



KITRO

Simplifying food waste management

Naomi MacKenzie
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THE PROBLEM



1/3

Of all food produced is lost or wasted along the global supply chain.

8%

Of global anthropogenic* green house gas emissions (GHG) stem from food waste.

WASTING FOOD

20%

of all food purchased is
thrown away

€ 7.00

avg. cost per kg of
food waste

2.5_{kg}

avg. kg of CO₂ per kg
of food waste



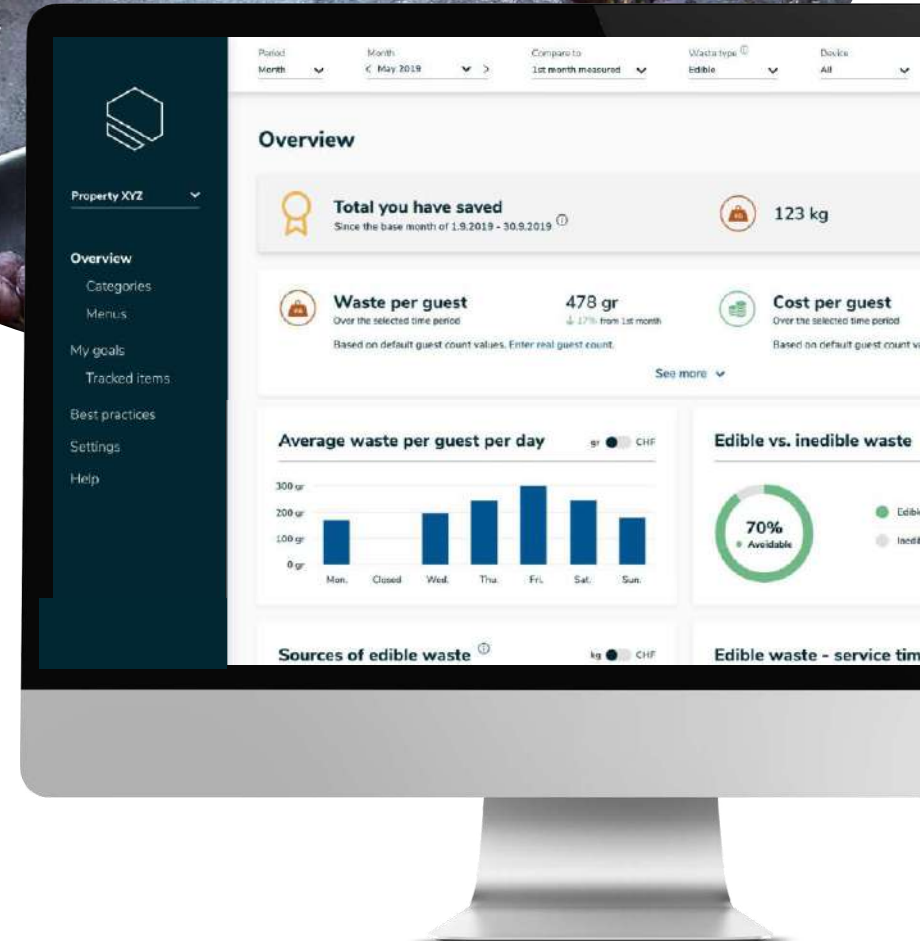
THE SOLUTION



Measure with Ease



Identify with AI



Save with Data



CUSTOMERS

8%

Increase in food
profit margin

60%

Reduction in
avoidable food waste

"KITRO is a **brilliant tool** that has given us the opportunity to have a **detailed overview** of our food waste and make considerable changes based on **progressive analysis**."

- Christopher Caioni, Purchasing Manager



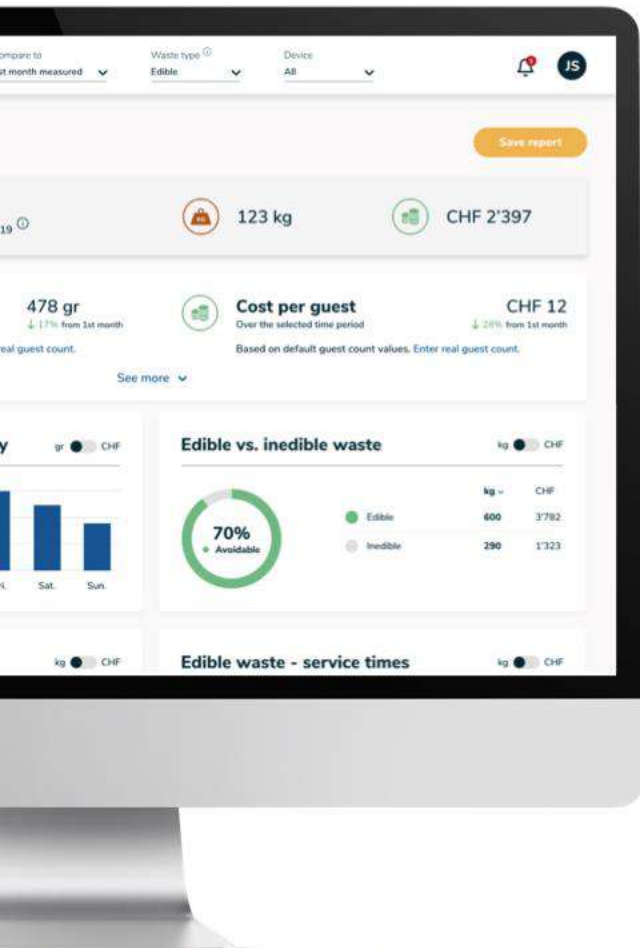
"Thanks to KITRO, we have learned a lot about our food waste, in terms of both **quantity** and quality. The most significant results are seen when looking at **specific ingredients**."

- Jean-Vital Domenzon, General Manager

Hotel d'Angleterre
GENEVA



BUSINESS MODEL



LEASE OR BUY

Monthly fee
minimum 12 months

€ 485
per month

Setup

€ 350
per property

Customer service

- ✓ On-boarding
- ✓ Quarterly goal setting meetings
- ✓ Review meeting by phone
- ✓ Custom recommendations

Monthly fee
minimum 12 months

€ 285
per month

Setup

€ 350
per property

Customer service

- ✓ On-boarding
- ✓ Quarterly goal setting meetings
- ✓ Review meeting by phone
- ✓ Custom recommendations

Device purchase

€ 3'500
per device

TRACTION

>1 M
Revenues signed

>80
Active devices

>5 M
Funding raised

in 160
properties
measured
since 2017



TEAM

13 FTE's



Naomi MacKenzie
Co-founder, Co-CEO



Anastasia Hofmann
Co-founder, Co-CEO



Dominic Mösch
CTO



Hugo Frammery
Deputy CTO



ADVISORY BOARD



EPFL



+120

project management/
entrepreneurship

+97

F&B/gastronomy industry

+61

Technology/IT

SUPPORTED BY



METRO



MILESTONE
EXCELLENCE IN TOURISM



KICKSTART
ACCELERATOR

MC
MASSCHALLENGE



Climate-KIC

SWISS
INNOVATION
CHALLENGE



UMWELTPREIS
DER WIRTSCHAFT

ALLIANCE FOR IMPACT

Waste saved per property

5'000 kg annually

Tons of CO2-e mitigated by 2025

260'000

What gets measured gets done!





KITRO

- ✓ Cutting-edge **technology**
- ✓ **Global** opportunity
- ✓ Industry **standard**
- ✓ **The solution to combat food waste**



www.kitro.ch

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Supported by:

