

RobinFood

A Food Solution Company
Presented by Matthew Yang

Team



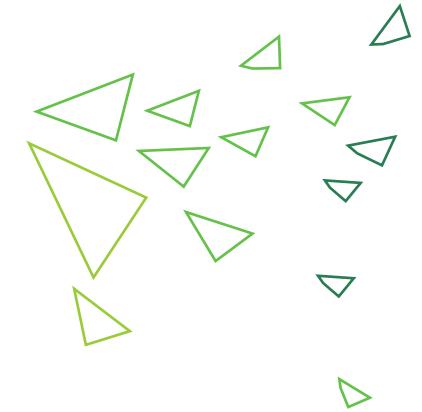
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The Problem



Food Waste

Americans throw away 133 billion pounds of food a year, equivalent to \$161 billion.



Food Retail Waste

According to the NRDC Households and food service operations together lost 86 billion pounds of food in 2008



Hunger in America

In 2014, according to the USDA 17.4 million (appx. 14%) households were food insecure



Food Distribution

Global food production creates enough food to feed the global population 1.5 times over



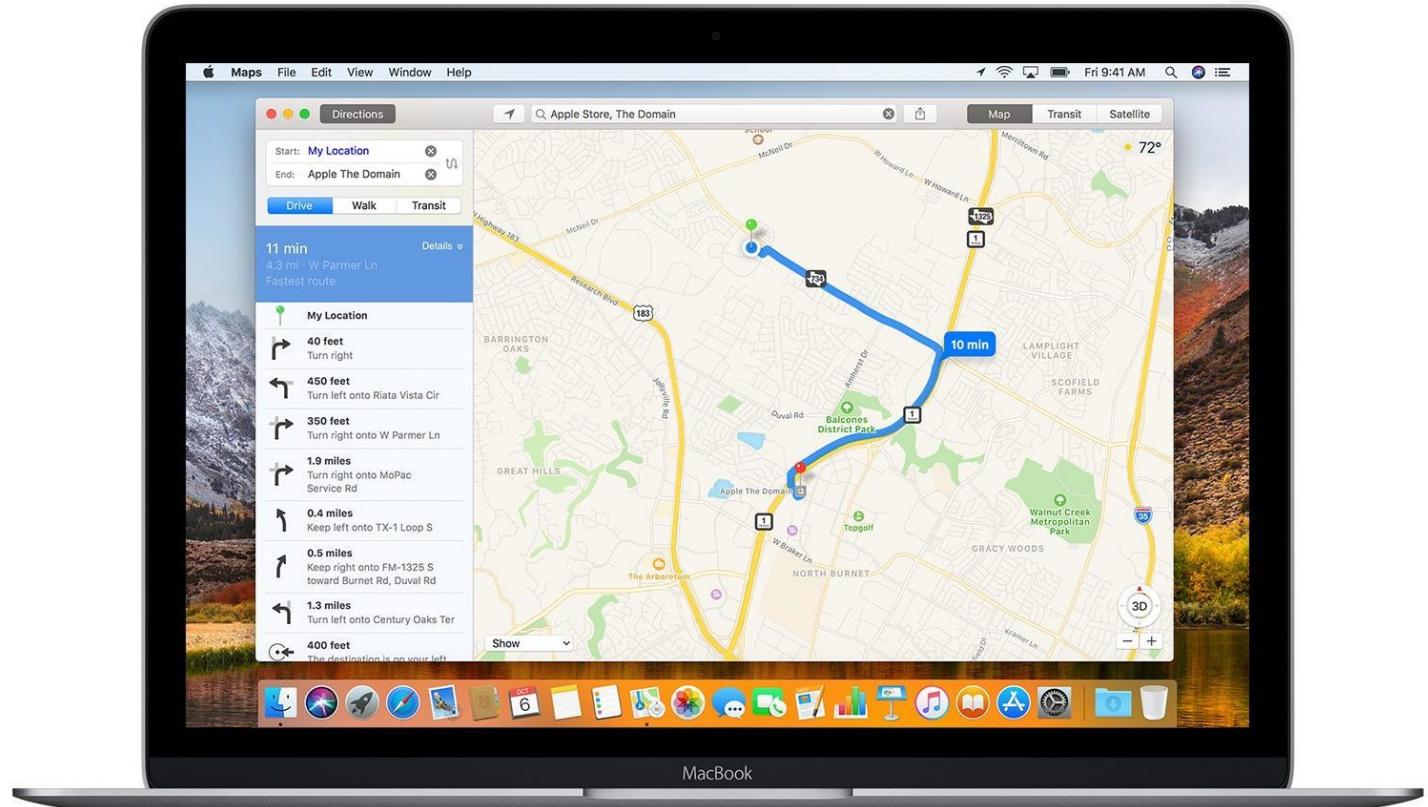
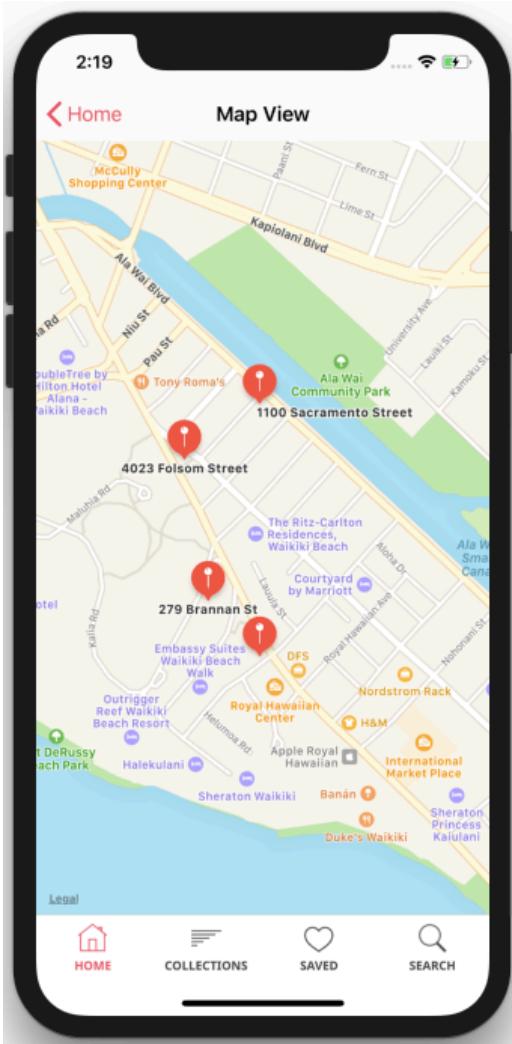
Global Impact

The decomposition of uneaten food accounts for 23 percent of all Methane emissions in the US



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The Solution



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How it works



- Food businesses post donatable food items to the online platform, along with pictures and a live inventory list
- Local non-profits will receive a notification of this donation and be able to coordinate and use the live inventory list to pick and choose items they want to pick up
- RobinFood will keep track of each businesses donation and waste patterns and use that data to help reduce food waste within that business



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Benefits of RobinFood



- RobinFood keeps donation history and food waste patterns to help businesses receive a charitable donation tax deduction
- The data tracked can be used to help businesses manage their food waste, and ultimately help them save money
- Educates consumers using a certification and sustainability rating
 - Consumers will know a RobinFood certified restaurant is one that helps the community, uses sustainable practices and manages their food waste properly



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Business Model

- Charge businesses that are not registered 501(c)(3) non-profits a small monthly fee, based on the tax deduction they receive from using RobinFood
- Consultation services to businesses teaching them how to manage their food waste better,
- Additional marketing tools & services



Target Customers

- Restaurants, food retail businesses, educational institutions & large venues
- Non-profits, food pantries, food banks, food rescue organizations
- Businesses that require food waste like Biofuel companies & organic fertilizer companies



What We're Asking For

- Software Developers
- Graphic Designers
- Individuals familiar with the non-profit, restaurant and food rescue industries

Goals

- Implement MVP by October 2019 & test with Uconn's Food Rescue Program

Who We're Looking For

Total: \$1000

- \$500 Tax & Legal Consultants
- \$100 IOs Developers Fee
- \$150 Data Storage Fees
- \$150 Logo, Graphic Design and Interface Fees
- \$100 Travel to San Francisco



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