



THE MOBILE APPLICATION THAT SECURES EVERY BITE



PROBLEM

A Global Food Challenge

Eath is an innovative mobile application designed to ensure consumer's food safety.

It aims to prevent illnesses caused by contaminated food, which affect 600 million, people annually, resulting in 420,000 deaths, a significant portion of which involves children under the age of 5.

With Eath, users can verify that their food poses no threat to their health.

Video :

<https://drive.google.com/file/d/176VePD9G6mjSRn5WyjWSQzSVuSX67s5q/view?usp=sharing>

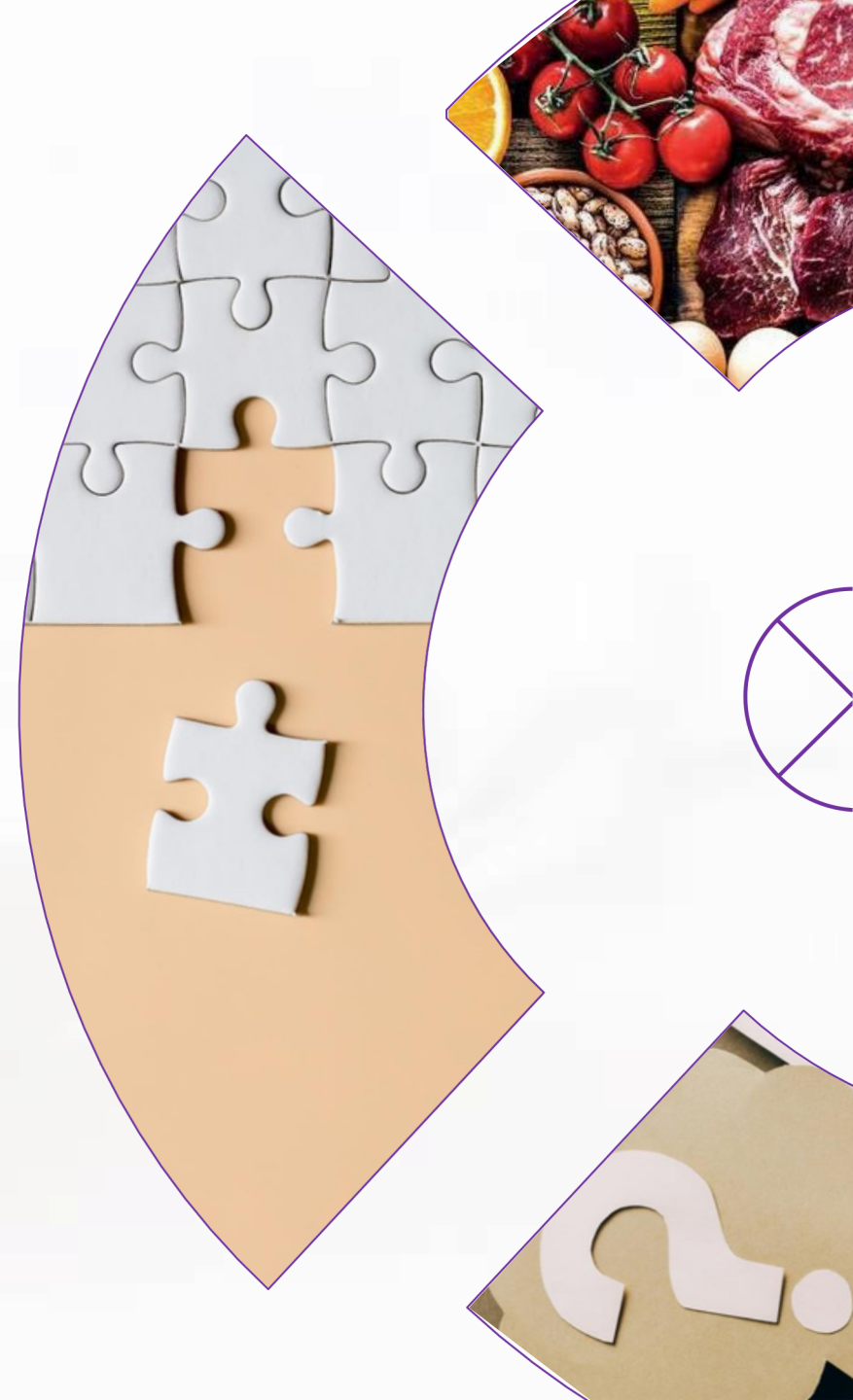


SOLUTION

Simplified Food

Safety

The Eath application allows users to easily manage their food safety with a scanning feature. It analyzes ingredients, verifies HALAL compliance, detects allergens to prevent reactions, provides nutritional information, and identifies harmful substances in food.



MODEL

Simplified Food Transparency

Eath, innovative and committed, guarantees global food safety while addressing public health challenges by:

- Ensuring HALAL compliance
- Detecting allergens
- Providing nutritional information It ensures transparency and safety for all.



STRATEGIES

Progressive and Ambitious Growth

- **Short term (1 year):** An **MVP** that is currently live with **10,000 users** and aims to reach **100,000 users** by the end of the year.
- **Medium term (2-3 years):** Expansion in West Africa and international partnerships.
- **Long term:** Becoming a global reference in digital food safety and certification.



IMPACT

A Tool Serving Everyone

- **Goal:** Increase active users from 10,000 to 100,000 users within a year.
- **Revenue:** Ensure sustainable revenue through subscriptions and advertising.
- **Outcome:** Reduce food risks and strengthen consumer confidence for safer, healthier meals.



TARGET AUDIENCE

Protecting 600 Million Consumers

Every day, 600 million, consumers are exposed to food risks, particularly in the restaurant and tourism sectors, and among people with specific conditions (diabetics, obese individuals, vegetarians).

The Eath application provides solutions to ensure their safety while addressing two sustainable development goals: food safety and well-being.



MONETIZATION

A Sustainable Freemium Strategy

- **Free version:** Basic features to raise awareness and attract a broad audience.
- **Monthly & Premium Subscription:** \$5/ user/ month, \$55/ company/ month, access to advanced and personalized tools for users and businesses.
- **Advertisements:** Collaboration with restaurants, hotels, and food companies to promote their services.



Revenue Model

The First 3 Years:

- **First Year:** 100,000 users $\times$ \$5/ month/ year
= **\$6,000,000** per year
- **Second Year:** 1,000,000 users $\times$ \$5/ month/ year
= **\$60,000,000** per year
- **Third year:** 80,000,000 users $\times$ \$5/ month/ year
= **\$4,800,000,000** per year



Funding Requested

We are seeking \$330,000 in funding to:

- Accelerate Eath's business development and growth,
- Develop new, useful features for the app, as well as a standalone "big data" database dedicated to AI,
- Strengthen research, innovation, leadership, and the app's development,
- Maintain our market leadership and status as a global benchmark in food safety and compliance.

The **\$330,000** will support the growth of the startup Eath for the next 9 months, until Eath becomes financially self-sufficient and profitable.





Team



Cheikhouna THIOUNE
CEO & Co-founder



Khalid YAHOUZA ALMOU
Co-founder



Espoir MBONGO
Co-founder



Anton PROKHOROV
Co-founder



Oumou NIANE
CFO



Fatou Fall NDIAYE
CRM



Louis DIEME
MSM & TA

