

ELEVATOR PITCH

To reduce the amount of food waste and raise awareness about the problem, we are going to create a mobile app called PALA. PALA will offer the clients of restaurants and cafes the opportunity to buy unsold food at a cheaper price, while making an income from the food that otherwise would have gone to waste.

PROBLEM

Food is a resource that we are wasting - in Estonia there is about 10 000 tonnes of food a year that restaurants, cafes, bistros etc throw out or don't sell. In Estonia there is yet no other system, that offers the opportunity to sell edible leftover food to the consumers. We have a solution for that problem.

SOLUTION

For the restaurants - to reduce the amount of food waste, opportunity to gather income from a source that yet doesn't offer it
For a consumer - opportunity to buy inexpensive food, opportunity to reduce the amount of food waste

CURRENT STATUS

We had a pilot project in september. We have potential clients, both consumers and business partners. We have a person to start developing the prototype. We have conducted market-research among 55 consumers. We have feedback from clients and business partners about PALA overall and about the testing period.

SEEKING FOR

We are mostly seeking for investors, collaboration partners and mentors.

PALA

GENERAL INFORMATION

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FINANCIAL NEED

Back-end development about 15 000 € and front-end about 15 000 €. Our own contribution is about 5% of the whole amount.

FUNDING

For a prototype we need about 30 000 €. Our own contribution is about 5% of the whole amount.

MARKET

Go-to-market strategy:
Mainstream media
Social media
Ambassadors
Outdoor marketing

How big is your market (in €)?
About 21 millions, when 100g of food is valued at 1€.

Where is your market? We will start in Estonia, then expand to the Baltics and other countries.

CORE TEAM

Joanna Laast and Merilin Vernik are the founders of PALA. Joanna is responsible for marketing, Merilin is responsible for sales and communication. They both hold a degree in Journalism and Communication from the University of Tartu. PALA's IT-consultant is Arvo Saalits, who has worked in the IT field for over 5 years as a back-end developer.

BUSINESS/REVENUE MODEL

Revenue model: PALA will earn 20% of commission from the income restaurants and cafes will make

Target groups: food services like restaurants, cafes, bistros; consumers, who would like to buy inexpensive food and help reduce food waste

Main partners: restaurants, cafes, bistros etc; in the future - hotels and supermarkets

COMPETITION

Our main competitors are mostly companies like Wolt, Bolt food, TelliToit. Food from PALA is more affordable and environmental-friendly than food from Wolt and Bolt Food. In addition PALA offers to buy food with the client's own container.

ROADMAP

Time frame: 3 months Back-end, 3 months front-end, 1 month testing and preparing for coming to the market

Concrete stages: development + sales; testing + sales; testing with clients + sales; preparing for coming to the market + sales; entering market + sales; sales

Major milestones: to gain business partners and developing the idea into a real concept