



What is Ida?

Fresh Food is the future of grocery retail.

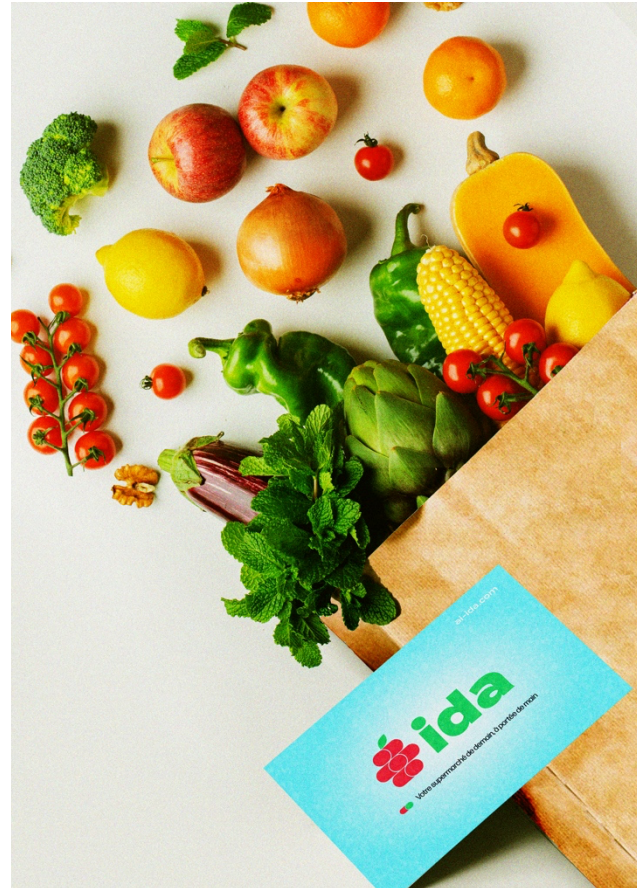
Fruits, veggies, meat, dairy, fish, and bakery are what consumers want, and the main driver of the European trillion-dollar grocery market.

In every supermarket nearby, managers still must take out their pen & paper to manually calculate their inventory, and estimate their demand based on gut feeling.

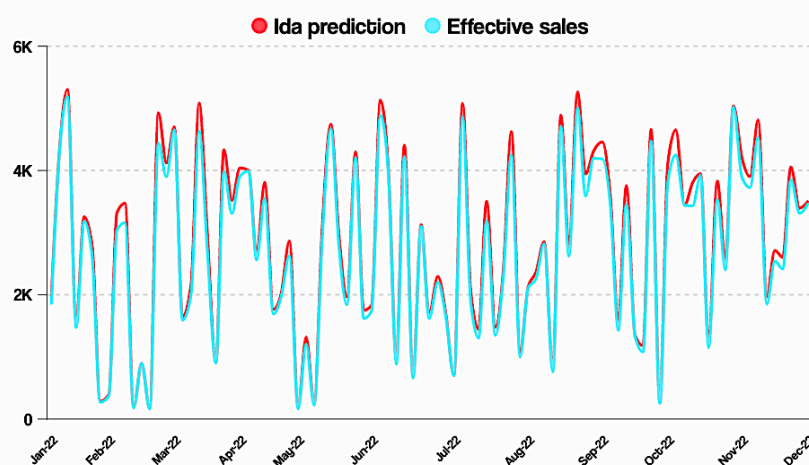
This causes :

- €120bn of food waste every year in Europe, emitting 6x more CO2 emissions than the whole airline industry.
- And more than 10% of revenues lost due to stockouts.

To solve this, we developed Ida: a fresh first supply chain software helping retailers place a profit maximizing, waste minimizing order for each fresh item in their stores.



Our models combine **deep**, and **reinforcement learning** and consider more than 100 parameters for each reference, to predict stocks and orders for department managers.



2022 "Pommes Golden" sales from a pilot store



Who is the team?



Mateo Beacco
CEO



Alex Chataigner
CPO



Mathieu Grosso
CTO



Our CEO is Mateo. He's had previous experiences in selling supply chain software at OV RSEA and retail is an absolute no brainer for him after working with the biggest retailers in strategy consulting.

Our CPO is Alex. He's incredibly skilled in delivering awesome tech products to operational teams as he did at Comet Meetings.

Our CTO, Mathieu, comes out of 3 years on Timeseries forecasting at Mines de Paris and la Sorbonne M2A, making him the perfect man for the job.

How advanced is the project and what are the next steps?

We developed our front-end app and incredible machine learning models, helping retailers to predict stocks and future sales with a 2 pounds accuracy.

We signed pilot stores with more than 5 retailers (Auchan, Bi1, Biocoop, Chronodrive, Cora), and we are achieving tremendous results:

- -30% decrease in waste by placing optimal orders
- +3% in top-line revenue by reducing stockouts
- 1,000h saved per manager per year by automating their workflow

We are currently under requests for proposal from some of the most famous retailers in France.

If you are interested by Ida and our mission to fight against foodwaste, please reach out!

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