Eat Greater Des Moines

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

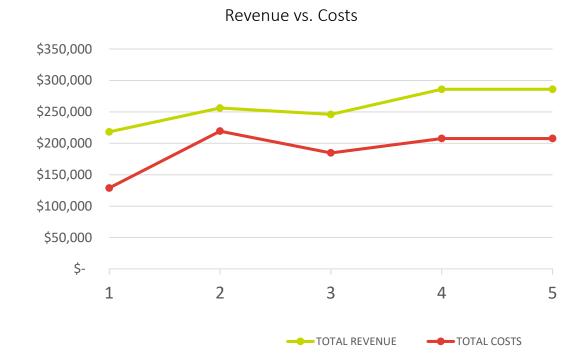




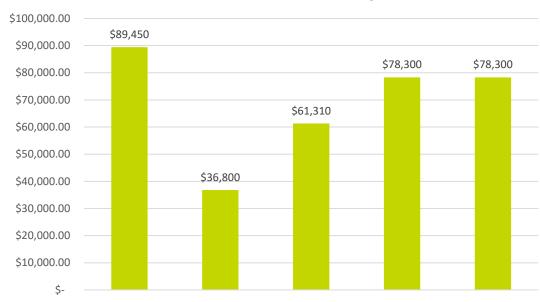








Net Profit before Financing



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

Key Partners



Board Members Derek Nelson – connection to c-store

Duncan Gallagher – connection to csuite executives at healthcare providers

Carey – connection to c-suite executives at healthcare providers Alicia – connections to primary healthcare providers

Community Leaders

Elizabeth Buck – UWCI Impact officers Kristi Knous – Community Foundation Angie Dentliffs-Trettin

JB Conlin Joey Taylor Moon

Lina Tucker Reinders Seth Johnson

Izaah Knox Denise Osterhaus-Kroger

Rick Kozin Swanne Mineck

Mat McGarvey Corteva Nicki Ross **Bob Brownell**

Networks

HFS RFSWG HFDC

HFWC GDMFRN Synergy Center Food Rescue Alliance

Key Activities



Delivery/Pick-up service (reliable drivers and vehicles) Coordination—when open, availability to donate (windows of time), available to receive (window of time), where to receive donations, and storage space. Onsite contact for each location Communication with end users and staff

Key Resources

temp guns



Vehicles Drivers Technology: data platform/software, tablets Staff Food safe equipment: scales, totes,

Value Propositions

customers

required

1. Simple, consistent, safe pick-ups

and delivery of excess products.

Communication and storytelling

provided, tax, nutrient density

Direct community engagement:

customers, community partners,

tools (branding) for staff and

Data: CO2 reduction, meals

Simple, consistent (turn key) delivery of safe, ready-to-eat free

food for clients and staff

Access to consistent fresh

produce for clients and staff

Minimal internal administration

Build environment of support and

trust between clients and staff

volunteerism, staff



Customer Relationships



Customer Segments



Reliability, available, transparent, trusted, communication, flexible, responsive, informative, safe, partnership (symbiotic), legal

Coordinated response to address food insecurity and food access for

Channels



- 1. Food recovery service and drivers
- EGDM marketing and communications team (digital, print, public recognition)
- Food Partner Staff

1. Certified food service providers w/ excess individually packaged foods (imprisoned foods).

Kum & Go Hy-Vee Gas **DSM International Airport** Casev's **Kwik Star** YesWay Git n Go **Corporate Cafeterias**

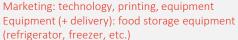
Schools (WDM) Grateful Chef Price Chopper Meal prep stores

2. Locations where potential end users are already gathered.

Conlin Properties City of Des Moines Properties **Hubbell Properties**

NPO Housing Communities Newbury **Anawim Properties Unity Point Medical Clinics** CommonBond Free Clinics of Iowa Planned Parenthood Congregate Meal Sites Senior Living Communities

Cost Structure



Delivery services

Administration: staff time

Marketing: printing, design Equipment: totes **Delivery Service** Administration: staff time

Revenue Streams



Professional pick-up service that moves surplus food communities in need, monitors impact, 1. and provides community connections

Surplus food delivery service that provide food to nontraditional recipient locations



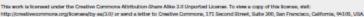














Unit Economics 1 Unit = Pick up or delivery of perishable food to 1 location

	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





Our Team



Executive Director – Aubrey Alvarez Key Talents:

- Consistently Curious
- Change Maker
- Outspoken

Operations Manager- Steven WilliamsKey Talents:

- Endless Passion
- Detail and Process Oriented
- Doer

Program Manager- Joie Probst

Key Talents:

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