

superfood

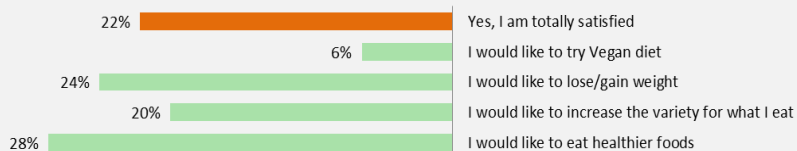
Superfood helps people to instantly change their diet by transforming their online shopping process from groceries to meals buying



Add to Cart

Problem

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



Existing Solutions

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

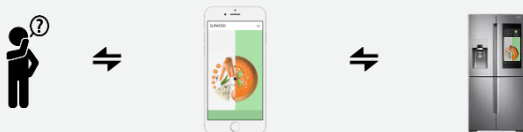
Our Solution

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

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



2. By adding additional interface to user's fridge. User can always pick up a meal from his VIRTUAL FRIDGE*.



Market

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

Revenue Model



Startup Highlights

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

Budget Requirements

CAPEX	\$56K
M&S	\$87K
R&D	\$567K
G&A	\$250K
Unexpected	\$240K

Total Expenses \$1.2 Million

Team

CEO & Co-founder

Anton Rubinstein

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

CTO & Co-founder

Ido Halevy

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

Full Stack Developer

Oren Azuz

UX/UI Expert

Sivan Peretz

Junior Developer

Anafa Hymas