

# FRESH INDEX

GTIN 4000001012978

AVOCADO  
Origin: New Zealand

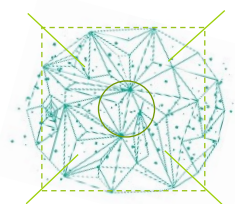
STATUS: OK

Optimal time of consumption

May, 28

Flavor intensity

★ ★ ★ ★ ★



AVOCADO  
Origin: New Zealand

GTIN 4000001012978

Brix	15°
Water	72,8 %
Acid	0,25 %
Net weight	24,0 %
C°	12 °C
C° storage	1,9 °C

Transparency about the  
**TRUE QUALITY**  
**FRESHNESS & SAFETY**

from Fruit & Vegetables  
*Artificial intelligence for the food supply chain*

# Quality assurance is time-consuming & expensive



Over

**3 b€**

Staff costs in Europe  
for QA



**5%**

of the  
deliveries are getting  
checked

Yet 12 b€ of losses occur in the food supply chain in Europe

1.1 b€



**MAERSK**  
FOODTRACK

Compensation for  
spoiled goods

**REWE**

150 m€

Write-off on  
prematurely spoiled  
goods



# Reason: natural variation in quality, safety and shel-life



GTIN 4311502991106

tomatoes on the vine  
Origin: Baden-Württemberg  
Delivered: **YESTERDAY**



STATUS: OK

Shelf life

May, 31

Taste intensity

★ ★ ★ ★ ★

Brix: 7,8°  
Water: 94 %  
Acidity: 0,6 %  
Firmness: 65

GTIN 4311502991106

tomatoes on the vine  
Origin: Baden-Württemberg  
Delivered: **TODAY**



Low shelf  
life

Shelf life

May, 28

Taste intensity

★ ★ ★ ★ ★

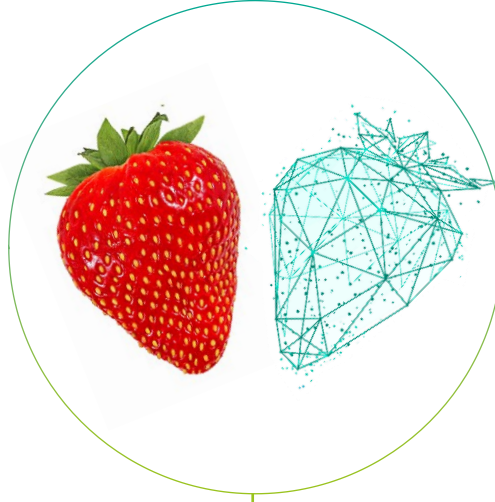
Brix: 7,8°  
Water: 92 %  
Acidity: 0,3 %  
Firmness: 62

# Solution: Digital quality assurance as a service

*A combination of Hardware and Software. FreshIndex shows the true shelf-life and quality of products through AI.*



Plug & Play  
Sensors and  
Food Scanner



Digital Twin:  
Digitize expert knowledge  
through AI



Making information  
usable in daily  
work processes

# One year impact - proven in field validation

*In warehouses/distribution hubs FreshIndex can optimize the efficiency and reduce food losses*



**500%**

Increasing efficiency in quality assurance

FRESH  
INDEX



**75%**

Reduced food losses

# Our USPs – why we are not afraid of existing quality corporations

1

Online risk quantification at batch and pallet level



2

Full coverage of supply chain from harvest through partner



3

"The only promising approach".



4

Compatible with leading trackability solutions



5

Recognized Big Data Tech Stack



# SaaS pricing proportionate to cost reduction

CUSTOMER  
SEGMENT

SAVINGS POTENTIAL  
CUSTOMER

FRESHINDEX PRICING

**Food wholesale  
and distribution**

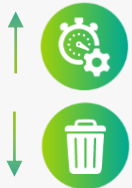


Efficiency increase: 12 k€

Reduced losses: 20 k€

10 k€ / warehouse / month

**Food retail  
markets**



Efficiency increase: 4 k€

Reduced losses: 3 k€

2 k€ / market / month

**2020:** 298 k€ turn-over, 2 k€ profit, **2023:** 1.2 m€, 22 employees, 50% GAGR

# We are deep-tech based on an interdisciplinary team

**Dr. Matthias Brunner**

Founder, CEO & Sales

10 J. Sensor-Sales @



**Prof. Dr. Christian Fleck**

Founder, Head of R&D

Prof. for Systems Biology Head of  
Research Group since 2006



**Dishi Lui**

Machine Learning Expert

15 years ML/AI and  
Uncertainty Quantification



**Dr. Octavio Glorio**

Solution Architect

10 J. Big Data &  
Data Analytics @



**Dr. Matthias Heiden**

Food Scanners

Founder CTO at



**Julia Seemüller**

Business Development

8 J. Experience in  
Consumer Industry

