

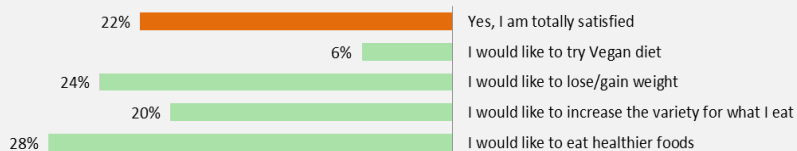
superfood

Instantly changing your diet by transforming online grocery shopping to meal buying



Problem

According to our survey*, 78% of Americans are not satisfied with their food



Existing Solutions

Meal Kits are a service that sends customers pre-portioned food ingredients to prepare home-cooked meals. Meal kits market size is \$5B in US alone. Meal kit companies allow customers to change their diets easily, but at a high cost of \$9-\$16 with an annual retention rate of just 20%. *Superfood* aims to provide affordable meals at \$4-\$6 for everyone in a smart way.

Our Solution

Superfood is a service (SaaS) that aims to fundamentally change the way consumers shop for food via two core features.

1. By transforming online supermarket groceries into affordable meals. The shopping process is optimized by the DYNAMIC LIST*.



2. By adding additional interface to users' fridges. A user can always pick up a meal from his VIRTUAL FRIDGE*.



Market

Online grocery market is worth \$45 Billion. The market is expected to reach \$225 Billion by 2025.

Revenue Model



Startup Highlights

Round	Seed
Status	R&D
Team	5 members
Market	E-grocery
Product	SaaS

Team

CEO & Co-founder

Anton Rubinstein

CEO at a strategic consulting company for startups in early stages.

CTO & Co-founder

Ido Levy

Algorithms engineer at homeland security company. Ex IDF's elite technological unit 8200.

Full Stack Developer

Eyal Breda

Business Analyst

Uri Eytan

Contact details

Anton Rubinstein

+972-52-8370291

antonsuperfood@gmail.com