

**Name of the project:**

Soplaya

**Brief description of the idea**

Soplaya is the first B2B European digital marketplace, which aims at eliminating information asymmetries between restaurants and their suppliers. The issue is about the huge complexity linked to the reordering process and selection of products and to the lack of transparency, which characterizes the relationship supplier restaurant. Currently orders are placed by phone, fax or through a salesman who physically visits the company, which usually takes place while the staff is busy. A long-lasting validation process, carried out after conducting interviews with dozens of restaurant owners, food distributors and producers, clarified how the supply chain works, showing an inefficient and underdeveloped situation, which leads to high costs, waste of time and food and stress for all actors involved in the supplying network. Soplaya offers a single platform, which lets users find suppliers, get information about them (pictures, videos, descriptions), ask for samples, order and pay online (or ask to be visited by a salesman). From the suppliers' point of view, on the other hand, further problems will be solved, such as the lack of a dedicated communication channel with restaurants and the lack of control of clients and their payment status.

**Proponent**

Gian Carlo Cesarin

**Country**

Italy