



Share the Fresh Business Summary

- **Mission Statement:** Our mission is to promote good nutrition while helping feed the homeless using the power of AI. We also help you reduce the amount of food waste you produce.
- **The 5 Step Process:**
 1. *Take a photo of your groceries*
 2. *Upload your photo to Share the Fresh*
 3. *Edit your grocery list*
 4. *Enter your daily nutritional goals, you can use our calculators if you're not sure*
 5. *Check out your custom meal plans and also see what extra food you bought that you can donate. We'll even connect you with local food pantries and homeless shelters in your area*
- Launched our fully functional product in February of 2018 at www.sharethefresh.life
- Share the Fresh uses highly trained Computer Vision AI to figure out what groceries you bought with a simple snapshot. Using photos makes our product more accessible and takes out a major barrier to entry to other nutrition management services which is the logging and busy work.
- Income: Based on the groceries purchased we make suggestions of healthy foods you may consider purchasing next time you go shopping and we generate revenue from these smart advertisements
- Growth Strategy
 1. We are partnering with social media influencers to grow the userbase of Share the Fresh
 2. We are partnering with food banks who can help spread the word about Share the Fresh in the community while also helping food banks receive more of the high priority food items they need.
- Psychology: We created a platform that helps provide long-term healthy lifestyle planning using positive reinforcement. We also appeal to a large audience of customers by appealing to audiences that care about one or all of the following: sustainability, charity, and nutrition. People value choice which is why there is variation in the groceries purchased by individuals between trips. Our algorithm tries to make as many unique combinations as possible that meet nutritional guidelines and there is likely to be excess groceries purchased due to this variance even if users attempt to influence their shopping habits based on the service.
- Social Benefits:
 1. We are reducing food waste and helping consumers make more efficient and healthier use of the groceries they purchase
 2. When we generate meal plans based on a customer's groceries there are likely to be several groceries purchased which don't fit in with any of the meals in a user's meal plan. We tell the user what these groceries are and we also connect with local food pantries to inform the user about the priority of the excess food. We then display an interactive map that connects users with local food pantries and homeless shelters that you can donate the extra food to.
 3. A major issue food banks face is that many donations are unhealthy or packaged foods which are not able to be efficiently delivered to the community. We improve their infrastructure by helping deliver more of the high priority and healthy groceries to them.