

HALF-YEAR REPORT

I. 2024



INTRODUCTION

The Half-Year Report provides information about the progress and successes of our Rootie application, designed to simplify and efficiently manage the trading of food commodities. Since its launch, we have made significant progress in several key areas, including technological development, user experience, marketing strategies, new partnerships, and participation in major exhibitions.

This report will give you an overview of the latest features and improvements we have implemented in the application based on feedback from our early users. It also focuses on our marketing activities that have helped increase awareness of Rootie among our target audience and on new partnerships and collaborations we have established to expand our services and offerings.

Equally important are our successes at international exhibitions, where we had the opportunity to present Rootie to a broader audience and establish contacts with potential clients and partners.

We are pleased to inform you about these significant steps forward, and we hope this report provides you with a comprehensive overview of our ongoing efforts to improve and develop the Rootie application to meet user expectations and contribute to more efficient trading of food commodities.

I. DEVELOPMENT

Main Website

One of the main novelties was the launch of a standalone main website. This new site provides users with a centralized place to access all important information and features of the application, improving the overall user experience. The website was designed with an emphasis on modern design and intuitive navigation, allowing users to easily find the information and services they need.

Product Categorization

Another important innovation was the introduction of new product categorization. Categories such as flours, spices, flakes, and oils were added, increasing the diversity of available products. This step was taken to improve the clarity and organization of our products. The new categorization allows users to more easily and quickly find the specific products they are looking for.

Code Migration

An equally important task was the migration of all our application's code to our own GitHub repository. This move brought us several advantages, including better control over the development process and increased security of our source codes. Our own GitHub repository also allows for more efficient version control and collaboration among development team members. This step is crucial for the further growth and development of our application as it provides a solid foundation for future innovations and improvements.

II. FIRST ORDERS

After launching our Rootie application, we received our first orders, which were successfully processed. These first steps were very important for us as they confirmed the functionality and reliability of our application. Our users appreciated the simple and efficient ordering process, which we designed to be intuitive and user-friendly. Rootie has thus become a reliable trading tool for many companies, enabling quick and secure purchase and sale of products. The first orders also provided us with valuable data and experiences that we have used to further improve the application.

III. USER RECRUITMENT

We actively started reaching out to users to register for the application and start using the benefits Rootie offers. We focused on manufacturers, distributors, and companies that could act as buyers. Our outreach was targeted and conducted through various channels, including email campaigns, social media, and direct communication. The responses were positive, and we gained many new partners who appreciated the transparency and efficiency that the application brings. This activity helped us expand our user base and strengthen Rootie's position in the market.

IV. FEEDBACK

We regularly receive positive feedback from our users and partners, which makes us very happy. Users especially appreciate the ease of use, the wide range of products, and the reliability of our platform. Of course, not all feedback is positive - we occasionally receive constructive criticism, which we highly value. This criticism helps us identify areas where we can further improve our services. We carefully analyze every suggestion and strive to fully utilize it to continually improve and adapt Rootie to the needs of our users. Our goal is to create an application that is not only functional but also maximally user-friendly and efficient.

V. MARKETING

We have carried out several successful marketing campaigns that have helped increase awareness of Rootie and attract new users. The campaigns targeted various audiences, from small to medium-sized entrepreneurs.

VI. PARTNERSHIPS AND COLLABORATIONS

In the past six months, we have established several significant partnerships and collaborations that help us expand our offerings and improve services for our users. We collaborate with leading manufacturers, distributors, and other key market players, allowing us to provide a wider range of products and better prices. These partnerships are crucial for our long-term growth and success.

VII. FOODEXPO ATHENS EXHIBITION

Our team participated in the significant FoodExpo exhibition in Athens, where we had the opportunity to present Rootie to a broader audience. This exhibition provided us with a great opportunity to gain feedback and positive reactions to our application. Visitors appreciated the innovative solutions that Rootie offers and expressed interest in collaboration. The feedback we received was very valuable and provided us with new perspectives on improving our services. Participation in FoodExpo Athens also allowed us to establish new contacts and strengthen our presence in the food sector.

VIII. REFLECTX FESTIVAL

Another significant event was our participation in the ReflectX Startup Festival, where we presented our Rootie application and competed for a financial grant. The festival was particularly important for us as we reached the semifinals among 38 startups from around the world. This success is a great encouragement for us and confirms that our application has the potential to attract and succeed internationally. At ReflectX, we gained valuable experiences and feedback from experts and investors, helping us identify further opportunities for development and innovation.

IX. STARTUP BOOTCAMP

Our participation in the Startup Bootcamp organized by Slovenská Športiteľňa was one of the key events of the past six months. The bootcamp provided our team with a unique opportunity to present the Rootie application to a wide audience of investors, mentors, and other startups. The presentation at the bootcamp was successful, and we gained many valuable insights and feedback that helped us identify the strengths of our application and areas that we can still improve. This experience allowed us to establish new contacts, receive valuable advice from experts, and strengthen our position in the startup community. The feedback we received is immensely important to us, and we will use it to further enhance and develop Rootie.