


1

Too Good To Go




2

What is it?

Too Good To Go is a mobile app that aims to reduce food waste by connecting users with restaurants, cafes, bakeries and grocery shops that have excess food left over at the end of the day.

"Too Good To Go" was created by a group of Danish entrepreneurs led by co-founder Mette Lykke. The idea behind the app originated from their desire to tackle food waste.



3

Their business model:

1. App platform: Too Good To Go works through a proprietary app where users can browse and buy surplus food at a price.

2. Partner Network: The company partners with various food establishments, allowing them to list their surplus food and connect it with users.

3. Supply Chain Management: The app tracks the flow of surplus food from the source to the user, ensuring the highest quality of products available for purchase.

4. User Incentives: Users can benefit from the app by finding affordable food options, reducing their carbon footprint, and supporting local businesses.

5. Revenue Generation: The company generates revenue through a commission on each purchase made through the app.


6. Sustainability Focus: The company's mission is to reduce food waste and promote sustainable practices, which is a key differentiator from other food delivery apps.

7. Social Impact: The app's success is measured not only by revenue but also by the amount of food waste reduced and the number of surplus meals distributed.

4

Why it's important?

- Reduces Food Waste
- Environmental Impact
- Social Responsibility
- Affordable Food Access
- Supports Businesses
- Community Building



5

Is it new?

Too Good To Go is relatively new in the market, but it uses technology and a specific business model to tackle food waste in a new way. While Too Good To Go is a pioneer in this field, there are other startups and similar initiatives around the world.

1. COVID is a food sharing app that allows individuals and businesses to share excess food with others in need.
2. Food Rescue US is a non-profit organization that uses technology to connect food donors with people in need.
3. Farm to Fork is a Danish startup that offers a platform similar to Too Good To Go, connecting consumers with local food producers.

6

Critique

1. The quality of food is not always satisfactory to the users of the app, leading to frustration.

2. Environmental impact: Although Too Good To Go aims to reduce food waste, the transportation aspect associated with packaging food from participating businesses can offset some of the environmental benefits.

3. Business profitability: Fees charged to businesses that sometimes seem high for small businesses.

4. Accessibility: In some regions, the number of businesses participating in the app may be limited, leading to a lack of variety for users.

5. Ethical concerns: Some critics argue that Too Good To Go encourages businesses to produce large quantities of food, knowing they can sell excess food through the app, and potentially exacerbates the problem of food waste.

Too Good To Go

