

Eat Greater Des Moines

Connecting communities through food.



Aubrey Alvarez & Steven Williams

EAT GREATER
DSM
CONNECTING COMMUNITIES THROUGH FOOD

Our solution is a turnkey service that allows our customers to address hunger and food waste in their community through a dignified program that meets people where they are.

The ~~problem~~ opportunity

C-store donors

Excess product
available to donate
but no outlet

Lack of awareness
of food donation
impact

Problematic
customer behavior
(dumpster diving,
loitering, theft)

Non-traditional food recipient partners

Lack of consistent, easy
access to quality free
food for clients.

Lack of internal
resources to meet the
food access needs of
clients.

Most relationships with
clients are limited to
transactional, often
stressful or unpleasant
encounters.

A community-based solution

C-store donors

Excess product
available to donate
but no outlet

Simple to implement service that provides consistent, safe, pickup and delivery of food products to community partners.

Awareness of food
donation impact

Communication and storytelling tools to engage staff, customers, and community. Regular impact data provided.

Problematic
customer behavior
(dumpster diving,
loitering, theft)

Enrollment in service removes dumpster diving incentive and allows staff to become a resource for food access.

Non-traditional partners

Consistent, easy access to quality free food for clients.

Simple to implement turn key delivery service that provides consistent, safe, ready-to-eat food for clients.

Lack of internal resources to meet the food access needs of clients.

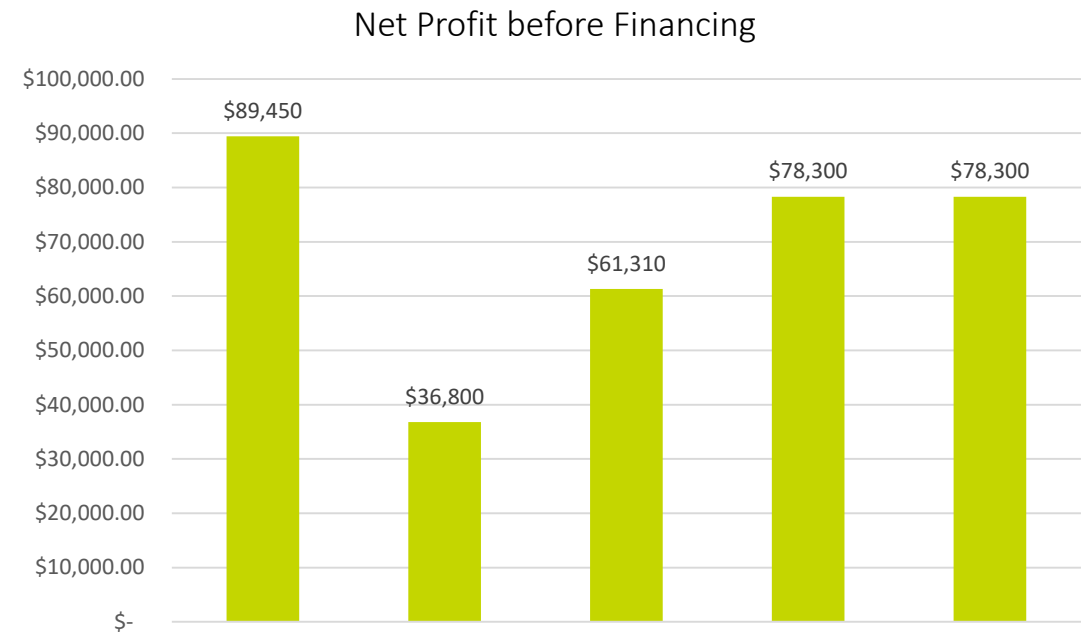
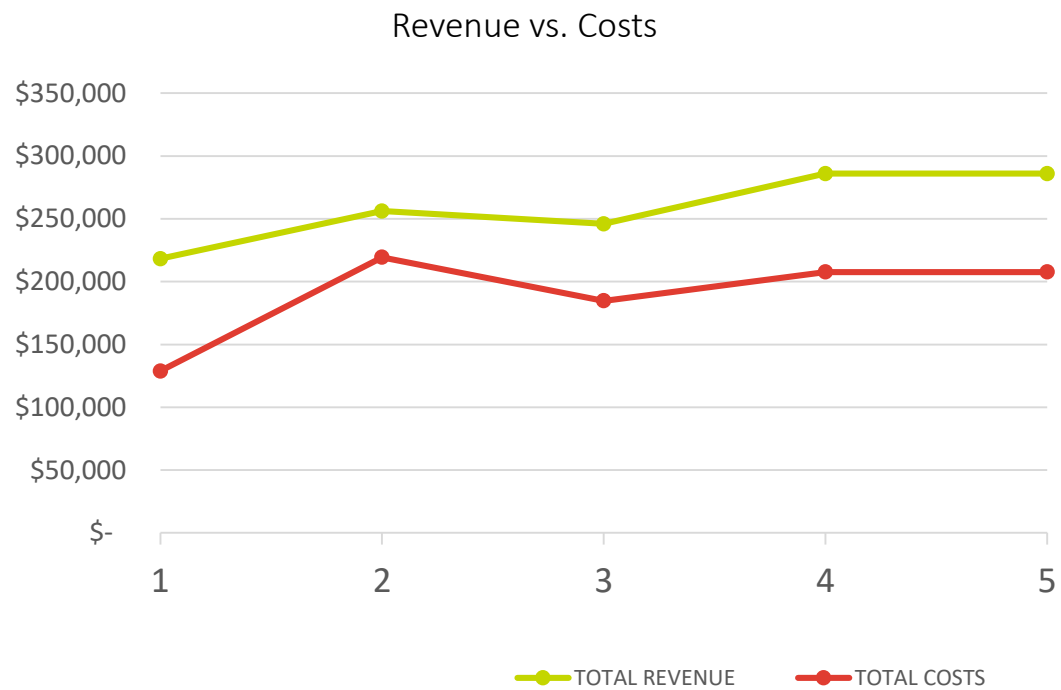
Simple to implement turn key delivery service requiring minimal internal administration.

Most relationships with clients are limited to transactional, often stressful or unpleasant encounters.

Opportunity to have more positive interactions to build an environment of support and trust.

**A proven concept with room
for GROWTH**





Milestones

YEAR 1

Revenue: \$100,000

Launch software platform

Deploy in-the-field technology

Roll out comprehensive brand awareness campaign

Convert at least 1 customer to paying customer

YEAR 2

Revenue: \$250,000

Expand donor portfolio

Expand food recipient portfolio

YEAR 3

Revenue: \$400,000

Implement Nourishing Heroes program in new service area

Invest in shifting the conditions that are holding this problem in place.

Appendix

Business Model Canvas

Red – Donor specific

Green – Recipient specific



Unit Economics

1 Unit = Pick up or delivery of perishable food to 1 location

	Year 1	Year 2	Year 3
Cost per Unit	\$900	\$850	\$800
Revenue per Unit	\$2,100	\$2,150	\$2,200
Margin per Unit	45%	63%	68%

As transportation efficiency builds through routing, additional shared vehicles and additional pick-up/delivery locations, cost per unit will decrease.

Profitability is driven by moving from free to fee-for-service program model for at least 50% of units in year 1.

Model recognizes not all units will generate same revenue based on type of customer (small non-profit food pantry vs for profit housing community). Revenue generated through paying customers will subsidize costs for entire transportation program.

Profit Summary

Year One

Total Revenue	\$ 120,000
Total Costs	\$ 201,800
Total Profit/Loss	\$ (81,800)
Net Margin %	-68%

Assumptions:

- Substantial investment in marketing campaign
- Addition of 2 additional refrigerated vehicles

Year Two

Total Revenue	\$ 260,400
Total Costs	\$ 177,113
Total Profit/Loss	\$ 83,288
Net Margin %	32%

Assumptions:

- Expand to cover 20 new locations for additional paid non-traditional clients
- Slight reduction in variable costs due to expected efficiencies with technology implementation

Year Three

Total Revenue	\$ 396,000
Total Costs	\$ 200,958
Total Profit/Loss	\$ 195,043
Net Margin %	49%

Assumptions:

- Addition of 1 additional refrigerated vehicles
- Reduction in variable costs due to efficiencies with technology

“Not only have we been able to develop relationships with the kids we didn’t know before, but people have felt more comfortable asking for other resources because they know we can help...food rescue has made families more likely to ask, ‘Hey I need help with housing how can I do this,’ or, ‘I need help with legal status who can I go to for this?’ They ask us for resources as opposed to just tackling the situation on their own, which is great.”

- Food Rescue Recipient





Executive Director – Aubrey Alvarez

Key Talents:

- Consistently Curious
- Change Maker
- Outspoken

Our Team



Operations Manager– Steven Williams

Key Talents:

- Endless Passion
- Detail and Process Oriented
- Doer

Program Manager– Joie Probst

Key Talents:

- Social Media Guru
- Will ALWAYS find a way
- Brave