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SPRIJEČITE BACANJE
HRANE



13:09 ✓✓

INTRODUCTION / BUSINESS THESIS

Team NICE & FRESH



Roberto Astete



Ariel Crespo



Eduardo Ahumada

Meetings with mentor/teaching team.

Mentoring meeting the week of 5 of 7:

Alexandra Orozco
Alejandro Maureira

New video interviews: 3

Total number of video interviews: 19



Without Nice & Fresh

NICE & FRESH

Business Thesis

For households with single individuals and parents aged 30-60: extend food freshness, reduce waste by 30%, eliminate odors and flavor mixing, and save up to \$40/month with our nanotech fridge filters.



With Nice & Fresh

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[30/07/2025]

WEEKLY INTERVIEW SUMMARY

DEMOGRAPHIC CHARACTERISTICS OF THE INTERVIEWS

Households of women aged 30-60, living with 3-5 family members, manage grocery shopping, food storage, and fridge cleaning.

VALIDATED HYPOTHESIS

IF a nanotech fridge device keeps food fresh and odor-free, THEN busy adults (30-60) will pay \$5-10/month to reduce food waste and save time.

LESSONS LEARNED FROM THE INTERVIEWS

- Frequent waste: veggies, dairy, leftovers.
- Odors trigger deep cleaning.
- Remedies used, often ineffective.
- Open to new tech if applicable, cheap, and trusted.

INSIGHTS GAINED

- Odor stress → Highlight relief
- DIY fails → Position as better
- \$40 waste/month → Emphasize ROI
- Preservation habits → Frame as ally
- Trust matters → Use testimonials
- \$10-30 price OK → Test pricing

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INTELLECTUAL PROPERTY

CURRENT STATE OF ITS TECHNOLOGY IN IP

- Patent Application: In Chile, under 202403649 in 2024.
- Trademark Registration: registered 1463030 in Chile.



Chilled



Frozen

FUTURE STRATEGY IN IP

- We'll protect our innovation in key markets through PCT or national patents, ensuring safe and competitive expansion.



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NICE & FRESH

COMPETITIVE MATRIX

Customer Value	NICE & FRESH	Activated Carbon	Permanganate filters	Baking Soda / Lemon	Ionizer (O ₃)	Built-in Filter
Odorless refrigerator	✓	✓	✓	✓	✓	✓
Keeps produce fresh	✓	✗	✓	✗	✓	✗
Sanitizes surfaces	✓	✗	✗	✗	✓	✗
Non-hazardous	✓	✓	⚠ Toxic	✓	⚠ O ₃ risk	✓
Easy to use	✓	✓	⚠ Setup	✓	⚠ Power	✓
Cost-effective	✓ -\$3-4/m	✗ Replacement	✗	✗ Inefficient	✗	✓

✓ = Fully meet the value ⚠ = Partially meets the value/ with risk ✗ = Does not meet the value

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BUSINESS MODEL CANVAS

NICE & FRESH

Value proposition

1. Eliminates foul odors naturally and safely.
 - 100% odor neutralization.
2. Keeps your food fresher for longer.
 - Saves up to \$40/month on spoiled food.
3. Easy to use, compatible with any refrigerator.
 - Installs in 30 seconds, lasts over 4 months.
4. Eco-friendly technology that protects your family and the planet.
 - Made with recyclable materials and no toxic components.

Customer segment

- Homeowner 30-60 who manages household groceries, loses food regularly, and wants to keep food fresh longer and odor-free.

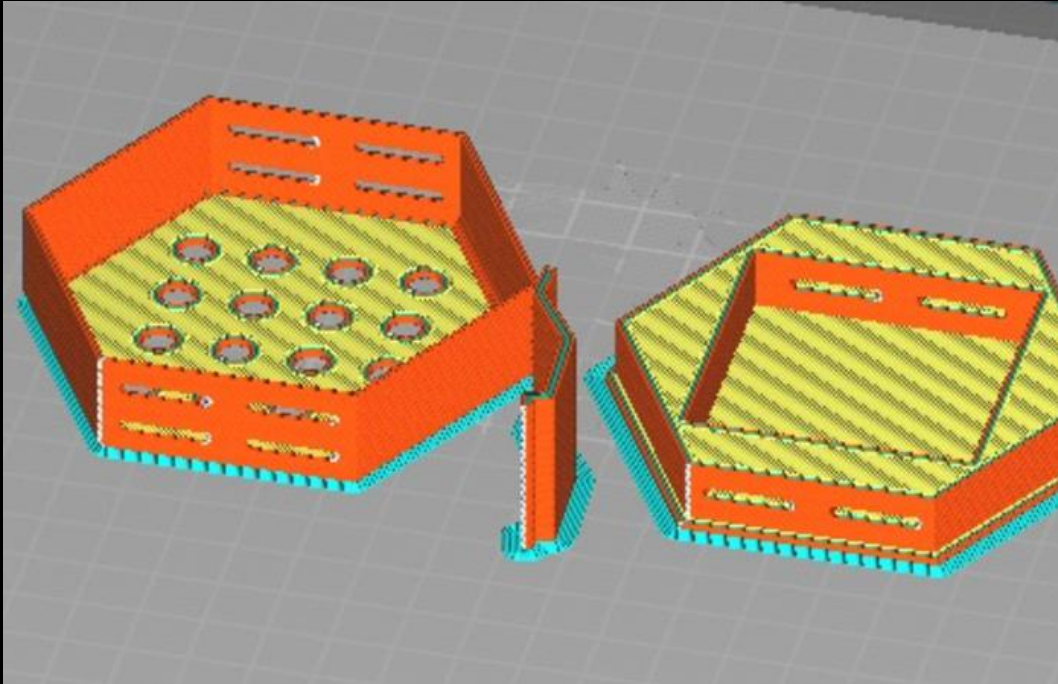


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Nice&Fresh

*Filter with nanotechnology for
refrigerators*



*3D
design*

Patent
Pending

Nice&Fresh



New filter for refrigerators with latest generation nanotechnology, to preserve fruits, vegetables and flowers, whose operation is based on the use of nano Titanium Dioxide (TiO_2)/visible light, water, oxygen and activated carbon as an adsorbent.

Available formats:

1.-**(Nice&Fresh-h)** Aerodynamic poly lactic acid (PLA) polymer capsule with universal clip for installation, which contains an activated carbon in the shape of a honeycomb impregnated with nano Titanium Dioxide (TiO_2). It uses biodegradable plastic and its components are authorized and validated by international organizations.

2.-**(Nice&Fresh-f)** Aerodynamic poly lactic acid (PLA) polymer capsule with universal clip for installation, which inside contains activated carbon in the form of a fiber impregnated with activated carbon and nano Titanium Dioxide (TiO_2). It uses biodegradable plastic and its components are authorized and validated by international organizations.

Properties:

- Removes and controls ethylene
- Reduces the percentage of rotting of vegetables.
- Active control of microorganisms both in environments and on surfaces.



TEST

Nice&Fresh

CHILE AVOCADO TESTS

*% of decay after treatment
cold and temperature
atmosphere*

4 kilo boxes
56 days

With Nice&Fresh = 4%

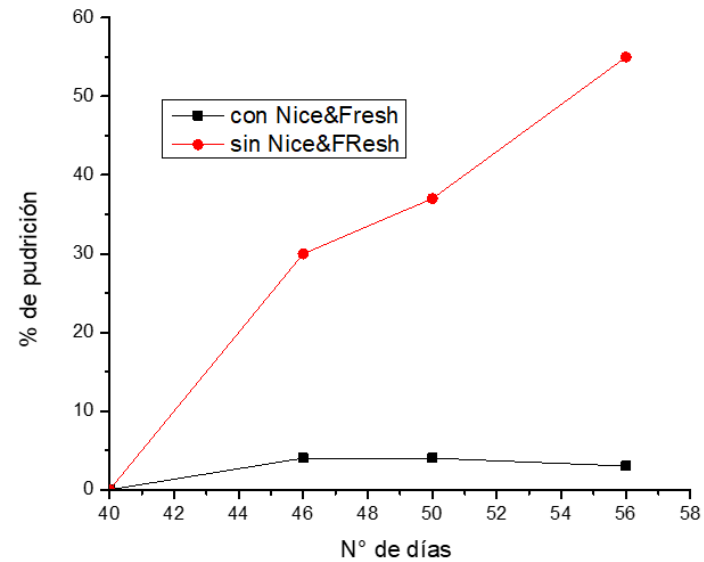
Without Nice&Fresh
=55%

10 kilo boxes
56 days

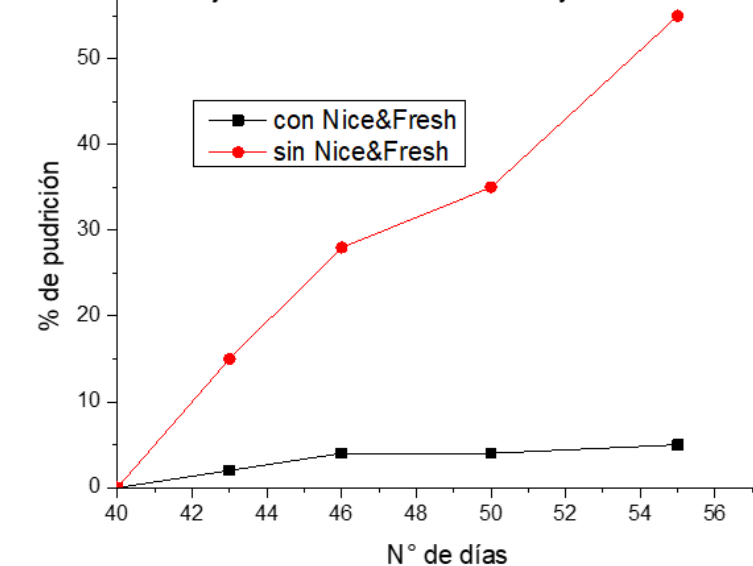
With Nice&Fresh = 7%

Without Nice&Fresh = 57%

Cajas de paltas de 4 kilos 43 días frío +13 días ambiente



Cajas de 10 kilos 43 días de frío y 13 ambiente





*Removal of ethylene
avocados: Boxes of 4
kg in bags sealed
45 days cold
camera, 6 days
atmosphere*



*Ethylene witness= 79 partsbybillion (ppb)
Ethylene sample with **Nice&Fresh** = 7 ppb
Measurement made with Analyzer of ethylene
MAC View Post harvest Portable.*

***ESSAYS
CHILE
BLUEBERRIES***

***29 DAYS COLD, 13 DAYS AMBIENT
TEMPERATURE***

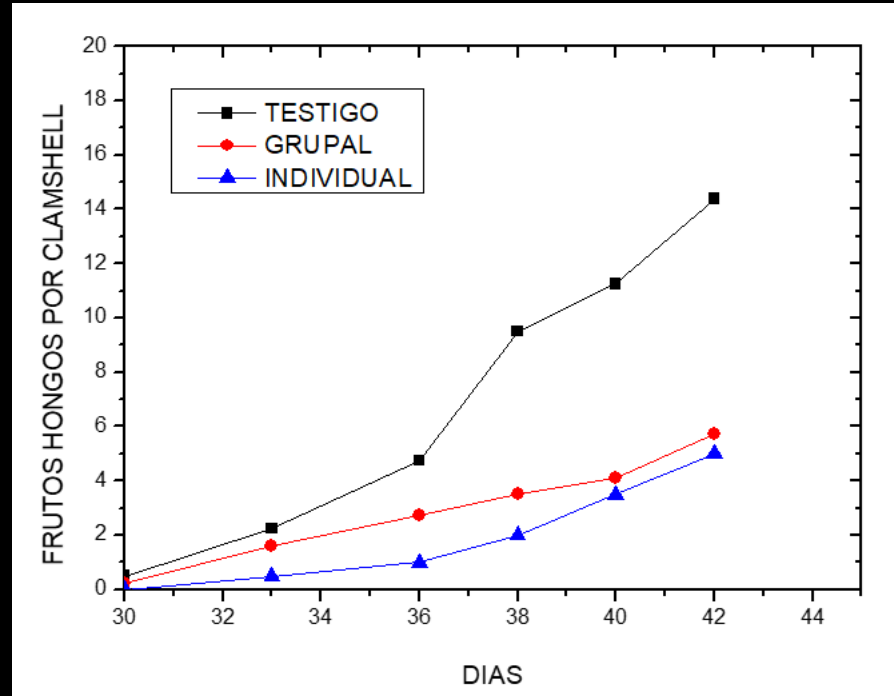
Mushroom count by clamshell



counting with *Nice&Fresh*
Turgir fruit, better flavor
Less % of blue and red line rot



Counting without *Nice&Fresh*
Fruit with a higher percentage of
rot, lower Turgor, black line



KIWIS CHILE TESTS



→ 30 days cold, 15 DAYS

TEMPERATURE

atmosphere

*Fruit pressure measurement
with pressure gauge.*

*fruit with **Nice&Fresh** = 9.6*

*fruit without **Nice&Fresh** = 5.7*



5.11%

- Less rot
- Better taste
- Less dehydration

7.4
0%

ESSAYS

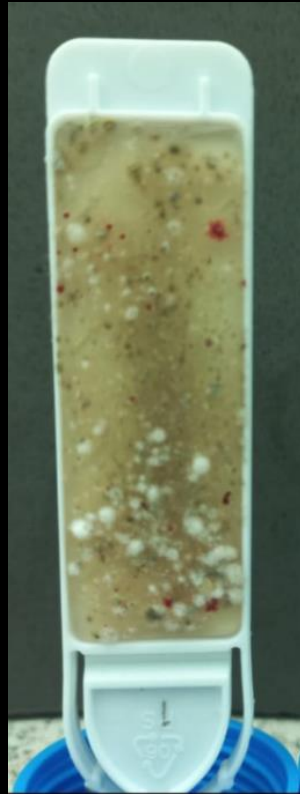
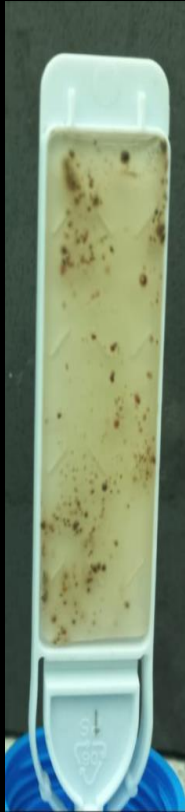
CHILE MANDARINS

43 cold days, 21 ambient
days

Dehydration %
measurement
of the fruit

CLEMENTINA BAIKA CHILE TESTS FUNGI AND BACTERIA ON FRUIT SURFACE AFTER 24 HOURS WITH AND WITHOUT *Nice&Fresh*

Fungus



With *Nice&Fresh*

without *Nice&Fresh*

bacteria

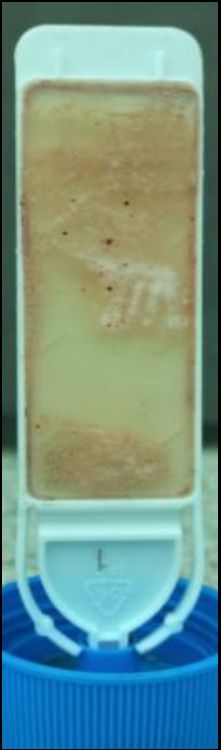


With *Nice&Fresh*

Without *Nice&Fresh*

*TESTS APPLES REQUINOA CHILE FUNGI AND BACTERIA
ON THE SURFACE OF THE FRUIT
AFTER 24 HOURS WITH AND WITHOUT Nice&Fresh*

Fungus



With Nice&Fresh

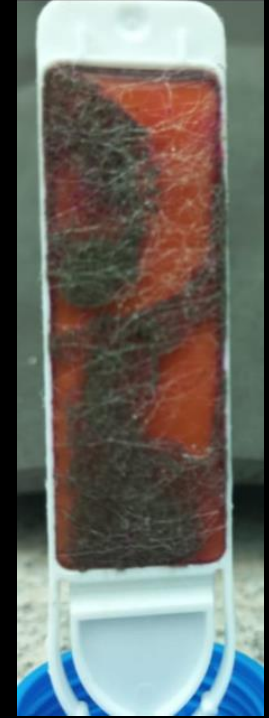


Without Nice&Fresh

bacteria



With Nice&Fresh



Without Nice&Fresh



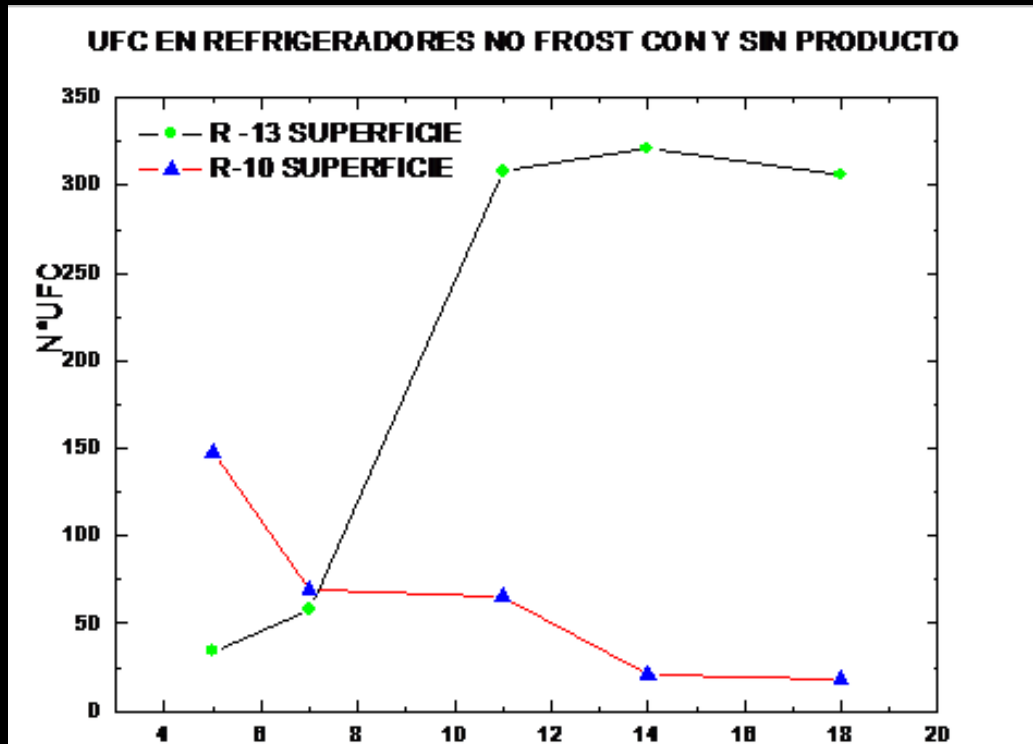
With
Nice&Fresh

Without
Nice&Fresh

TRIALS IN FLOWERS COLOMBIA

After 30 Days Guard and 10 Days Vase
FILTER: 90% OPTIMAL, 10% GOOD, 0% FAILURE
STS LIGHT: 50% OPTIMUM, 30% GOOD, 18% FAIR,
2% OUT

Rehearsal of unit's trainers of colonies (CFU) within a fridge No-frost loaded with products perishable



R-10 With *Nice&Fresh*

R-13 Without
Nice&Fresh

Electrolux Chile Refrigerator (R)Fensa

TiO₂ nano composite CERTIFICATIONS and laboratory tests





Nakon 5 dana bez N&F



Nakon 5 dana sa N&F



Nakon 20 dana sa N&F

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