



okakiben

Media Kit 2017

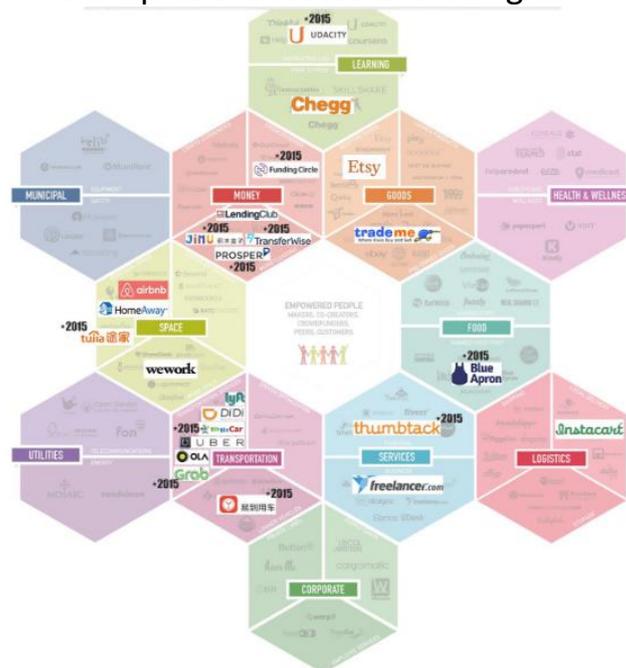
The platform for sharing home-made food





What is Okakiben?

Okakiben is a mobile platform that enables to connect home chefs with foodies in their neighbourhood. Okakiben applies the same principles that many other companies have used to build successful marketplaces: the sharing economy. Uber for transportation or Airbnb for lodging as the better known examples of successful sharing economy startups:

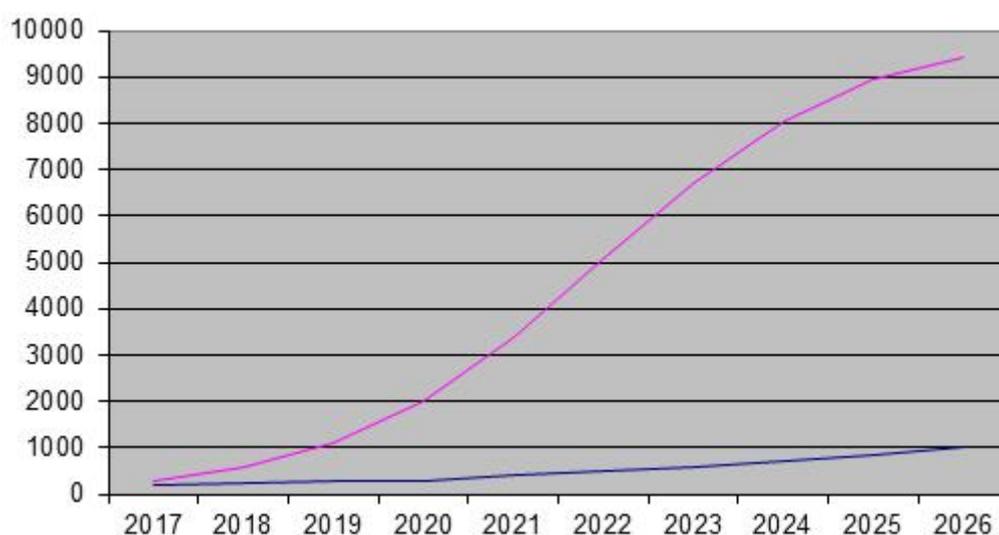


Why targeting the food market?

If you think of restaurant services alone, the market for countries such as Spain or France (where we aim to deploy our operations after a proof of concept in the Netherlands) exceeds 50 billion euros every year!

For example, Tourism and Hospitality make up 11% of Spain's GDP, and almost one third of this figure is for restaurant services. Around 30% of the Spanish population are regular cooks who spend almost 1 hour a day cooking, and approximately 75% of them own a smart-phone. Take a city like Barcelona, where there are almost ten thousand bars and restaurants for 2 million people, so that we can safely assume that 500.000 people cook regularly.

By capturing only 2% of the regular cooks (10.000 people) for Okakiben in Barcelona we would have a marketplace with as many selling points as you have bars and restaurants today. If we assume that would be the saturation point for such marketplace, below the curves that represent a quick exponential growth (pink growth) and a slow one (blue growth), with the above mentioned saturation point, which is highly hypothetical:



Food waste is an environmental catastrophe

Although a global issue, food waste is especially prevalent in the most developed countries according to the the FAO reports:



Note: Figures are consumer waste per capita based on data from 2007 in the FAO report 'Global Food Losses and Food Waste'. Globally consumer food waste amounts to roughly 350 Mt each year which equates to about 50 kg per person or 10% of total food supply.

In Spain, an average household of 4 buys slightly more than 50 kg of food per week, and more than 16 kg is wasted. Food waste is especially prevalent for vegetables as almost 40% of them go wasted, but is also considerable for meat, with a 20% waste. Therefore 30% of the available agricultural land is being wasted. In developed countries, the year carbon footprint of such a wastage is close to 1 ton per person.



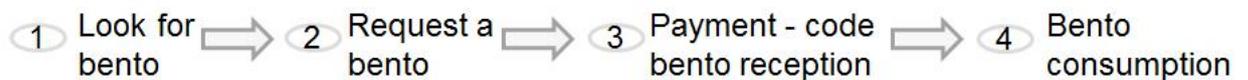
Building a sustainable Business Model

Although some (for instance UK's Olio application) have tried a charity model in order to tackle the food waste issue, we believe that a strong company with a strong Business Model is the best way to make a difference.

Most of the sharing economy start-ups that have created successful marketplaces have done so by setting a commission business model:



Therefore, we plan capturing a small transaction fee for each 'bento' (Japanese term for lunchbox) that is going to be transacted through our platform. Below our ordering flow:



Once we will succeed in building a liquid market containing a large number of transactions, we will consider alternative revenue sources.



Our Team

Currently Okakiben SAS has eight partners, and all eight of them are engineering graduates of whom 6 have a solid background in software development.

Founders

Ignacio is a graduate in Engineering and Master in Business Studies (UPC Barcelona-IE Madrid). Ignacio has more of ten years of experience in software development and has worked for companies such as Accenture and Infosys, as well as an independent consultant. He is the sitting President of Okakiben.



Mariana is a graduate in Engineering (UPC Barcelona) and she was on top of her year's graduate list. She is defining the marketing strategies for Okakiben. She is the Honorary Chairwoman of Okakiben.



Contact us

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