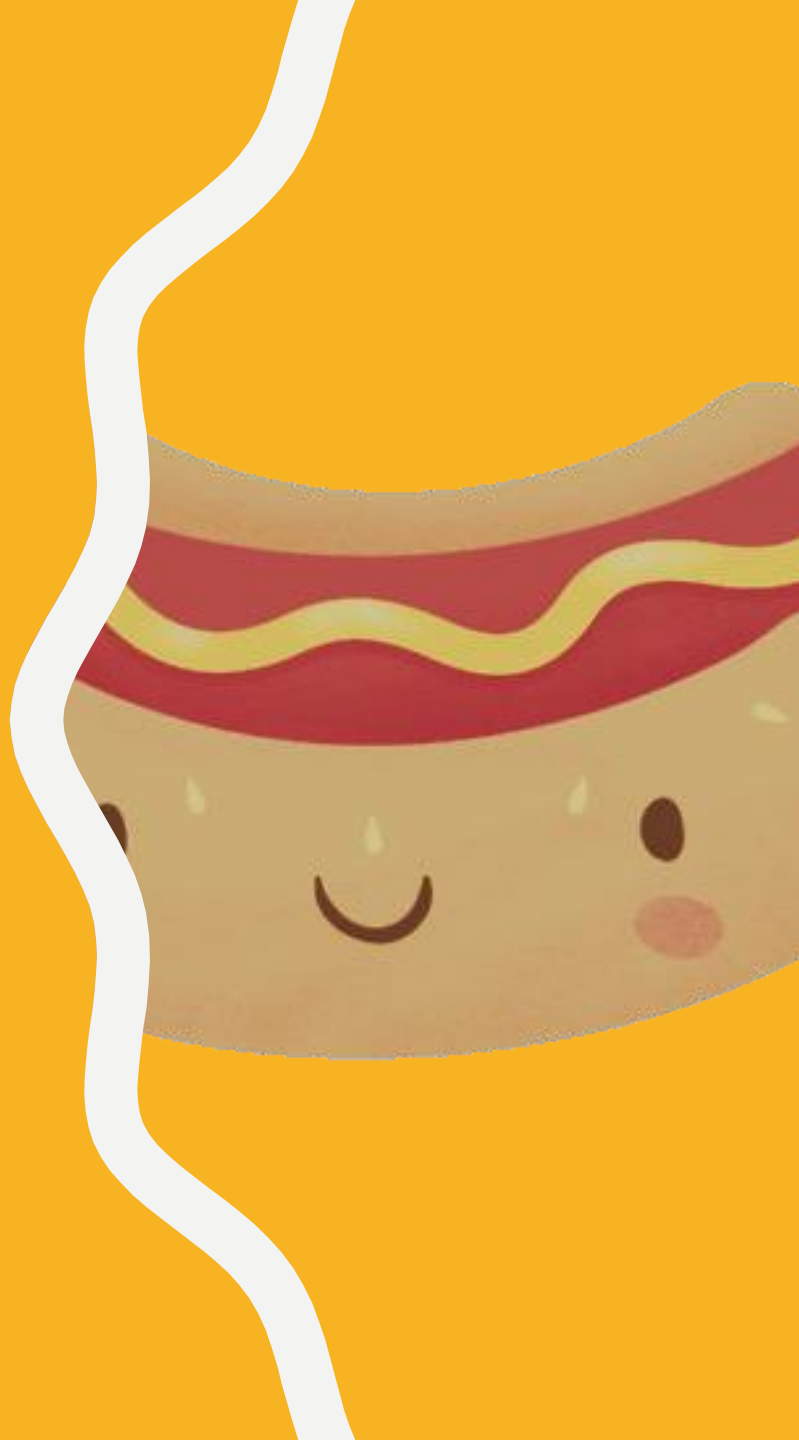


FOOBER

STIGMA-FREE FOOD TO THOSE IN NEED.



ONE-TWO PUNCH

- **1 – Make Finding Food Obvious**
 - Many disparate data sets
 - All in many places
 - Build a solution to bring it all together
- **2 – Increase Food Availability With Minimal Cost**
 - Feed those in need and eliminate food waste
 - Only Prepared Food
 - Gas Stations, Convenience Stores, Grocery Stores



THE ORIGINAL IDEA

- Everyone Can Be A Food Pantry
 - Retailers have a lot of prepared food. It often is thrown away. For example, a sandwich made on Wednesday is thrown out the following Tuesday if it isn't sold.
 - Build an app to advertise that food being available, so someone who's hungry can come and take it.
 - They see it in the Foober app, and claim it. Then walk into the store, take it off the shelf, and check out.
 - Foober acts like a coupon, so no stigma and no trying to hide inability to afford food.
- The Food's Being Thrown Away Anyway, Give It To Someone Who Needs It!
- ONLY Prepared Food is Offered: Sandwiches, Hot Dogs, Fruit Plates, and so forth.
- Could tie it to SNAP EBT card to track usage, ensure only those in need use the app.

**WE LEARNED
FROM THE
EXPERTS.
AND MADE
THE IDEA
EVEN BETTER.**

- There were many data sets we didn't know about.
- We heard, loud and clear, those in need don't have access to all the available info.
- Let's bring it all together in one place, in addition to our original vision.
- It was a pivot, and we feel it was worth it.

THE END RESULT

An iOS and Android app with all the data in one place.

- Brought in 2-1-1, ESRI ARC GIS, USDA, and other data sources.
- Make it obvious where Food is, and where to use SNAP benefits.

A back-end to maintain that data.

- Standardized all the data formats.
- Increase tracking of how food is found, benefits are used.

A retailer-facing site to advertise food waste / reclamation opportunities.

- Vendors can easily add their food items to show those in need.
- Can schedule typical food waste ahead of time.

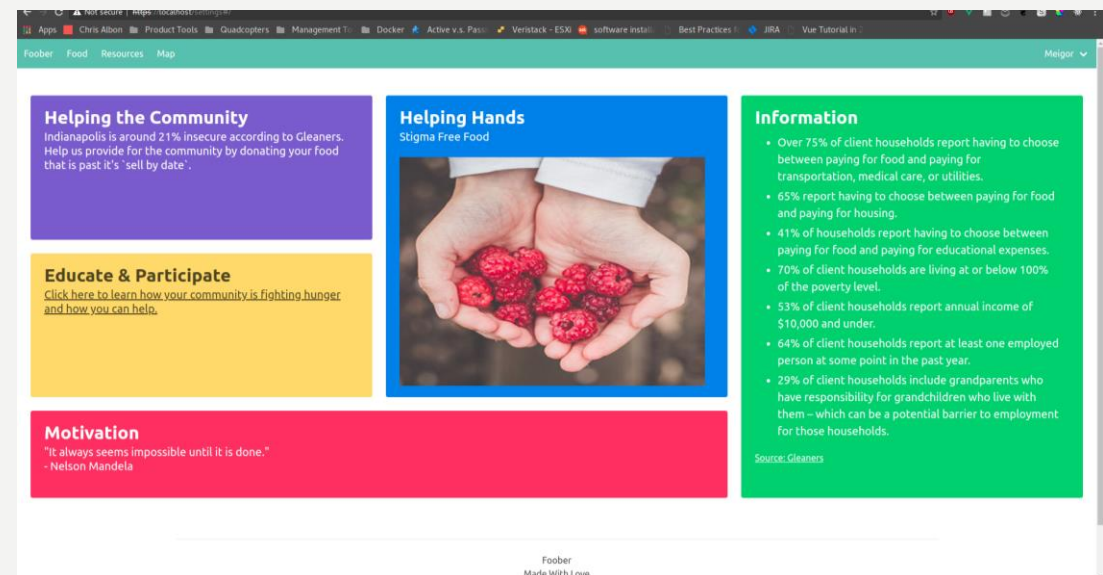
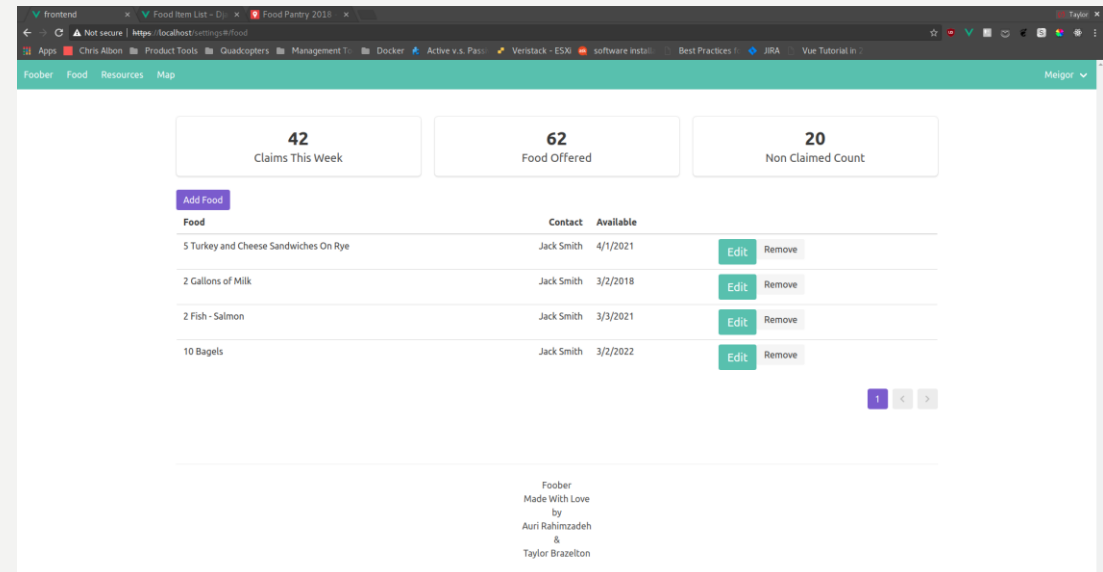
THE MOBILE APP

- See all SNAP Benefit Locations, Food Pantries, and Free Food Locations, instantly and easily.
- Tap any item to get walking, driving directions.
- Call 2-1-1 at any time.
- See food being given away, and claim it to get it from the store.
- See additional resources and assistance programs, with links and phone numbers.



THE WEBSITE & API

DATA MANAGEMENT & PROGRAMMER STUFF



IF WE HAD ANOTHER DAY, OR TWO

- Use Connect 2-1-1 back-end data for richer dataset.
- Website: Track usage on Needs Map using State-wide data.
- Fulfill idea of turning retailers into instant food pantries / providers.
- Push Notifications for users when an item is listed near them.
- Add additional data sets.
- Implement tracking based on SNAP benefits card, for measuring results.
- Implement other ideas from experts who live to solve hunger problems every day.

**THANK
YOU!**

