

Executive Summary: FreshSight



FreshSight is an effortless, low-friction inventory management system dedicated to achieving zero food waste. The product tackles the common household issue of food going “out of sight, out of mind,” which inevitably leads to expired items, higher grocery bills, and increased organic waste in landfills.

The Solution

The ecosystem is powered by a multifunctional smart-scale and a companion mobile application. A 272 person survey revealed that 71% of households struggle primarily with leftover food waste, by a significant margin. We found that this is something that none of our competitors tackle; no one else tracks leftovers. Another point where the product sets itself apart from market competitors is by utilizing groundbreaking features, such as the GS1 Digital Link, to provide the users with plenty more functionality and ease of use.

Core Features

- **Scanning & Identifying:** The system uses a built-in camera to scan products or containers via the GS1 Digital Link, a brand new system to tag products based on a 2D barcode, containing several pieces of information about the product. This system is from the same founders of the original barcode and is planned for mass adoption very soon.
- **Weighing & Registering:** The smart-scale allows for an accurate tracking of weights and works as an easy-to-use interface, preventing users from always having to grab their smartphones.
- **Tracking & Reminding:** The system updates inventory across linked household accounts and sends mobile push notifications for expiring items.

Target Audience & Value Proposition

- **Busy Families:** Significantly reduces the mental load required for meal planning and grocery shopping.
- **Budget-Conscious Consumers:** Minimizes grocery spending by tracking existing stock and preventing duplicate purchases.
- **Health Trackers:** Automatically logs nutritional data and calculates macros based on the exact weight of the food.
- **Eco-Conscious Individuals:** Actively reduces household carbon footprints by cutting down on organic food waste.

System Architecture

- **Hardware Scale:** The physical unit features a screen interface, a load-cell, a camera and wifi capabilities.
- **Cloud Infrastructure:** A scalable cloud database handles real-time synchronization, ensuring multi-user data consistency across linked accounts.
- **Mobile App:** The smartphone interface enables users to scan 2D barcodes with their phone camera, manage their inventory, manually add or remove products, and receive timely notifications.