

WHAT WE DO.
HOW WE DO IT.
WHY WE DO IT.



4 CITIES,
44 SITES,
30 KRESIDENTS,
3 MEMBER TEAM!



THE PROBLEM

25%

1 R

of Americans over 65 do not drive

2

BILLION

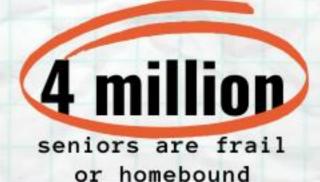
\$100

healthy food prescriptions potential savings on healthcare



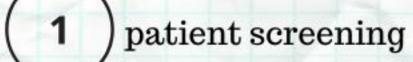


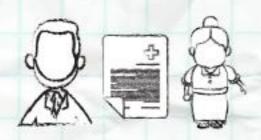


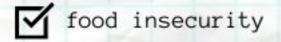


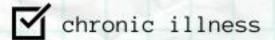
Total Addressable Market: 18 million Medicare Advantage patients with 1 or more chronic illnesses nationwide

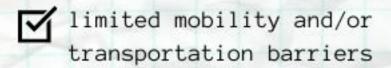
pHedinitiative

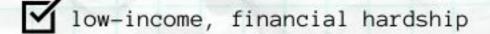


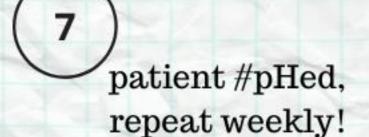




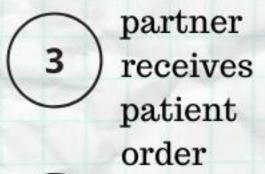


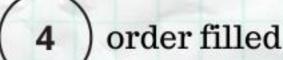




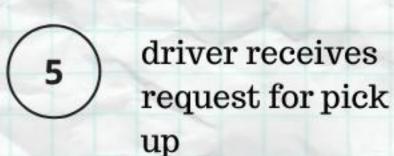














driver collects patient's food







provider referral



☑ Direct-to-door delivery

- patient + family members
- guaranteed access

Reduction in food waste

- prolong shelf life with packaging
- new industry-wide distribution channels

- per patient per delivery pHed
- per patient per delivery food recovery partners

☑ Scalable model

 technology links provider, food recovery partner, delivery and patient

Measurable, monitored outcomes

- phone, email, text
- qualitative & quantitative pHeedback loop



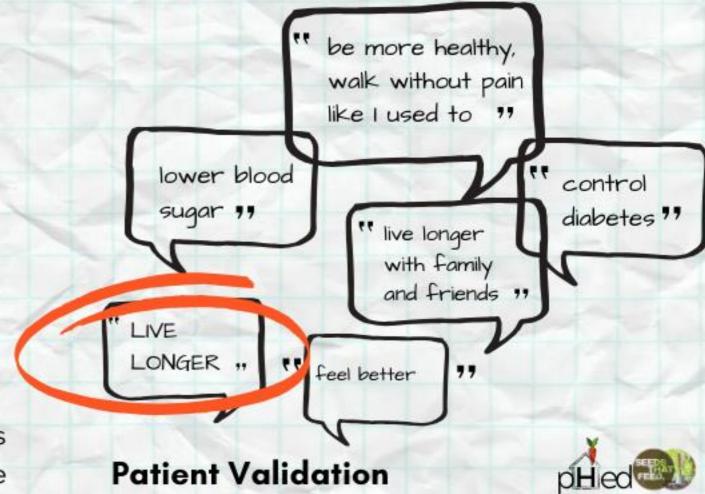


Customer: UAMS North St. Clinic

- tested process with 13 referred patients + 60 family members
- RFP for Spring 2020 pilot with 50 patients

Provider Validation

- providers 'get it' and there is excitement in our model
- regional providers searching for ways to pay, even if not through insurance



THE MARKET

qualifying patients

10,700

qualifying patients

18,019, 670

Total Addressable Market

Total qualifying Medicare
Advantage patients served
within the US, addressable at
full scale market saturation.

qualifying patients 25,700

> Served Available Market

YEAR 5
Servicable
Obtainable Market

Total qualifying Medicare
Advantage patients served
within identified provider
network, addressable by 2030.

25% of qualifying Medicare
Advantage patients served
within identified provider
network, addressable by 2025.



PAY-OUT:

\$20 per patient/week pHed services

YR 1: \$43.2K

YR 3: \$1.2M

\$3.8M YR 5:

THE BREAKDOWN - EARNED

(per patient/delivery)

REVENUE

delivery pHed

+ \$8

+ \$8

food partners + \$4

YR 1: n/a

YR 3: \$1.2M

\$3.8M YR 5:

YR 1: n/a

YR 3: \$576,000

YR 5: \$1.9M



FINANCIAL PROJECTIONS

3,000 patients

10,000 patients

Year One

75 patients

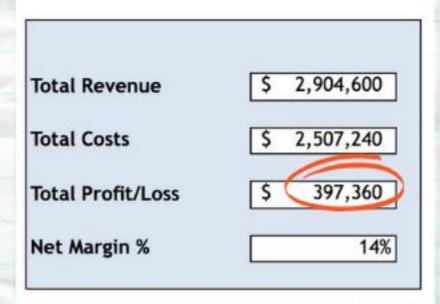
Total Revenue \$ 36,300

Total Costs \$ 108,350

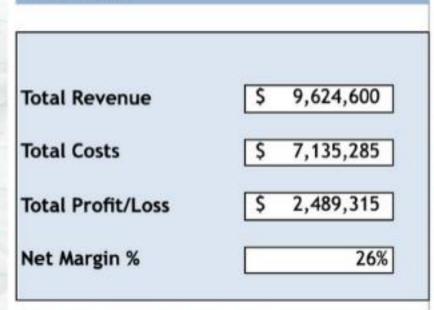
Total Profit/Loss \$ (72,050)

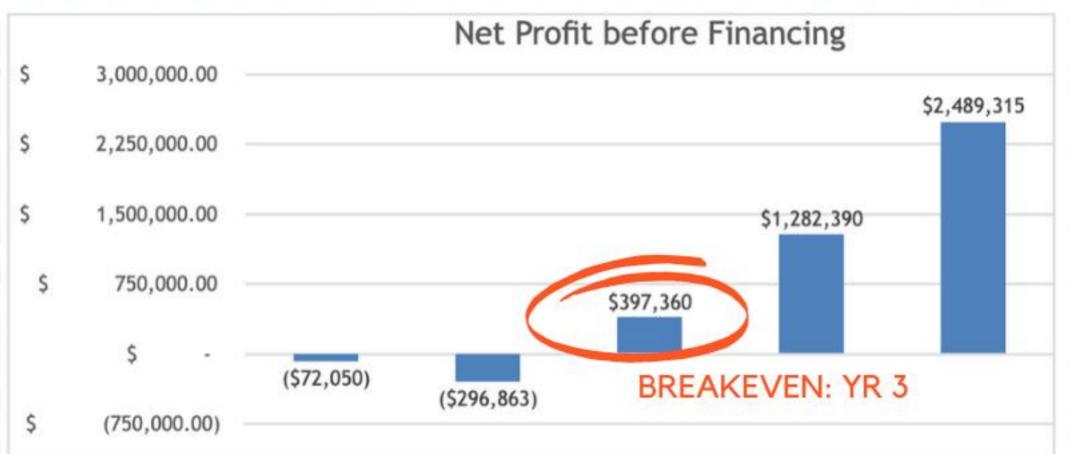
Net Margin % -198%

Year Three



Year Five





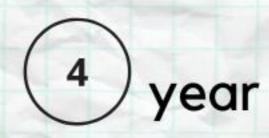


MILESTONES

year

Beta test:

- 500 MA patients in identified provider network
- · 50K software development and refining technology
- · recovery partner development



Self-sustained:

- · Organizational Budget fully covered through earned revenue
- 6,000 MA patients
- · recovery partner development



11 states/regions:

- 10,000 MA patients
- pHed \$9.6 million earned revenue
- · partner orgs \$1.9 million earned revenue



year

18.8 million

pounds of produce recovered & distributed to patients by year 5



Spring 2020 pilot:

- 50 UAMS patients
- 25 Medicare Advantage patients
- 50K software development

Breakeven:

- . 3,000 MA patients
- · scale software integration
- · recovery partner development





WHAT WE KNOW + WHAT WE NEED.

An investment of 100K would be a game changer for us... allowing for the following:

19.6K patients to receive 18.8 million pounds of healthy foods

directly to their home, creating \$18,638,700

in earned revenue for pHed, and another \$1.9M

in earned revenue for our food recovery partners.

Not to mention, an entire new source of funding for our industry, and for ALL the Sheila's.

Thank you so much.

alyssa snyder + margaret thomas team@seedsfeed.org









SURPLUS INFORMATION



BUSINESS MODEL CANVAS



Key Partners



 University of Arkansas Medical Sciences (UAMS)

70+ farm sources

3 regional farmers' markets

(expansion)

Food Bank

(2) Regional farm/ farmers markets

Grocers

Key Activities



Produce sourcing/ packing Redistribution to centralized hub Direct-to-door delivery

Key Resources

of fresh produce



Driver base

Food sources

Patients

Providers

Software

Value Propositions



Help clinics and hospitals who want to increase the health of their patients by increasing patient access to healthier foods and preventing patients from getting sicker

and becoming more

expensive.

Customer Relationships



Direct-to-patient provider referrals One-on-one provider partnership development Patient-to-pHed direct

Channels



Referrals

connect

Provider

Patient

Medicaid/Medicare

Key partner networks

Customer Segments

Teaching Hospitals Integrative Health Providers

Forward-thinking PCP/Specialists

Patients experiencing food insecurity, chronic illness. mobility or transportation barriers, and financial hardship

Medicaid/Medicare Value Based Affiliates

Cost Structure

Per patient/week packing fulfillment for food recovery organization services, \$4

Per patient/week delivery service fees, ~ \$8

Software Development, \$100K

Revenue Streams



Earned revenue per patient/per week service charge for pHed services (billable to provider), \$20











THE FORMULA sharing economy clinic referral transportation farms & qualifying food recovery patients pHed + technology

SCALE UP

YEAR 1

- Pilot with UAMS Community Clinic
- Utilize UAMS team expertise for research and data collection
- · Refine and iterate model based on best practices and processes
- Collaborate with Arkansas Director of Medicare

YEAR 3

- Bring model to scale through partnered provider networks utilizing reimbursement funds through Medicare Advantage
- pHed replicated in multiple targeted cities (Tucson, Phoenix, Boston)
- HIPAA compliant software integrated
 - o seamless referral for providers, food recovery partners and delivery

YEAR 5

- Provide pHed technology and services on a national basis
- Benefit partnering nonprofits in providing money generating revenue model



IMPACT STORY

With your investment of:	\$ 373,413	
Over the course of five years we estimat	te we will	
Distribute		products
Provide	926,400	services
and provide		trainings
Which will have the following impact	19,575 chronically ill and homebound individuals will receive access to weekly deliveries of healthy foods - improving their health outcomes and decreasing costs for healthcare providers.	
generating	\$ 18,638,700	in revenue
and	\$ 3,800,153	in profit
We will use this profit to	All profits will flow back into expansion of pHed service sites throughout the US via a network of providers and partnering popprofits/food recovery	

orgs.



RISK & MITIGATIONS

- If our ask is too high...
 go to bi-weekly programming
- · If MA funds don't come through...
 - use research funding with billable code
- If unable to purchase technology...
 - o utilize grants
 - o more gradual growth
- If patients don't eat the produce...
 - o distribute recipes
 - o pHeedback loops
 - utilize in-home health providers
- Should we protect software by merging into B Corp?



THE TEAM

Alyssa Snyder
Cofounder/Chief Seeder
BSBA, Small Business
Management &
Entrepreneurship
20+ years in F&B
Industry
Seeder since 2012.





Margaret Thomas
Chief Feeder
20+ years in F&B industry
Feeder since 2012.
Lifelong amateur chef for
life.

ADVISORS + CHAMPIONS



Dr. Rogelio Garcia Contreras -Director, Social Innovation University of Arkansas

Sarah G. Candler
MD, MPH, FACP
Practice Medical Director
Iora Primary Care





Peter Roberts MHE, MHA 30+ years in healthcare industry Roberts Health Solutions



PHED MVP FORMS



REFERRAL

Healthcare provider screens patients for SDOH and refers to STF's pHed program

- Patient info
 - medical questionairre
 - likes/dislikes & dietary restrictions
 - family size



Name .		PI	hone (_>_		DOB _		
Addres	is			City		State	Zip	
E-mail:			Ethnicity_					
Numb	er of pe	ople in household Gender	☐ Male	o i	emale	☐ Nonbinary ☐ Oth	er 🗇 I prefer not say	
Physic	ion	Phy	sician Cont	act Ni	umber			
7.5		r health related goals?						
Do yo	u have :	any dietary restrictions? If so, what are they	12					
Are th	ere any	fruits or vegetables you dislike, or will not	eat? Please	speci	fy.			
ПУ	s 🗆	No Are you able to cook for yourself?			20		7.5	
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□ Ye	s 🗆	No Would you benefit from a healthy of	ooking class	s? If	so, woo	ild you attend one?		
	I	f you answer "yes" to any of the follo	nving que	stion	s, plea	se explain as clearly	as possible.	
☐ Yes	□No	Do you have hypertension?	0	Yes	□No	Are you considered obe	se?	
□ Yes	□No	Do you have diabetes?	12	Yes	□No	Any broken bones in the	past two years?	
☐ Yes	□ No	Do you experience frequent headaches?		Yes	□No	Any injuries in the past	two years?	
☐ Yes	□No	Are you pregnant?	0	Yes	□No	Do you have cancer?	**************************************	
☐ Yes	□ No	Do you suffer from arthritis?				Please specify		
Yes	□ No	Do you have tooth decay?						
□ Yes	□No	Are you wearing dentures?	0	Yes	□No	Do you have cardiac or o	irculatory problems?	
Q Yes	□ No	Do you have high blood pressure?	13	Yes	□ No			
		Are you taking high blood pressure medica	ttion?			not listed here? Please s details for your driver.	e? Please specify and provide any need	
□ Yes	□ No	Do you have high cholesterol?				details for your unver-	mirel.	
☐ Yes	□ No	Do you suffer from joint swelling?						
		Do you have varicose veins?	0	l Yes	□ No	May we text you to let y	ou know your driver is on the	
		Do you have any contagious diseases?		10000000000000000000000000000000000000		way?		
		Do you have osteoporosis?	P	lease	provide	any additional comments	bere	
		Do you have any allergies? Please list below			100000		3350A	
not a mo	edical pro	my participation in pHed Services is completely volu- tivider, and that any dictary or medical questions shoul e free to myself and my household, and availability of the information I have provided is true and authorize	d be directed to fresh produce	o my he items a	alth care re subjec	providers for consultation befor t to seasonality and other supply	e participation. I understand that constraints. By my signature, I	
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CONFIDENTIALITY RELEASE



7		, authorize		
		, authorize	(Clinic, Counse	Nor, or Doctor's Name)
o disclose to	Seeds That Feed - (Name and Location of Person(s)	OHed Services	(formation)	the copies of any
	information which you			This includes all the
ransmission of info	ormation deemed releva	nt to participation in	home-deli	very of fresh produce s
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☐ Laboratory t	test results amination results			
☐ Medical opin☐ Treatment p	nions, diagnosis, progre plans and progress of treatment and prescri	60	nmendation	ıs
	nversations, phone calls the overall treatment	, memoranda or an	y type of co	mmunication
understand that ti	he purpose of this disclo	sure is: receiving ho	me-delivery	of fresh produce.
This authorization	expires on: _at patient's	request		, or when
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ATTENTION RECIPIENT - Notice Prohibiting Redisclosure

This information has been disclosed to you from the records protected by Federal confidentiality rules 42 C.F.R. Part 2). The Federal rules prohibit you from making any further disclosure of this information unless further disclosure is expressly permitted by the written consent of the person to whom it pertains or as otherwise permitted by 42 C.F.R. Part 2. The Federal rules restrict any use of this information to criminally investigate or prosecute any alcohol or drug patient.

 Healthcare provider has patient agree to release personal information to STF's pHed software to begin receiving home delivered produce
 HIPAA compliant



DELIVERY RECEIPT

Each delivery includes:

- address and phone number
- dietary restrictions
- o total in household
- receipt of produce included for the week



pHed Services

seedsfeed.org | 501.837.6213

□ Arugula □ Chayote □ Lemongrass □ Rhubari □ Asparagus □ Chili Peppers □ Lettuce □ Roselle □ Bamboo Shoots □ Chives □ Long Beans □ Sage □ Banana □ Cilantro □ Mint □ Serrance □ Peppers □ Collard □ Mulberry Leaves □ Peppers □ Basil □ Greens □ Mushrooms □ Snap Pe □ Beets □ Cucumber □ Napa Cabbage □ Spring □ Bell Peppers □ Daikon Radish □ Okra □ Squash □ Bittermelon □ Dill □ Onions □ Blosson □ Black-eyed □ Eggplant □ Oregano □ Squash □ Peas □ Endive □ Parsley □ Sweet Parsley □ Blackberries □ Endive □ Patty Pan □ Vine □ Blueberries □ Garlic □ Squash □ Sweet Parsley □ Bok Choy □ Garlic □ Squash □ Sweet Parsley □ Bread □ Ginger □ Pearsley □ Tomatoe □ Broccoli □ Green Beans □ Peas □ Tatsoi □ Broccoli □ Green Cnions □ P	Name				
Number of people in household Phone number What's in your bag? Apples Celery Leeks Raspber Arugula Chayote Lemongrass Rhubarl Asparagus Chili Peppers Lettuce Roseman Bamboo Shoots Chives Long Beans Sage Peppers Collantro Mint Serranc Peppers Collard Mulberry Leaves Peppers Basil Greens Mushrooms Snap Pe Beet Greens Corn Mustard Greens Spring Beet Greens Cucumber Napa Cabbage Spring Bittermelon Dill Onions Blossor Black-eyed Eggplant Oregano Squash Peas Endive Parsley Sweet Shadsh Sweet Shadsh Sages Blueberries Garlic Scapes Peaches Swiss G Broccoli Green Beans Peas Tomatog Broccoli Green Beans Peas Turnips Greens Green Chions Pak Choy Watterman	Address	Anti-			
What's in your bag? Apples					
Apples	Number of people in	nousehold	Phone number		
Arugula Chayote Lemongrass Rhubard Roselld Roselld Roselld Roselld Roselld Roselld Roselld Roselld Roseman Roselld Ros	What's in your bag?				
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Butternut Jalapeno Purple Hull	Sprouts	Tomatoes Jalapeno	☐ Pumpkin ☐ Purple Hull	□ Wax Beans □ Zucchini	
Squash	☐ Cabbage ☐ Cantaloupe	Artichoke Male	Purslane Radishes		

