

COMPETITIVE ANALYSIS MATRIX

	Fridge Pal	Too Good To Waste	MyPlate	goMkt	Cozzo
Type	Partial Competitor	Analogous	Partial Competitor	Parallel Competitor	Direct Competitor
Description	App that helps users track the contents of their fridge.	Food management toolkit and implementation guide provided by the US EPA.	Platform to help build healthy eating habits. Gives food knowledge	B2C online marketplace where food businesses and food consumers can transact surplus food	Food Manager, meal planner, waste tracker all-in-one app.
Link	Fridge Pal link here	Too good to waste link here	https://www.myplate.gov/	https://www.gomkt.com/	https://cozzo.app/
Strengths	<ul style="list-style-type: none"> -Create and share shopping lists. -Expiry notifications 	Provides behaviour change tools that can be adopted by local governments or consumers themselves.	<ul style="list-style-type: none"> -Personalised resource tool -In-App challenges -Suggests and lets users save recipes. 	<ul style="list-style-type: none"> -Helps shop locally -Significant markdown in price(by 75%) 	Multi faceted app giving end to end solution.
Weakness	Relies on the user's diligence to scan barcode and log in food. Not automated/integrated.	-More of an information guide rather than a service.	-Incase users are not successful in meeting goals, it can lead to discouragement and abandonment of apps.	Only in-store pickup. No delivery	Subscription based model. May discourage users from signing up if they cannot try it for free first.
USP	Feature that lets you scan barcodes for easier entry.	Assessment of personal food waste in challenge form. Clever gamified approach.	Notifies users of savings in the area and provides budget friendly food options. -Integration with Alexa. -Personalization quiz	Scope to extend to B2B to manage larger volumes of food and organic waste streams for their clients	Automated coordination between Inventory and shopping list -all in one, end to end solution unlike others.