

## **Freshfully Advisory Board**

### **Purpose**

Our Advisory Board is made of trusted colleagues with positive attitudes who are experts in both local food and online media. As early adapters in the local food movement, we want your opinions and insights on expanding the movement to the everyday American, while addressing the needs of farmers and food producers.

We also hope you will champion us within your personal networks and communities. We expect that we'll first have to earn your endorsement through providing products and services that you believe in.

### **Expectations:**

- You'll attend one monthly hour-long video conference to share ideas, with up to one additional hour of prep work before the meeting
- You'll tell us what you think would make Freshfully better and when you think we've gotten off track
- You'll share Freshfully with your social and real-life networks
- You'll let us know of great employees or businesses we can work with and make those introductions
- You'll let us use your name, bio, and likeness in our presentations to potential investors
- You'll be available for the occasional question from us (no more than two per month unless you tell us otherwise)
- You'll review the site before launch and give us feedback
- You won't be on an advisory board or launch your own competing business selling local and organic food online for a year after you leave our advisory board
- You'll attend our events when you can
- Either of us can end the partnership at any time
- You'll be committed to our cause—making fresh, healthy food available to more people and helping small growers and producers get their products to consumers

### **Compensation:**

- .25% share of common stock in Freshfully, which vests after 2 years
- Potential for additional stock ownership if we both want to increase our partnership
- Strong consideration for Board of Director positions if Freshfully reaches that point
- Forum for blog posts or any other content you'd like to contribute to the site

## Overview of Freshfully

Freshfully is a web site with two major components: a guide to locally grown and organic food in cities across the U.S., and an online marketplace for growers and producers to sell their food and other items.

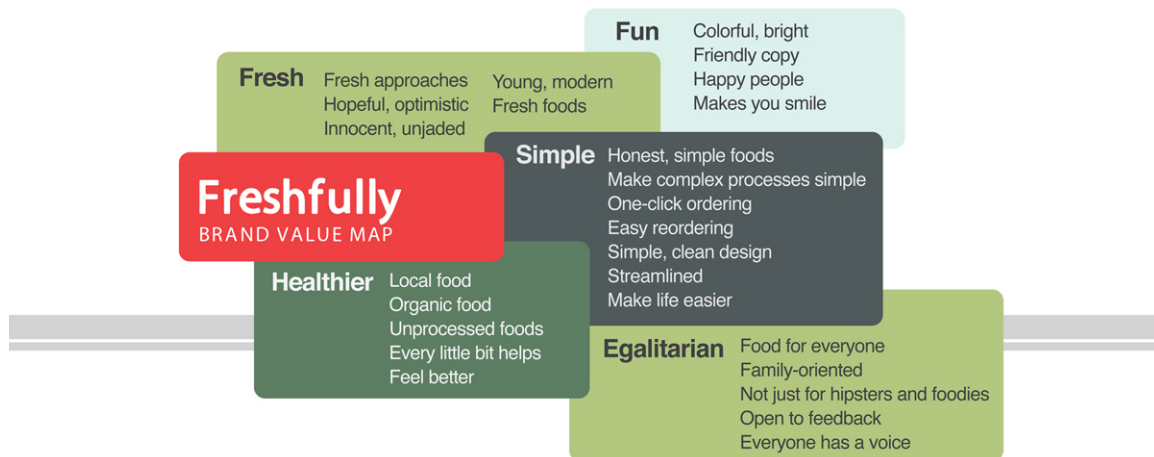
Freshfully will make money through selling ads on the site and through commissions on sales of products. 10% of Freshfully's commissions will go to organizations that provide fresh foods to schoolchildren.

Freshfully is intended to be a mass-market, fun experience. Sites exist that cater to foodies and committed locavores. Freshfully intends to differentiate itself by making fresh food more accessible, affordable, and convenient for everyday people.

Freshfully was founded by Jen Barnett, CEO, Sam Brasseale, CTO, and investing partners Laird Foret and Josh Adams of isotope11.com and Bill Smith of insightcards.com

## Core Brand Values

Our core brand values are used to determine business strategy as well as product features, design, and copy.



## Elements of Completed Site:

- 100 local bloggers (Locavores) writing about the best places to find local and organic food in their areas
- 100 local salespeople signing up farmers, producers, restaurants, and other businesses and organizations to sell products and services on the site
- Category-specific bloggers writing about how to grow/raise your own fruits, vegetables, herbs, meats, and more
- Complete directory listings of all local and organic farmers, producers, restaurants, and other businesses in our other cities