PALAU

Pitch Deck

BUY WELL.
LIVE BETTER.

OVERFISHING

90% of large fish have dissapeard from the ocean

DEFORESTATION

3/4 of all deforestation today is linked to agriculture

POLLUTION

1/3 of the world pollution is because of the food industry

FOOD INDUSTRY IS TO BLAME

COMPANIES

Sustainability used as a marketing tool

The top 10 world polluters mention the word sustainability on almost all campaigns.
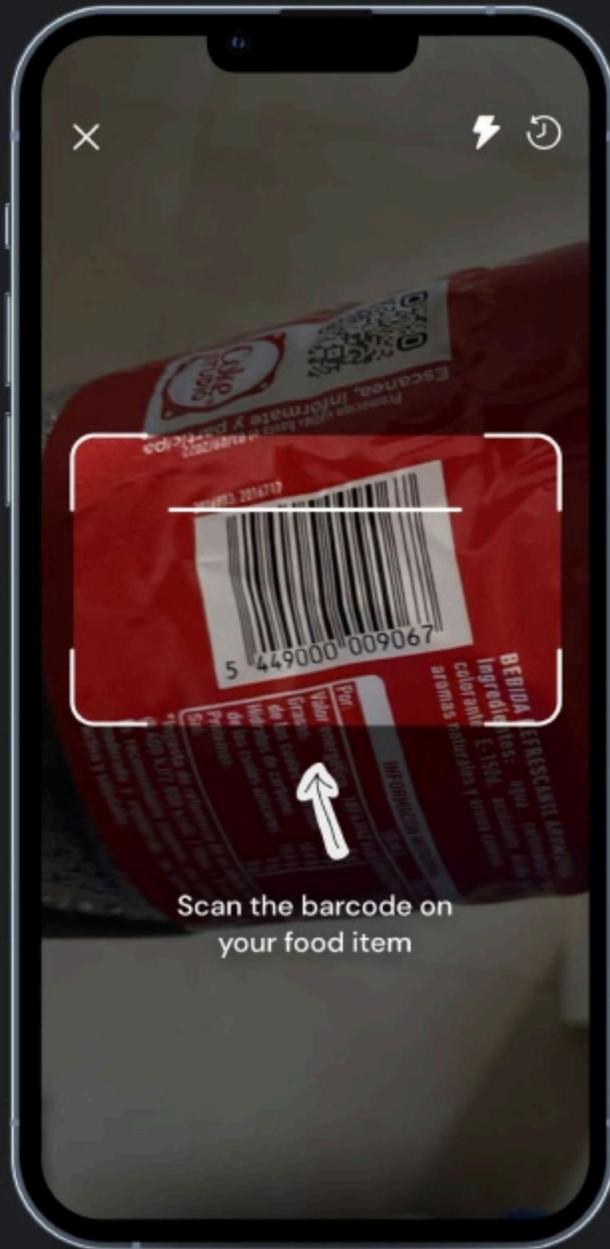
CONSUMERS
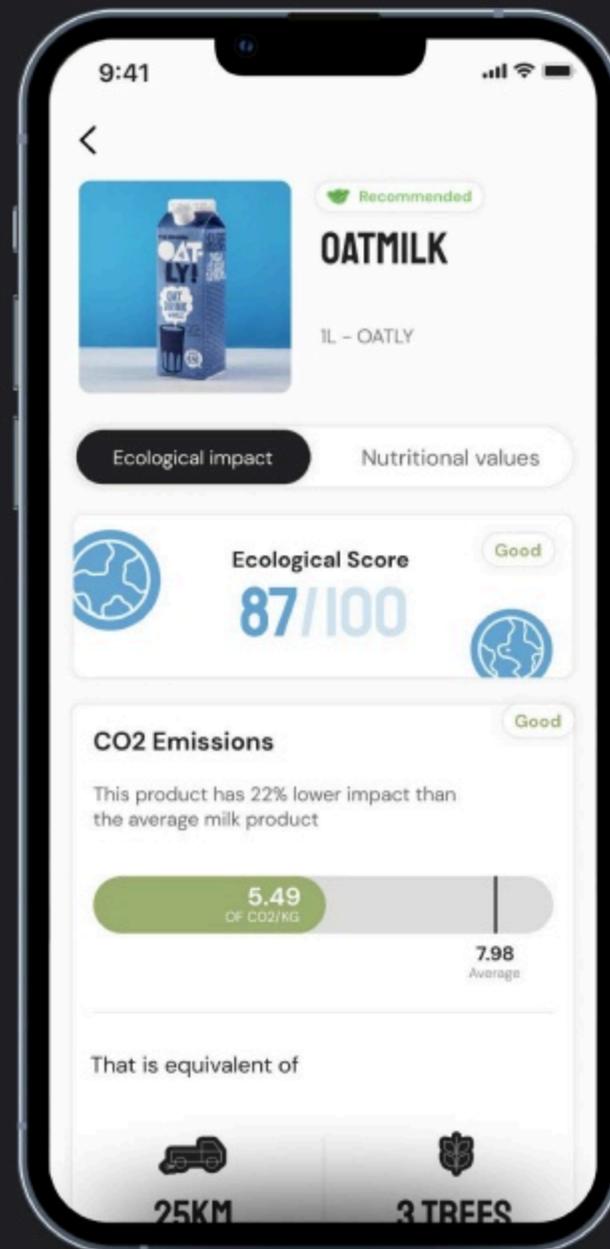
No idea about the impact each product has

The average consumer can't differentiate the impact of Nutella from another chocolate paste.

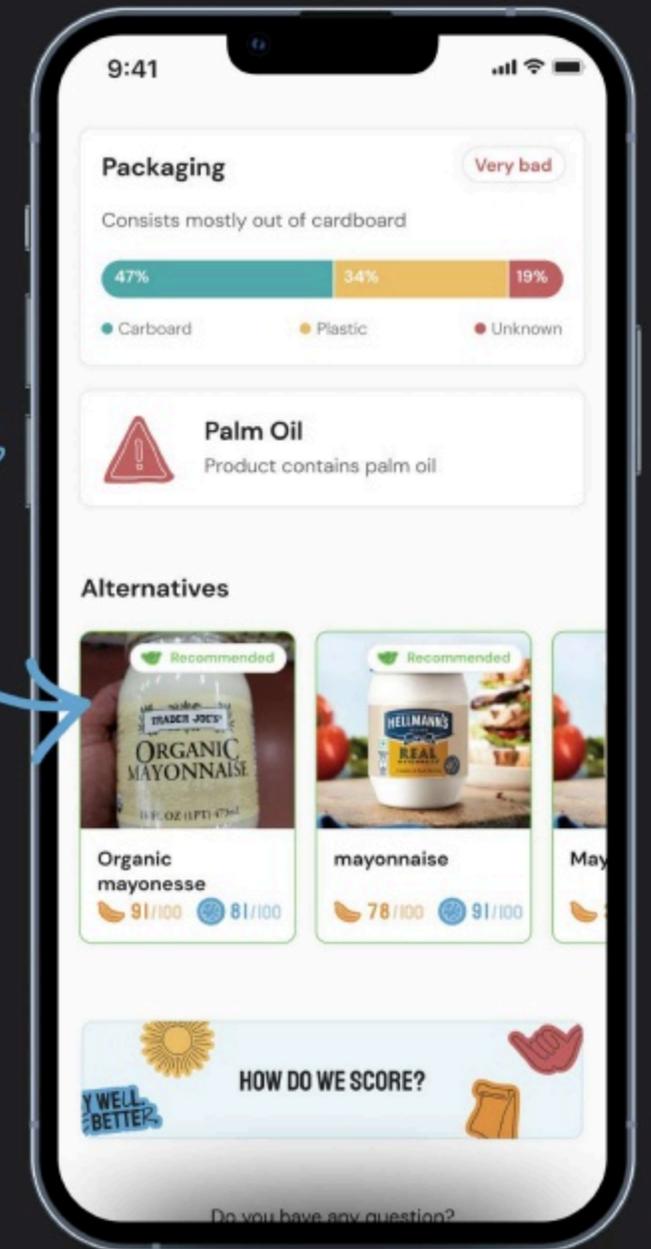# WE HELP THE AVERAGE CONSUMER **REDUCE** THEIR **IMPACT** BY UP TO **70%**

REGIONAL ALTERNATIVES

1. Scan your product

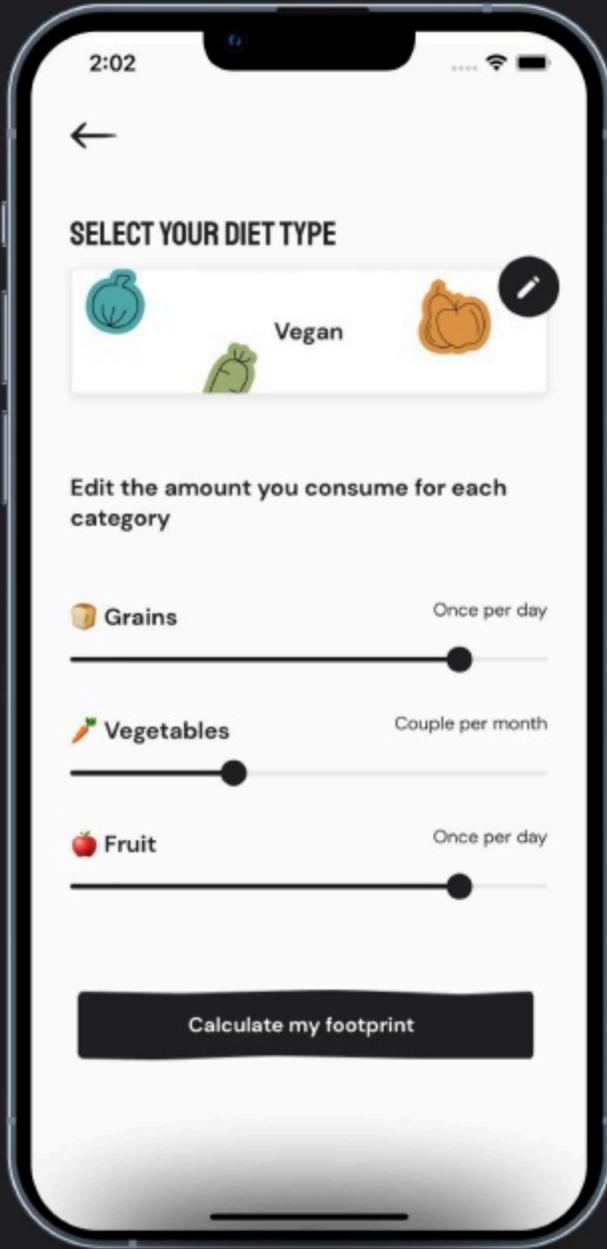## 2. Learn about the impact

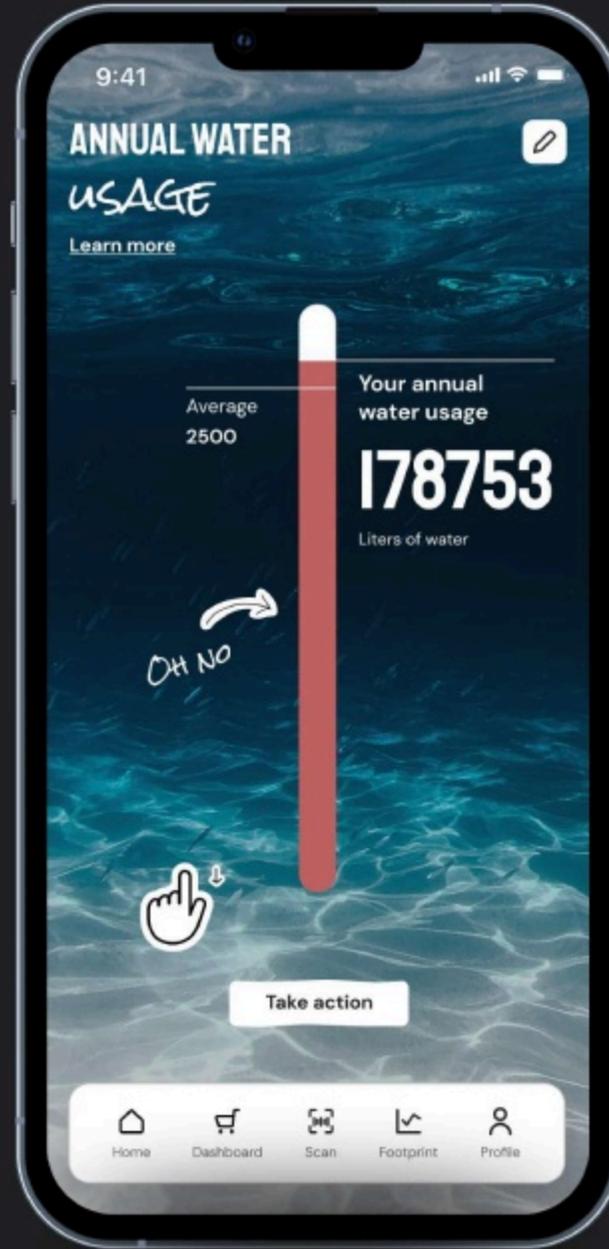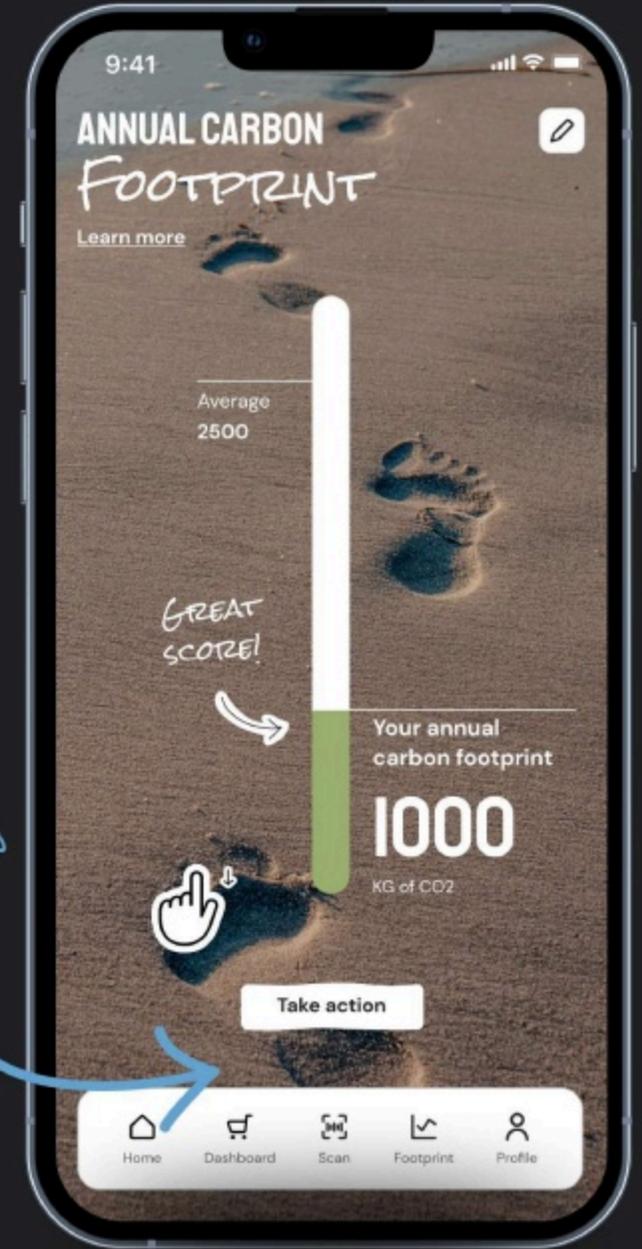## 3. Switch to the alternatives if needed

1. Calculate your impact

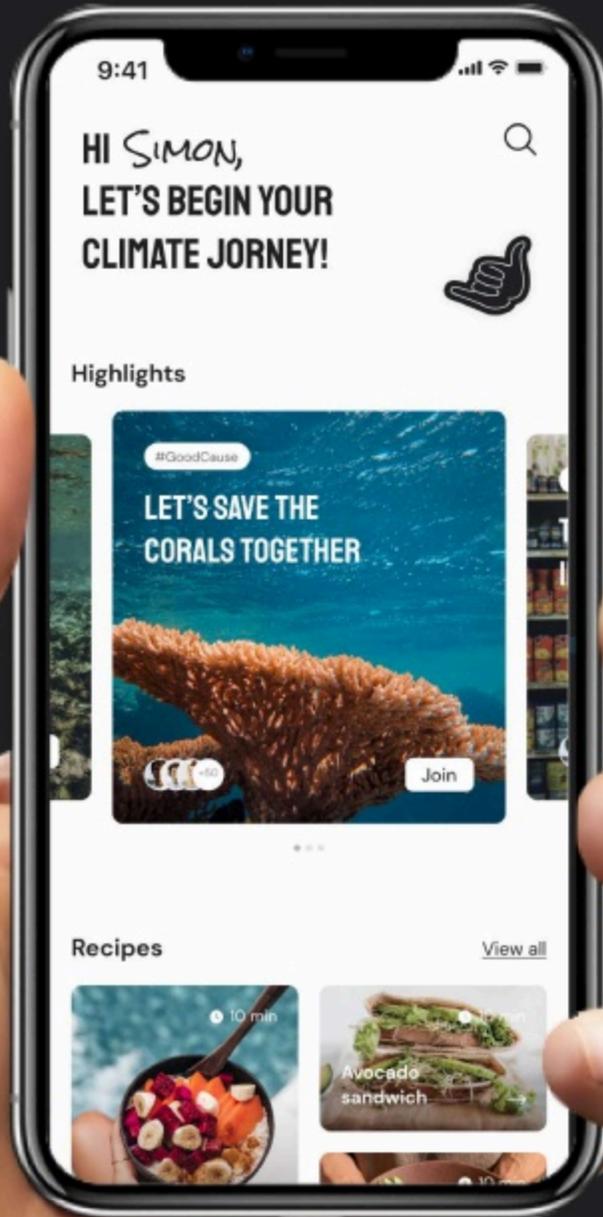2. Learn about your impact

3. Take direct simple action
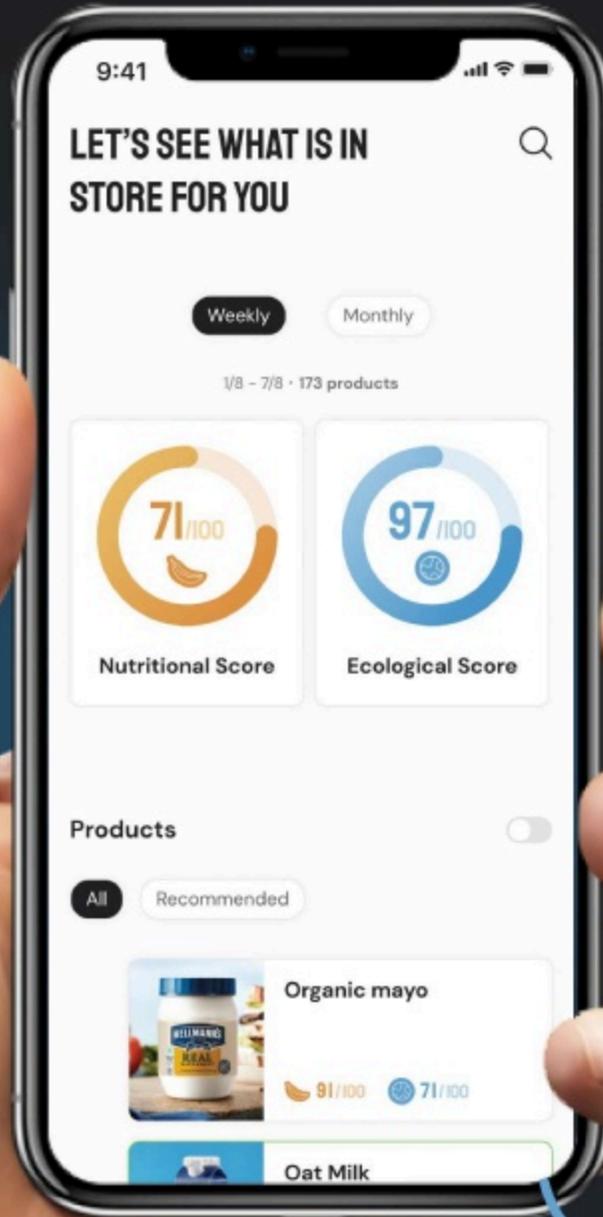
1. COMMUNITY

2. GAMIFICATION

3. CONVENIENCE

4. IMPACT
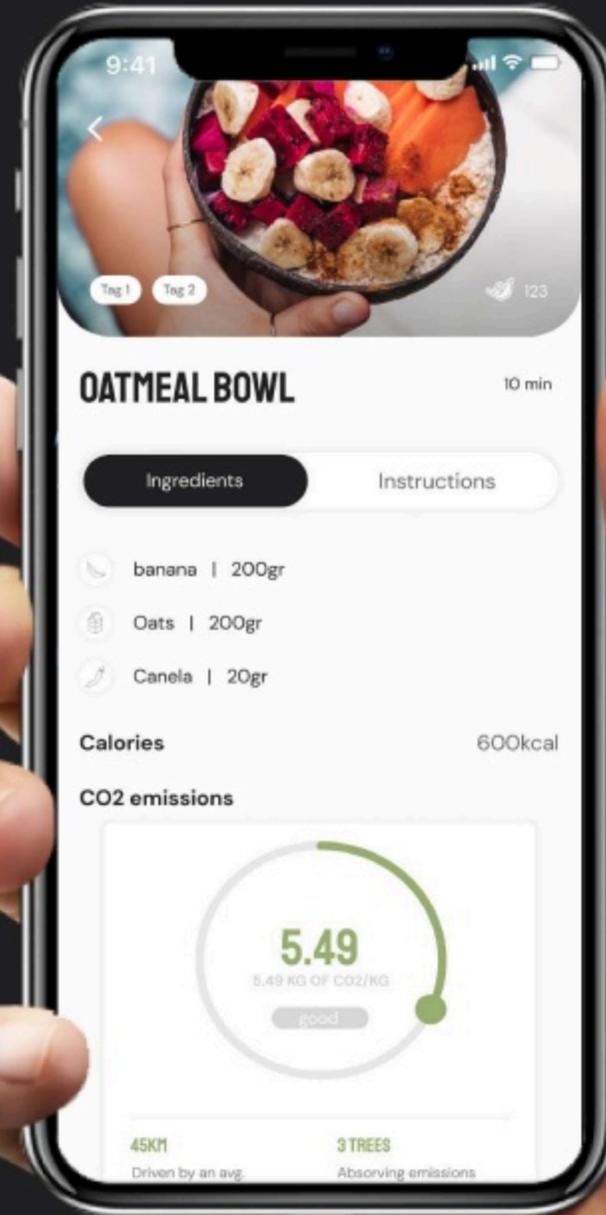
EVERYONE WANTS TO BE **GOOD FOR THE PLANET**

BUT **CONVENIENCE** GOES FIRST

1. Users can reduce their weekly impact with almost no effort.

2. No more worries about taste & health preferrences.

TAILORED FOOD BASKET

THE TIME HAS COME

Consumer

European Union

★

For every product sold through the
app => comission of 3-5%

Europe
57M

67%

**REMAINING MARKET
SHARE TO CAPTURE**

COMPETITORS

17.5M

Following the COVID19 pandemic, 13% of consumers choose to buy more environmental friendly food brands while shopping.

37 percent of European consumers deeply care about sustainability

Source: McKinsey&Company

Palau combines the **efficient tools** for analysing food products with
the **emotional state** of knowing you are saving our oceans/planet

EFFICIENT TECH TOOL

Solution that provides
the opportunity for
consumers to make
decisions in full
transparency

EMOTIONAL SATISFACTION

Solution that triggers
an emotional state in
consumers once they
know they are helping
the environment

25–30 organic downloads a day
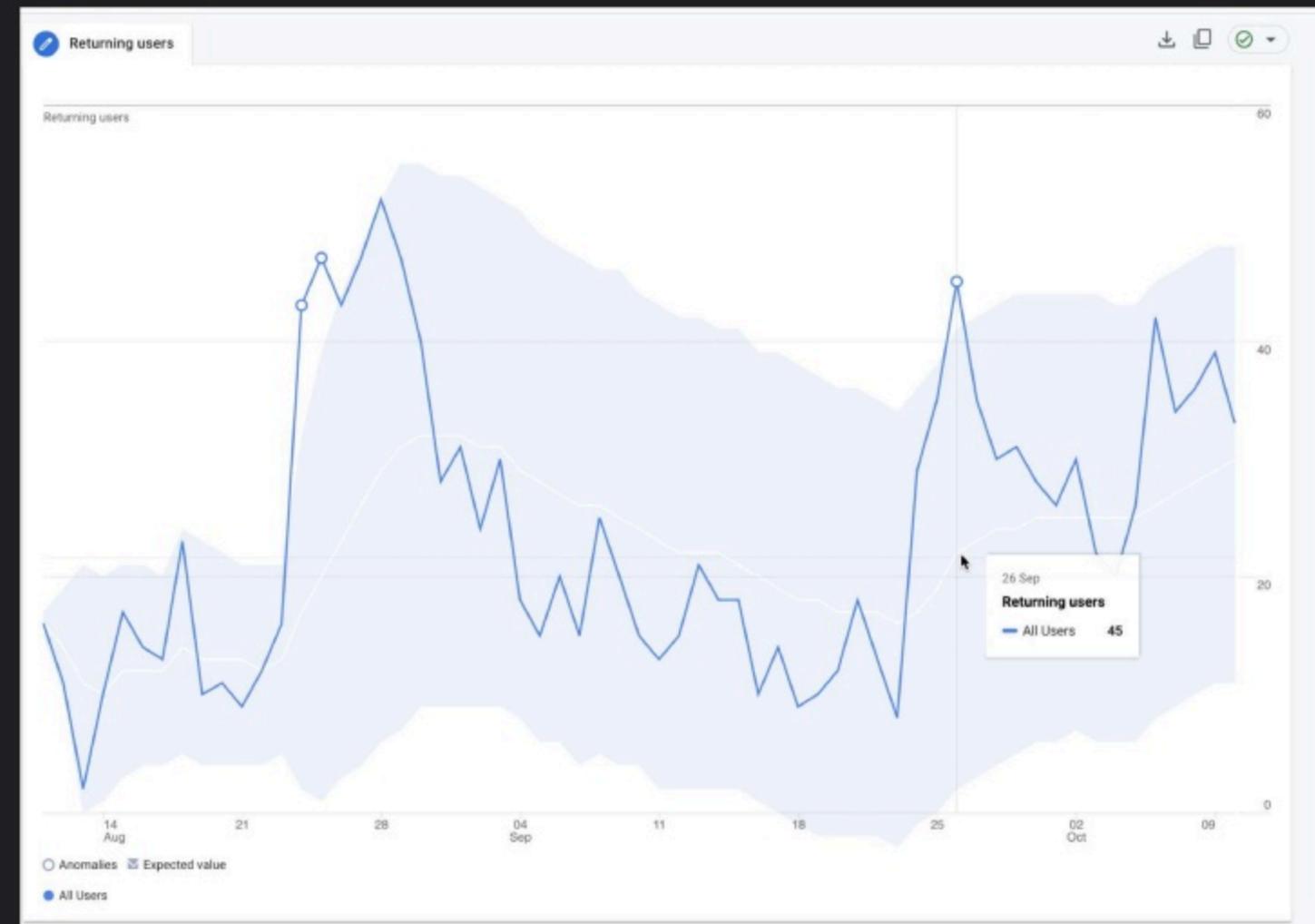

10000 scans

1h 45min engagment time

Last month we went from
0 TO 700 WAU in Portugal

When Palau tells you the
truth about your food
products

439.5K

We have a tiktok about
our app that has 430k
views

OUR PRODUCT IS ALREADY SCALABLE

FOOD 4 FUTURE
BILBAO FOODTECH
WORLD SUMMIT

⚲ BILBAO

BNEW
BARCELONA NEW ECONOMY WEEK

⚲ BARCELONA

Vlaanderen
is ondernemen

⚲ FLANDERS

AGENTSCHAP INNOVEREN & ONDERNEMEN

Top 10 finalist out of 3000 startups

Invited as part of the Top 8 startups to the Bnew E-commerce hub

Received a 50k subsidy to support our innovation