

THE SHOCKING TRUTH:

# WHAT % OF LATIN AMERICA'S PREPARED FOOD ENDS UP IN THE TRASH?

Source: According to data from the Inter-  
American Development Bank (IDB, 2024)

September, 2025

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THE PROBLEM  
WE'RE  
SOLVING.



# 25%

of fresh food in LATAM is wasted  
daily → \$77B lost value

- Merchants lose \$\$, consumers lose access, the planet suffers
- No regional tech solution exists today



WHO HAS THIS PROBLEM?

**Merchants:** restaurants, bakeries, supermarkets with daily surplus

**Consumers:** mobile-first, price-sensitive, eco-conscious

**Food waste = environmental damage + economic loss**





1

**POST**

MERCHANTS

2

**BUY**

USERS

3

**PICK UP**

USERS

**Simple. Seamless. Sustainable.**

**MVP launch: Dec 2025**

**THAT'S HOW IT WORKS. (OUR PRODUCT)**  
CONNECT SURPLUS FOOD TO CONSUMERS VIA APP





We're **the pickup marketplace** that **connects** unsold **quality food** with people who want it, at **super low prices**, while **reducing food waste**.

We're the "Too Good To Go" of LATAM, with algorithm, secure and built for our markets.



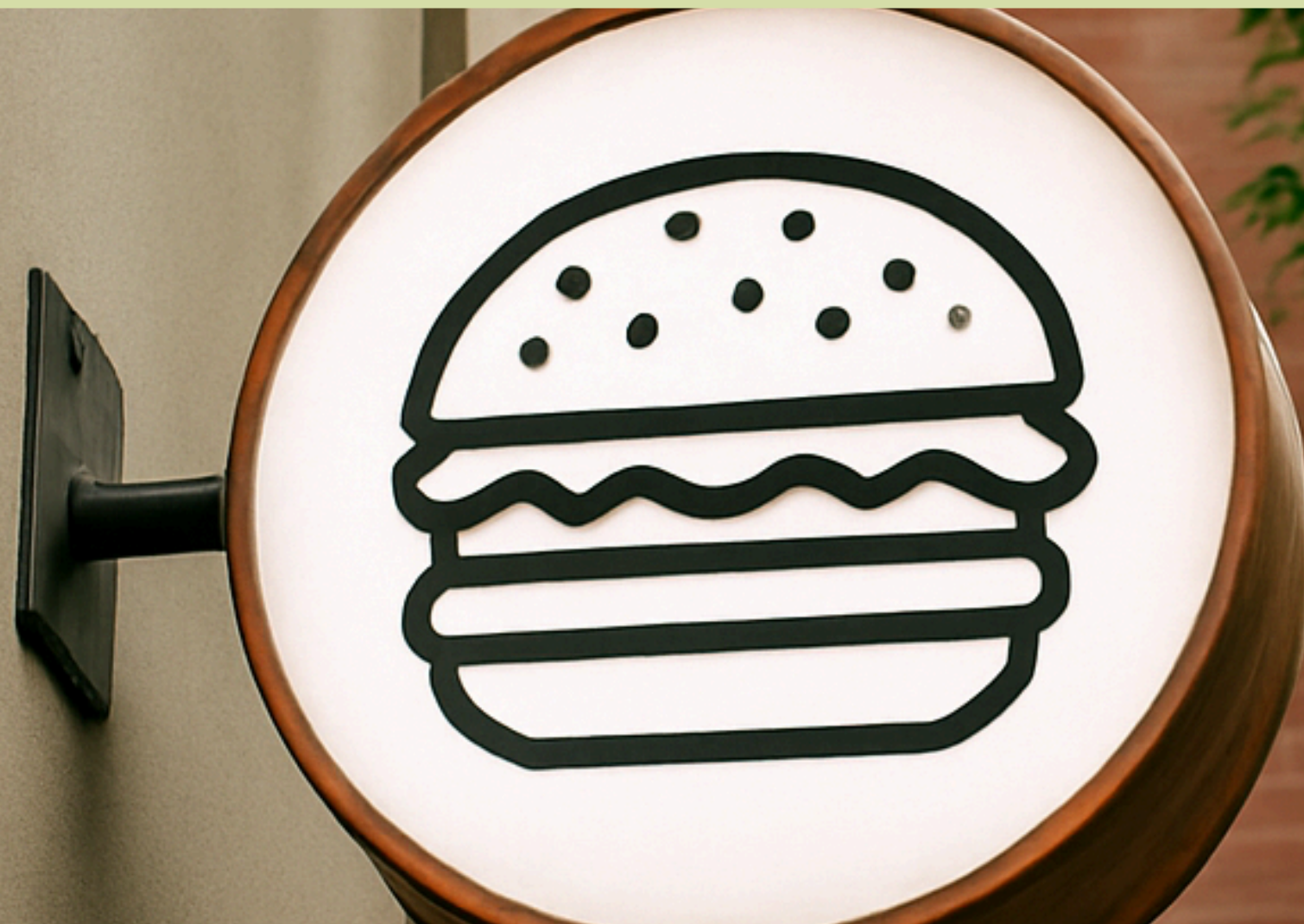


## WHY NOW (OUR VISION)

Rising food costs → consumers demand smarter food solutions

Sustainability pressure → merchants need sustainable practices

Climate urgency → every transaction reduces waste & emissions





A stylized map of Latin America and the Caribbean, showing the outlines of Mexico, Central America, the Caribbean islands, and South America. The map is rendered in a light beige color against a dark teal background.

## MARKET OPPORTUNITY.

# LATAM'S \$77B FOOD WASTE MARKET = 100X GROWTH POTENTIAL

No regional tech leader yet → Baggie can become the category-defining platform

- TAM: \$77B LATAM FOOD WASTE ANNUALLY
- SAM: \$7–10B ACCESSIBLE VIA BAGGIE MODEL
- SOM (3 YEARS): \$385M GMV ACROSS PR, COLOMBIA, PANAMA, D.R.
- 2% TAM = \$1.5B GMV / \$200M REVENUE → 100X POTENTIAL



## WHY WE'RE DIFFERENT

- Verification code ensures secure handovers
- Algorithm creates efficient surprise packs
- Faster payouts keep merchants loyal
- No delivery → lower costs, scalable model.

Built for LATAM's realities...





OUR BUSINESS MODEL

**10%-15% fee per order**

**Transaction Revenue + Merchant Subscriptions**

- Merchant subscriptions for higher exposure
- Future monetization: promoted slots, upsells
- Revenue scales directly with GMV







## USE OF FUNDS

**\$700K**

Pre-Seed Round to  
Validate and Scale

72% Product & Tech → MVP completion + robust app in 12 months

12% Marketing & Launch in Puerto Rico

12% Core team & operations

4% Legal & accounting (PR + regional setup)

**Already \$65K founder capital invested**

**MVP ~50% complete**





YOUR INVESTMENT COMPLETES THE MVP AND LAUNCHES  
BAGGIE IN PUERTO RICO.

## **\$50K ANGEL CHECK FROM MVP TO MARKET LAUNCH**

\$65K already invested by founders (MVP 50% complete)

\$50K angel investment = MVP completed + launch in Puerto Rico

Unlocks next \$650K pre-seed to fund 12 months of operations in PR

Clear milestone: product live, first merchants onboarded, early traction



## 12-MONTH PUERTO RICO PROJECTIONS

- 50,000 active users
- 750,000 orders → \$7.5M GMV
- \$900K platform revenue (12% fee)
- CAC: \$1.50–\$2.00, payback < 12 months
- Runway: 12–15 months





Low CAC (\$0.20–\$2.00) via geo-targeting, Ads, QR, social, local partners

Fast activation in dense food districts

NGO partnerships = credibility + community trust

Referral Program

GO-TO-MARKET STRATEGY.

**LOW CAC + HIGH ACTIVATION.**







Luisanna Gomez  
*Co-Founder*

THE TEAM BUILT FOR LATAM'S  
FOOD WASTE CHALLENGE

**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 merchant acquisition, local marketing, and community-driven growth. Tested in Puerto Rico. Designed to scale across LATAM.



Gustavo Rodriguez  
*Co-Founder*



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

\$700K Pre-Seed → Validate in Puerto Rico,  
reach 50K users, \$900K revenue

Build a robust platform ready for multi-  
market expansion

Be the category-defining leader in LATAM  
food waste tech

We're ready to scale.  
We're looking for bold partners who are too.  
[connect@ecoambiental.co](mailto:connect@ecoambiental.co)



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