

# 25% OF FOOD INVESTMENT IS LOST EVERY DAY ACROSS LATAM.

**We help businesses recover it — profitably, sustainably, and at scale.**

Source: According to data from the Inter-American Development Bank (IDB, 2023)



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## THE PROBLEM WE'RE SOLVING

***LATAM's food businesses lose 25% of their fresh inventory — every single day.***

- That's \$250 lost per \$1,000 spent — a \$102B+ regional issue.
- Over 130M tons of food wasted = 175M tons of CO<sub>2</sub> annually.
- Small businesses suffer most, with no scalable way to recover value.

**No regional tech solution exists to turn that waste into revenue.**





## OUR VISION FOR SOLVING IT

We connect food businesses with price-sensitive, convenience-driven, and eco-conscious consumers via “Surprise Orders”, discounted bundles of unsold food available for in-store pickup.

- **Merchants recover costs.**
- **Consumers save money.**
- **The planet wins.**

**Transforms food waste into profit.**





# WHY OUR TEAM IS THE RIGHT TEAM TO SOLVE IT

We are pleased to introduce Gustavo and Luisanna, the founders of Baggie. With 20+ years of combined experience, they bring complementary strengths to our mission: Gustavo leads expansion and finance, while Luisanna drives sustainable marketing and UX innovation.

As a LATAM-rooted team with global perspective, we bring decades of combined experience in food, sustainability, and tech. Our approach is inspired by global success models like Too Good To Go, but uniquely adapted to LATAM realities.

Together, they've developed Baggie's proven business model through validated pilots in Puerto Rico that demonstrate our readiness to scale now. Their expertise in strategic partnerships, talent acquisition, and merchant relationships ensures our continued growth while maintaining our commitment to environmental and social impact.

**We look forward to the opportunity to collaborate with you on our shared vision for a more sustainable future.**

**Luisanna  
Gomez**

*Founder and CMO*



**Gustavo  
Rodriguez**

*Founder and CGO*





**\$77B**

**\$3.8B–\$7.7B**

**~\$385M**

## THE MARKET OPPORTUNITY AND WHY IT EXISTS

Low competition. High mobile adoption. Urgent demand. = untapped opportunity.

TAM: \$77B (LATAM FOOD WASTE)

SAM: 10 YRS : \$3.8B–\$7.7B

SOM: 3 YRS: ~\$385M GMV

ACROSS PUERTO RICO, COLOMBIA, DOMINICAN  
REPUBLIC, PANAMA





# WHO ARE THE PEOPLE THAT HAVE THIS PROBLEM

Merchants: **Restaurants, bakeries, supermarkets with daily surplus and no outlet.**

Consumers: **Urban, mobile-first users who want affordable food + a positive impact.**

They're already used to apps.  
We just give them a smarter alternative.





THE PRODUCT WE WILL BUILD TO SEIZE THE OPPORTUNITY

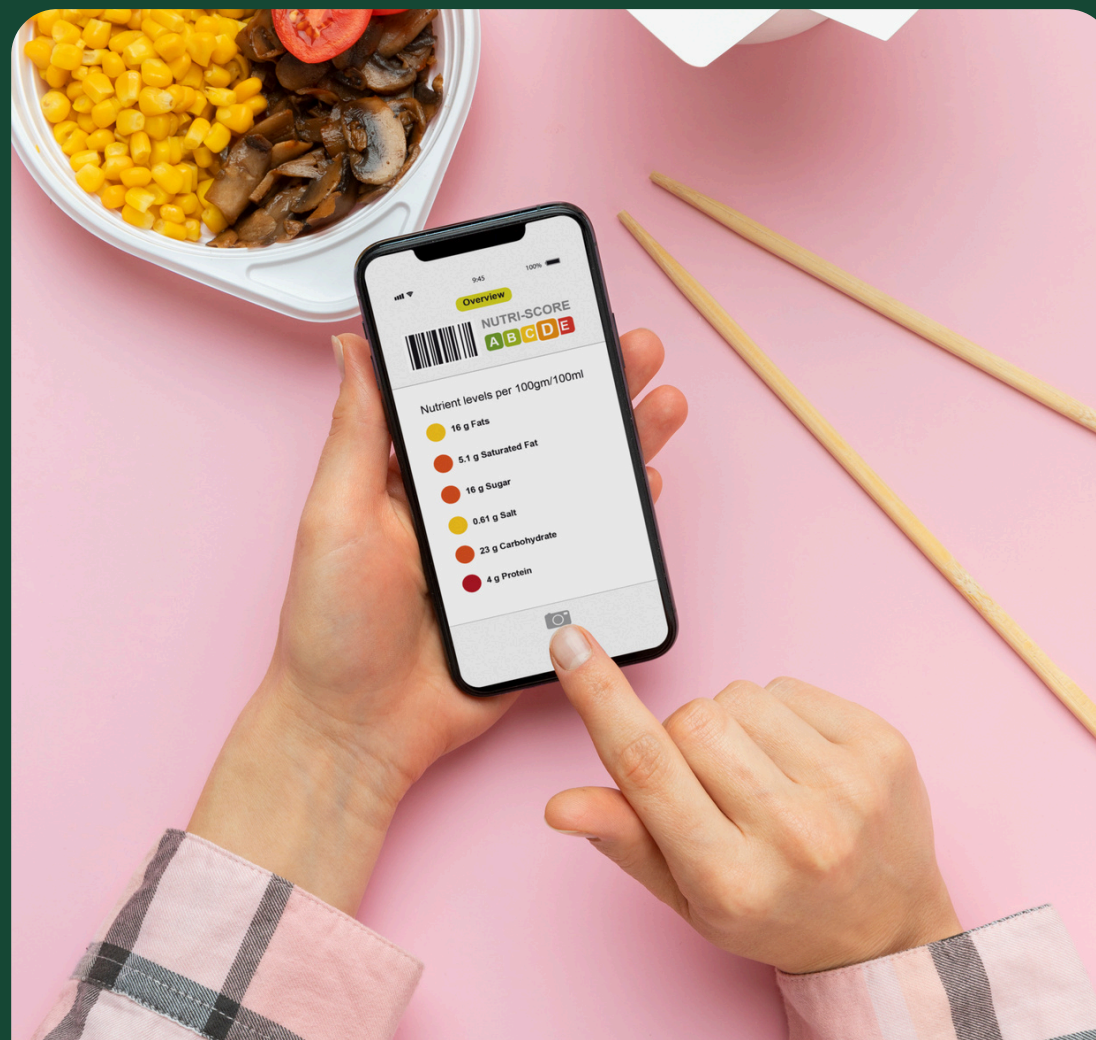
# Simple. Seamless. Sustainable.

Turn unsold food into revenue in 3 easy steps:

**1** Post Order.



**2** Buy in App.



**3** Pick Up.





# WHY OUR APPROACH IS DIFFERENT THAN THE COMPETITION

## NO DELIVERY

LOWER COSTS, NO LOGISTICS HEADACHES

## Low-friction pricing

~12% flat fee with no hidden markups or shifting rates

## Faster payouts

No cash holds, and built-in loss control to protect merchant margins

## Merchants stay in control

They choose what to sell, how much, and when — with full transparency

## Local-proof

Security protocols adapted to LATAM prevent fraud, over-redemption, and operational leakage

**Our model is made to scale fast, lean, and sustainable.**



# HOW WE WILL FIND AND REACH PEOPLE WITH THIS PROBLEM

Merchant-first.

*with dual-side growth strategy.*

- Onboard merchants first to ensure order availability
- Then activate users nearby to drive local demand
- Digital ads + in-app virality
- Local ambassadors + city-based seeding
- Partnerships with food & environmental orgs
- Direct mail in residential zones near participating businesses
- Targeted onboarding by vertical (bakeries, supermarkets, etc.)

**Balanced merchant–user growth keeps CAC low and activation high.**







## Why and How They Will Purchase Our Solution

It's a win-win.

- **Merchants:** Recover up to 90% of food cost, gain new customers, no delivery burden
- **Consumers:** Save 50–70%, discover local food, help reduce waste
- **Planet:** Less food wasted = lower emissions and meaningful climate impact

Adoption is seamless. Stickiness is high. Motivation is natural.



# Our business model




## Transaction-based + subscriptions

- 10%-12% fee per order (conservative case)
- Future revenue: merchant promotions + premium analytics
- No logistics = low fixed costs

## Revenue Forecast (Conservative):

- 2025: \$465K
- 2026: \$4.11M
- 2027: \$19.3M



A person with long brown hair, wearing a teal long-sleeved shirt and blue jeans, is holding a large, flat, brown cardboard box in front of their torso. The box is the central focus of the image and contains text. The background is a solid bright yellow.

# WHAT \$600K WILL UNLOCK IN YEAR 1

(Pre-Seed Round)

## Use of Funds:

- **45% Product & Tech → \$270K**
- **30% Merchant/User Acquisition → \$180K**
- **20% Ops & Market Expansion → \$120K**
- **5% Legal/Infra → \$30K**

## Milestones – Year 1 (Puerto Rico)

- **50,000 users**
- **300 merchants + 25 supermarkets**
- **1,275 daily orders**
- **\$4.65M GMV**
- **\$465K revenue**

**With just \$600K, we validate the model, hit meaningful revenue, and lay the groundwork for regional scale.**



USER ACQUISITION, CAC & PAYBACK SUMMARY... OUR NUMBERS

✔ With \$180K allocated to acquisition, we can reach 90K–900K users depending on efficiency, Baggie scales efficiently, even with a lean round.

Efficient CAC Strategy Scales Fast — Even on a Leaner Budget

Year	New Users	CAC \$0.20 (Optimal)	CAC \$2.00 (Moderate)
2025	50,000	\$10,000	\$100,000
2026	800,000	\$160,000	\$1,600,000
2027	2,575,000	\$515,000	\$5,150,000
Total (3 years)	3.42M	\$685,000	\$6,850,000

CAC Payback Period (based on \$0.43 Monthly ARPA and 15% Gross Margin)

Estimated CAC	1 order/month	3 orders/month
\$2.00	31 months	✔ 10.3 months
\$5.00	77.5 months	25.8 months
\$12.00	186 months	62 months

Marketing Spend Allocation (Moderate Scenario)

Channel	Budget Allocation (%)
Paid Ads	40–60%
Influencers / Ambassadors	20–25%
PLG / Referrals	10–20%
PR / Partnerships	10–15%



**Gustavo@ecoambiental.co**  
**Luisanna@ecoambiental.co**

We're seeking investors to scale this opportunity.  
Our hybrid pricing model (subscription + per-order fee) offers rapid ROI.

The window is now: as labour costs rise and delivery models shrink, Baggie becomes the go-to platform for efficient, profitable food commerce. Let's turn food waste into LATAM's next big commerce opportunity.



***Thank you.***