Tim Brewer

Advisor, Growth & Strategy

Specialist advisor in innovation
and strategy space to startups
Ex Dropbox Channel Advisor



Juan Otero

Advisor, FoodTech Industry

CEO at Ultimo, leading catering
& events company in Australia.
Recognised industry leader
ex Restaurantes.com
and booking.com



**Emilio Carnicero
Marchena**

Advisor, data analytics

Sr Financial Analyst at Amazon.
Venture capital experience as
Investment analyst focused on
the analysis of seed and start up
ventures in the tech sector

Feedmee in the news

TechInvest
techinvest.online

YAHOO!
FINANCE

STARTUP DAILY

WAtoday
.com.au

BN
BUSINESSNEWS
WESTERN AUSTRALIA

BusinessWire®
A Berkshire Hathaway Company

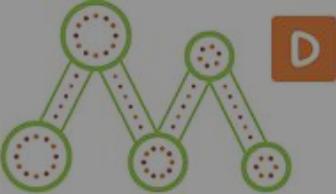
hit92.9

2017
OZAPP
AWARDS

Communitynews
.com.au

6PR882

Currently part of
PlusEight Accelerator

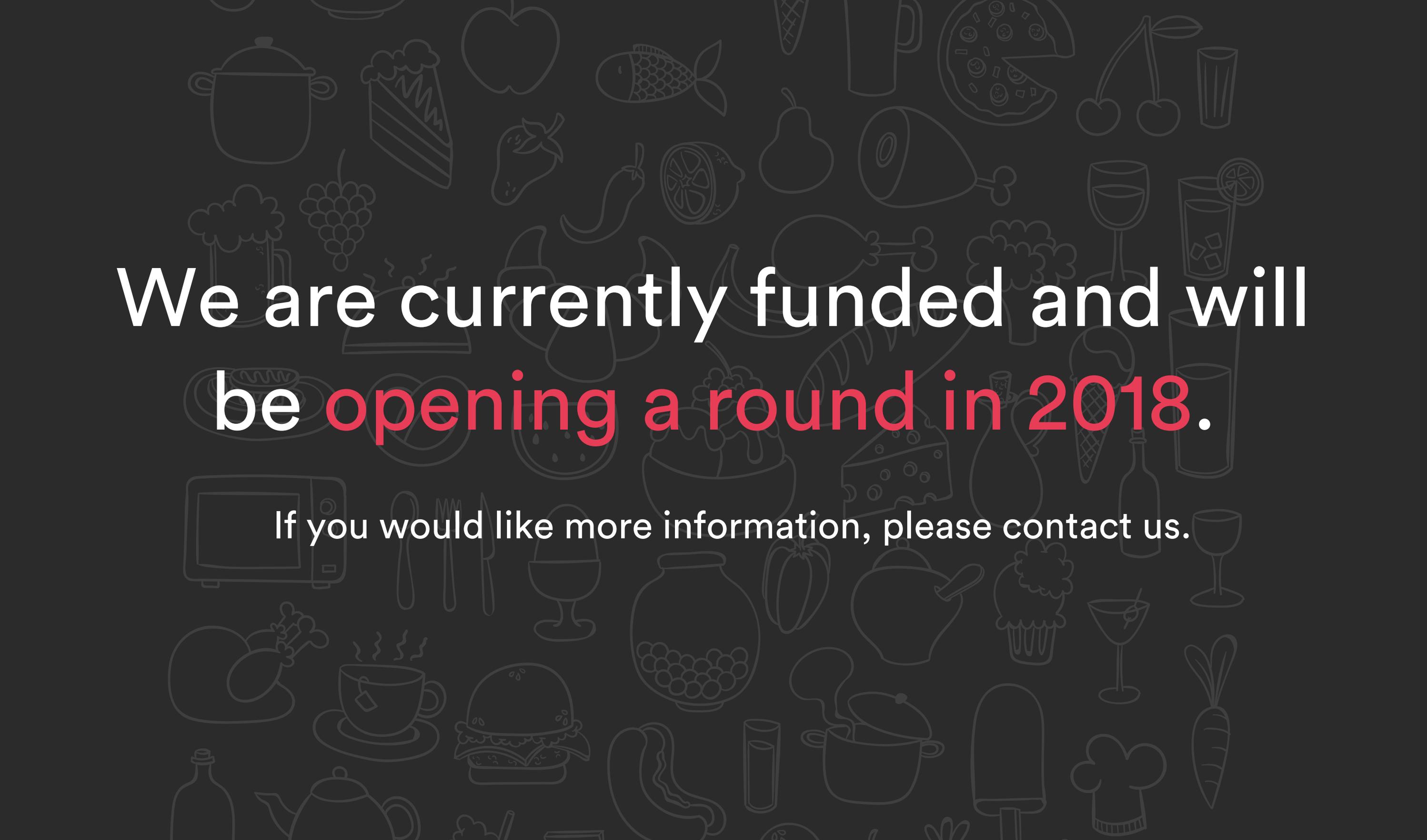

muru

PlusEIGHT
POWERED BY  muru

Early stage investor **incentives**

Feedmee is qualified for the new early stage investor incentives, that means:

- 1** 20% non-refundable carry-forward **tax offset**, capped at:
 - ▶ \$200,000 for sophisticated investors who invest \$1,000,000
 - ▶ \$10,000 for non-sophisticated investors who invest \$50,000
- 2** **No capital gain tax** on shares held for more than 12 months

The background is a dark grey color with a repeating pattern of white line-art icons representing various food and drink items. These include fruits like apples, lemons, and grapes; vegetables like carrots and peppers; meats like fish and chicken; and beverages like coffee, wine, and beer. There are also icons for kitchenware like a pot, a microwave, and a chef's hat.

We are currently funded and will
be opening a round in 2018.

If you would like more information, please contact us.



Thank you
Eat out, give back.

 **feedmee**

www.feedmeeapp.com

hello@feedmeeapp.com