



(formerly Farmstand)

# **“Daddy, I’m hungry”**

Can you imagine putting your kids to sleep hungry?

- One in four urban households with children are food-insecure.<sup>1</sup>
- Food insecure families are more likely to be obese.<sup>2</sup>

1. No Kid Hungry hunger facts

2. Food Research Action Center - more info in appendix





#### A NEW APPROACH TO THE HUNGER PROBLEM

Our product is a new way for poor Americans to buy groceries that ends stigma, improves nutrition and stretches tight budgets.

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





### A UNIQUE HYBRID BETWEEN STARTUP AND NON-PROFIT.

Founder and CEO Alex Godin started and sold a venture backed internet company.<sup>1</sup> He was ready to start another...

But, when Donald J. Trump won the presidency he pressed pause and organized a telethon to raise money for progressive causes<sup>2</sup>.

When they raised a quarter of a million dollars in four hours he decided to dedicate himself to helping people who need our help.

Lemontree is the culmination of a year of opportunity validation. We're a non-profit that blends the startup ethos with a laser focus on improving outcomes.

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)



**WE'RE HERE TO HELP**

We sell healthy meal kits at a low-cost and distribute them through channels that our customers already frequent.



# We're supported by a powerful team of advisors



**Nimish  
Dixit**

Fmr. Operations  
Director, Fresh Direct



**Yasmina  
Vinci**

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National Head  
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**H. Luke  
Schaefer**

Director, Poverty  
Solutions, University of  
Michigan.



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Swartz**

Consultant,  
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**Kylie  
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Director of Product  
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# And backed by a world class family of donors



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Heiferman**  
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Dyson**  
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**Amit  
Lubling**  
Partner, Prehype & Akili.



**Dan  
Shipper**  
Founder Firefly (acq.  
PEGA)



**Chris  
Muscarella**  
Founder, Field Skillet,  
MobileCommons,  
KitchenSurfing.



**Susan  
Danziger**  
Founder, Ziggeo



**Albert  
Wenger**  
Partner, USV

# What it looks like for a customer:



## **Order** via text message.

Specify your family size & meal preferences.



## **Pick up** ingredients.

Our initial pickup points are Head Start day care centers.



## **Prepare** with the help of a recipe.

Each kit comes with multiple recipes to match cultural diversity. Prep takes less than 30 minutes.

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

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## 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..



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.

