THE PROBLEM

1/3
Of all food produced is lost or wasted along the global supply chain.

8%
Of global anthropogenic* green house gas emissions (GHG) stem from food waste.
WASTING FOOD

20% of all food purchased is thrown away

€ 7.00 avg. cost per kg of food waste

2.5 kg avg. kg of CO₂ per kg of food waste
THE SOLUTION

Measure with Ease  
Identify with AI  
Save with Data
CUSTOMERS

8% Increase in food profit margin

60% Reduction in avoidable food waste

“KITRO is a brilliant tool that has given us the opportunity to have a detailed overview of our food waste and make considerable changes based on progressive analysis.”

- Christopher Caioni, Purchasing Manager

“Thanks to KITRO, we have learned a lot about our food waste, in terms of both quantity and quality. The most significant results are seen when looking at specific ingredients.”

- Jean-Vital Domenzon, General Manager
BUSINESS MODEL

LEASE OR BUY

Monthly fee
- minimum 12 months
- € 485 per month

Setup
- € 350 per property

Customer service
- On-boarding
- Quarterly goal setting meetings
- Review meeting by phone
- Custom recommendations

Monthly fee
- minimum 12 months
- € 285 per month

Setup
- € 350 per property

Customer service
- On-boarding
- Quarterly goal setting meetings
- Review meeting by phone
- Custom recommendations

Device purchase
- € 3,500 per device
TRACTION

>1 M
Revenues signed

>80
Active devices

>5 M
Funding raised
TEAM

13 FTE’s

Naomi MacKenzie
Co-founder, Co-CEO

Anastasia Hofmann
Co-founder, Co-CEO

Dominic Mösch
CTO

Hugo Frammery
Deputy CTO

ADVISORY BOARD

+120
project management/entrepreneurship

+97
F&B/gastronomy industry

+61
Technology/IT

SUPPORTED BY
ALLIANCE FOR IMPACT

Waste saved per property
5’000 kg annually

Tons of CO2-e mitigated by 2025
260’000

What gets measured gets done!
✅ Cutting-edge technology
✅ Global opportunity
✅ Industry standard
✅ The solution to combat food waste

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Supported by: