



Foodshare Club

Business Plan

Tarlan Isaev
Founder and CEO
Created on March 18, 2022

Executive Summary

Product

The Foodshare project is a simple and easy-to-use cross-platform app for mobile and web. The app allows users to post about food that could potentially go to waste and facilitates other users to pick it up for free.

In addition to food items, the app features several options to connect the community with valuable resources that can be borrowed or gifted. For example, a user can borrow a book, a drill, or another useful item. To make a post about a product you want to share, just open the app, add a picture, a description, and when and where the product will be available for pick-up!

Likewise, if you're looking for something you want, you can post it in the Wanted tab; even if you are looking for a food bank or a community fridge, these can be easily found on our platform.

Communication between users is made easy through private chats and message boards. We ensure the safety of our users through end-to-end encryption and strict password policies.

Customers

Foodshare aims to serve the global community and is designed to be accessible to people of different backgrounds and cultures. By operating 24/7 the platform provides constant access both to the community members offering help and to those who are in dire need of resources. Those who are already involved in sharing on social media platforms but struggle with maintaining visibility will find Foodshare to be a noiseless space where people can connect and share without other distractions.

Foodshare will provide training to volunteers who will be tasked with picking up, storing, and delivering food items. They will be allowed to keep 20% of their food in exchange for their work. Incentives that will help support volunteer efforts will boost the larger community and create a space where regular people can become community heroes. Teachers and Managers by day and food waste rescue heroes by night. By keeping people engaged and by encouraging them to interact with each other through food and mutual help Foodshare builds resilience into the local communities and creates a better and more food-secure world.

Future of the Company

Although the foodsharing business is a highly revolutionary movement, in a world where some go hungry while others constantly find themselves disposing of various foodstuffs, we believe that there is a solution to this humanitarian crisis in our high-quality, attractive, well-designed, and affordable foodsharing app. Our goal is to partner with local food banks and community fridges to learn more about how they are addressing food waste and food insecurity in the UK. I also hope to establish partnerships with these organizations to promote the Foodshare platform and expand our reach. Also, we focus on raising the pre-seed funding and will acquire

more users around the world continuing our promotion. Furthermore, we believe it's very important to add more languages to operate on a more global scale with ease.

Company Description

Mission Statement

Our mission is to unlock the value of wasted food in the home and the local community. Change the priorities of the socio-economic system of society, to help create awareness around food wastage, climate change, and most importantly to reduce world hunger.

Principal Members

Tarlan Isaev — Founder/ CEO is a skilled DevOps cloud engineer and sustainability advocate, bringing over 10 years of technical experience spanning mobile, web, and cloud development.

Telman Isaev — Software Tester contributes over a decade of experience in IT systems management and consumer hardware. He leads testing and regional operations.

Denis Yarmoshko - Team Lead and Frontend React Developer is an experienced frontend React developer focused on building seamless web experiences.

Stas Lisovskiy — Frontend React Developer is an experienced frontend React developer focused on building seamless web experiences.

Together, our team combines deep technical capabilities with a passion for food sustainability. Their hands-on skills in building digital platforms and products, paired with domain knowledge in food science, position Foodshare to develop accessible solutions that drive real behavioral change around wasting food. Their diversity and commitment make this startup special.

Legal Structure

Foodshare is registered as an LLC company in Delaware, U.S..

Foodshare is registered as an LLC company in the UK.

Market Research

Movement

Foodshare is part of the foodsharing movement. Currently, foodsharing is considered a niche market, comprising different-sized companies. The largest companies, such as Olioex and Foodsharing, have large inventories of services that are offered internationally. The smallest companies share the food locally online either from retailers, shops, restaurants, or bakeries.

This movement is currently suffering from regulatory problems as consumers and businesses are wasting more food. However, industry revenues increased by \$14.2 million in the 2nd quarter of 2021. This means there is a potential for growth as the regulations change.

Detailed Description of Customers

The three groups that the company plans to market to are young adults (age 18-35), adults (age 35-50) with an income range of \$35,000 - \$80,000 a year, and businesses whereby we arrange to pick up and safely redistribute your surplus food to local communities. Households account for the majority of food waste, 70% of food wasted in the world every year is edible and businesses account for up to 30% of the food waste. Our target customers are interested in giving food to their neighbors to transform our 'throw-away society' into a 'give-away society' by sharing more and wasting less. They unite in online platforms that save and distribute surplus food throughout their communities. Our target customers consist of the increasing masses of people who are tired of bearing witness to increasing hunger, they are willing to stand up to prevent food wastage in the local communities as they, like us, wish to do their bit to help.

Company Advantages

Foodshare has the following advantages compared to competitors:

- High-quality, interactive cross-platform mobile and web application with easy-to-share listings.
- Our app includes more than 15 languages.
- Face-to-face or no-contact food delivery interaction of the foodsharers after the request confirmation.
- Safe and self-aware community.
- Non-food items, borrowed or wanted can also be posted encouraging various forms of materials and goods recycling
- The marketplace has powerful gamified challenges, forums and chats which are increasing the engagement and performance of the audience.

Regulations

Foodshare must meet all the UK and the US regulations concerning the food or foodsharing businesses. Specifically, The FDA Food Safety Modernization Act (FSMA) in the USA and Food Safety Act 1990 - a guide for food businesses in the UK; does not breach any applicable

statutory or regulatory requirements including following good hygiene and food allergen practices and also (where applicable), food safety management procedures based on the standards set by the relevant food competent authority such as:

- USA: Food, Drugs Administration;
- The UK: Food Standards Agency;
- Australia/New Zealand: Food Standards Australia New Zealand;
- Mexico: The Mexican Secretariat of Health;
- Food and Drugs | Ministry of Economy - UAE.

Service Line

Product/Service

Foodshare is a cross-platform mobile app and web app for food-sharing, aiming to reduce food waste. It does this by connecting those with surplus food to those who need or wish to consume such food. The food must be edible; it can be raw or cooked, sealed or open:

- Give & Receive Free Stuff, Borrow & Lend Household Items
- Charging Businesses For The Service Via the Food Waste Volunteering Programme
- Partnership With Zero Edible Food Waste Stores, Food banks, Community fridges
- View And Search All Listings On The Map With Near Items And Plan A Route
- Chats With Other Users with an internal Forum With Useful Tips and Advice

Pricing Structure

Foodshare offers its services for the following prices and offers business economics and financial models:

- Self-delivery of food from supermarkets, retail shops, restaurants, etc. via a utility/recycling fee of:
 - \$20 (food savers keep 20% of the food, the rest of it is being published in the app);
- Premium subscription pricing - pricing for advanced app features/functionality for maps for different periods of time if a person wants to see all free listings, but in on-map mode near its geolocation:
 - monthly - \$1;
 - yearly - \$10;
- Selling sustainable products, such as vegan and resource-recycling products:
 - a 15% commission on the sale.
- User acquisition costs - The costs to acquire each user via marketing channels like social ads and influencers. Target CAC is \$5 per user.
- Geographic expansion - Building density and reducing overhead in new cities. Goal to be in 50+ metro areas by 2025.
- Operations automation - Leveraging technology and AI to reduce staffing costs over time. Target 50% automation in 3 years.
- Grants and sponsorships - Securing corporate, government, and foundation funding to support growth. Target \$150k in the first year.
- Brand partnerships - Revenue from co-marketing campaigns, sponsorships, and event partnerships.
- Analyzing metrics - Monitoring key benchmarks like CAC, engagement, and conversions to optimize spend and pricing over time.

Product Lifecycle

All services are ready to be offered to clients.

Intellectual Property Rights

Foodshare will be a trademarked name in the UK, the US, Canada, Australia, New Zealand, Mexico, and Lat America.

Research and Development

The company is planning to conduct the following research and development:

- Include a feedback mechanism on the website for ideas, suggestions, and improvements.
- Provide comment posts for promotion at local foodsharing associations globally.
- Review available market researches to identify top food-wasting markets and the reason(s) for their occurrence.

Marketing & Sales

Growth Strategy

To grow the company, Foodshare will do the following:

- Provide services in the UK, the US, Canada, Australia, New Zealand, UAE, Singapore, Latin America and CIS.
- As the business grows, advertise in target markets, especially within eco-friendly communities.

Communicate with the Customer

Foodshare will communicate with its customers by:

- Providing an email newsletter with company news, product information, and online/offline meetups.
- Using targeted Google and Facebook advertisements.
- Utilising social media such as Twitter, YouTube, Facebook, LinkedIn, Pinterest, and Tumblr.
- Providing contact information on the company website.
- Adding labels on the sharing food and non-food that include the company name, contact info, and web address.

How to Sell

Currently, the only person in charge of sales for Foodshare is the owner, Tarlan Isaev. As profits increase, Foodshare will look to add an employee to assist with social media and online marketing. The target demographic for the company will be young adults aged 18-35 and adults aged 35-50 who actively watch their consumption. The company will increase awareness among our targeted customers through online advertising and proactive public relations campaigns, and by attending Food Waste summits.

Financial Forecast Figures

Foodshare Financial 3 Model Statement Model

[Financial statement for 5 years](#)

The world is a better place with Foodshare

Reduce food waste - Our platform enables the redistribution of excess edible food that would otherwise be wasted, decreasing waste streams to landfills. This conserves resources and reduces greenhouse gas emissions.

- Alleviate hunger - By connecting those with excess food to those in need, we help get nutritious meals to those facing food insecurity and empower communities.
- Drive sustainability - Our app educates and encourages sustainable behaviors around food, reducing environmental footprints at scale through technology.
- Strengthen communities - Foodshare brings people together, fostering local connections and resilience. Shared meals build bonds.
- Catalyze systemic change - Our data insights inform better food policies while our network effects can transform social norms around wasting food.
- Leverage technology for good - Our app harnesses mobile/web tech to coordinate hyperlocal impact on pressing social and ecological issues.
- Promote inclusion - Anyone can be a foodsharer, improving accessibility to good food. Sharing promotes solidarity.
- Enable grassroots action - We empower people to make a direct difference themselves through small acts of sharing with neighbors.

By tackling interconnected issues like hunger, waste, sustainability, and community at scale, Foodshare creates shared value. We leverage innovation to nourish people and the planet.

Foodshare's ambition

Our ambition at Foodshare is to fundamentally change behaviors and norms around food sustainability, community, and equity. We envision a world where food sharing is embraced universally as a solution to collective challenges.

On an individual level, we aim to empower people to reduce their wasted food, connect with their neighbors, and understand their impact. We want conscious consumption and local collaboration to become second nature.

For communities, our goal is to unlock their potential to solve endemic problems around hunger, isolation, and sustainability through grassroots action. We dream of resilient, abundant, and united neighborhoods.

Ultimately, we ambition to drive systemic change in how we produce, consume, and value food as a society. We imagine integrated food systems optimized for justice, health, and ecological regeneration, led by the people.

Achieving this requires reimagining our collective relationship with food. It starts small - sharing a meal with a neighbor. But scaled up, these acts can transform culture. Our platform provides a foundation for this change by bringing people together in new ways. We leverage technology to catalyze community food solutions and accelerate their impact, nourishing both people and the planet.

We're ambitious but believe in combining idealism with practical solutions for real progress. Small acts of good, multiplied by technology, can change the world.

Research Resources

Multiple Worldwide Studies

We have studied several major types of research and looked at the devastating figures that have been published on the internet. This is what motivates me to develop this project for the general public. A huge thank you to the community around the world who have been very supportive and inspired in our fight against food waste, climate change and most importantly world hunger:

- ReFed - [In the U.S., 35% of all food goes unsold or uneaten – and most of that goes to waste](#)
- EPA - [Food Waste Research](#)
- Harvard - [Food Waste The Big Picture](#)
- Harvard - [Sustainability](#)
- ScienceDirect - [Food waste matters - A systematic review of household food waste practices and their policy implications](#)
- Tiarcenter - [Foodsharing in Russia A way to save up to a million tonnes of produce every year](#)

Other resources

Pitch Deck

[Foodshare latest pitch deck](#)

References

[References, certificates and competitions](#)

Mobile App

[Apple AppStore](#)



[Google Play Store](#)



Product Hunt

