



MANA

Waste Less. Earn More.

AI-Powered Food Waste Expert

Empowering Food Producers to Monitor Real-time
Waste and Cut Costs

Money is being Left on the Table by Food Producers due to Food Waste



Agriculture



Production



Retail



Consumer



PROFITABILITY

Food Producers operate on thin margins

Food and Beverage industry is highly sensitive to costs, operating on low profit margins; minor inefficiencies erode profitability, making cost control critical

ENVIRONMENTAL

1/3 of food all is wasted, and responsible for 8-10% of global CO₂ emissions

Manufacturers face high disposal costs and resource inefficiencies, creating challenges to comply with ESG and regulatory mandates

PRODUCTION

\$150B is lost in the manufacturing line annually

There are nearly 60M Tons in food waste annually, 70% of which is derived from production inefficiencies

SOURCE:
Manufacturing Waste Impact: FAO, "Food Wastage Footprint."
Economic Loss: World Resources Institute, "The Global Benefits of Reducing Food Waste."
Food Waste Data: UNEP, "Food Waste Index Report."
Greenhouse Gas Emissions: Statista, "Global food waste emissions estimates."

Powered by AI, Mana helps Factories Monitor, Measure, and Reduce Food Waste

● CONNECT

Mana connects to factory cameras, IoT, sensors, ERP systems, with no hardware or down time. Production lines are monitored in real-time, identifying the root cause of waste instantly

● TRACK

AI compares live signals from Mana manufacturing experts who input rules, labels, and best-practice patterns. Mana continuously monitors production to detect food waste

● UNDERSTAND

Mana AI analyzes patterns to uncover the root causes of food waste, by cost, weight, and carbon emissions, to shift changes to machine behavior

● TAKE ACTION

Expert recommendations fine-tune operations for continuous waste reduction. Audit learning feedback continuously retrain the model, enabling efficiencies and making systems smarter every cycle

BENEFITS OF MANA



Guaranteed Savings



Accelerated ROI



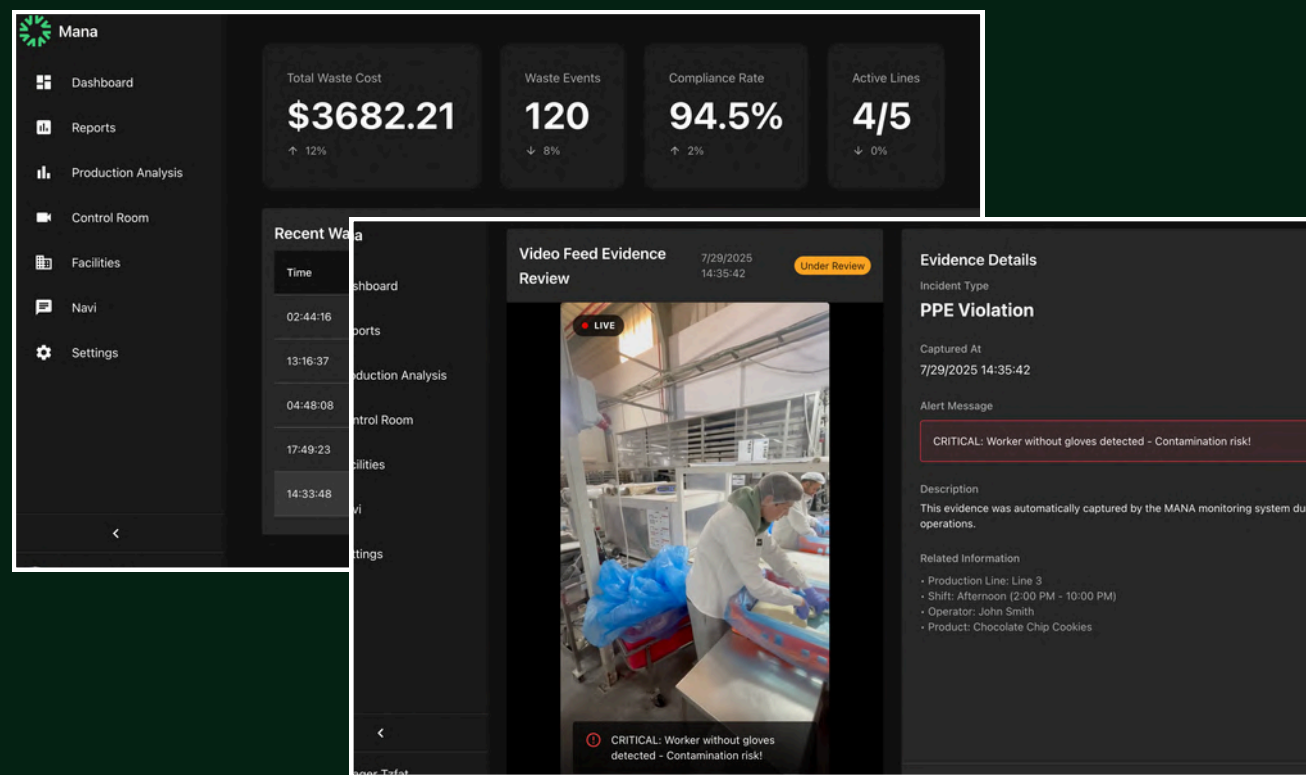
Easily Scalable



ESG Compliant

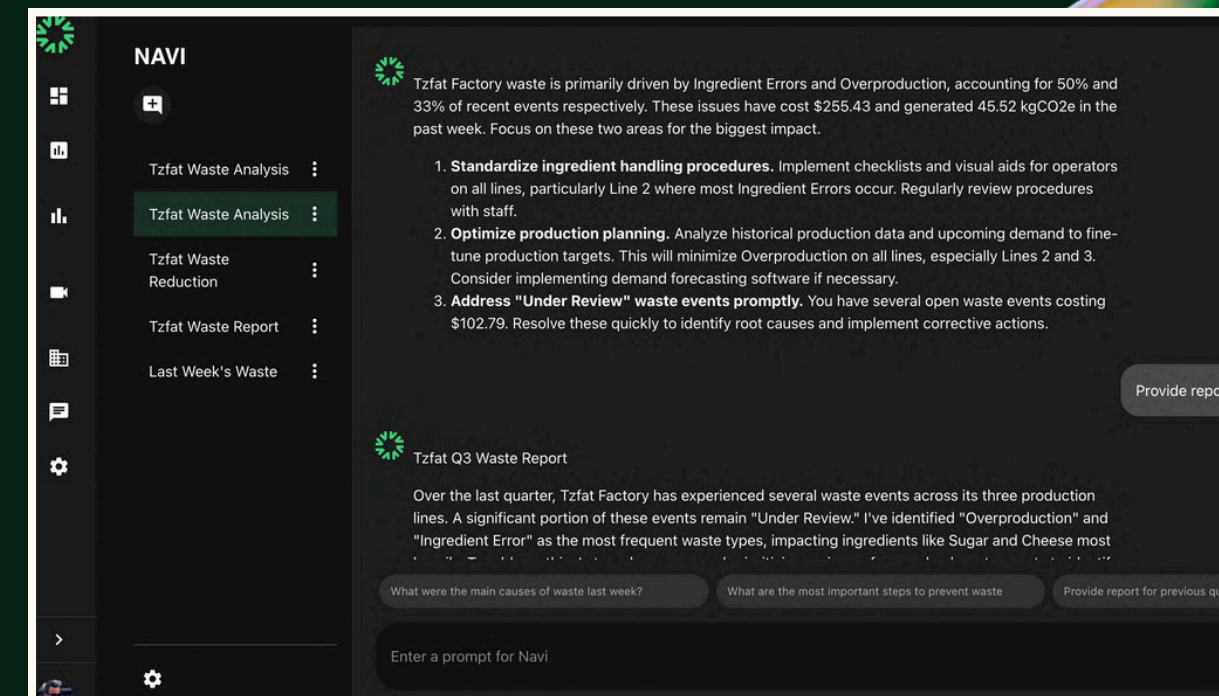


Identifies Root Cause Instantly with Analytics Dashboard and AI expert 'Navi'



LIVE FOOD WASTE DASHBOARD

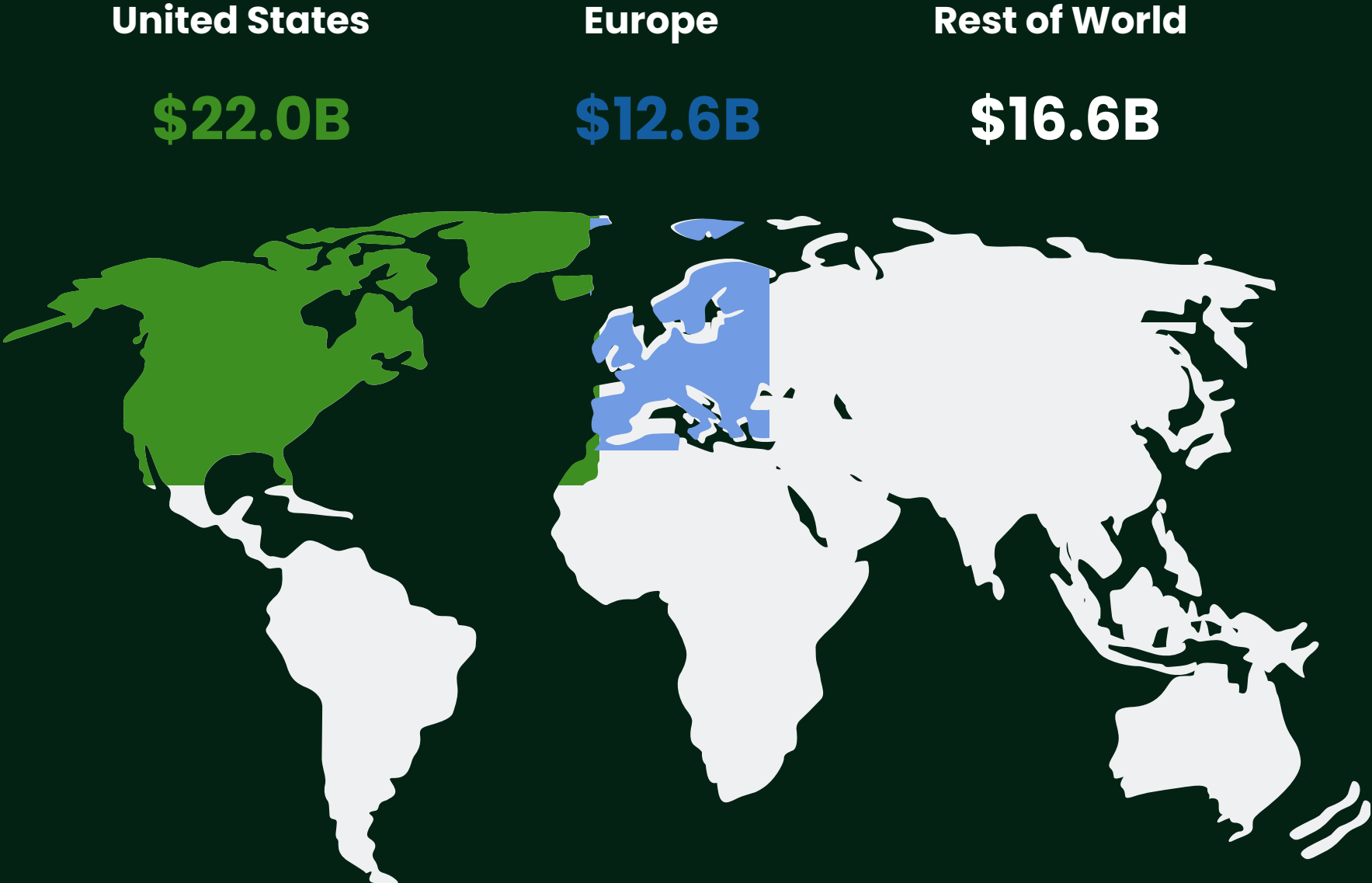
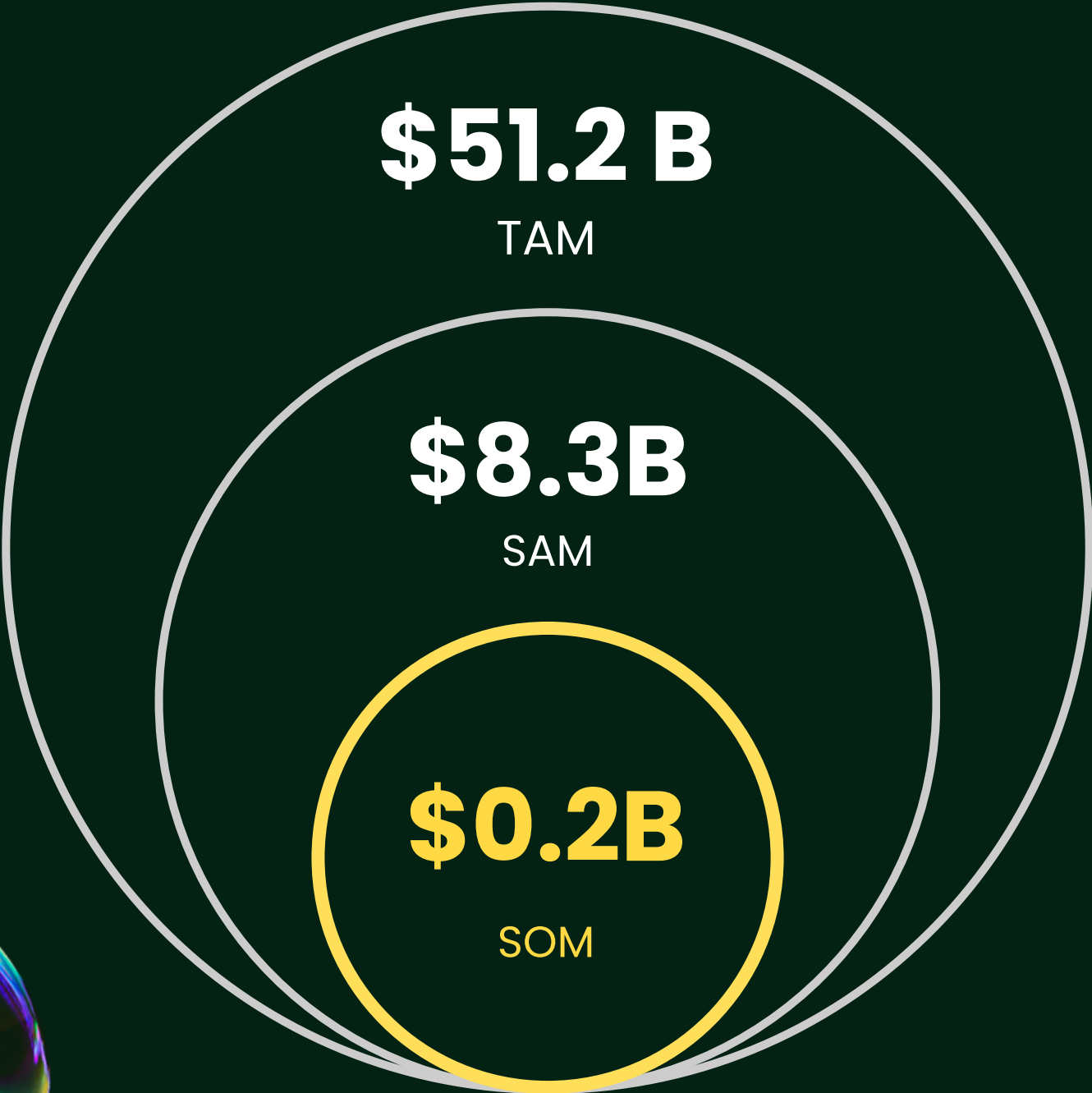
- Actionable insights to identify root causes
- Tracks weight, and quantify costs and CO₂ saved in real-time
- Predictive smart alerts before waste occurs, sharing anomalies instantly via SMS, Slack, or email
- Improves accuracy over time by learning from factory-specific patterns and outcomes



MANA'S AI CHAT 'NAVI'

- Navi, MANA's AI waste intelligence officer provide monitors factory operations, to provide real-time answers to complex data on costs and carbon impact
- Assists plant operators, managers, and leaders in informed decision making

Initial Target to America's Food Market with an Overarching SOM of 2.5% (\$208M)



*Food Waste Reduction potential is calculated as 5.50% of Manufacturing costs (0.66% of AR); Manufacturing costs are approx. 12% of company revenue.

Targeting 96,000 Food Producers, Representing \$6.8B of Market Opportunity

ESTIMATED GLOBAL REVENUE

~4.7M Food & Beverage Factories Worldwide



GO TO MARKET



Channel Sales

Establish co-selling agreements with sustainability consultancies, operational efficiency experts, and technology integrators.



Outbound Sales

Outbound sales campaigns such as email and LinkedIn targeting COO, CFO



Conferences + Live Events

Showcase live demos and participate in food waste conferences

Delivers Proactive Waste Reduction by combining AI with Factory Floor Analytics



Solution	 MANA	Intenseye	Winnow Solutions	Axionray	Leanpath	Dametis
Overview	AI Waste Intelligence	AI vision for worker safety	Smart bins for hospitality kitchens	AI Quality & Compliance	Kitchen Food Waste Tracking	Sensors Energy/Waste analytics
Factory-Focused (Not Just Hospitality)	✓	✓	✗	✓	✗	✓
Real-Time Monitoring	✓	✓	✗	✓	✗	✗
Expert Network for Training & Implementation	✓	✗	✗	✗	✓	✓
End-to-End Solution (Data + Actionable Change)	✓	✓	✗	✗	✓	✗
Scalable	✓	✓	✗	✓	✗	✗
Total Funding Amount	–	\$93.1M	\$41.9M	\$25M	\$8.3M	€7M

TEAM

Founded by Global Food Production and Operations Experts



David Webb

CO- FOUNDER CEO

Entrepreneur with 10 years in Executive Sales. Led teams in major insurance and cybersecurity firms. Built a property business from \$0 to six-figure monthly revenue in under 2 years.



Menachem Cowen

CO- FOUNDER CTO

Software entrepreneur focused on solving complex challenges. 6 years at Tadabase, he drove innovation, empowering businesses to build custom solutions effortlessly.



Kristiyana Nikolova

CO- FOUNDER CHAIRMAN

Over 15 years of experience at Danone & Kraft Heinz in senior director roles. Spearheaded global sustainability efforts in carbon, waste, & water, alongside significant supply chain leadership .



Jake Birman

DATA ACQUISITION LEAD

Through direct supply chain experience at PepsiCo, delivered a 26% reduction in warehouse breakage and 14% improvement in repack efficiency. Growth-focused.



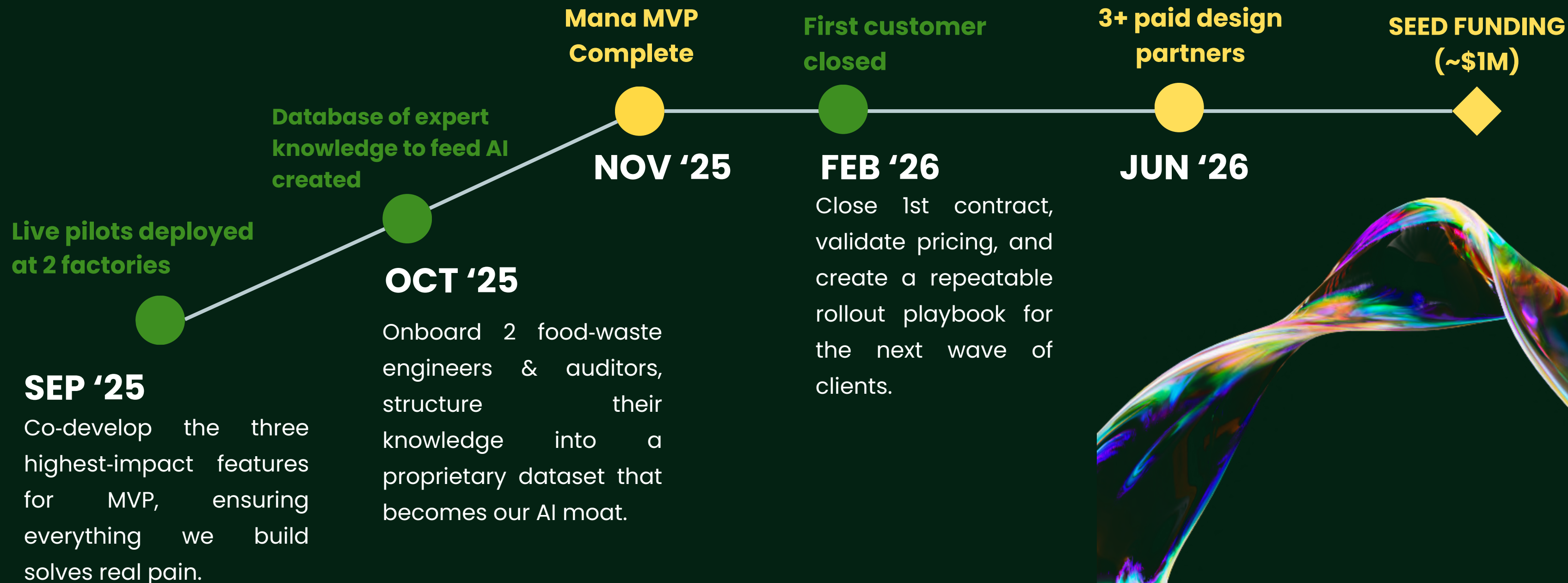
Levi Sudak

ADVISOR

Mobility entrepreneur and angel investor. Having successfully built and exited a company from inception to 60M acquisition in under 5 years, Levy brings invaluable experience to Mana

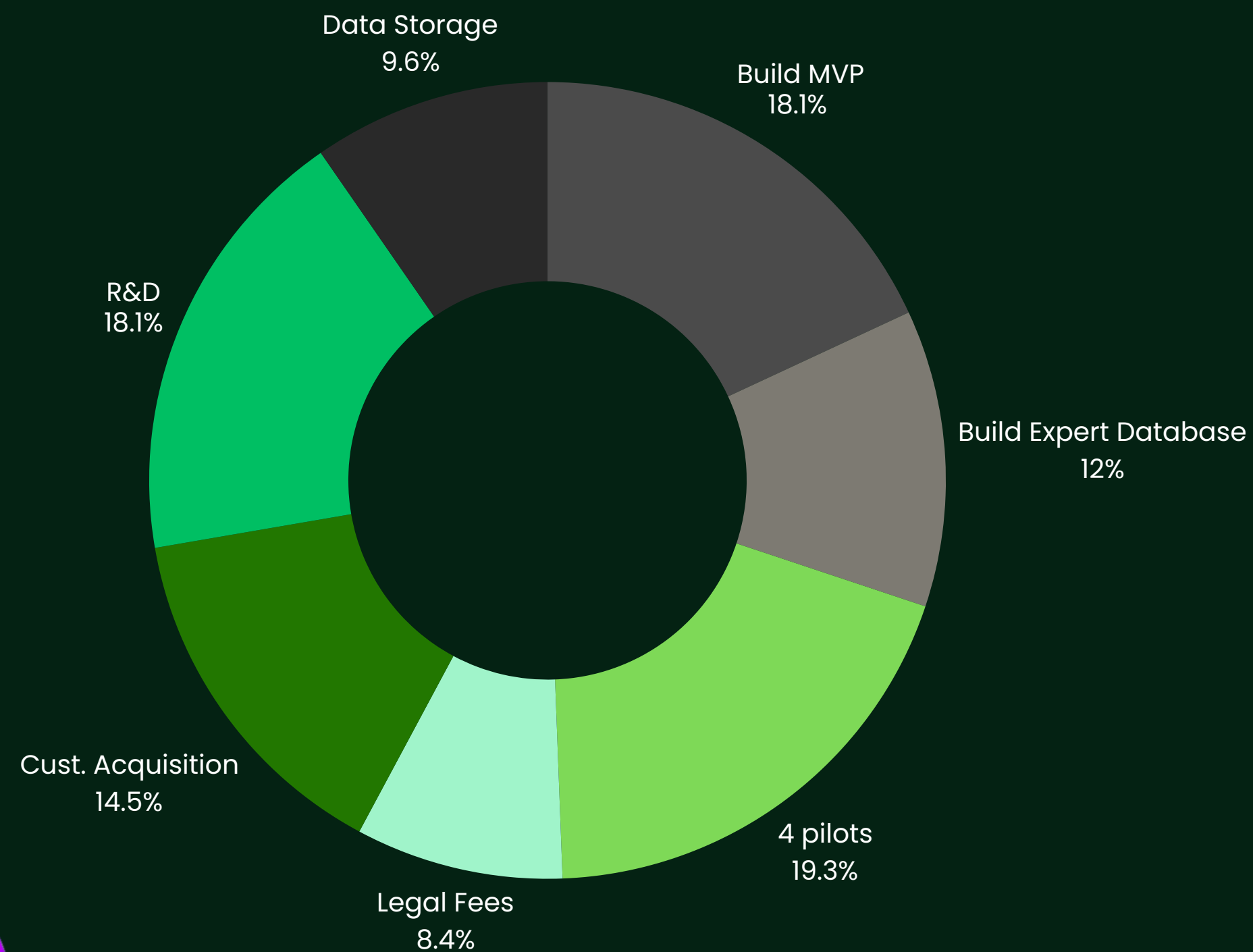


First Customer Expected within 6 Months, MANA with Rapid Scaling after Initial Wins



Seeking **\$500K** to Fuel 18 Months of Growth and Expansion

Operations include 4 pilot programs, data storage expansion, and ongoing R&D



OUR PARTNERS



Join us in
building a
future without
food waste.

Delivers Solutions That Drive Efficiency and Profitability for Food Producers

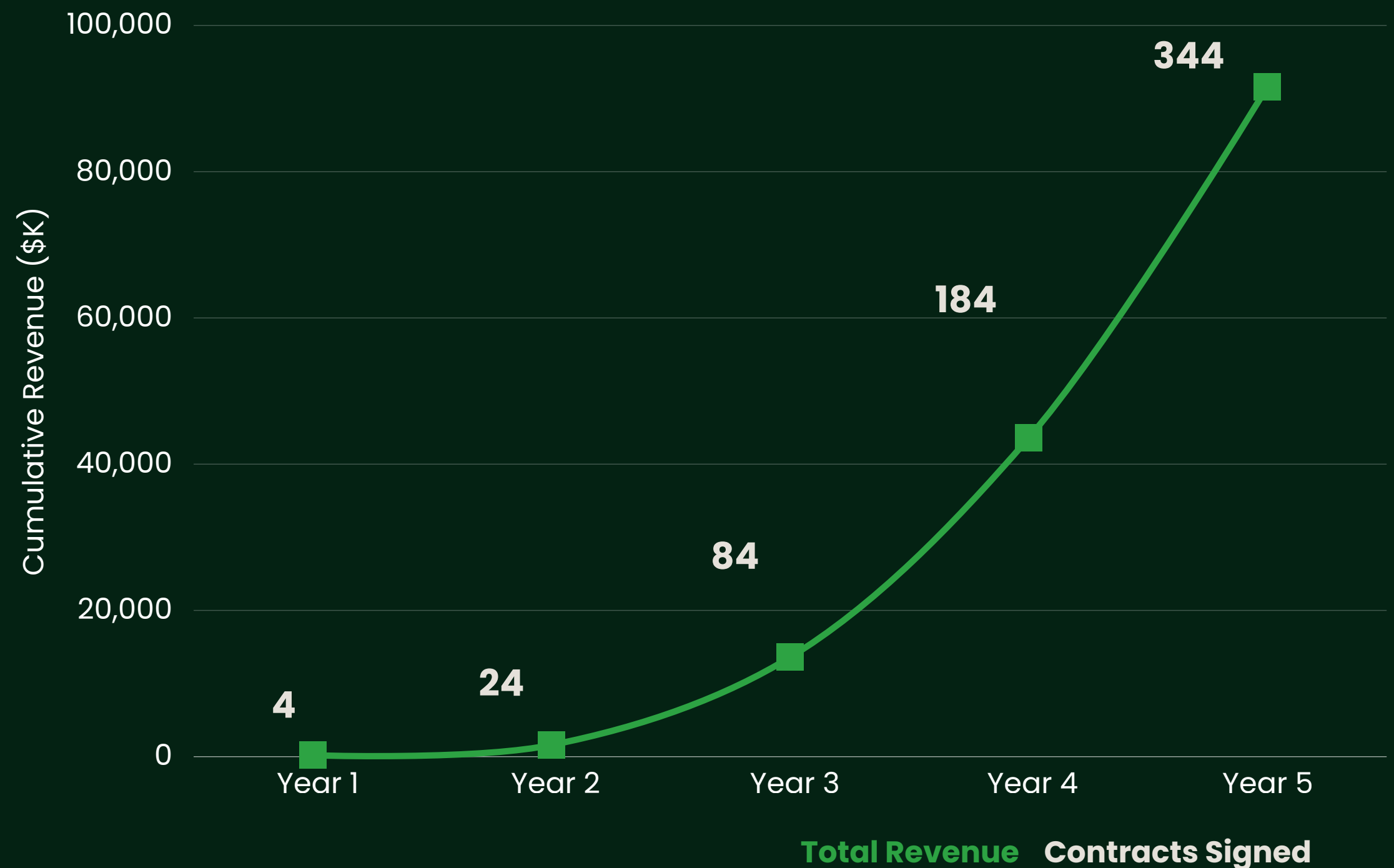


	Basic	Growth	Enterprise
Pricing (annual)	\$30K	\$50K	\$100K+
Features	• Real-time waste tracking dashboard • Monthly analytics report • Email-based support	• All Basic features • AI-powered waste reduction recommendations • Real-time alerts and custom workflows	• All Growth features • Factory-specific AI model tuning for higher accuracy • Full system integration (ERP, MES, IoT) • Real-time alerts and custom workflows
Market Size (Factories)	150,000	40,000	56,000
Waste Reduction	12-15%	20%	50%

Projected **\$92M** in Revenue by Year 5, with Ongoing Expansion in the U.S. Market



By Year 5, we will
operate in **~344**
factories, capturing
0.35% of the
serviceable available
market



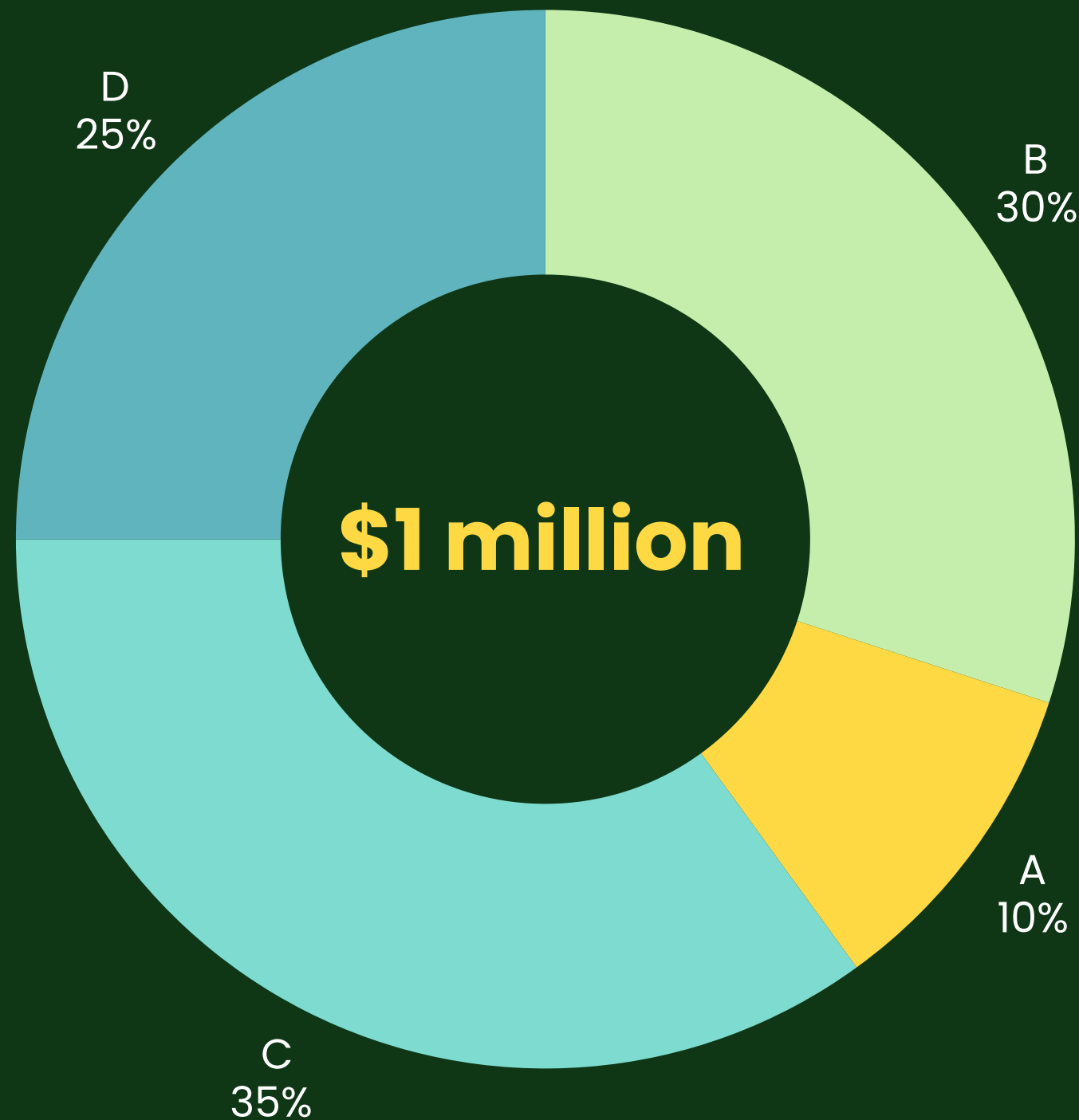
Value of Mana based on High-level Analysis of 3 Largest Food Companies



CURRENT PROFIT	\$17B	\$3B	\$13B
MANUFAC. WASTE	\$663M	\$178M	\$606M
POTENTIAL SAVINGS	\$332M	\$89M	\$303M
ADD. NET PROFIT	1.9%	2.7%	2.4%

*FW REDUCTION POTENTIAL IS CALCULATED AS 5.50% OF MANUFACTURING COSTS. MANUFACTURING COSTS ARE APPROX. 12% OF COMPANY REVENUE.

We will Target the next Round of SEED Funding in Autumn 2026



A. Expert Knowledge and Audits

B. Sales & Marketing

C. R & D (AI & sensor integration)

D. Team