

FOODNINJA

LIVE AN IMPACT

FoodNinja is a social enterprise that envisions a zero food waste environment by providing solutions via different channels to the stakeholders.

TEAM

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Winner of Telenor Youth Summit 2014

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Co-founder, Operation Ninja
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CONTACT INFORMATION

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PROBLEM

Malaysian produces **15 million** kilogram of food waste daily that can feed up to **7.5 million** people daily. In 2020, Malaysia will have food waste amount worth 16 KLCC towers. Meanwhile hunger kills more people every year than AIDS, malaria and tuberculosis combined.

SOLUTION

- A [online platform](#) that connect the surplus food from business unit to the charities that feed the poor.
- Social campaign that unites youth to raise awareness and eradicate food waste.

KEY METRICS

- Number of registered business units
- Number of registered NGOs
- Number of meals provided

TARGET MARKET AND MARKET SIZE

Business Unit:

- (i) Hypermarket & supermarket nationwide; 120 Giant and 52 Tesco
- (ii) Bakeries and cafes nationwide; 80 King's Confectionary
- (iii) Distributors and wholesalers

Charity: All registered NGOs in Malaysia

BUSINESS MODEL

FoodNinja sustain ourselves by business unit's subscription fee. We create CSR project through collaboration with the business unit .

COMPETITOR

Food Aid Organization
Soup Kitchen