



FreshSurety

Assured Freshness. No Surprises

Fresh produce shelf life reporting throughout the supply chain

Fresh produce is a \$600 billion worldwide business that loses 30% of its product from farm to table. Much of this loss is caused by lack of product shelf life information throughout the supply chain. FreshSurety solves this with Internet-of-Things technology to report real-time freshness of individual cartons anywhere in the world at a few cents per case. With this information, producers, shippers and retailers can deliver higher quality product with less waste, increasing retail sales margins by as much as 50%.

The Problem

Fresh produce is a \$600 billion worldwide business that loses 30% of its product from farm to table. Much of this loss is caused by lack of product shelf life information throughout the supply chain... No one knows the freshness and shelf life each carton or pallet of product. Retailers suffer costly product shrink and consumers are stuck with inconsistent quality product.

Product/Service

FreshSurety Internet-of-Things technology reports real-time freshness for individual produce cartons anywhere in the world at a few cents per case. FreshSurety measures produce respiration rate to directly determine the ripeness of each food carton using low cost disposable electronic sensors. We provide producers and retailers with up-to-the-minute shelf life information on individual cartons and pallets throughout the supply chain, anywhere in the world. This information enables retailers to market higher quality product with less waste and increase their sales margins by as much as 50%.

Our Target Market

We target the \$600 billion world fresh food industry and its multibillion dollar spoilage expense. Our customers are fresh food producers and retailers responsible for delivering high quality produce to consumers and businesses worldwide. We are teaming with industry leaders such as Driscoll's Berries, AmazonFresh, and Whole Foods Market to demonstrate FreshSurety effectiveness and value.

Business Model

We make money providing real time product freshness information for client use in business management and process optimization. This information enables clients to deliver higher quality produce with lower spoilage loss for a projected average savings of \$250 per pallet. FreshSurety target service fee is \$35 per pallet (approximately 1% of product retail value); our projected direct cost of service is \$8 per pallet.

Competition

FreshSurety currently has no direct competitor. Traditional freight tracking companies lack the ability to monitor carton-level shelf life which is the key to higher quality and reduced spoilage loss. We have the only commercially effective technology to accurately measure carton-level freshness and transmit real time shelf life status.

Company Status

The company is launching with its development partners a nationwide market pilot to demonstrate FreshSurety technology and client economics in 2017.

COMPANY PROFILE

URL: freshsurety.com

Industry: Internet of Things, Logistics, Fresh Produce

Funding Stage: Market Pilot

STATISTICS

30% of all fresh produce is lost from farm to table

\$200 billion is lost each year in produce waste worldwide

75% of quality and 50% of shelf life is gone before it's visually apparent.

MANAGEMENT

Tom Schultz, CEO

John Hodges, CTO

Mark Rippen, CSO

CONTACT

Tom Schultz

tom.schultz@FreshSurety.com

(321) 209-8699

FreshSurety Corp.

Suite 1002

277 Douglas Ave

Altamonte Springs, FL 32714

DEVELOPMENT PARTNERS

Food-X / SOSV

NewGate Capital Partners

Driscoll's Berries

AmazonFresh

Whole Foods Market

Triad Semiconductor Inc.

University of Florida