



MealFlow

AI-powered family food operating system

Plan smarter. Waste less. Live better. 

Helping households plan meals, manage groceries, and reduce food waste with AI.



Smart Meal Planning
Personalized plans based on your needs and preferences.



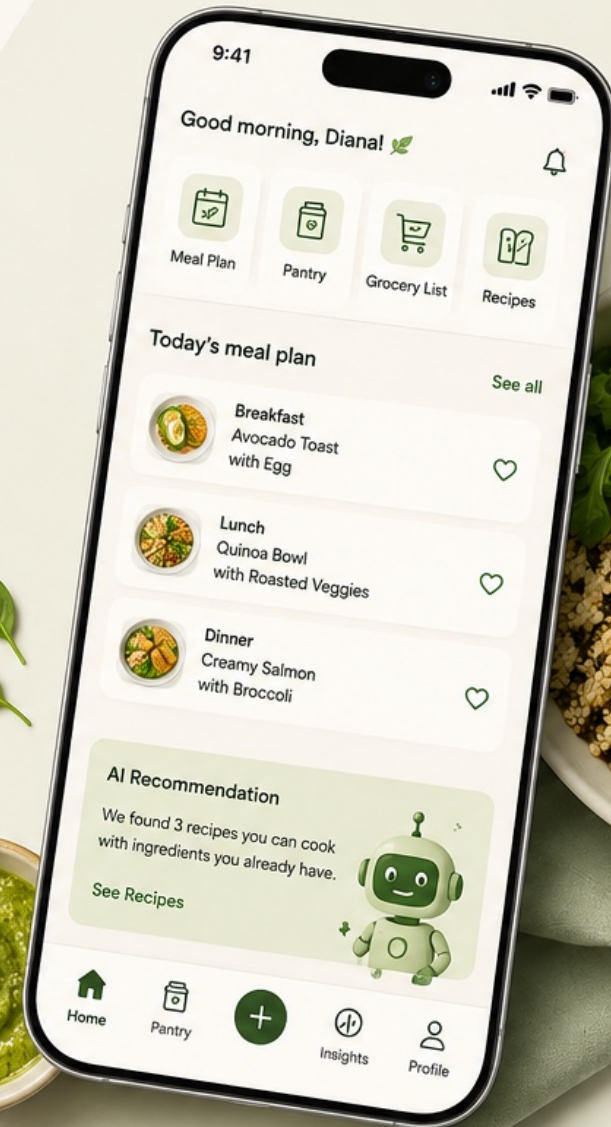
Pantry & Grocery Management
Track inventory and shop smarter.



Reduce Food Waste
Use what you have and reduce waste effortlessly.



Healthier Families
Better eating habits for a happier, healthier life.



*Less stress.
Less waste.
Better eating habits.*




Food Management Is Broken

Modern households struggle with daily food decisions, leading to **wasted time**, **wasted food**, and **wasted money**.




1. Food Waste

- Products expire unnoticed
- Ingredients are forgotten in the fridge
- Households throw away edible food every week 




2. Rising Grocery Costs

- Shopping without visibility of existing inventory
- Duplicate purchases
- Uncontrolled grocery spending 



3. Meal Planning

- Daily "What should we cook today?"
- Time-consuming planning
- Lack of personalized recommendations 



4. Disconnected Tools

- Recipes in one app
- Shopping lists in another
- Pantry management often doesn't exist at all 



Families manage hundreds of food-related decisions every month — yet no single tool helps them connect inventory, meal planning, shopping, and budgeting **in one workflow**.





OUR SOLUTION:
IT STARTS WITH YOUR FAMILY

Every Family Is Different

Most meal planning apps generate generic recipes.

MealFlow builds recommendations around the **unique** needs, **preferences**, **budget**, and **habits** of each household.

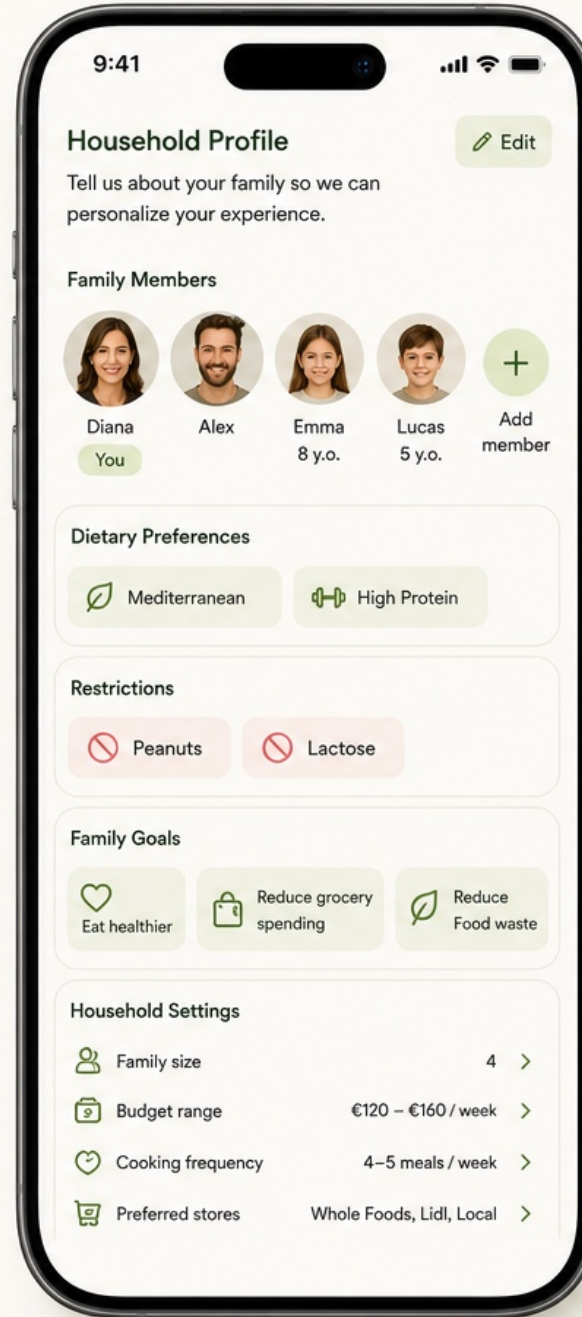


**We don't start with recipes.
We start with the family.**

Because better food decisions begin with understanding the people behind them.



Plan smarter. Waste less. Live better.



HOW MEALFLOW WORKS



1. Family Context

We learn your family, preferences, goals, and lifestyle.



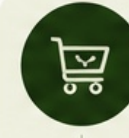
2. AI Understanding

Our AI analyzes your context, habits, and patterns to understand what works best for you.



3. Personalized Meal Planning

AI generates meal plans tailored to your family's needs and preferences.



4. Smart Grocery Lists

We create optimized lists based on what you need and already have.



5. Less Waste & Lower Costs

You save time, money, and reduce food waste effortlessly.

Smarter decisions. Happier families. ❤️



From Chaos to Clarity

MealFlow connects data, AI, and your family's needs to turn food decisions into simple, smart actions.

Good food.
Less waste.
Better life.



1

Understand Your Family

We learn your family, preferences, goals, and lifestyle.

Household Profile >

Tell us about your family.

Family Members

Diana
You

Alex

Emma
8 y.o.

Lucas
5 y.o.

Dietary Preferences

Mediterranean High Protein

Restrictions

Peanuts Lactose

Family Goals

Eat healthier Reduce grocery spending Reduce food waste



2

AI Understands & Analyzes

Our AI analyzes your context, habits, and patterns.

Insights >

AI Summary

You tend to cook quick dinners on weekdays and have fresh produce that needs to be used soon.

Top Opportunities

- Use 3 expiring ingredients
- Plan 2 quick weekday dinners
- Save on groceries this week

Waste Risk Medium

Estimated Savings

€32 this week



3

Personalized Meal Plans

We create meal plans tailored to your family's needs and preferences.

This Week's Plan >

Mon **Tue** Wed Thu Fri

Dinner

- Quinoa Bowl with Roasted Veggies
30 min
- Creamy Salmon with Broccoli
25 min
- Tomato Pasta with Spinach
20 min

[View Full Plan](#)



4

Smart Grocery Lists

We create optimized lists based on what you need and already have.

Smart Grocery List >

Buy (12)

- Avocado 2
- Salmon 2 fillets
- Broccoli 1
- Spinach 1 bag
- Quinoa 1 pack

Pantry (5)

- Olive Oil
- Rice
- Oats

[Shop This List](#)



5

Less Waste, Lower Costs

You save time, money, and reduce food waste effortlessly.

Your Impact >

Food Waste Reduced

-28%
vs last month

Money Saved

€ **€56**
this month

Time Saved

4.2 hrs
this month

[View Full Impact](#)



One System. Every Decision. Real Impact.

MealFlow brings your family, data, and AI together in one intelligent system that simplifies food management from start to finish.



Save time every day



Spend less, stress less



Waste less, do good



Eat better, live better





Why This Problem Matters

Food waste is a global challenge with **real environmental, financial, and social consequences.**



Every choice we make in our kitchens shapes our planet.

The Reality in Europe (Source: EU Data)



54%

Food waste comes from homes

Households are the biggest contributors to food waste in Europe.



131 kg

Food waste per person every year

Every European throws away the equivalent of 131 kg of food annually.



59M tons

of food wasted in the EU each year

Enough food to feed millions, wasted at a huge environmental and economic cost.



The impact goes beyond food.



Wastes natural resources




Increases greenhouse gas emissions



Costs households hundreds of euros every year



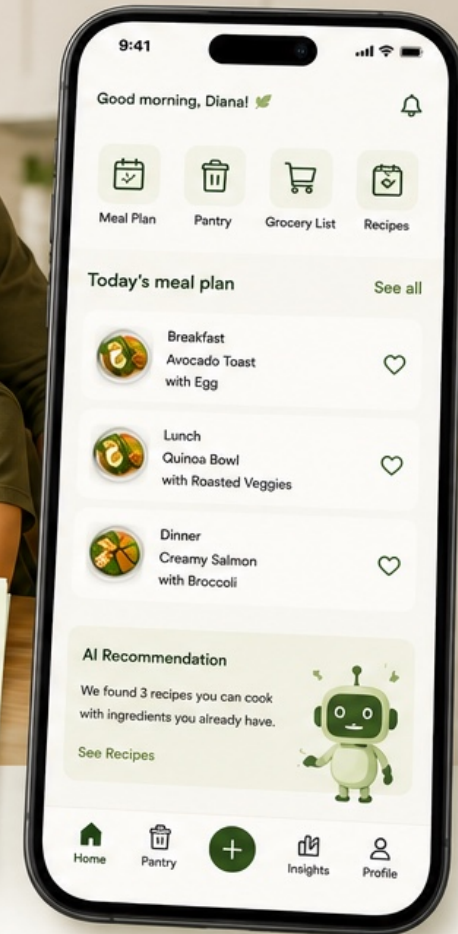
MealFlow helps families reduce food waste, save money, and build a more sustainable future. 






Real Impact, Every Day

MealFlow helps your family save **time, money, and mental energy** — while eating better and wasting less.




Save Time

Less planning, fewer decisions, more time for what matters. 




Spend Smarter

Avoid duplicate purchases and make better grocery decisions. 



Waste Less

Use what you already have before it expires. 

*Small changes
today,
big difference
tomorrow.* 

Better decisions. Happier families.



Healthier Meals
Balanced, nutritious meals your family will love.



Less Stress
One place for meal planning, groceries, and recipes.




Stronger Habits
Build better eating habits together as a family.



More Control
Stay on budget and in control of what you eat.



Positive Impact
Contribute to a more sustainable future — one meal at a time. 



07



OUR VISION 

Reimagining How Families Manage Food

Better food decisions start with better information.
MealFlow helps families waste less, spend smarter, and build healthier habits — one meal at a time.



From pantry to plate



Powered by intelligence



Built for families



Better for the planet



Smarter Decisions
Helping households make informed food choices.



Healthier Families
Supporting better eating habits and routines.



Less Waste
Making sustainability a natural part of everyday life.



A Better Future
Creating a more efficient and responsible food ecosystem.



Plan smarter. Waste less. Live better. 