

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, with countries colored in various shades of green and yellow. The map is positioned on the right side of the slide, partially overlapping the text area.

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.
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