

plate-up!

est. 2026



what is the problem?

- 9.5 million tonnes every year
- 80,382 tonnes produced by schools per school year UK
- 77% of food waste is avoidable



solution



existing methods



business model

Stage 1

- Initial installation: weighing scale and interactive input device

Stage 2

- 1-month free trial

Stage 3

- 3-year contract structure (2 + 1)
- £500 per year per institution (est.)
- Customisable plans



swot analysis



strengths

- Direct impact
- Easy to monitor
- Low setup cost



weaknesses

- Very small demographic



opportunities

- Lack of competition within schools
- Adaptable



threats

- Schools changing catering setup





marketing

- Direct outreach to the school board, PTA and PTO groups
- Instagram, adverts on LinkedIn
- Referrals from satisfied schools
- Business to Business outreach





“Is food alive?”

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