

Problems

It is very difficult to find great-tasting sweets with no added sugars, artificial preservatives or allergens such as gluten and dairy.

Solutions

For individuals who do not want to give up on great flavor for healthy eating options, Dafero crafts the best no added sugar, vegan, paleo and gluten-free treats everyone can enjoy.

Marketsize

Our total target market includes 75 million potential consumers in the US. Our three main customers are: mothers with children under 16 years old looking to substitute high-sugar sweets and spreads with great-for-you options even the pickiest eaters happily enjoy; 23-38 year old millennials following a low-sugar diet (which includes 27% of all millennials in the US) and plant-based eaters of all ages looking for vegan alternatives to popular desserts.

Competition

Our key competitors in the date spread category are Wanna Date (based in the US), and Honeyland and Yoffi (imported from Israel). All three competitors add sugar to their products, have no social mission, a higher cost per ounce and the imported products also add artificial preservatives.

Revenue model

We rely on a transactional revenue model, with sales and distribution lines in the online, physical retail and foodservice categories. We maintain profit margins of 25-78% depending on the B2B and B2C sales channels.

GTM strategy

For online sales, we rely on content marketing and strategic SEO techniques to generate organic B2C traffic through our website and social media sales, collaborate with socially-responsible and health-focused brands and influencers on Instagram. For the B2C in-person strategy, we participate and co-sponsor target-market attended events such as SXSW and LA Veganfest, and run demos in supermarkets and cafe's. To expand our B2B retail presence, we contact retailers and chains through cold-calling and participation in industry events, and collaborate with chef networks to enter foodservice. To deepen relationships with suppliers, retailers and distributors, we maintain an active membership with the Specialty Food Association and participate in food-related trade events.

Vulnerable women such as refugees and former trafficking victims have a difficult time accessing gainful employment and lack critical life skills to reintegrate in their community.

Mobile application compatible with any smartphone which includes life skills modules such as financial literacy, women's rights and hygiene, with embedded evaluation metrics such as pre- and post-surveys, and translated in Albanian, Spanish, Dari, Pashto, Arabic and French.

There are about 12.7 million women refugees worldwide, with refugees from Syria, Palestine, Afghanistan and South Sudan comprising 57% of the world's refugees. There are an estimated 30 million women and girls currently victims of human trafficking. The average age a teen enters the sex trade in the U.S. is 12 to 14-year-old. Many victims are runaway girls who were sexually abused as children and have never had mentor roles in their life to teach them about basic life skills.

There are no mobile-enabled life skills trainings for adult vulnerable women available, but organizations such as UNHCR and the IRC help refugees transition into their new communities during the resettlement phase, and Futures Without Violence and Life Skills House help women and girls transition to independence and self-reliance.

The app will be funded through the reallocation of 5% of Dafero company sales to app development, distribution, translation and implementation of in-person trainer of trainers workshops.

We distribute the app through strategic partnerships with NGOs currently working with our target beneficiaries, networks such as the Tent Foundation, government agencies and Chambers of Commerce which comprise of SMEs and multinationals employing vulnerable women.

Lina Zdruli, Founder and CEO

Using food for good

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