



Foodwise

a **startup company** created by a group of 5 postgraduate students, leveraging their knowledge and experience to offer an innovative application in the hospitality and food service industry

Επιχ. Σχέδιο Εταιρείας παροχής καινοτόμων λύσεων για μείωση της σπατάλης τροφίμων στη βιομηχανία Εστίασης & Φιλοξενίας

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Business Idea and Goal:

FoodWise was developed to address the **global problem of food waste**, which amounts to approximately 121 kg per person annually worldwide and 149 kg per capita in Greece. This waste contributes 8-10% of global greenhouse gas emissions.

Its goal is to **record and reduce food waste** in the food service sector. Concurrently, it aims for the **digital transformation of small and medium-sized enterprises** in the food service and hospitality industry, offering comprehensive management tools for **reducing operational costs** and **increasing efficiency**. FoodWise offers a system that is affordable in terms of both price and functionality.

Area of Activity and Services:

FoodWise provides a **specialized cloud-based Enterprise Resource Planning (ERP) system**.

Its core services include:

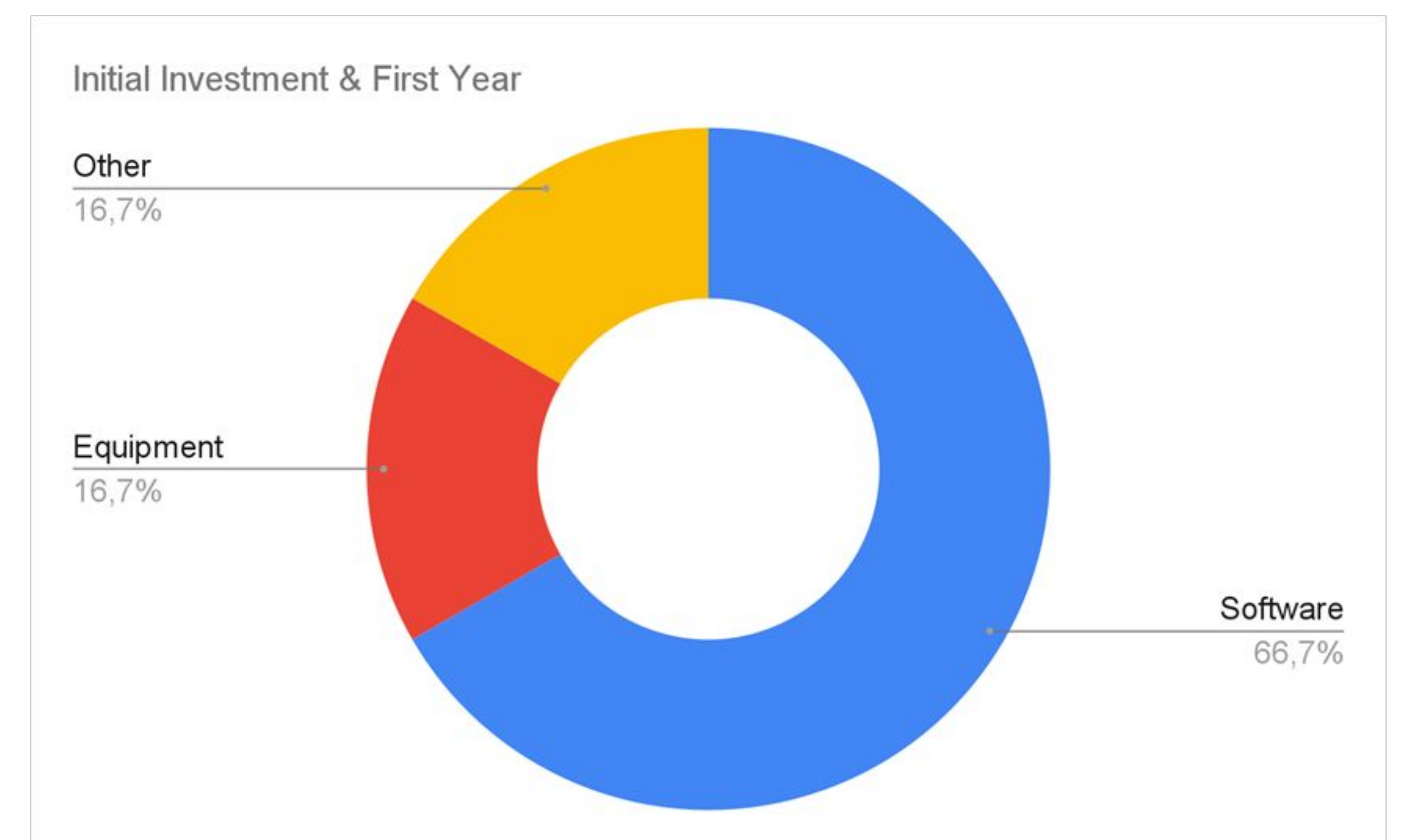
Real-time Monitoring & Accurate Inventory Management, Integrated Order & Supplier Management, Smart Notifications & Forecasts, Cost & Profitability Analysis, Menu Management, Multi-branch Management, Returns & Quality Management

Customer Profile and Subscription Packages: FoodWise targets a wide range of professionals in the food service and food production industry, tailored to the specific needs of each business. It offers **tiered subscription packages**:

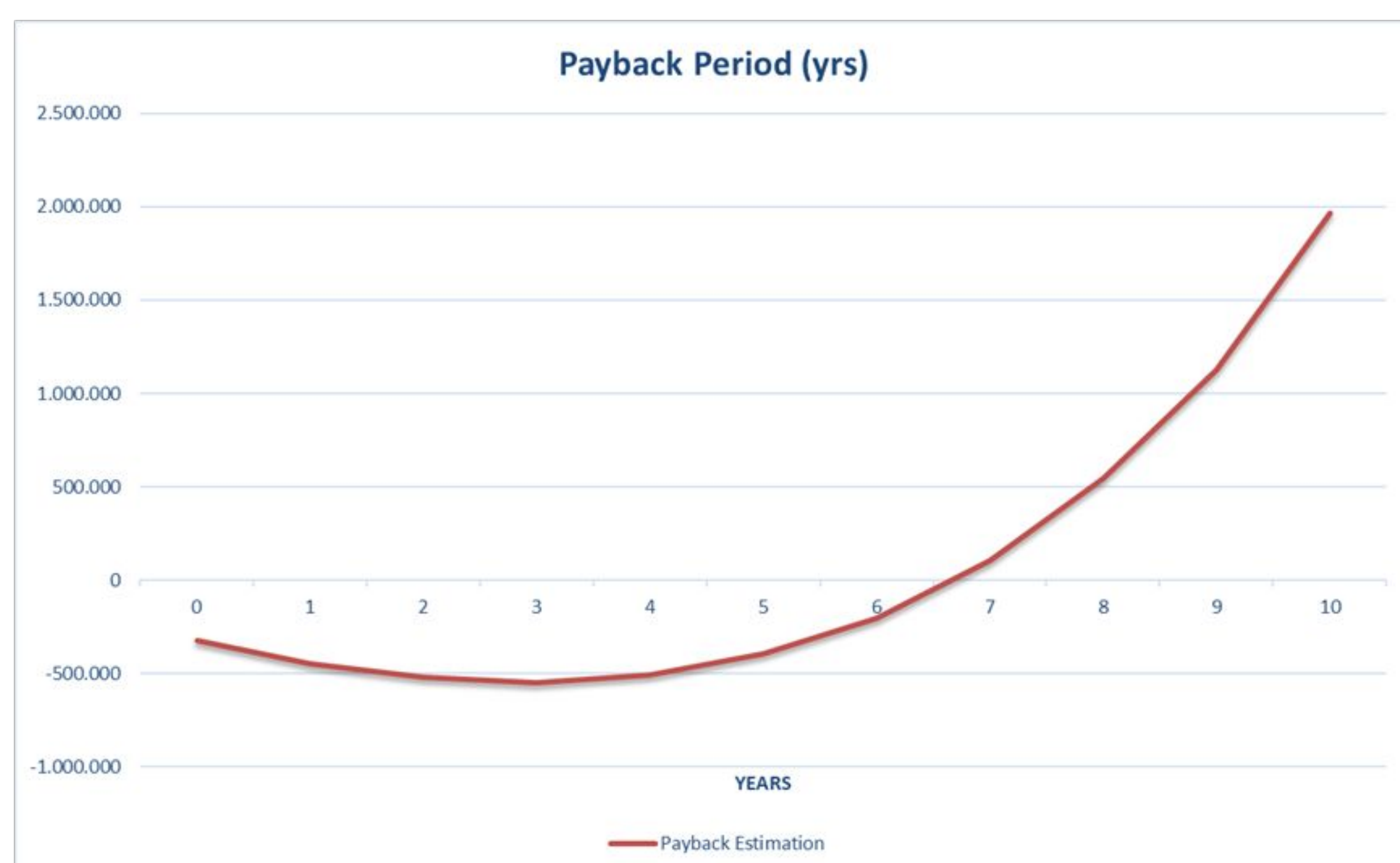
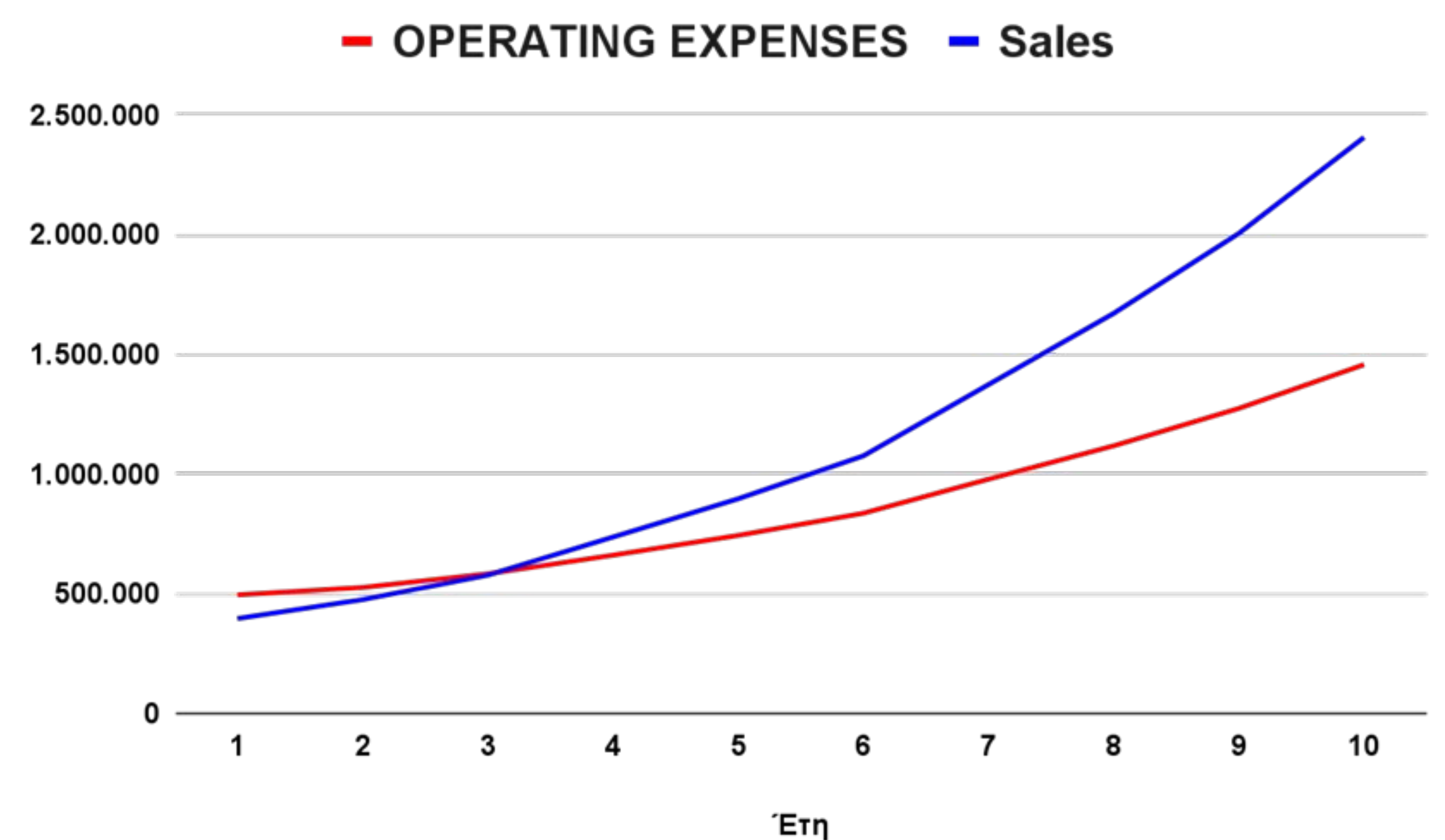
- **FW: Lite (€6,300 / year):** For small food service businesses
- **FW: Flex (€13,000 / year):** For medium-sized units
- **FW: Enterprise (€25,000 / year):** For large food production units

Financial Plan:

The **initial investment** for launching FoodWise amounts to **€300,000**. This includes €200,000 for software (specifically the purchase and modification of ERPNext), €50,000 for equipment (office and technology), and €50,000 for other expenses (technical, legal, operational needs).



1. Although the company starts with a significantly reduced cash availability, reaching nearly €300,000 in debt, and relatively low profits in the first 3-4 years, this is projected to change significantly with time



Key financial indicators are projected as follows for a 10-year period:

Payback Period: 6+ years. Even in a **negative scenario** with 20% fewer sales, the payback period does not exceed 7+ years, indicating the investment remains viable.

Net Present Value (NPV): €1.18 million. In a negative scenario, NPV is €0.75 million.

Profitability Index: 4.68. In a negative scenario, it's 3.32.

Investment IRR (Internal Rate of Return): 22.23%. In a negative scenario, it's 16.20%.

By the 5th year, sales are projected to reach €896,000, and EBIT and Earnings After Tax (EAT) are 14% and 10% respectively, indicating high operational efficiency and profitability.

Return on Total Assets (ROTA) is 54.4%, Return on Sales is 17.41%, and Return on Equity (ROE) reaches 168%. The high ROE is due to the initial investment having "vanished" over the years, positively influencing the indicator.

FoodWise aspires to be the primary technological partner in the food service and hospitality industry in Greece, offering affordable, flexible, and technologically advanced management tools that enhance its clients' competitiveness and transform their operations.