



lemon tree

**There are more hungry New Yorkers than citizens of San Francisco.**

Can you imagine opening the fridge for family dinner and finding nothing there?

# **When you're poor, you're constantly told you're not good enough.**



What it looks like to apply for food stamps. Imagine the DMV but even more humiliating and degrading...

Can you imagine sending your kid to school on an empty stomach?

Can you imagine waiting in a food pantry line for hours just to get food other people threw out?

Can you imagine the cloud of shame poor parents feel?



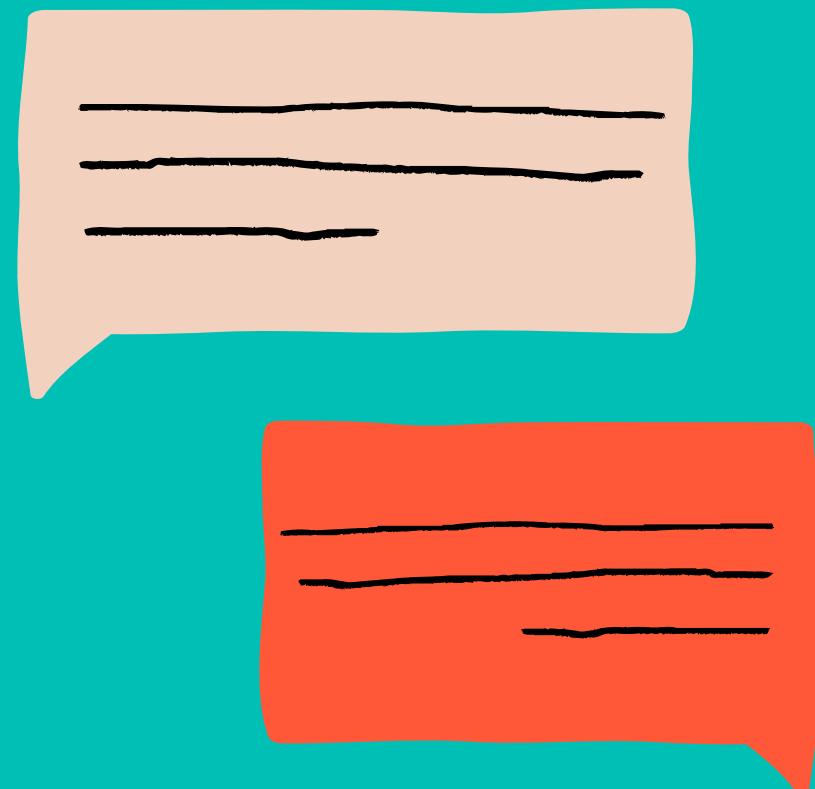
# Lemontree helps low-income families cook meals they can be proud of.

Our dinners cost less than store-bought groceries, and help NYC parents stretch a tight budget.

Every week we deliver boxes filled with all of the nutritious and healthy ingredients Moms and Dads need to cook the meal their family deserves.

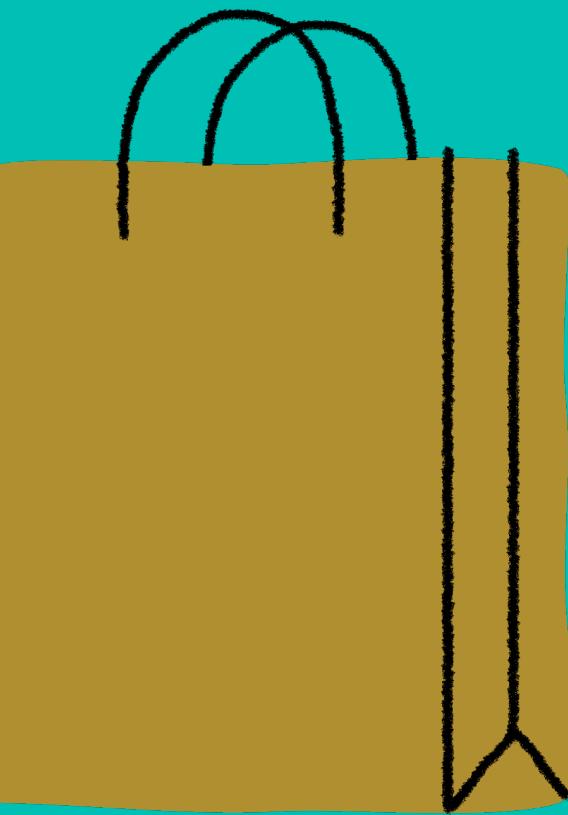
Lemontree is a sustainable non-profit that can operate donation-free at scale.

# How it works:



## Order

Families order food by text message...



## Pickup

They pick up at one of our distribution sites...



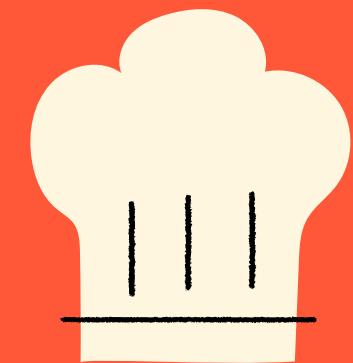
## Cook

And use our recipe to make a fresh, home-cooked, meal.

LEMONTREE IS A CHOICE

# Most non-profits offer hand-outs, we sell a product.

Baking choice into our product has big advantages:



## Dignified

Families value themselves  
and their dinner.

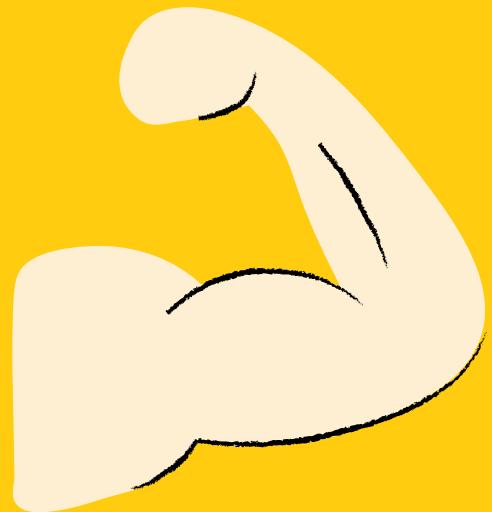
## Measurable

We know it's working when  
customers purchase.

## Sustainable

Over time, grocery revenue  
funds all operations.

# **Our scalable solution avoids the traditional cost sinks of meal-kits and similar businesses:**



## **Labor**

Our bags are packed by volunteers.



## **Last mile delivery**

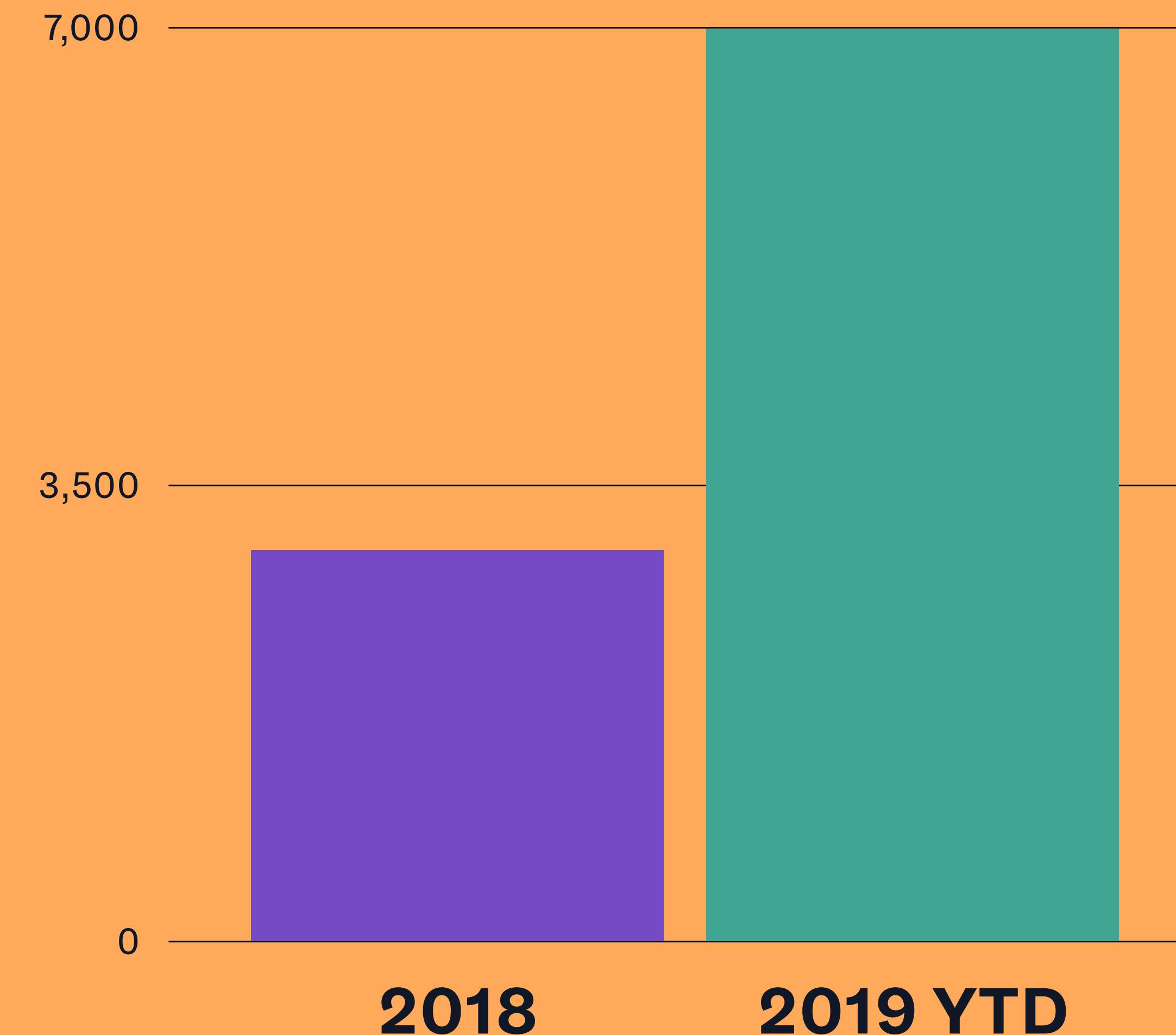
We deliver to centralized distribution points (starting with pre-schools).



## **Packaging**

By maintaining the cold chain end-to-end we avoid costly ice packs.

**We're growing quickly... 2019 YTD deliveries are already twice 2018 volume.**



# **And they're proud of what they're making:**

**“I cooked an eggplant for  
the first time last night.”**

-Lidia Shor



**“My son ate ALL the  
Butternut Squash!”**

-Angelena Sandella



## 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 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 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)

# A family of donors make our work possible:

**Alan Tisch** Funder, Spring (acq. ShopRunner/Compass)

**Albert Wenger** Partner, USV

**Amit Lubling** Partner, prehype

**Brian O'Kelley** Founder, AppNexus (acq. AT&T)

**Brad Gillespie** General Partner, IA Ventures

**Bradley Tusk** Founder, Tusk Holdings

**Chris Fralic** Partner, First Round

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

**Dan Shipper** Founder, Firefly (acq. Pega)

**Danny Meyer** Founder, Union Square Hospitality Group

**David Tisch** Box Group

**Elizabeth Rovere** Clinical Therapist, Private Practice

**Henrik Werdelin** Founder, Bark & prehype

**Hursh Agrawal** Founder, Branch (acq. Facebook)

**Jesse Beyrouthy** General Partner, IA Ventures

**Joe Killian** Music Impresario

**Luke Schaefer** Professor, University of Michigan

**Meeta Gournay** Partner, prehype

**Nicholas Thorne** Partner, prehype

**Scott Heiferman** Founder, Meetup (acq. WeWork)

**Susan Danziger** Founder, Ziggeo

**Gander Inc.** Design Partner

# Appendix

# Families are cooking something special:

Lemontree  
Chef de la semana



**Lucia Brito**

Ordene con nosotros, envíenos sus fotos, y podría ser elegido como el chef de la semana de la próxima semana!

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**Max Jimenez**

Ordene con nosotros, envíenos sus fotos, y podría ser elegido como el chef de la semana de la próxima semana!

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Chef de la semana



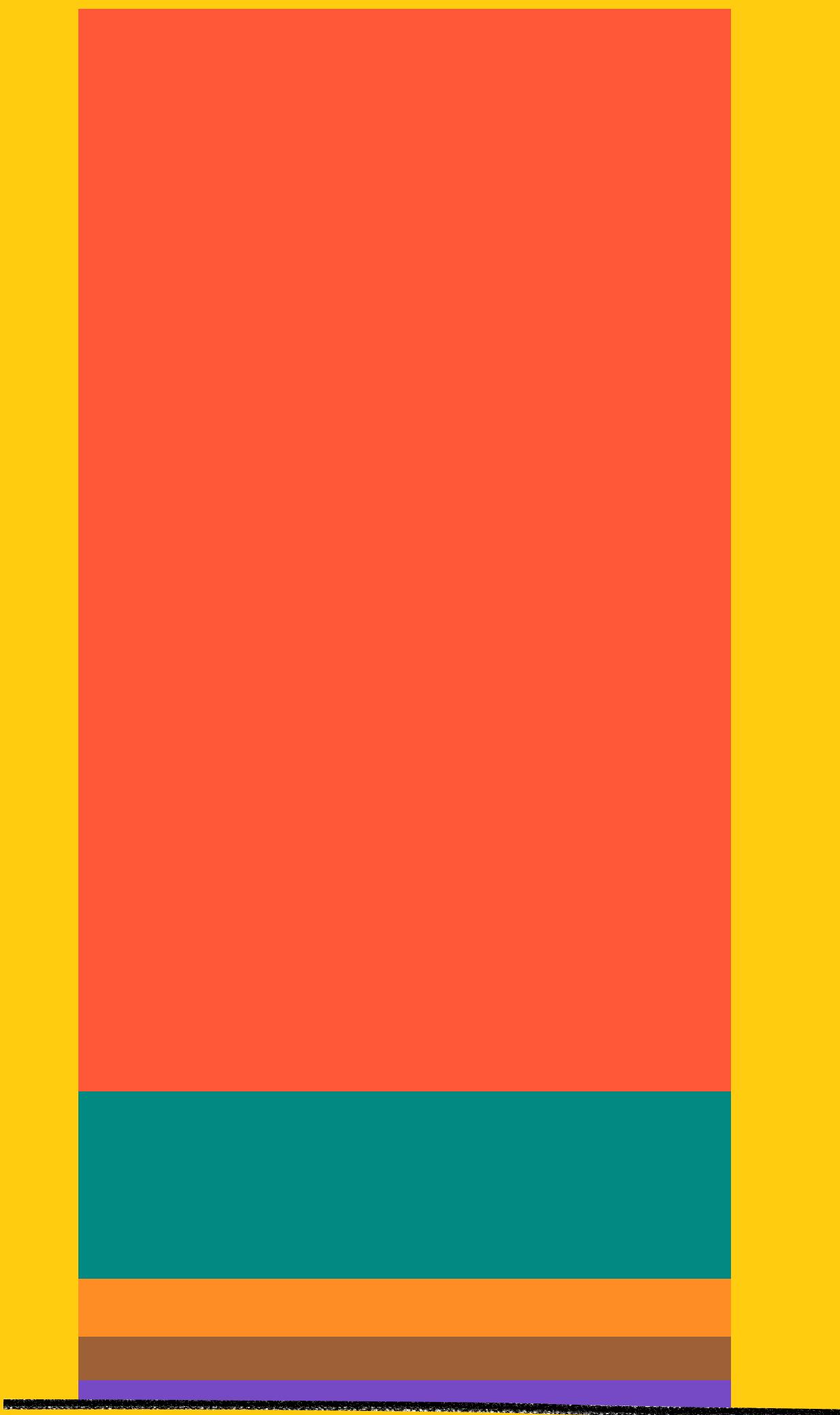
**Angelica Walker**

Ordene con nosotros, envíenos sus fotos, y podría ser elegido como el chef de la semana de la próxima semana!

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Every week we celebrate our customers by naming a “chef of the week”



### \$1.50 Groceries

We pay for our groceries because we believe our customers deserve quality.



### \$0.26 Head Count

At scale we expect to support 40 schools per employee.



### \$0.08 Real Estate

Cost of cold storage and packing area.

\*we are exploring opportunities to receive this as an in-kind donation.



### \$0.06 Grocery Helpers

At each site, a volunteer helps unpack groceries. We compensate them with discounted meals.



### \$0.02 Customer Acquisition

We reward Ambassadors for referrals with discounted meals.

**For every \$2 of meals we sell at scale, we spend \$2.**