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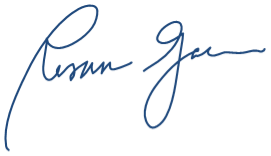
It is my honor to advance to the national InnovateHER competition Ms. Allison Fairbank’s company Fresh Box of Cary, NC, which is a technologically superior home food preservation system. Allison was selected from a very competitive group of women entrepreneurs by completing an online survey describing her company and then participating as a semi-finalist in an interview with three experienced entrepreneurs from the Raleigh-Durham region. Her company stood out as exemplary because it meets a world need of food preservation, it is founded on superior patent-pending technology and Allison’s obvious commitment and enthusiasm for her company. She submitted a video of her company as part of the application, which can be viewed at <https://youtu.be/6tW7JkZnQU8>.

Allison started the idea for Fresh Box while an electrical engineering student at North Carolina State University. Along with three other students, she developed various prototypes before finding the right solution. The company is in pre-manufacturing stages and are looking for funding to begin large scale production. Growth plans for Fresh Box are to start with local distribution and then expand nationally through big box consumer goods stores. Currently Fresh Box is in the 2015-2016 Think House program, which is a highly competitive learn-live program for young entrepreneurs (<http://thinkhouse.us/>). Allison works out of HQ Raleigh, a shared workspace for entrepreneurs, and uses lab space at the North Carolina State University Technology Incubator.

From a social perspective, Fresh Box meets an important need for families, which is providing a method to reduce food waste and elongate preservation. This invention has the possibility of having impact not only nationwide but globally. Food shortages are a growing issue. Fresh Box can help address these issues by allowing for the transportation of fresh food to areas that may not otherwise have access to fresh fruits and vegetables. As the company grows, Fresh Box is sure to continue to invent new methods for helping to address the issues of food shortages and the elongation of fresh foods. One day every refrigerator may have Fresh Box technology installed as a standard feature!

Women in technology are rare, even more rare is women entrepreneurs in technology. Supporting Fresh Box by advancing it to the national InnovateHER competition sends a strong, positive message to women and girls nationwide that STEM is open to everyone. Allison with her dedication, intelligence and courage to invent a product and take it to market is a perfect representative to showcase that technology-based startups aren’t just for males.

Thank you for your consideration of Fresh Box.



Dr. Rosanna Garcia

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HOME FOOD PRESERVATION SYSTEM

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Business Description:The average American family of four wastes around $2,000 annually on uneaten food. Fresh Box reduces risk and costs from spoiled foods for the home consumer. The Fresh Box system keep’s food fresh up to 6x longer, while keeping its’ natural taste, texture, and nutritional content. Our target market is consumers, ages 25-64, who buy fresh local produce and care about their food’s quality and businesses looking for lower cost, increased savings, and healthier, fresher foods.

Product/Market Fit: Consumers and restaurants want fresh, local foods, higher in nutrition, while managing their budget. Fresh produce are the top locally sourced foods purchased and the top spoiled foods in and out of the kitchen. Consumers are willing to pay extra for locally sourced produce and require a system to keep their foods fresh longer. Although the Fresh Box system will initially be focused on preserving produce it will ultimately scale to offer systems covering all different food groups.

Business Model: Fresh Box is a three-part system with a simple handheld unit with a refillable inert gas canister, and reusable food storage containers. Using a razor-blade pricing strategy, Fresh Box’s business model sets penetration prices for the starter kit and then generates recurring revenues by canister refills, spare canisters and additional food storage containers re-purchase. Revenues are project to be $20 million within 5 years from sales through online, big box retail store distributors and restaurant supply stores. There is also the possibility of licensing of the technology upon granting of the Utility Patent Application, US 14/691,657, that has been filed.

Management: Allison Fairbank is Founder and acting CEO. She has a BS in Electrical Engineering. Business Advisor, Harry R. Rozakis, and Financial Advisor, [Alan L. Mckinnon, Jr.](http://www.eleven.net/people/doug_marsden), bring over 40 years of start-up, executive, and financial experience. A legal team protects our company and IP. Currently we are seeking design, manufacturing and sales/marketing help.

**Technologies/Special Know-how:**  Researched and developed out of the North Carolina State University, our patent pending system scales down an existing, proven and leading industrial food preservation method for home and business consumers. Fresh Box was demoed/presented in NCSU startup, new venture and new product showcases and competitions, as well as, in the NYC Energy Week Startup Showcase, CleanTech Open Southeast Regional Innovation Summit and the 2014 CleanTech Open Global Form. While demoing and talking to potential customers, Fresh Box consistently creates positive comments, feedback and leave people wanting more.

**Market & Customers:** Market penetration will be achieved by using web based social media as well as mainstream media such as promotional television commercials. The intent is to reach that market that is currently using food storage products such as Tupperware and Rubbermaid. Fresh Box will initially launch at Farmers Markets and small privately owned restaurants and food trucks.

**Competition:** Current top home food preservation methods include vacuum sealing, freezing and canning. For fresh produce, these solutions cause spoilage to occur faster, loss in vitamins and minerals or requires’ additives. Fresh Box is the first solution to keep produce fresh while preserving its natural qualities.