

PROBLEMS AND ISSUES

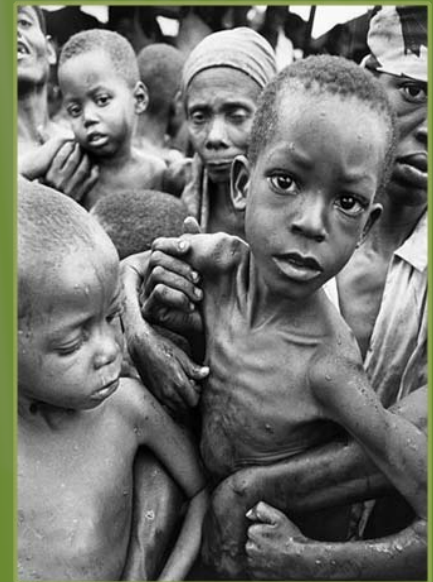
Australia:

- Australians are discarding over 3 million tones of excess food per year, this equates to 147kg per capita of useable food.
- Australians on average cook 20% more food than the average consumption and food proportions.
- Australians do not cook food before it reaches its expiry date, this creates more rubbish contributing to the increasing levels of landfill.



Abroad:

- Worldwide, \$1.1billion people live on less than US\$1 per day, and 2.7 billion live on less than US\$2 per day.
- One third of deaths worldwide, some 18 million people a year or 50,00 per day, are attributed to poverty related causes, the prime factors of these being disease and hunger.
- Every night, more than 800 million people world wide go to sleep hungry, and long term hunger weakens the immune system, making citizens more vulnerable to the diseases and virus' often virulent in the developing world



INNOVATION AND DESIGN

Household Integration:

- Mobile phone application gives consumers the power to track and log food purchases.
- Consumers are able to log the expiry date of foods and best manage the way in which they cook and prepare food.
- Household *iPack* provides a standardized box in which consumers can store food and easily donate to the world food organization.

Industrial Integration:

- Widespread logistics service which manages the supply chain of donated foods in *iPack* boxes – from household to developing country.
- Large industrial *iPack* boxes carry a bulk amount of food items in an efficient manner, both economically and environmentally (foods are compressed / air is removed therefore reduced fuel costs and food wastage).
- *iPack* boxes can be powered by manual labour (operating a hand pump to jettison air from the interior) thus proving their implementation in a multitude of scenarios.

“Voyager has created an evolutionary product & service whereby the very fundamentals of food donation has been vertically integrated into an efficient business venture”



MARKETING

Advertising:

- Marketing our product through both direct one-on-one contact with industrial players, through a variety of media such as phones, emails and face-to-face through trade fairs. Marketing can occur in the online realm through a website and strategic placement of ads on media such as Google and Admobile.
- Through the use of an Apple custom application, the product is advertised through the Apple website for no recurring fee whilst maximising coverage on an international scale.

Explanation:

- Marketing domestic software to homes through advertising in newspapers such as *The Australian* and online press / news websites such as *ninemsn* in appropriate locations that appeal to a wide range of demographics.
- Press releases in academic publications e.g. *Food Logistics* or more general home and lifestyle magazines such as *Home and Garden* for domestic users.

Vacuum Pack Containers



Food storage alert system
(Computer and mobile
device based)



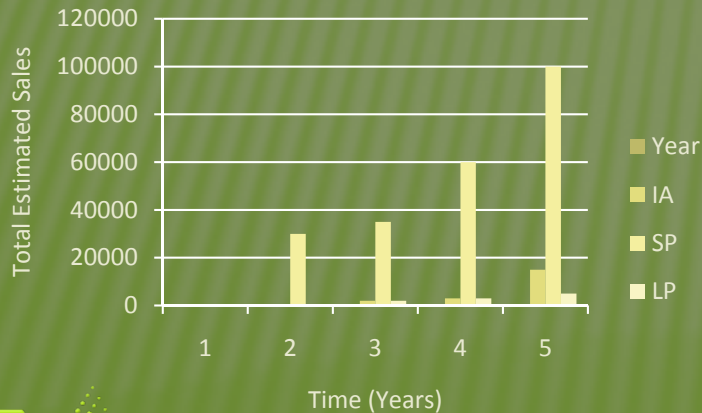
Donate 50% of profits to
global food aid charities,
the remaining profit will be
reinvested in the company.

FINANCES AND COSTINGS

Finance Forecast:

- Significant initial capital outlay for the construction of factories and the implementation of manufacturing processes will be included in the budget of \$10 million over two years.
- Funding (approximately \$5 million) will be acquired from the Natural Resources Advisory Agency, with other various accounts comprising of money donated from the general public.
- 50% of profits will be donated to charities such as 'Make Poverty History', to help improve the quality of life for many in developing nations.
- Other profits will be re-invested back into the company to fund expansions and future developments.

Total Estimated Sales vs Time



Profits and Costs vs Time

