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SOLUTIONS

Last-mile delivery monitoring

Problem

Ashlie Ketteman @ashlieIE
Went to make dinner tonight and my food has all gone bad. Thanks @Instacart !!!

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Instacart ✓ @Instacart
Sorry your food has spoiled. Please email help@instacart.com with photos

Spoiled Food in Amazon Fresh

Not so great Walmart grocery delivery review.

minutes. They arrived an hour later with all the groceries. I'm not sure if things were properly kept cold during this time since the milk was spoiled when we tried some last night. They arrived in a cooler, but who knows if they were kept in the cooler the whole time they were in the van. They were only slightly cool to the touch when they arrived. The yogurt and other cold dairy will have to be thrown out also as I'm not risking food poisoning during my vacation time. We ended up going to Walmart last night and bought the rest of our groceries and realized after that the dairy was spoiled. I hate

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Problem: High risk

Listeria-tainted sausage deaths in Germany lead to calls for better consumer protection

Sixth person dies from listeria outbreak linked to NHS sandwiches

Public Health England says latest death was one of nine cases previously confirmed

▲ Microscopic view of Listeria monocytogenes, the causative agent of the listeriosis bacterial infection. Photograph: StockTrek/Getty

A sixth person has died after eating pre-packaged sandwiches and salads linked to a listeria outbreak, Public Health England (PHE) has said.

The latest death was one of the nine cases previously confirmed and PHE said there had been no new cases linked to the outbreak.

The patient acquired listeriosis from The Good Food Chain products while at Western Sussex hospitals NHS foundation trust, PHE said.

The other deaths occurred at four hospital trusts – two at Manchester...
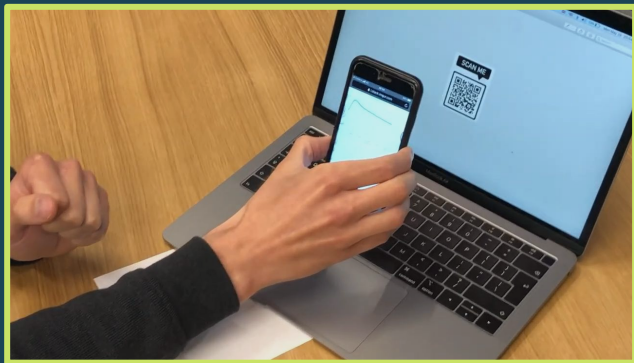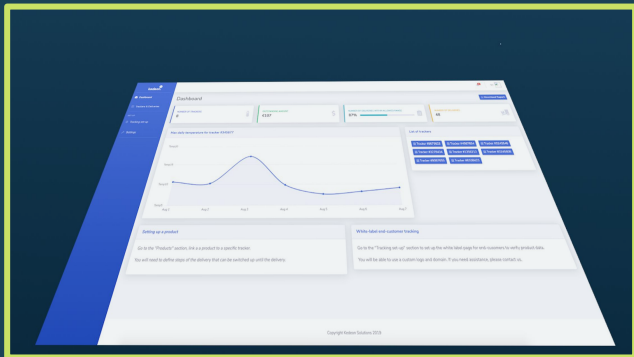
July 2019
Good Food Chain Ldt.
<u>6 deaths</u>

October 2019
Wilke Wurst GmbH
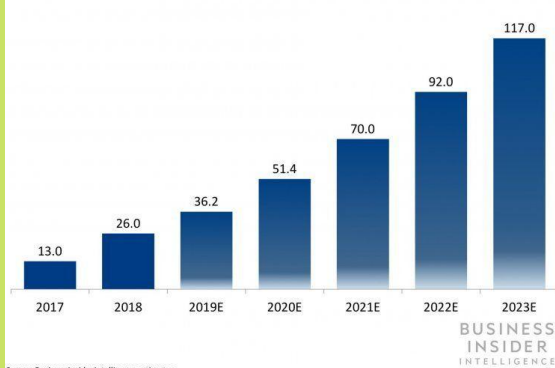<u>25 deaths</u>

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Solution

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Result

→ **Protects from liability** and increases efficiency

→ **Stand out from competitors** in the highly competitive market

→ **Customer trust, confidence & satisfaction** results in loyalty

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Market: Why now?

Online Grocery Market Forecast
Billions ($)

13.0 — 2017
26.0 — 2018
36.2 — 2019E
51.4 — 2020E
70.0 — 2021E
92.0 — 2022E
117.0 — 2023E

Source: Business Insider Intelligence estimates

BUSINESS INSIDER INTELLIGENCE

People who had purchased groceries online — CNBC

15% — 2015
36% — 2018
55% — 2020
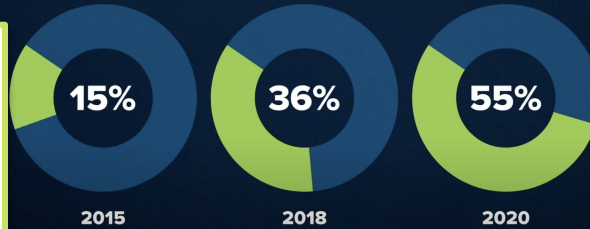
Top US Destinations For Online Grocery

2017   2018

Amazon — 74% / 38%
Walmart and Jet.com — 5% / 15%
Instacart — 3% / 8%
Peapod — 4% / 7%
Fresh Direct — 3% / 3%
Others — 11% / 29%

Source: RBC Capital Markets, n=1,304 consumers, 2018

BUSINESS INSIDER INTELLIGENCE
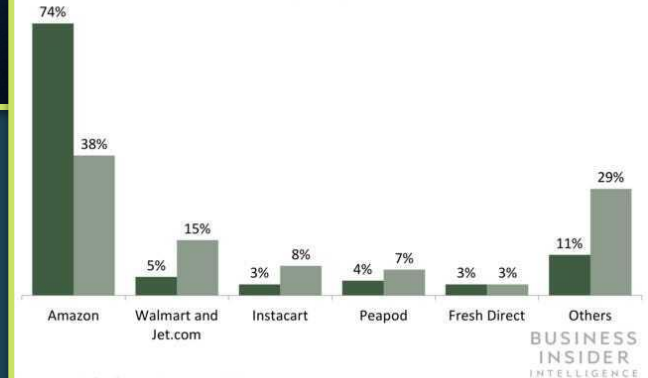
→ **AAGR of 49%**
→ **300% market share growth of SMBs**

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Revenue Model

→ **Monthly subscription for each sensor unit**

→ **Monthly subscription** for platform based on number of deliveries
(starting at €100/month)

→ **Additional revenue through white-label features**

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Competition and Alternatives

→ Established corporations

SMART **SENSE**
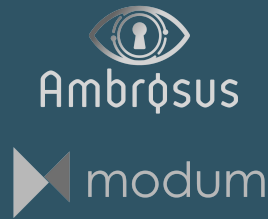BY DIGI ™

tempmate.®

Not usable without IT department, not suitable for SMBs, no data verifiability, no visibility to end-consumers

→ Blockchain platforms

Ambrosus

modum

No solutions available for real-time monitoring, high risks with own blockchain ledger, high complexity of implementation

→ Start-up solutions

Logmore

ruuvi

No real-time monitoring without connection to phone, implementation requires training, no visibility to end-consumers

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Progress & traction during BlockStart

→ **Customer interviews:** 46

→ **Committed companies:** 18

→ **Signed agreements:** 5 (+3 in process)

→ **Identified leads:** 200

→ **Development progress:** Developed MVP and tested in relevant environment

→ **Team:** Recent hire of top engineering prospects

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Pilot stage

Testimonials

"We have received a lot of positive feedback from end-consumers, who are excited to be able to verify the quality of their deliveries themselves."

deliv

"Kedeon quality monitoring allows us to react to any temperature breach during a delivery in real time, preventing the loss of products. This way we can provide a better service to our clients!"

Piegade69.lv

Team

Reinis Skorovs
CEO
Prev. CTO at Monetizr, alumni of
Techstars and UpTech

Aleksandrs Levinskis
Head of Engineering
Prev. Embedded Systems Engineer at
MikroTik, Researcher at EDI

Kristaps Mikasenoks
COO
Prev. lead expert at MoF of Latvia,
participated in 500 Startups blockchain
program

Edgars Grava
Engineering
Expertise in rapid
prototyping, prev. MikroTik
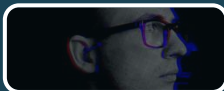and Catchbox

Ronalds Sovas
Development
Expertise in time-series
database solutions

Kristofers Ozolins
Development
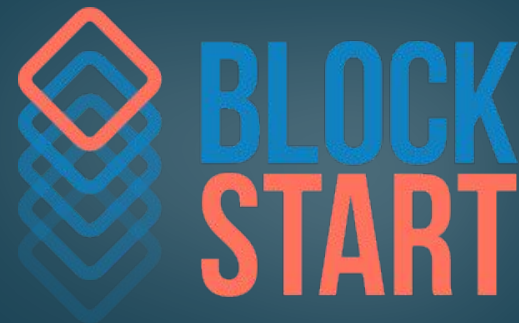Expertise in real-time data
handling

Lorens Lacis
Development
Expertise in scalable
system development

techstars

500

40
INNOVATIVE
COMPANIES

MikroTik

catch
box

MAGEBIT

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Next

→ **Execute hardware and dashboard dev** roadmap

→ Onboard next companies from waitlist

→ **Expand outside of Latvia**

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Ask

Looking to expand to new market:

- Can you help with any specific markets?
- Do you know any company who could be interested in pilot?

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Summary

Kedeon provides a platform for the transparent **monitoring of last-mile deliveries**, such as perishable food products.

Utilizing easy to implement hardware **IoT modules** that require little to no changes in the existing operations and minimal training, **protecting the company** and reassuring end-consumers.

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Contacts

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