



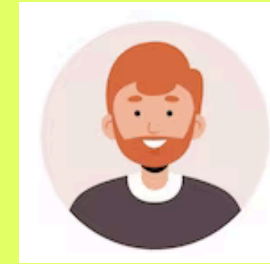
Cloud-based
product information
management system
+
AI-powered compliance
validator for labels

➤ FOOD LABELS LIFECYCLE

The top five issues in dealing with food labels

1. Information management
on different documents
2. Translation management
3. Layout design
4. Approval workflow
5. Regulation compliance

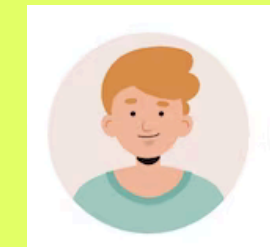
People involved in the process



R&D Manager



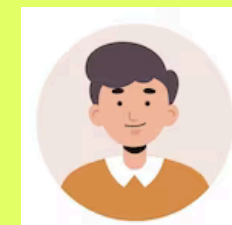
Quality Manager



Graphic Designer



Compliance Manager



Export Manager



Marketing Manager



The update of product information needs to be applied across labels, technical datasheets, leaflets, and websites

Label



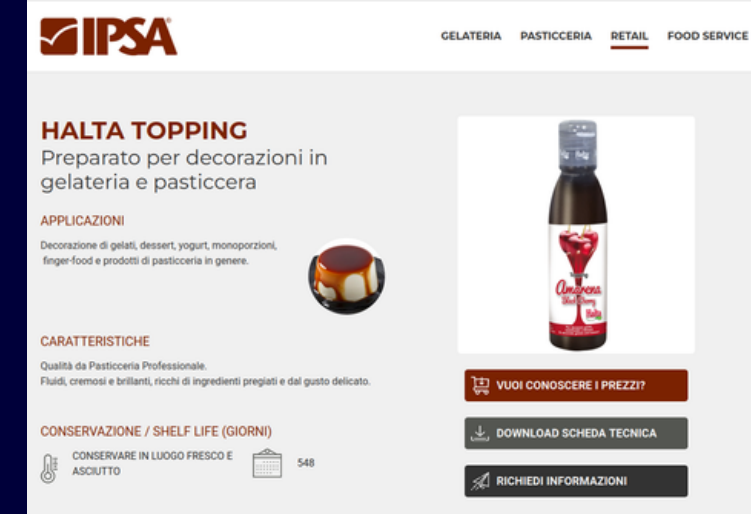
Datasheet

[illegible]

Leaflet



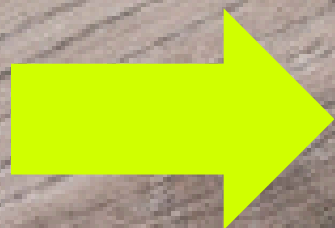
Website



Now, imagine having to do the same thing for 100, 500 or 1.000 products!

➤ PAIN

- **Time wasting:** creating and updating information in labels, technical datasheets, leaflets and website is time-wasting activity
- **Material wasting:** incorrect labels generate paper, ribbon, and packaging material wastage
- **Consumer Health Risks:** incorrect information can pose serious health risks to consumers with allergies or dietary restrictions
- **Regulatory Violations:** non-compliance with regulations can result in legal penalties, fines, and even product recalls
- **Cost:** product reworking, product recall, reputational damage ➤



COMPANY'S COST

~~1300€*~~

Per Stock Keeping Unit

WITH FOODOC®

500€

Company's Cost:

- Label design
- Label production
- Proofing
- Package redesign
- Labour

*Cost Schedule for Food Labelling Changes | PricewaterhouseCoopers



SOCIAL COST



Natasha
19 year old
UK
2016



Anna
20 year old
Italy
2024

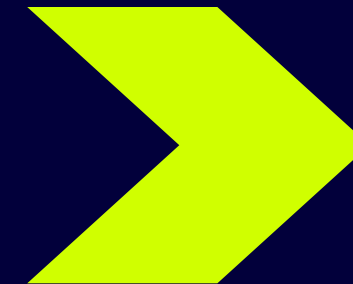
They both lost their lives due
to undisclosed allergens



➤ SOLUTION & GAIN



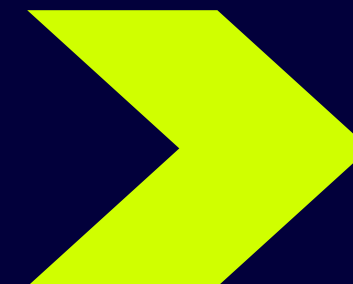
AI-based
Label-Validator



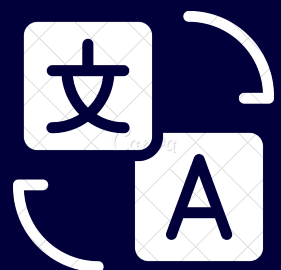
- Regulatory Compliance
- Market Trust and Brand Loyalty
- Risk Reduction



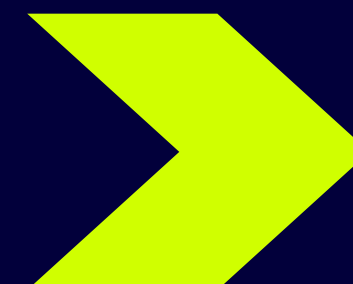
Centralized information management
FOODOC®: the **single source of truth**
for product information



- Time saving
- Manpower efficiency



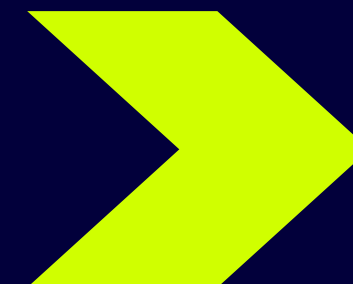
Already **translated content**
in 30 different languages.



- Speed in creating and updating multilingual document: labels, technical datasheets



Workflow management &
Error-free printing



- Accuracy
- Consistency

➤ MARKET

| Area | Source | Number of companies | Average Annual Fee | Global Market | Addressable Market (1%) |
|--------|---|---------------------|--------------------|--------------------|-------------------------|
| Italy | https://www.mimit.gov.it/it/impresa/competitiva-e-nuove-imprese/industria-alimentare | 55.000,00 | € 4.687,00 | € 257.785.000,00 | € 2.577.850,00 |
| Europe | https://www.fooddrinkeurope.eu/wp-content/uploads/2023/12/FoodDrinkEurope-Data-Trends-Report-2023-digital.pdf | 291.000,00 | € 4.687,00 | € 1.363.917.000,00 | € 13.639.170,00 |
| World | Numerical estimation: 5 Continents: Africa, Asia, Europe, America, Oceania | 1.455.000,00 | € 4.687,00 | € 6.819.585.000,00 | € 68.195.850,00 |

➤ REVENUE MODEL

A simple and affordable pricing model

AI Label Validator

€ 2,5K
€ 5,0K
annual fee

Enterprise Label Management

€ 10K
una tantum

€ 2,15K
annual fee
(premium)

➤ TESTIMONIALS



"Managing labeling without the support of adequate tools required many hours of work, resulting in uncontrolled time frames, errors, non-compliance, and hidden costs."

Lorenzo Romandini
Labeling Manager IPSA spa



"In-house label printing has allowed us to optimize material stocks, significantly reduce time-to-market, and improve customer service through the customization of graphic and textual content."

Ilaria Polverini
Marketing Manager IPSA spa



"With FOODOC, we are confident in fulfilling the BRC requirements, particularly focusing on points:

5.2: Product labeling

6.2: Packaging labeling and control"

Claudia Virgili
Quality Control IPSA spa



"Today, we are capable of creating flawless labels and technical sheets in multiple languages easily and swiftly. What was a complex issue to manage yesterday has now evolved into a new opportunity, a valuable service for our foreign clients."

Antonella Polini
Export Key Account Manager IPSA spa

➤ PARTNERS



➤ COMPETITORS

General
purpose
tools

 **Loftware™**

 **BarTender®**
BY SEAGULL SCIENTIFIC

TEKLYNX
Barcode Better

EASYLABEL®

FOODCHECK®

- Process-driven approach
- One single tool
- Original Datamodel
- Translated contents
- AI Validator

 **cooki**

VIDA
soluzioni software

 **myLABEL®**
L'ETICHETTA INTELLIGENTE

Food
specific
tools

➤ WHO WE ARE



Gianni Emidi
Founder

Innovation manager with a track record of success in digital transformation projects



Nadia Malavolta
Co-Founder

Entrepreneur who has a talent for operations and execution



Francesca Tosi
Software Architect

Intel Software Innovator
Google Developers Group
Manager, Exa Corp., Burlington,
MA USA



Alberto Mancini
Software Architect

Doctorate in Applied maths and
Operative Research, GWT
Conference coordinator



Paolo Di Bona
Labelling Expert

Senior consultant who has extensive knowledge of food labeling and compliance regulations



Michela Mattioli
Inside Sales Specialist

Responsible for securing sales by reaching out to clients through phone or online channels

➤ FINANCIALS

FUNDRAISING

€ 90K Customer
€ 27K Founder

€ 35K Equity
€ 50K Founders Loan

€ 104K Grants

€ 25K Microsoft
€ 9K Aruba

TOTAL
€ 340K

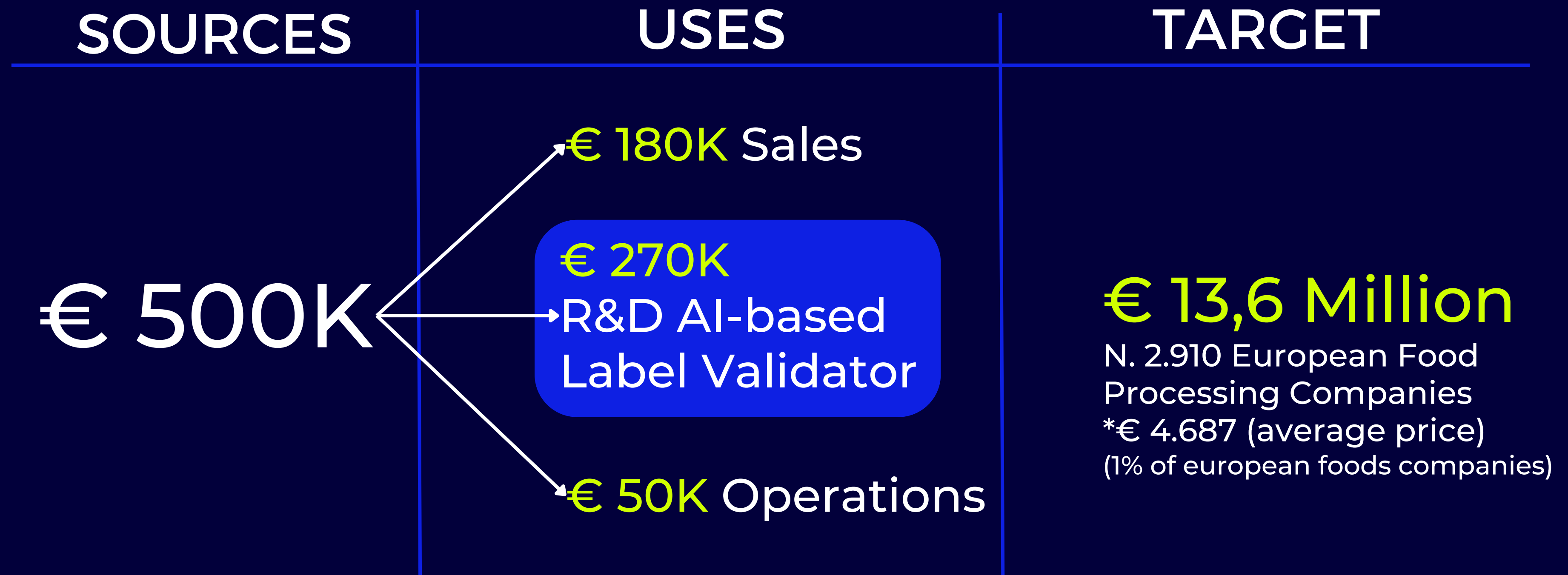
How do we used these funds?

- TRL 7 — System prototype demonstration in an operational environment
- Software Development & Testing
- Marketing
- Product fine tuning

REVENUE 21-23

€ 92K

➤ INVESTMENT OPPORTUNITIES



➤ AI-BASED FOOD LABEL VALIDATOR

YESTERDAY



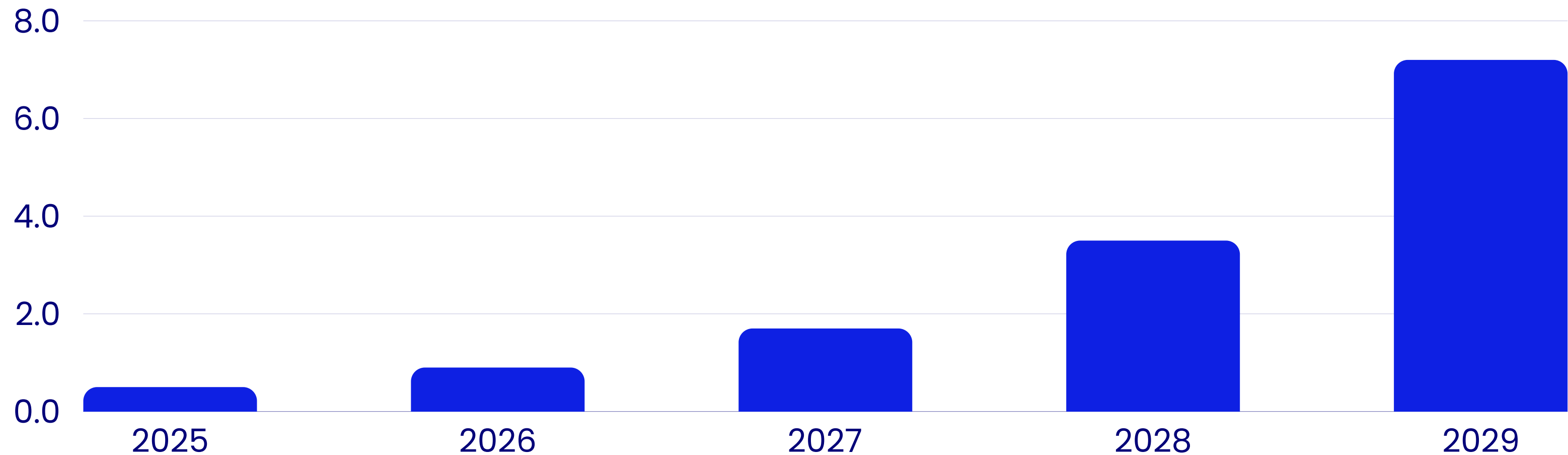
Human-centered
manual time-
wasting activity

TODAY



A new feature that simplifies the
food label validation process
according to international
regulations, easily and quickly,
thanks to AI.

➤ REVENUE TIMELINE





➤ AWARDS

- 2023
Epicentre
- 2022
Microsoft Special Prize
InnovAzioni Confindustria Chieti Pescara
- 2021
StartCup Marche
- 2020
SMAU Innovation Prize (IPSA Project)
eCapital Business Plan Competition

Join us to re-shape the future of food labels for producers, consumers, and the environment.

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