

Foodko

Seriously local food.



Web and mobile platform that leverages spare logistics capacities of food distributors to get local food delivered directly to consumers



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Local food delivery today still has many flaws. One of the most prominent are high logistic costs that forces local food producers to make a difficult decision to either make their deliveries less frequent and make fewer sales or absorb the logistics costs that eat into their margins. Furthermore, maintaining cold chain throughout the process is a significant barrier to entry for smaller producers of local food and farmers with little or no logistic capacities to reach distant markets. Both facts result in shoppers not having access to genuine local food at reasonable prices with the economically sound option to have it delivered to their home.

Foodko platform seeks to solve these problems by leveraging them one against the other. With using spare logistics capacities of food distributors we wish to ensure that local products get delivered to shoppers at a fair price. During this process we create measurable value for all three stakeholder groups - distributors of local food, producers or farmers and shoppers. Making B2B collaboration as effective as possible is the key to bringing the final value to our shoppers.



Prospeh d.o.o.

Building a product that caters to the needs of several different user groups is a challenging task that requires a heterogeneous team that works well together and knows how to iterate quickly. For creating this project, we have summoned a team that has a history together and has already proven that they know how to run with products from idea phase to the launch on the market.

The cofounders Žiga, Tomaž and Branimir have known each other for roughly 10 years and have been working together on various projects for the last 5+ years. It was during the development of the latest product - Foodko - that we started collaborating with the rest of the team - Aleksandar, Jovan, Srdjan, Dino and Žare. With 2 business development, 1 full-stack developer, 2 backend developers, 2 frontend developers and a designer we believe we are very well equipped for the challenge.

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