

FUTURE®

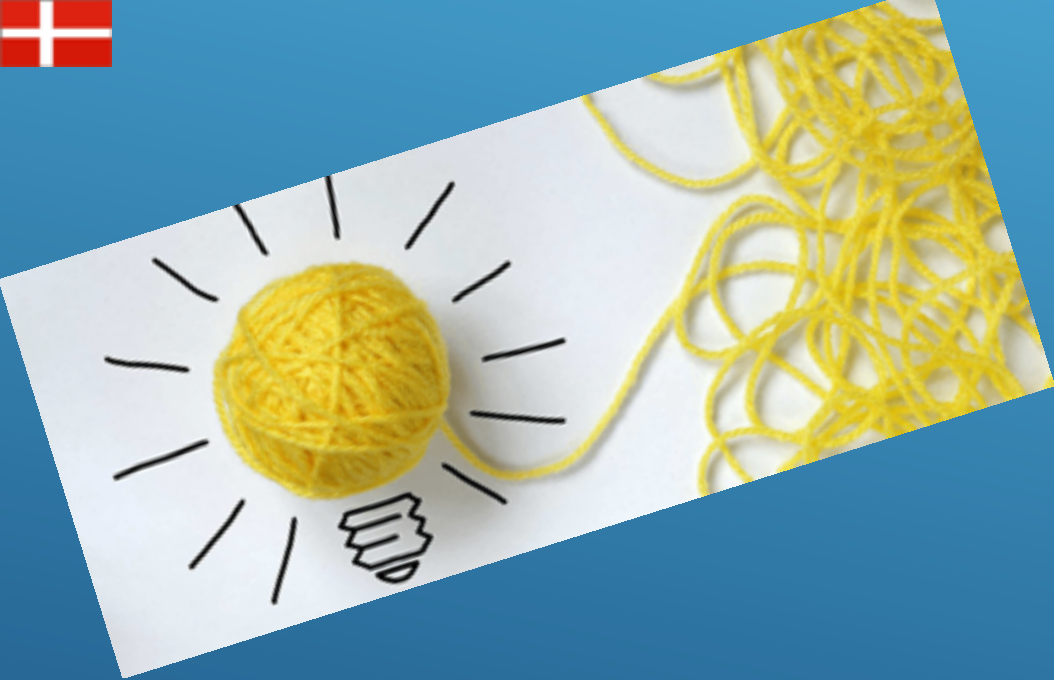
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OUR PRODUCT

- Foodwaste
- Expiry date
- PH-label



PRODUCTION/IDEA/CAMPAIGN

- Short expiry date
- Label on milk cartons
- PH-paper
- Reduce food waste



KNOW HOW

- Is PH-value the right solution?
- Where should the label be placed.
- Is there a profit in the product.
- Our product

Pseudomonas fluorescens and *Pseudomonas putida*



THE PERSONS WE´VE BEEN IN CONTACT WITH

- DTU, KU & Arla Foods
- A bacterium indicator



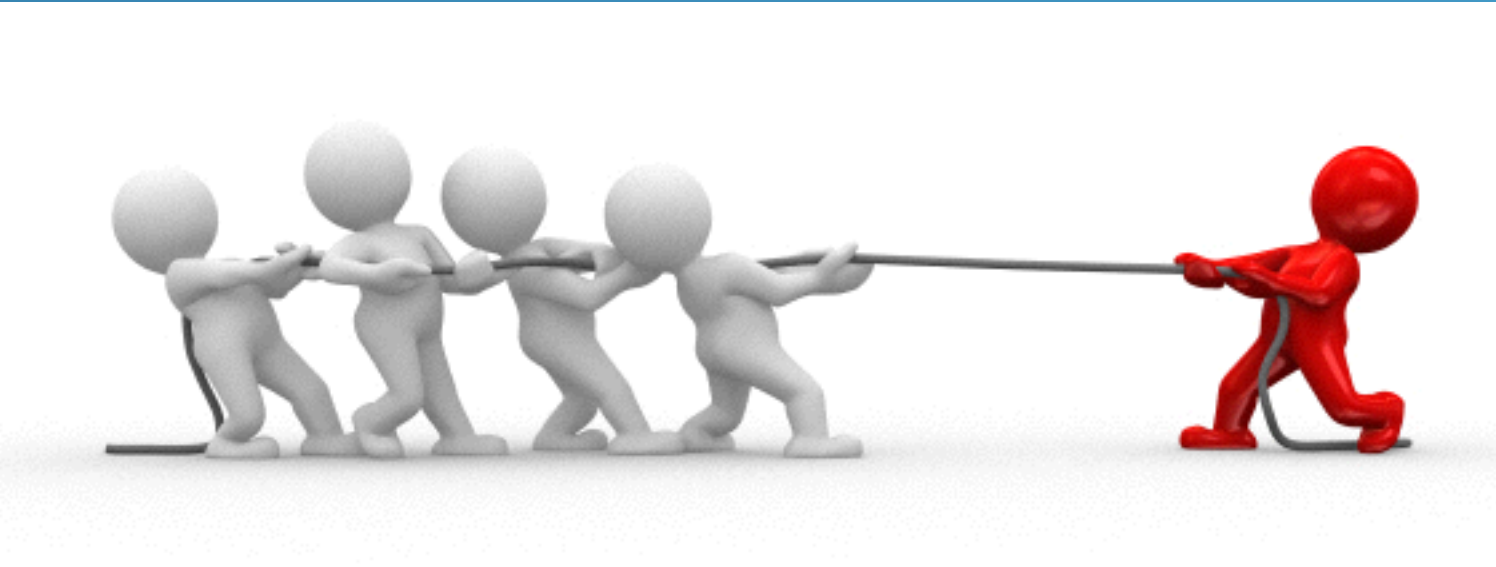
CUSTOMER/USERS/TARGET GROUP

- Milk manufacturers
- Easier
- Better customer service



MARKET

- Milk factories
- Packaging
- Milk-buyers



COMPETITORS

- Reality
- Possible to create
- Affordable



ECONOMY

- High cost in the beginning
- In the end we are going to sell a lot





SUSTAINABILITY

- Highly sustainable
- Easy to decompose





FUTURE

- Optimize the product
- All kind of food wrapping
- Analyse
- Food waste
- A longer service life





SWOT

	Strength Less waste of food High quality product with certainty	Weaknesses theoretical hard to create the product Huge change in dairies.
Possibility new markets New products	<ul style="list-style-type: none">- New products with more security about the condition- New markets within the area of waste of food	<ul style="list-style-type: none">- Research groups Further education of the personality- New fabrics with specialization in our product
Threat more expensive products because of the new label	<ul style="list-style-type: none">- New fabrics with specialization in our product.	<ul style="list-style-type: none">- Establishment of a sustainability product