Plentiful

Maximizing Food Recovery & Enhancing Client Dignity

Increased Food Recovery Requires an Improved System

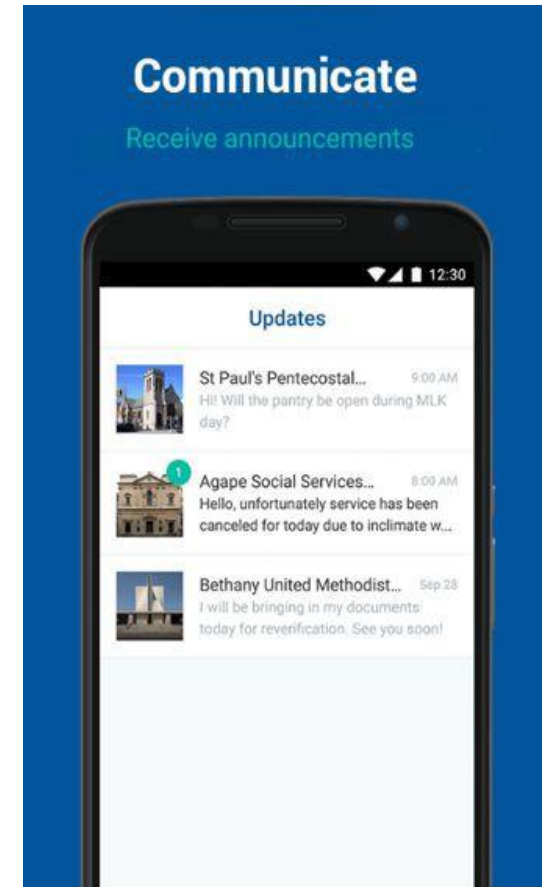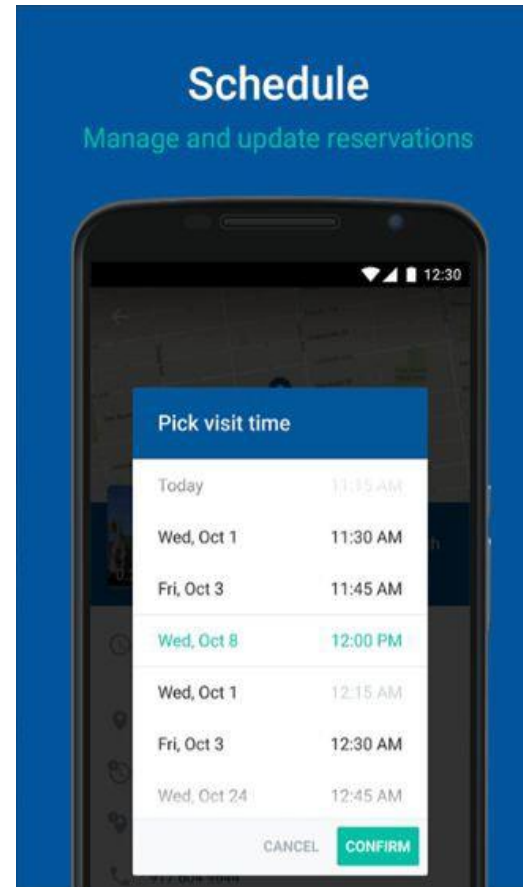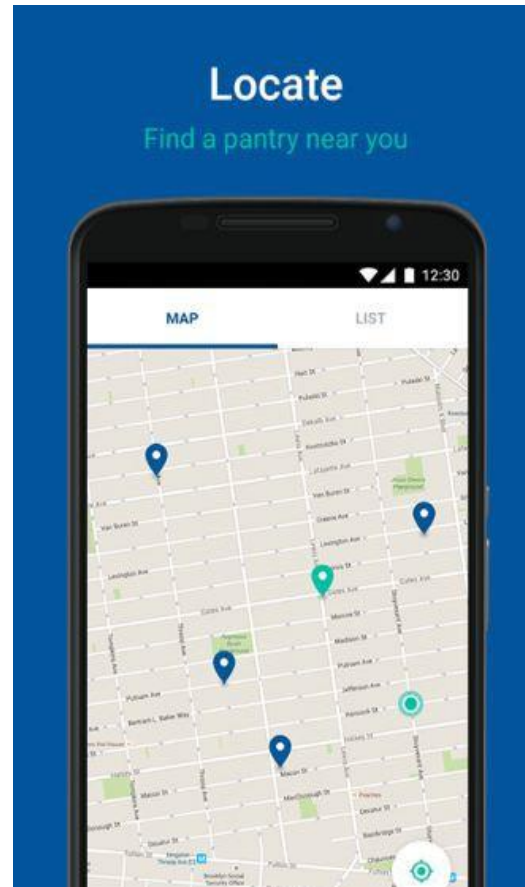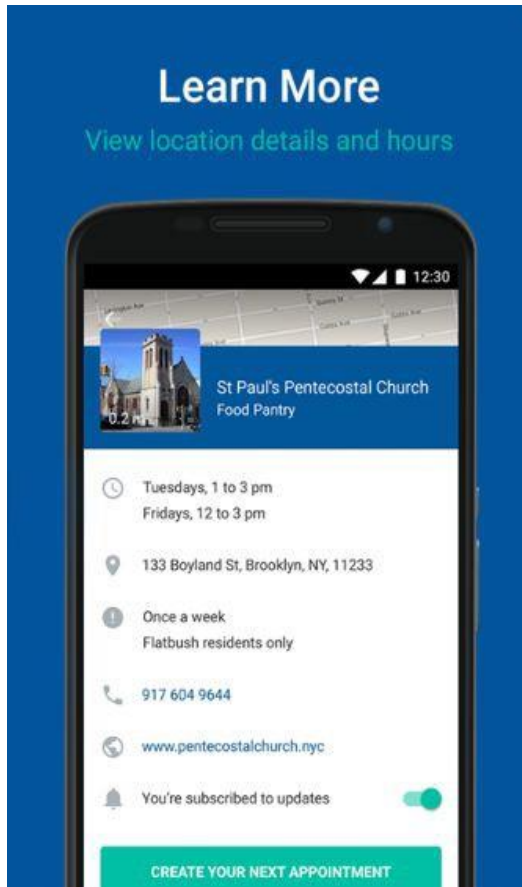**Food banks** distribute recovered and purchased food to local food programs

Food programs in communities deliver food to families in need

Clients (food recipients) receive 5 billion meals per year

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Plentiful is an easy-to-use communication, reservation, and tracking system for food programs and the clients they serve.

Learn More
View location details and hours

St Paul's Pentecostal Church
Food Pantry

Tuesdays, 1 to 3 pm
Fridays, 12 to 3 pm

133 Boyland St, Brooklyn, NY, 11233

Once a week
Flatbush residents only

917 604 9644

www.pentecostalchurch.nyc

You're subscribed to updates

CREATE YOUR NEXT APPOINTMENT

Locate
Find a pantry near you

MAP   LIST

Schedule
Manage and update reservations

Pick visit time

Today	11:15 AM
Wed, Oct 1	11:30 AM
Fri, Oct 3	11:45 AM
Wed, Oct 8	12:00 PM
Wed, Oct 1	12:15 AM
Fri, Oct 3	12:30 AM
Wed, Oct 24	12:45 AM

CANCEL   CONFIRM

Communicate
Receive announcements

Updates

St Paul's Pentecostal...   9:00 AM
Hi! Will the pantry be open during MLK day?

Agape Social Services...   8:00 AM
Hello, unfortunately service has been canceled for today due to inclimate w...

Bethany United Methodist...   Sep 28
I will be bringing in my documents today for reverification. See you soon!

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Plentiful's Impact To Date:

261
NYC Food Programs On-Boarded

210
National Food Programs Surveyed

1.6 million
Client Visits Supported

15+
Food Banks Expressed Interest

4 hours
Saved (avg./client/month)

63
Net Promoter Score

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Earned Revenue Streams:

Licensing Fees for Food Banks & Food Programs

Client Surveys

Referral & Outreach Tool

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Plentiful's Revenue Goals:

Illustrative licensing tiers

Free

$0

per month

GET STARTED

- Add program to map
- Use basic line mgmt.

Standard

$10

per program per month

GET STARTED

- Add program to map
- Custom reservation mgmt.
- Send limited client msgs.
- Access standard reports

Premium
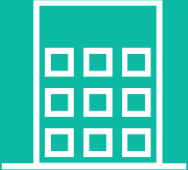
$25

per program per month

GET STARTED

- Add program to map
- Custom reservation mgmt.
- Send custom client msgs.
- Access premium reports

Food Bank

CONTACT US

- Add all programs to map
- Choose standard or premium features
- Access service area stats

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Plentiful welcomes:

Partners and Investors

Technical Expertise

Experienced Advisors

Plentiful

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Visit plentifulapp.com

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Appendix

Customer Experience Storyboard

Problem We're Trying to Solve	Proposed Solution	Impact It Will Have
Community Food Programs (i.e. food pantries) struggle to communicate directly with all of their clients and track customers	*An easy-to-use, affordable two-way messaging and feedback-gathering platform between service providers and those in need available in multiple languages*	Better service their clients, ability to efficiently support all clients, including non-English speakers and share news about closures or important events
Food Banks often lack data, especially at the client level and tools to make it easy to discover or access the partners they serve	A pantry and client facing platform that allows pantries to update their location and service hours and easily track basic client data in a safe, easy to use way	Tracking client demographic data will guide food distribution strategies, enhance the dignity and awareness of social services, allow food banks to better fundraise and advocate utilizing data insights
Organizations conducting research struggle to access data and feedback from low-income and non-English speaking communities	Access to this community through trusted platform for research studies, surveys/polls, and data analysis on pantry usage	The lived experience of low-income people will be better represented in research, surveys/polls, and policy decisions.

Through increased data, food can be better directed contributing to improving food access and enabling increased food recovery efforts

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Customer Segments

Market Research Firms and Academic, Research Institutions: *Market research in the US is a $20 billion market*

- *Plentiful will align with organizations focused on supporting the social sector*

Food Banks: 200+ *food banks distribute food and raise funds to support local food programs*

- *Plentiful will focus on those who do not have their own system and/or see the importance of data*

Social Service Providers: *Nonprofits, hospitals and governments struggle to connect directly with low-income communities*

- *Plentiful will focus on organizations with <u>existing</u> budgets for outreach and marketing*

Food Programs: 63,000+/- *food programs in communities serve food along to families in need*

- *Plentiful will focus on high-volume, more sophisticated programs first*

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Through the Accelerator, we have:

Interviewed 16 food banks, food programs, and mission-aligned institutions

Surveyed food programs in three markets

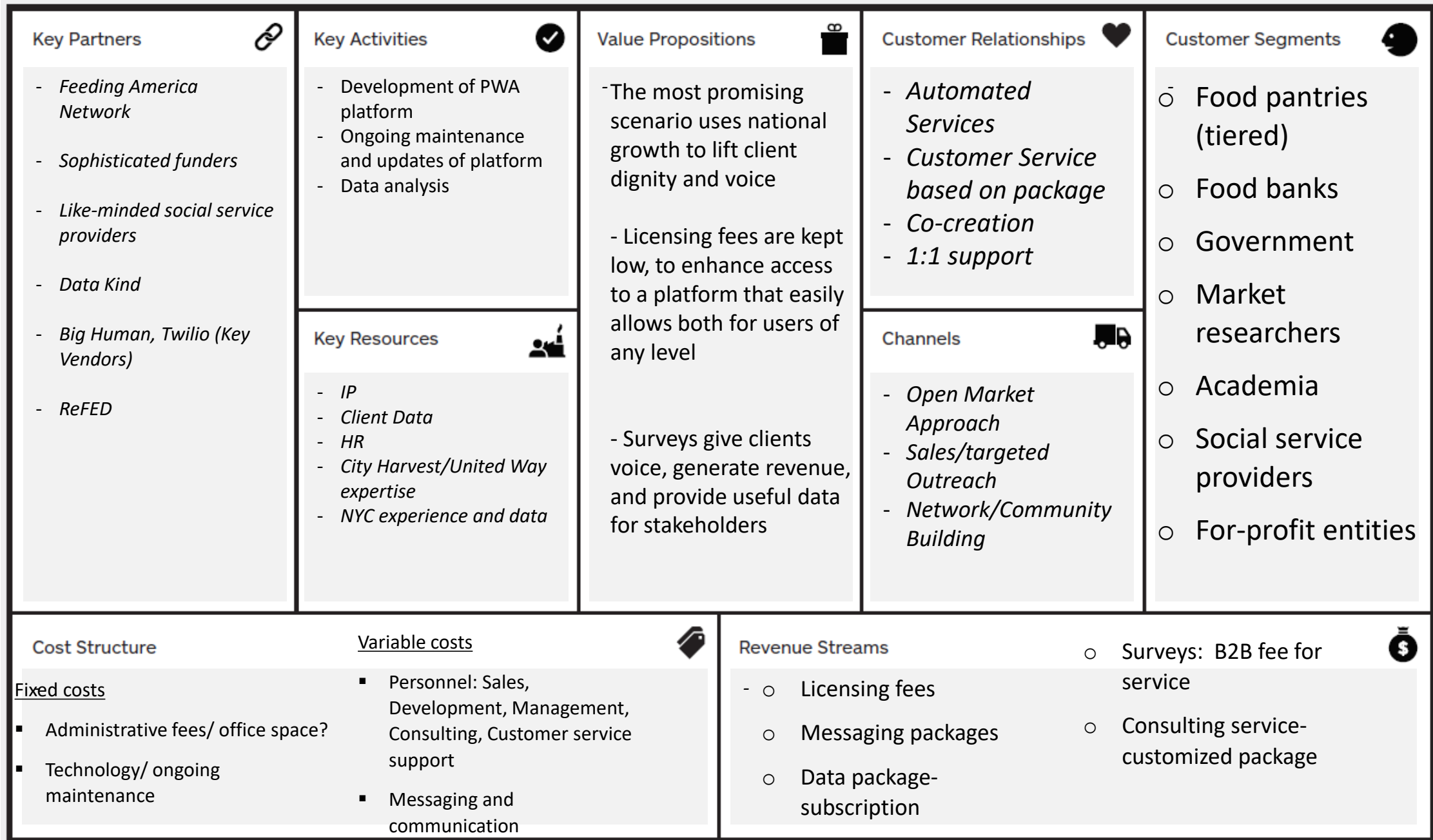Developed a competitive landscape of similar products

Obtained feedback from key stakeholders and users

Modeled growth economics

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Plentiful Business Model Canvas Template

Key Partners 🔗

- *Feeding America Network*
- *Sophisticated funders*
- *Like-minded social service providers*
- *Data Kind*
- *Big Human, Twilio (Key Vendors)*
- *ReFED*

Key Activities ✓

- Development of PWA platform
- Ongoing maintenance and updates of platform
- Data analysis

Key Resources 🏭

- *IP*
- *Client Data*
- *HR*
- *City Harvest/United Way expertise*
- *NYC experience and data*

Value Propositions 🎁

- The most promising scenario uses national growth to lift client dignity and voice

- Licensing fees are kept low, to enhance access to a platform that easily allows both for users of any level

- Surveys give clients voice, generate revenue, and provide useful data for stakeholders

Customer Relationships ♥

- *Automated Services*
- *Customer Service based on package*
- *Co-creation*
- *1:1 support*

Channels 🚚

- *Open Market Approach*
- *Sales/targeted Outreach*
- *Network/Community Building*

Customer Segments

- ○ Food pantries (tiered)
- ○ Food banks
- ○ Government
- ○ Market researchers
- ○ Academia
- ○ Social service providers
- ○ For-profit entities

Cost Structure 🏷

Fixed costs

- Administrative fees/ office space?
- Technology/ ongoing maintenance

Variable costs

- Personnel: Sales, Development, Management, Consulting, Customer service support
- Messaging and communication

Revenue Streams 💰

- ○ Licensing fees
- ○ Messaging packages
- ○ Data package-subscription
- ○ Surveys: B2B fee for service
- ○ Consulting service-customized package

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Strategyzer
strategyzer.com

Market Sizing - Licensing Fees for Food Banks & Food Programs

~32,000 food programs

~17,000 food programs

~750 food programs

Total Addressable Market

What Plentiful would look like if we took Plentiful to scale across the country

- *Based on the number of food programs (i.e., food banks, food pantries and soup kitchens) in Feeding America's network available across the country.*

Served Available Market

The number of food banks and food programs Plentiful can reach within our sales channel

- *Includes the number of pantries within NYC and an estimate of other markets where we already have a relationship / contacts from other Food banks.*

Serviceable Obtainable Market

The number of food programs we can realistically serve in the short term

- *For Plentiful, this includes the Food Pantries we already serve on Plentiful (~ 220 food pantries) including some growth in NYC and including a growth of five new priority markets outside of NYC over one year.*

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Market Research and Client Surveys

- Market research in the US is a $20 billion market

- A leading pollster like Pew pays ~$5 per response

- Nonprofits pay for annual polls

- Funders pay to gather feedback from beneficiaries

- Feeding America provides grants to food banks to collect user feedback

- Fund for Shared Insight raised $20+ million to expand "beneficiary feedback" in the social sector

- 93% of food banks and pantries say "gathering feedback from clients" is important or essential to their work

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Plentiful has the potential to perform very well with surveys

Scale

- Plentiful is a built-in survey panel to access a large, hard-to-reach population

- The digital platform enables quick, effective, and targeted outreach
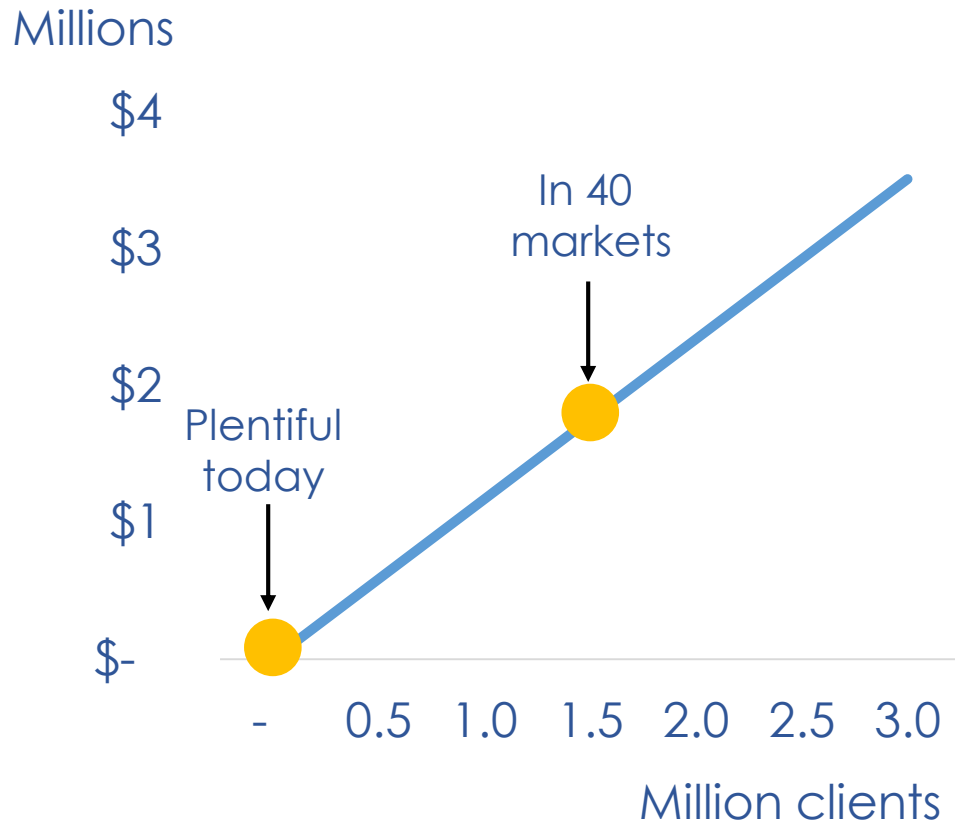
Responses

- Plentiful food programs have a trust-based relationship with clients

- Plentiful maintains longitudinal access to many clients

Buyers

- Buyers exist in every community (philanthropy, government, higher ed)

- Gathering constituent feedback is an increasing focus in philanthropy

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The economics of surveying are attractive at scale

Estimated survey revenue

Millions

$4

$3

In 40 markets

$2

Plentiful today

$1

$-

-    0.5   1.0   1.5   2.0   2.5   3.0

Million clients

- Pew Research pays $5 per mobile survey response*

- Our response rate on NPS surveys is currently 18%, with no incentive

- If we pass $2 on to clients as a participation incentive, each response nets $3

- With a 13% response rate, sending clients three surveys per year using this approach would net $1.17 per user

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Robin Hood pays $20 per response for their Poverty Tracker survey

The most promising growth scenario lifts dignity & voice

- The most promising scenario uses national growth to lift client dignity and voice

- Surveys are the primary revenue source

- Licensing fees are low, to achieve necessary scale

- Philanthropic growth funding is used to cover losses before achieving break-even in year five

- If surveys don't perform as expected in the coming years, reasonable backup scenarios exist

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Plentiful Profit Summary

Year One		Year Two		Year Three		Year Four		Year Five	
Total Revenue	$ 72,324	Total Revenue	$ 216,648	Total Revenue	$ 433,296	Total Revenue	$ 866,592	Total Revenue	$ 1,733,184
Total Costs	$ 861,303	Total Costs	$ 1,065,531	Total Costs	$ 984,027	Total Costs	$ 1,189,791	Total Costs	$ 1,549,130
Total Profit/Loss	$ (788,979)	Total Profit/Loss	$ (848,883)	Total Profit/Loss	$(550,731)	Total Profit/Loss	$ (323,199)	Total Profit/Loss	$ 184,054
Net Margin %	-1091%	Net Margin %	-392%	Net Margin %	-127%	Net Margin %	-37%	Net Margin %	11%

Plentiful will be self-funded through earned revenue by year 5 with an operating budget of $1.5MM

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