



Fundraising Deck

Work in Progress



A NEW APPROACH TO THE HUNGER PROBLEM

Farmstand solves food accessibility and nutrition for low-income Americans.

We magnify our impact by pairing a not-for-profit structure with a startup ethos.



Can you imagine putting your kids to sleep hungry?

One in four urban households with children are food-insecure.*

*No Kid Hungry hunger facts



The food-insecure are more likely to be obese.*



Creating healthy habits is hard

Low-income parents are bombarded with healthy eating messages, but it's hard to put them into practice.



Access to healthy food isn't universal

Food deserts put healthy, affordable food outside the reach of 23 million Americans.



Food budgets are tight

The SNAP budget is less than \$4.50 per day. 70% of recipients have no other form of earned income.

*Journal of the Academy of Nutrition and Dietetics, 112(99), 1403--11409..



WE'RE HERE TO HELP

Farmstand helps low-income Americans eat healthy, affordable, meals by creating pop-up grocery stores inside of community hubs.



We have 7 different vegetables and three kinds of protein. Our recipes include Stir Fry, Roasted Squash and Chicken Curry.



Awesome! I'll take it. My family doesn't like curry. Do you have any other recipes?

Yup! We'll send over instructions for pasta with quick tomato sauce.

HOW IT WORKS:

Customers pre-order grocery boxes via SMS.



HOW IT WORKS:

...and pick up
their groceries
someplace they
already go
starting with Head Start daycare
centers.



farmstand



WHAT'S IN THE BOX

Healthy meals, versatile ingredients

Every Farmstand portion meets USDA nutrition recommendations.

Each meal comes with multiple recipes to match diverse cultures.

PROTEIN

Roast chicken

VEGETABLE

Collard greens

STARCH

Rice

PROTEIN

Tofu

VEGETABLE

Cauliflower

STARCH

Pasta



FINALLY, AN AFFORDABLE SOLUTION

WIC

EBT

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Public assistance programs are draconian and stingy. No matter how our customers are paying, Farmstand alleviates the stigma and pain and brings dignity back to grocery shopping.



Our innovations let us sustainably sell groceries for just \$2 / serving.

Low customer acquisition cost

Schools are incentivized to recruit families

Avoid last-mile delivery

Simpler logistics than Blue Apron or Fresh direct.

No real-estate

We don't have to sign costly leases.

Zero food waste

We only deliver what we sell.



A NON-PROFIT, NOT A CHARITY

Our model creates a sustainable engine.*

This isn't a one time band-aid. When economies of scale kick in, we're able to sell boxes at break even.

	Q1	Q2	Q3	Q4
Boxes sold	280	960	1,600	3,200
Price per serving	\$2	\$2	\$2	\$1.75

*See the appendix for a detailed breakdown of the model and a year one financial forecast.





A UNIQUE HYBRID BETWEEN STARTUP AND NON-PROFIT.

Founder and CEO Alex Godin pairs experience building and selling a venture-backed startup¹ with lessons from creating one of the most successful charity fundraisers² after Trump's inauguration.

We are positioned to scale like a nimble high-growth startup while operating as a non-profit laser focused on our constituents.

1. **Dispatch** (funded by Thrive Capital, Box Group, SV angel, acquired by Meetup)
2. **The Love-a-thon** (\$230k in 4 hours with Jane Fonda, Chelsea Handler, Judd Apatow)



PRE-SEED ROUND

We are ready to kick off a pilot with two Head Start programs.

To do this, we're raising a **\$1M pre-seed round**. Just like any startup, this round gives us a year of runway to validate customer demand and unit economics.

We're assembling a family of value-add seed investors that want to help us end hunger and obesity in America.

All donations are 100% tax-deductible.



This round helps us validate

1. Partnership mechanics

- How long does it take to engage new programs?
- Will Head Start centers help sell parents?
- How much can we rely on center staff for logistics?

2. Purchase behavior

- What's the average order size?
- What messaging resonates with customers?
- Can we turn customers into brand ambassadors?

3. Efficacy

- Do we improve outcomes?



A recent study found that 85% of low-income families want to make healthy meals at home for their kids, but only 50% are able to do so most nights a week.*

Let's fix that together.

*No Kid Hungry 2016 fact sheet.



APPENDIX

Key drivers of the model explained.



The math behind low delivery costs:

$$\text{Boxes per school} \times \text{Servings per box} = \text{Servings per school}$$

$$\text{Servings per school} \div \text{Cost to deliver to school} = \text{Transit costs per box}$$



THE MATH BEHIND LOW DELIVERY COSTS

Key Driver 1

Boxes per center

We cut down on transport costs by dropping off multiple boxes per distribution point.

The more boxes we sell at a center, the more we can spread out the cost of the truck and driver.



THE MATH BEHIND LOW DELIVERY COSTS

Key Driver 2

Servings per box

The more servings in a box, the more we can further spread the cost of delivery.



The reason our raw ingredients are so cheap:

1/3

**The United States throws away
one third of all food it produces.**

By taking pre-orders, operating a limited menu and only ordering the food we know we'll sell, we're able to deliver groceries at near wholesale prices.



The strategy behind low customer acquisition cost.

We sign up a school.

We use lists of federal grantees to identify Head Start programs.

These programs are mandated by law to partner with community organizations like us.

The school signs up parents.

Programs invite us to demo to parents.

Thanks to the stamp of approval of a trusted community hub, these demos convert extremely well.



Putting it together: **The cost of a box.**

	Ambitious	Conservative
Servings / box	12	7
Cost of ingredients / serving Our ingredient costs go down as we scale and unlock better wholesale terms.	\$1	\$1.5
Cost of ingredients / box Cost of ingredients x number of servings	\$12	\$10.5
Packing and delivery costs / box Our delivery costs go down as more families at a school sign up.	\$4	\$6
Total cost / serving	\$1.33	\$2.36



Putting it together: **Year one rough financial estimates.**

	Q1	Q2	Q3	Q4
Total Schools (at end of quarter)	2	8	13	27
Total Boxes/month	280	960	1,600	3,200
Total Revenue	\$5,600	\$19,200	\$32,000	\$56,000
Cost of ingredients	\$8,000	\$19,200	\$28,000	\$40,000
Operations costs (excluding staff)	\$8,652	\$8,652	\$12,420	\$18,072
Net proceeds	-\$11,052	-\$8,652	-\$8,420	-\$2,072
	\$55 loss / box	\$9 loss / box	\$7 loss / box	75¢ loss / box