

WHAT PERCENTAGE OF FOOD INVESTMENT IS LOST EVERY YEAR IN LATAM?

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

May, 2025

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**THE PROBLEM
WE'RE
SOLVING.**

25%

**of fresh food in LATAM
is wasted daily**

***Merchants lose money, the planet
suffers—and there's no regional
tech solution.***



WHO HAS THIS PROBLEM?

Merchants, with daily surplus—and nowhere to sell it.

- **Restaurants**
- **Bakeries**
- **Supermarkets**

Consumers ready for a smarter alternative.

- **Price-sensitive**
- **Mobile-savvy**
- **Eco-conscious**
- **Impact-driven**



WHY EVERYONE WINS
(OUR VISION)

FOOD WASTE → REVENUE, SUSTAINABILITY, AND GROWTH

For Merchants:

90%
food cost recovery

no delivery headaches.

For Consumers:

50–70%
meal savings

discover local gems.

For the Planet:

Less waste

real climate impact.



OUR SOLUTION.

Connecting surplus food to consumers via 'Surprise Orders'

FOOD CRISIS MEETS ECONOMIC MELTDOWN!

As US-Mexico financial shockwaves threaten to devastate Latin American purchasing power, record smartphone users frantically seek sustainable savings solutions before it's too late!



1

POST

MERCHANTS

2

BUY

USERS

3

PICK UP

USERS

Simple. Seamless. Sustainable.

THAT'S HOW IT WORKS. (OUR PRODUCT)



THE MARKET
OPPORTUNITY.



**LATIN AMERICA'S \$77B (TAM) UNTAPPED FOOD
WASTE MARKET: YOUR NEXT INVESTMENT FRONTIER**

(SOM) IN 3-YEAR GMV:
PUERTO RICO · COLOMBIA · DOMINICAN REPUBLIC · PANAMA

~\$385 M

- NO REGIONAL TECH LEADER ADDRESSES THIS GAP.
- OPPORTUNITY TO BECOME LATAM'S CATEGORY-DEFINING SOLUTION.



WHY WE'RE DIFFERENT

- **Leaner**
- **Smarter**
- **Built for LATAM**

- **INSPIRED BY THE GLOBAL MARKET LEADER, BUT TAILORED TO LATAM MARKETS.**
- **NO DELIVERY = REDUCED COSTS, FASTER SCALING.**
- **HYBRID REVENUE MODEL WITH HYPERLOCAL COMMUNITY FOCUS FOR LOW ACQUISITION COSTS.**

FROM PILOT TO MULTI-MARKET SCALE



2025 (Puerto Rico)

- 50K users
- 894K orders
- GMV: \$9M
- Revenue: \$1.35M

2026 (PR + Colombia)

- 850K users
- 9.2M orders
- GMV: \$92.7M
- Revenue: \$13.9M

2027 (4 Markets)


- 3.4M users
- 45.2M orders
- GMV: \$456M
- Revenue: \$68.4M




THE RIGHT TEAM TO TACKLE
LATAM'S FOOD WASTE PROBLEM

**We're not just
building an app.
We're helping local
businesses turn daily
losses into loyal
customers — at scale.**

Backed by 20+ years of combined experience in in merchant
acquisition, local marketing, and community-driven growth.
Tested in Puerto Rico. Designed to scale across LATAM.

A portrait of Luisanna Gomez, a woman with long dark hair, smiling. She is wearing a light-colored blazer over a dark top. The background is a textured, metallic-looking surface.

Luisanna Gomez
Founder and CMO

A portrait of Gustavo Rodriguez, a man with short dark hair, smiling. He is wearing a dark blazer over a light-colored shirt. A glass of a drink is visible in the foreground.

Gustavo Rodriguez
Founder and CGO

GO-TO-MARKET STRATEGY.

**Low CAC
+
High Activation.**

We onboard restaurants, bakeries, and supermarkets in dense food districts to drive fast adoption.

- Geo-targeted user activation via QR, social, direct mail
- CAC: \$0.20–\$2.00 | Payback <12 months
- Local playbooks enable quick replication
- Partners: NGOs in food, climate, and sustainability

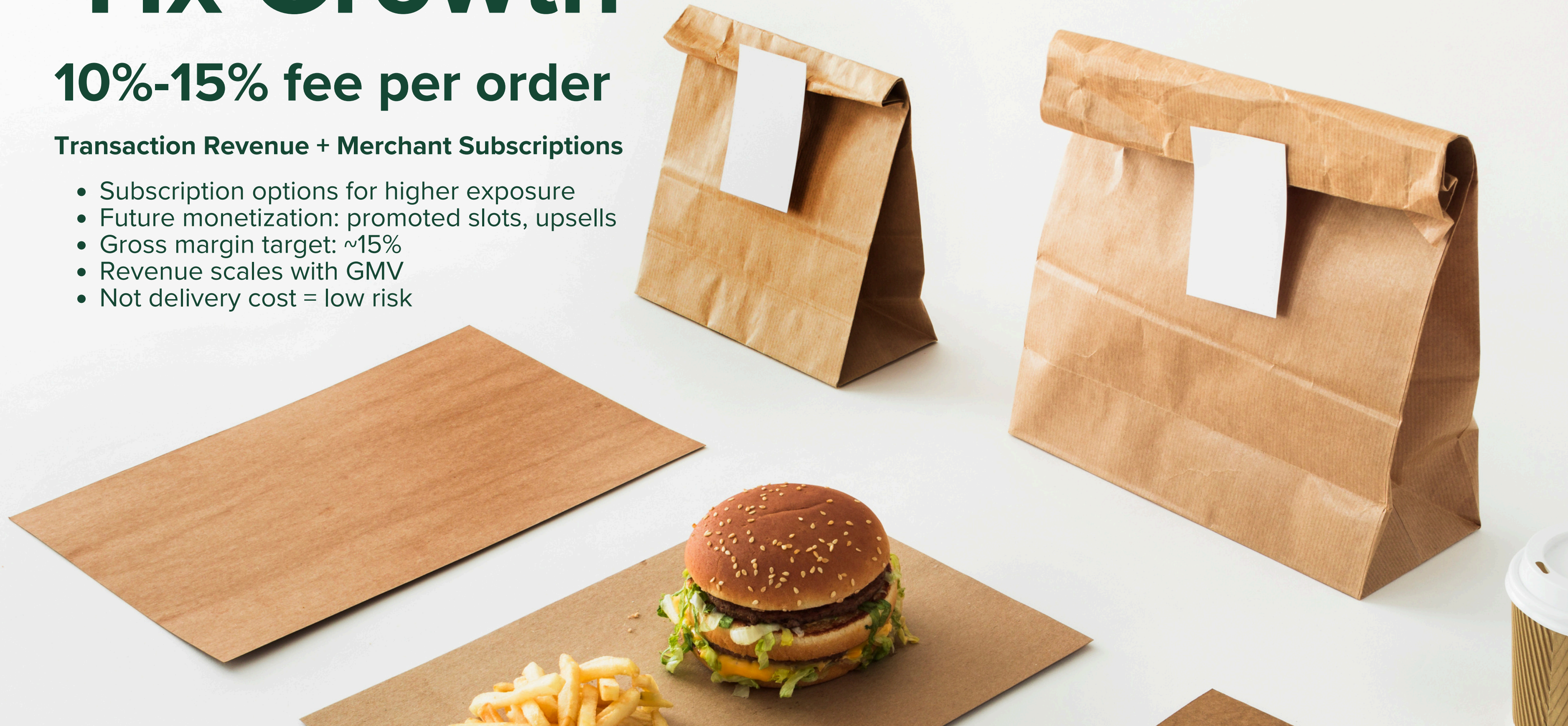
OUR BUSINESS MODEL

41x Growth

10%-15% fee per order

Transaction Revenue + Merchant Subscriptions

- Subscription options for higher exposure
- Future monetization: promoted slots, upsells
- Gross margin target: ~15%
- Revenue scales with GMV
- Not delivery cost = low risk





\$600K PRE-SEED ROUND TO VALIDATE AND SCALE

(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.



CAC Strategy (3-Year Outlook)

| 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 | 3.42M | \$685,000 | \$6,850,000 |

BUSINESS MODEL DEEP DIVE:
CAC, LTV & PAYBACK

Efficient Growth, Even on a Lean Round. With just \$180K in acquisition budget, Baggie can reach between 90K and 900K users depending on CAC efficiency.

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

| Estimated CAC | 1 order/month | 3 orders/month | 10 orders/month |
|---------------|---------------|----------------|-----------------|
| \$2.00 | 31 months | 10.3 months | ✓ |
| \$5.00 | 77.5 months | 25.8 months | 62 months |
| \$12.00 | 186 months | 62 months | 18.6 months |

LTV & Margin Projections

- ARPA: \$0.43/month
- User Lifetime (avg.): 12-18 months
- Estimated LTV: \$30-\$50
- Gross Margin: ~15%
- LTV:CAC ratio: 15:1 (optimal); 7.5:1 (moderate)

Marketing Spend Allocation

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



LET'S TURN FOOD WASTE INTO LATAM'S NEXT BILLION-DOLLAR OPPORTUNITY.

We're ready to scale.
We're looking for bold partners who are too.
connect@ecoambiental.co



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