



Recovering the value of food before it becomes waste.

TODAY

Pickup marketplace for surplus food.

TOMORROW

The infrastructure layer for food value recovery across LATAM.

Creating the Food Value Recovery category in LATAM.

\$300K

PRE-SEED • PUERTO RICO • 2026

\$385M

SOM (3-YEAR EXPANSION MARKET)

Food doesn't become waste overnight. It loses value first.

A. Sell or Lose

Businesses must sell at full price or absorb complete inventory loss within hours.

B. No Middle Ground

Manual discounting creates operational complexity with no systemic solution.

C. Waste Default

Unsold perishable inventory defaults to disposal — billions lost annually.

A value recovery problem.



Three powerful trends converging.

The market is ready. The technology exists. The window is open.

73%

ECONOMIC PRESSURE

Consumers are increasingly price-conscious and actively seeking value.



\$1T+

SUSTAINABILITY & ESG

Businesses face growing pressure to reduce waste and improve ESG performance



89%

MOBILE COMMERCE

Consumers are already comfortable purchasing discounted inventory digitally



Recover value before it disappears.

A frictionless marketplace that turns surplus inventory into revenue.



01

Business uploads surplus inventory



02

Consumer purchases a Surprise Bag



03

Customer picks up directly in-store



No delivery



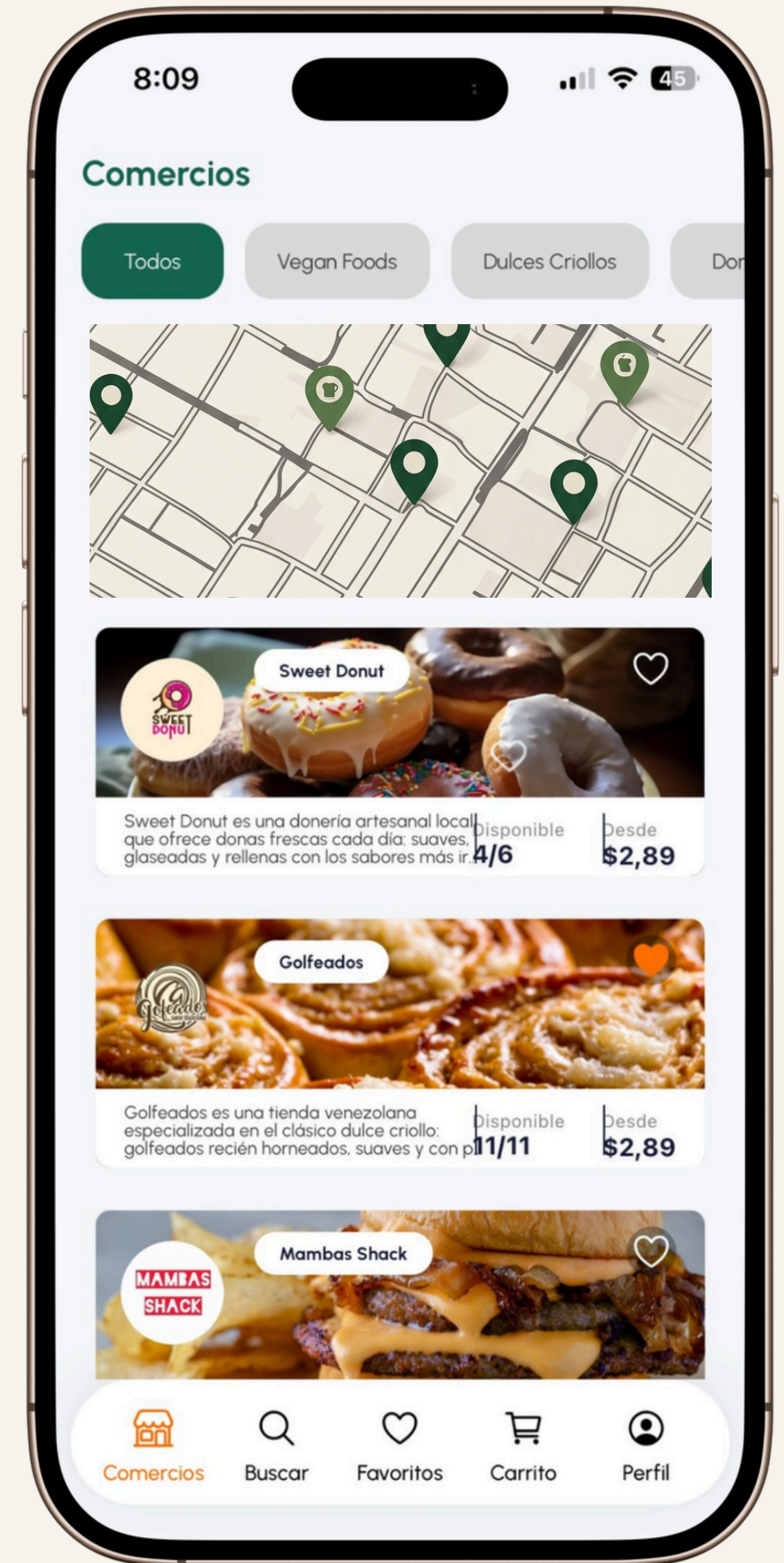
No extra labor



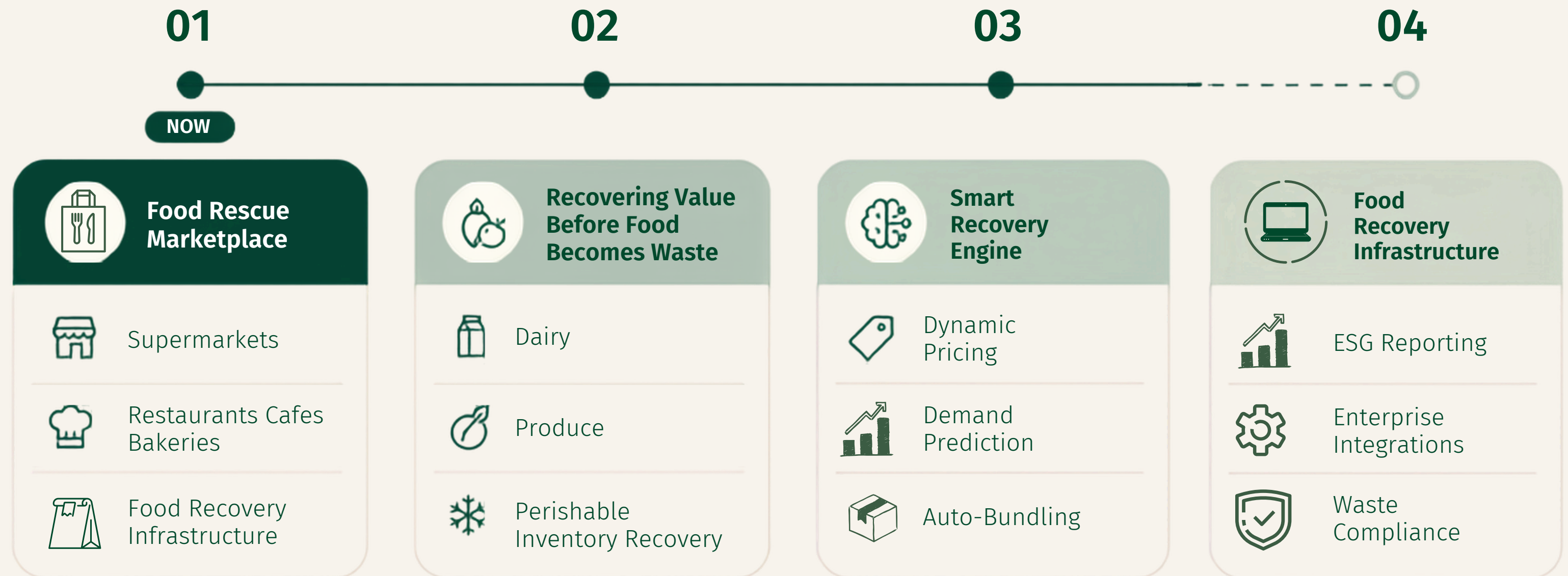
No logistics complexity



Immediate value recovery



From rescue to infrastructure.



Market Opportunity

Starting in Puerto Rico. Expanding across the Caribbean and LATAM.



Revenue sharing on recovered value

Merchants

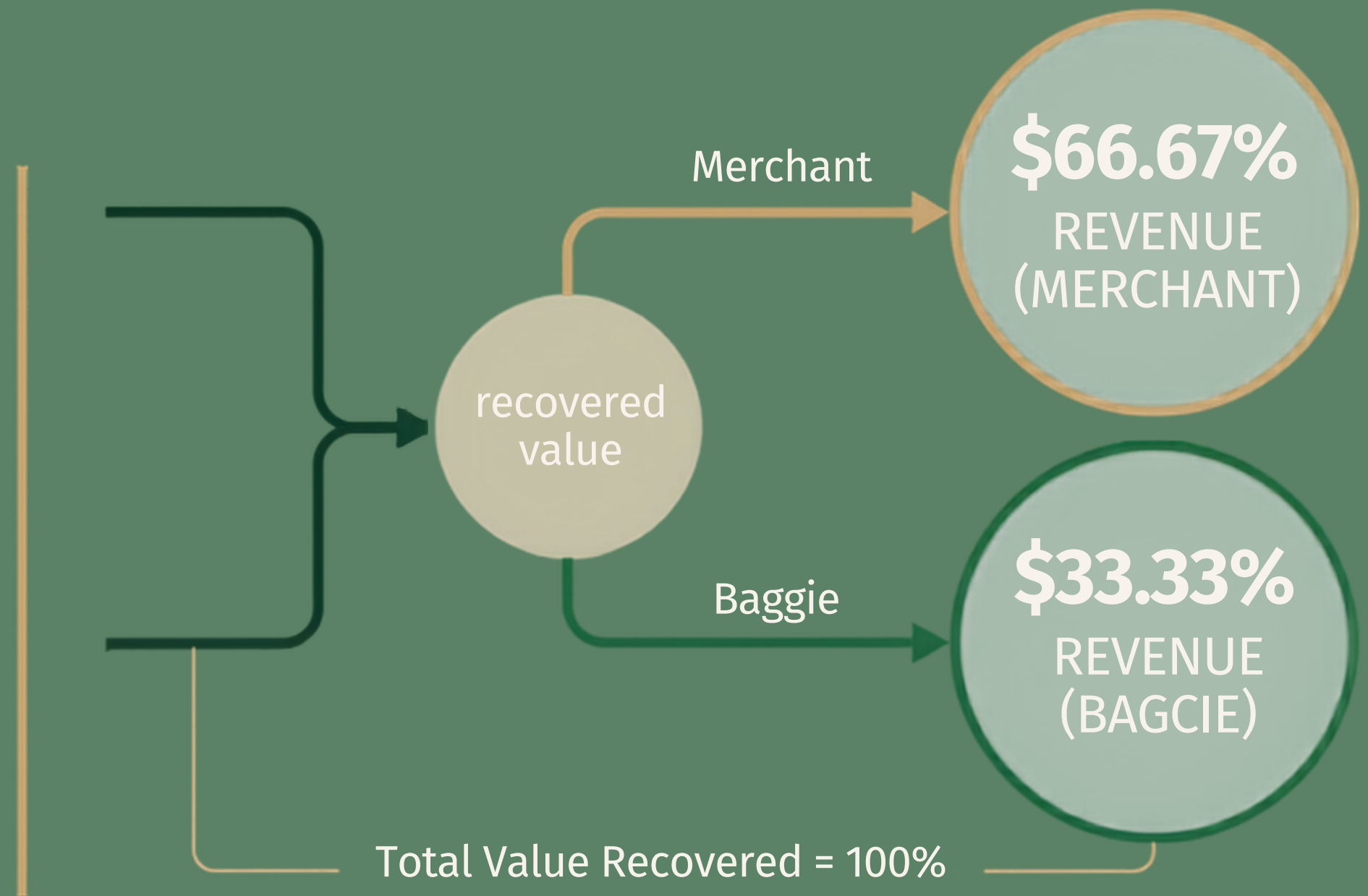
Revenue from inventory that would otherwise be lost.

Consumers

Quality food at significantly reduced prices.

Baggie

Scalable revenue directly tied to value recovered.



The marketplace is the **acquisition layer**. The data is the **moat**.

Demand Intelligence

Every transaction reveals what customers want, when and where building a proprietary signal no competitor can replicate.

Pricing Intelligence

Dynamic recovery rates per category, time-slot, and merchant profile — optimizing value for both sides of the marketplace.

Recovery Algorithm

Dynamic improves with every bag — predicting the best recovery strategy per product type and location.

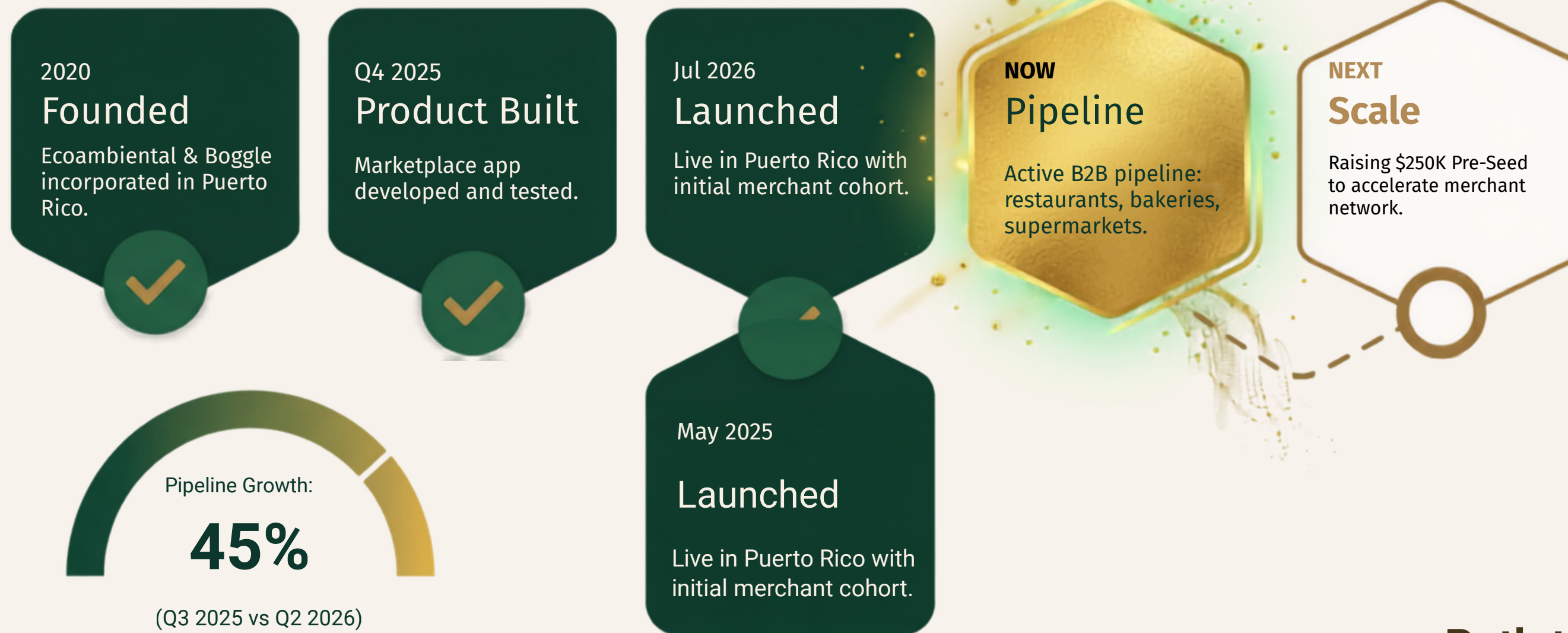
COMPETITORS

- Focus on discounts, not value recovery
- No proprietary recovery dataset
- Delivery-dependent, logistics-heavy
- Not LATAM-native, not in Puerto Rico

BAGGIE

- ✓ Value recovery focus — not discount mechanics
- ✓ proprietary recovery dataset from day one
- ✓ Pickup-only — zero logistics complexity
- ✓ Built for LATAM, launched in Puerto Rico

Foundation built. Momentum building.



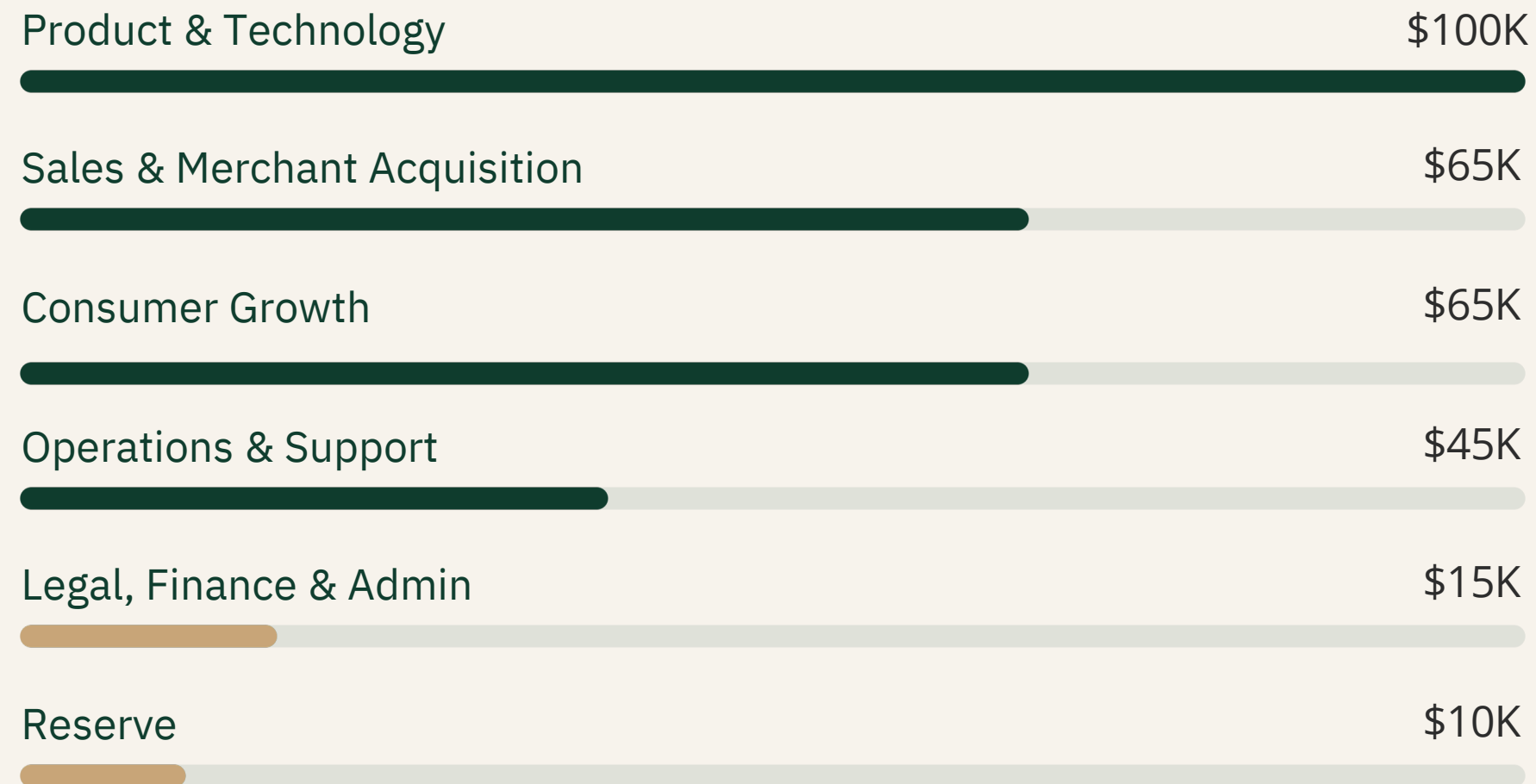
Continuous merchant and product iteration.

Path to \$1M ARR

PRE-SEED ROUND OPEN: \$300K

Raising \$300,000 Pre-Seed

16-20 mo runway · \$12-15K monthly burn



Milestones to Seed

- Full marketplace launch
- 50+ active merchants
- Validated unit economics
- Recovery Algorithm V1
- Seed round readiness

Built by operators. Not outsiders.



Gustavo

CO-FOUNDER & CEO

18+ years operating inside the food, retail, and marketplace ecosystems across LATAM and the U.S. I've managed perishable inventory cycles, merchant economics, and multi-location operations long before Baggie existed. From food manufacturing to digital commerce and SMB platforms, I've lived the inefficiencies we're now solving, and I know how to build solutions operators will actually adopt.



Luisanna Gomez

CO-FOUNDER & CMO

Scaled Puerto Rico's largest merchant network from 300 to 1,800 partners and supported 200,000+ consumers across \$180M in transactions. Deep expertise in merchant behavior, consumer adoption, and marketplace growth. I understand how food businesses think, what drives retention, and how to move inventory at scale, because I've done it in the real world.

Deep commerce expertise meets local market mastery.



Food waste is not the problem.
Food waste is the consequence.

Baggie is building the infrastructure that recovers the value
of every food item before it becomes waste.