

The Problem

Seattle generates roughly 137 tons of food waste every day, even when many of its residents, particularly college students, struggle to access convenient, affordable, and nutritious food. This paradox stems from a social equilibrium that encourages overproduction, constant availability, and convenience, where surplus is treated as normal and often cheaper to discard than redistribute: this allows food waste and food insecurity to coexist.

Replate's Solution

Replate takes food that would otherwise go to waste from food wholesalers, and delivers it to food deserts, selling it at a discount to people who would otherwise go hungry.

Business Model

Replate is a technology-enabled marketplace that partners with distributors and food providers to identify sealed, near-expiry, overstock, or otherwise unsold inventory that is still fully usable and of retail quality.

Once identified, surplus items are collected, sorted, and listed on the RePlate mobile application in real time. Customers browse available offerings and purchase items using a credit-based system, where they purchase credit bundles that can be redeemed for any items on the platform. This allows users to easily mix meals, meal kits, and staple items, allows for flexible meal planning, all while giving customers access to meals at 30–40% below traditional grocery prices.

Purchased food is then picked up at a centralized RePlate distribution location in Seattle, prioritizing convenience towards customers and maintaining food safety standards.

Social Impact

Replate increases access to affordable, nutritious food for students in Seattle who experience food insecurity. By providing discounted meals from surplus inventory, the platform helps ensure that more people can consistently access convenient and healthy food options. At the same time, Replate reduces food waste by redirecting surplus food from suppliers that would otherwise be discarded. This lowers environmental impact and improves efficiency within the food supply chain. Replate ultimately creates a dual-impact by addressing food insecurity while reducing food waste, helping restore balance in a system where surplus and scarcity currently coexist.

Financial Viability

Replate's revenue is generated primarily through a subscription-based credit system. Its growth is estimated from \$200,000 to \$800,000 within 3 years. As partnerships expand and subscriber increases across Seattle, we anticipate a revenue of \$1.7 million. While the company expects initial operating losses during the startup phase due to infrastructure, staffing, and logistics investments, these costs decline as a percentage of revenue over time, allowing Replate to reach profitability by Year 3 and generate approximately \$500,000 in net income by Year 5, achieving a healthy profit margin of around 29%.

	Year 1	Year 2	Year 3	Year 4	Year 5
Revenue	\$200,000	\$500,000	\$800,000	\$1,200,000	\$1,700,000
Cost of goods	\$80,000	\$175,000	\$240,000	\$330,000	\$450,000
Net Profit	-\$180,000	-\$100,000	\$100,000	\$300,000	\$500,000