Solving Clean Label’s “Dirty Secret”

The Food Ingredients market is in tension. Health-conscious consumers are increasingly rejecting artificial/synthetic food ingredients and demanding a Clean Label, (no artificial ingredients).

While the Ingredient Distribution Network have developed time-based techniques to control their stocks for conventional artificial ingredients, they have nothing for the much more perishable and extremely expensive natural ingredients.

Potential customers in the Ingredient Distribution Network are in a panic and are reluctantly stocking these ingredients because they can’t monitor very costly in-house stocks of these perishable ingredients and are taking loses.

FreshSurety’s system is effective in monitoring the condition of chemically unstable natural “clean label” ingredients.

We are working to establish relationships with perspective channel partners using our business model.

Under our current arrangements each of the channel partners is responsible for the hardware manufacturing and inventory, FreshSurety provides the designs to their preferred manufacturing partner and is responsible for data costs in the cloud.

FreshSurety is not currently responsible for any inventory. (We do help our partners with their selected OEMs, ODMs).

It turns out our current channel partners are comforted by holding inventory, the cloud thing makes them uncomfortable. We have extensive experience with such manufacturing and inventory operations. Scaling is not be a problem because our platform was designed to scale from the start.

FreshSurety estimates Clean Label Monitoring IaaS will result in $160mm USD in revenue to split with our partner by the end of 2023.