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)



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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

BUY

USERS

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





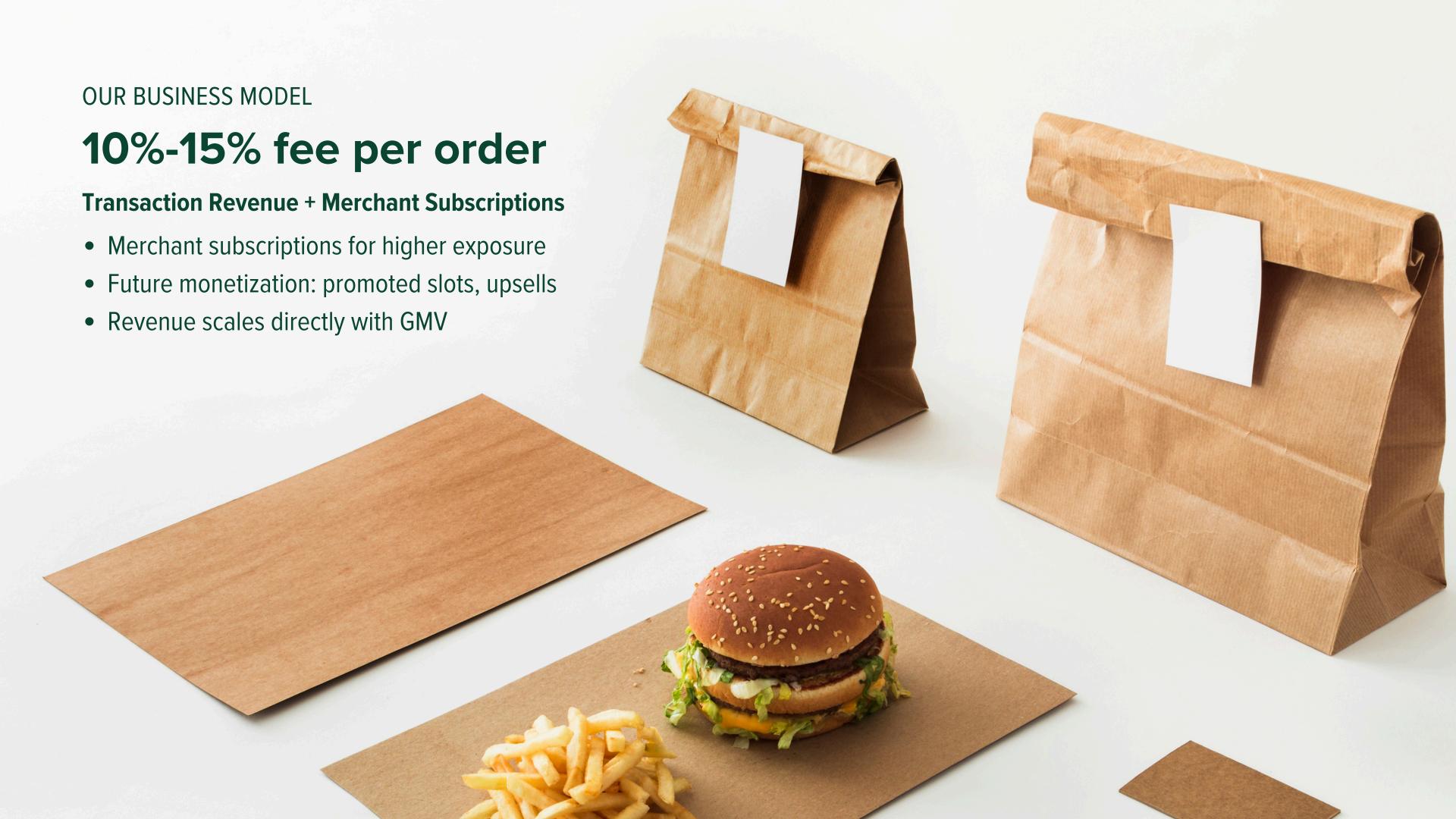
• TAM: \$77B LATAM FOOD WASTE ANNUALLY

• 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...







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

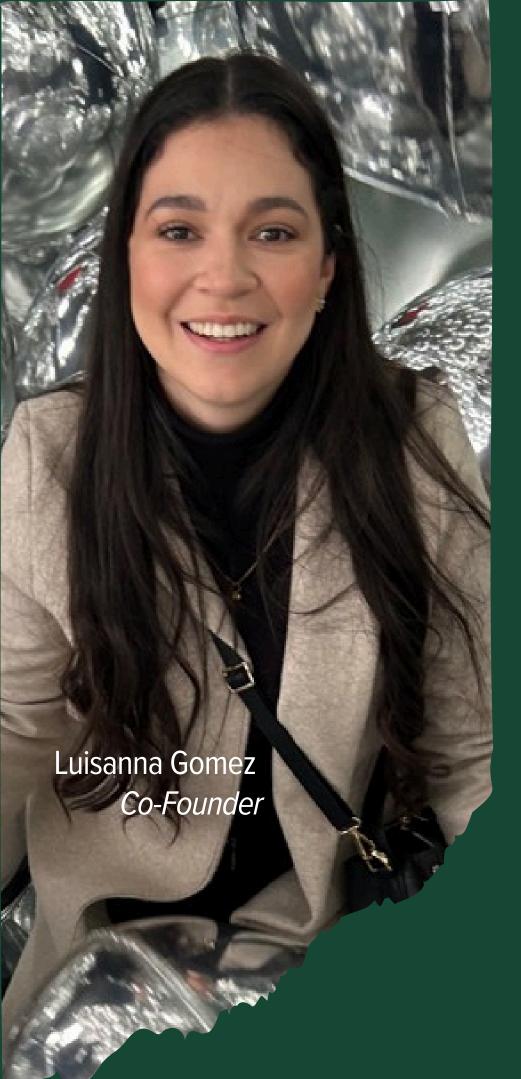


Low CAC (\$0.20-\$2.00) via geo-targeting, Ads, QR, social, local partners
Fast activation in dense food districts
NGO partnerships = credibility + community trust
Referral Program

LOW CAC + HIGH ACTIVATION.



GO-TO-MARKET STRATEGY.



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 in merchant acquisition, local marketing, and community-driven growth.

Tested in Puerto Rico. Designed to scale across LATAM.





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

Build a robust platform ready for multimarket 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



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