

Refed/+Acumen Accelerator

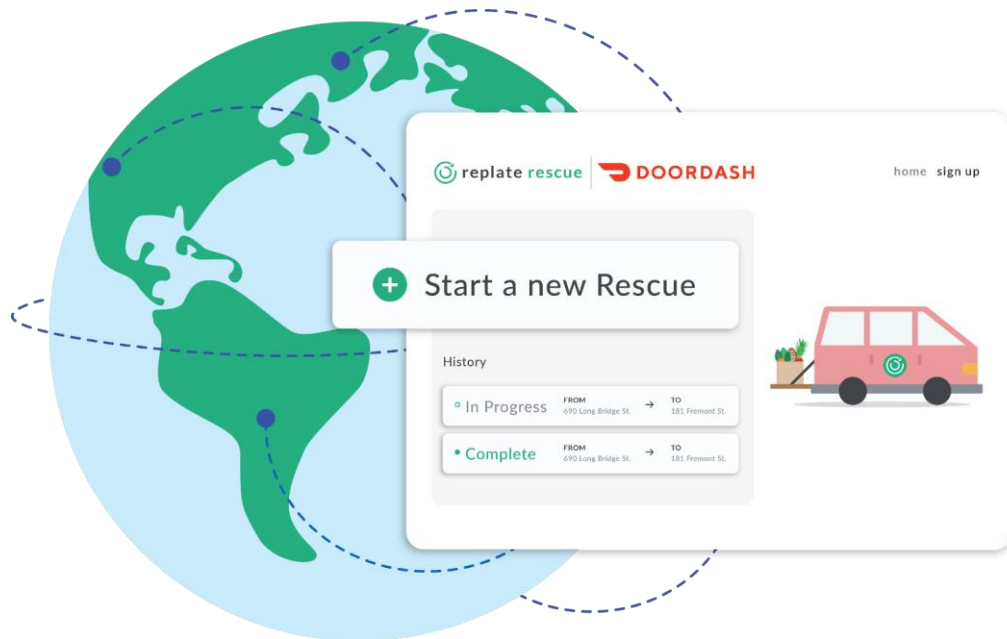
# Pitch Deck



December, 2019



With [Replate Rescue](#), a new offering by Replate in collaboration with Doordash, NGOs and food recovery organizations (FROs) can supplement their fleet when they run out of volunteers or drivers, or can even opt to use our product fully to replace their fleet.



Maen Mahfoud, CEO  
Katie Marchini, COO

[www.replate.org](http://www.replate.org)  
[info@replate.org](mailto:info@replate.org)

# the problem



- While there are hundreds of food recovery organizations (FROs) in the US and thousands worldwide, many lack the logistics capabilities to recover food on-demand, as well as the ability to match the right food to the right recipient in their communities.
- Hiring drivers, buying trucks, and coordinating volunteers is expensive and time-consuming, leading to many deliveries not being fulfilled in the right amount of time and frustration from all parties.



# the solution

 replate about pricing blog

log in sign up

## Start Powering Food Rescue Today

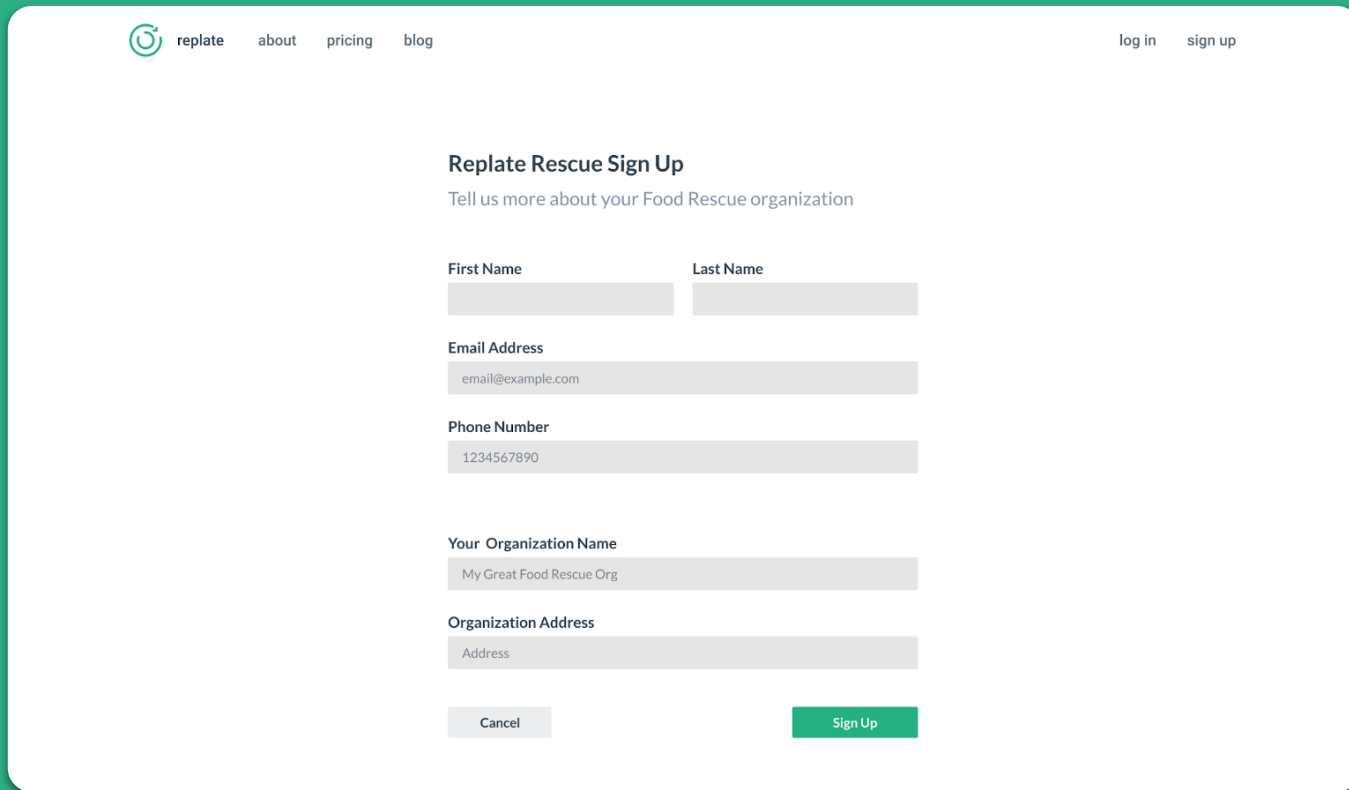
Power your food recovery with reliable one-demand delivery designed specifically for food recovery orgs, NGOs, and other awesome businesses who would like to donate food to help us tackle food waste and food insecurity.

[Get Started →](#)



# the solution

We're taking our proven paid model for food donors that has scaled nationally, and creating a similar product for other food recovery organizations to use.



The screenshot shows a web form titled "Replate Rescue Sign Up" with the subtitle "Tell us more about your Food Rescue organization". The form is set against a white background with a green header and footer. The header contains the Replate logo and navigation links: "replate", "about", "pricing", "blog", "log in", and "sign up". The form fields are as follows:

- First Name**: A text input field with a light gray placeholder.
- Last Name**: A text input field with a light gray placeholder.
- Email Address**: A text input field with the placeholder "email@example.com".
- Phone Number**: A text input field with the placeholder "1234567890".
- Your Organization Name**: A text input field with the placeholder "My Great Food Rescue Org".
- Organization Address**: A text input field with the placeholder "Address".

At the bottom of the form, there are two buttons: a light gray "Cancel" button and a green "Sign Up" button.

# the solution

Food recovery organizations (FROs) will use our product to scale their operations while saving money and time.

## 2 Donation Details

What is being donated?

### Donation Description

Four large trays of leftover food and five bottles of soda

### Item Count

4

### Pickup Date

4/24/2019

### Pickup Time

12:00pm - 2:00pm

### Delivery Date

4/24/2019

### Delivery Time

3:00pm - 5:00pm

☒ Let Replate choose the best recipient for this donation

## 3 Payment

Replate charges \$40 per donation to cover scheduling, driver, and pickup.

Credit Card

Withold Payment

# the solution

Our product will also enable FROs to gather data, improve relationships with donors and recipients, and recover more food every day.

Welcome, **Food Rescue Organization!**

Thank you for Replating with us.

 Start a New Rescue

 Contact Us

## Rescue History

Export  Most Recent 

 **In Progress**  
36m remaining

**FROM**  
690 Long Bridge St.



**TO**  
181 Fremont St.



 **Complete**  
January 10, 2019

**FROM**  
690 Long Bridge St.



**TO**  
181 Fremont St.



 **Complete**  
January 8, 2019

**FROM**  
690 Long Bridge St.



**TO**  
1234 Telegraph Ave.

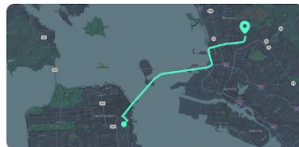


### DETAILS

4 trays of leftover food  
from event.  
10 pounds

### RESCUER

 Eric Liang



[Report Issue](#)

[Review Food Rescuer](#)

 **Complete**  
January 3, 2019

**FROM**  
690 Long Bridge St.



**TO**  
181 Fremont St.



# our **unique take**

- We utilize technology in a way that other food recovery orgs (FROs) don't - we have an engineering team and a product manager, allowing us to build this tool and others like it.
- We're also changing the game by inviting our competition to the table. Rather than competing for clients or for the trust of recipient partners, we're sharing our unique product, thereby enabling other FROs to strengthen existing relationships and scale to build new ones.





## our unique take

- While we're seeing a trend in food recovery orgs relying more on on-demand delivery companies, **none of these products are specifically designed for food rescue** with recipient matching capabilities and data generation.
- Replate Rescue will help us to better understand how much food is going to every nonprofit, **increase collaboration and improve data** which will provide a greater understanding of food recovery as a whole.



Postmates



DOORDASH

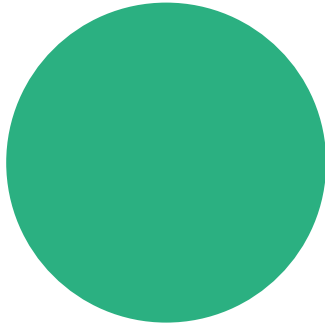


Wonolo

Uber

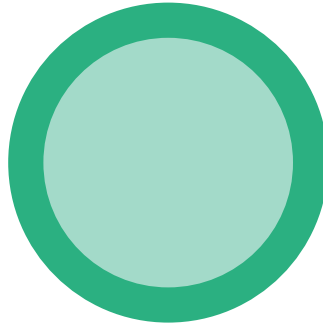
# mvp & market validation

Total Addressable  
Market



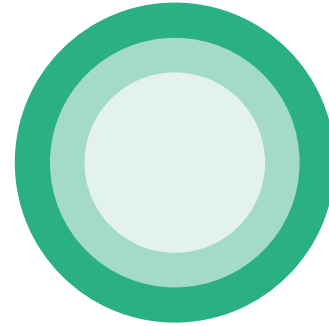
200 orgs

Served Available  
Market



140 orgs

Serviceable Obtainable  
Market



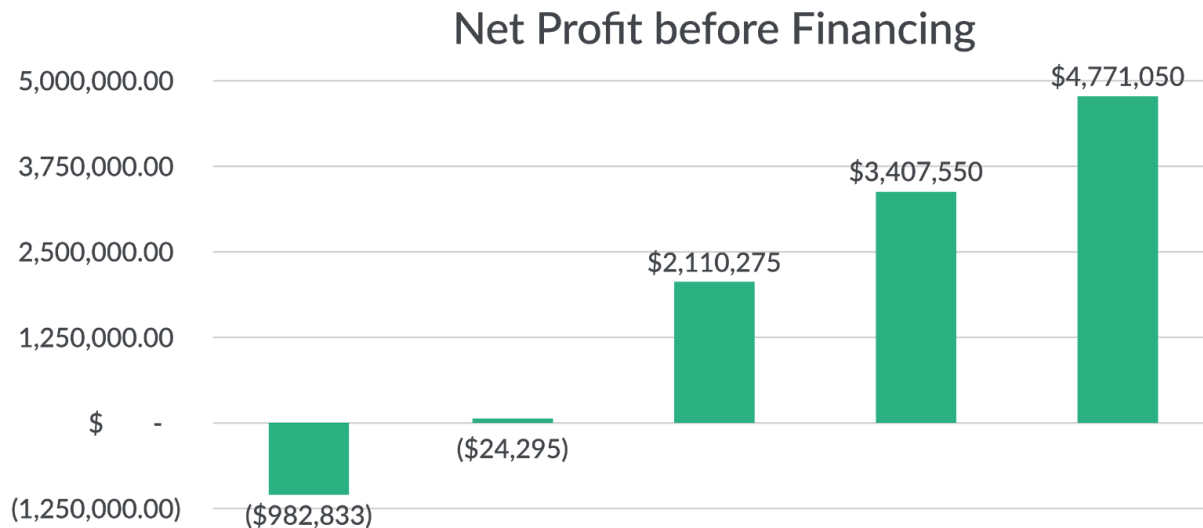
4 orgs (1st yr)\*

*\*3 orgs already want to use us in NY, SF, DC*

# financial projections

## Key assumptions:

- First year servicing 4 recovery organizations in the US
- Each org does about 1000 pickup/month
- Pickup fee starts at \$50 (first year only \$25/pickup with subsidy from Doordash and Replate)
- Our cost per pickup is reduced every year because of automation and reduced price per volume of pickups (economy of scale)



# milestones: **impact story** *(future progress timeline)*

*With your investment of \$1M, over the course of five years we estimate we will...*



Provide

**723k**

pickups



Rescue

**50m**

quality meals



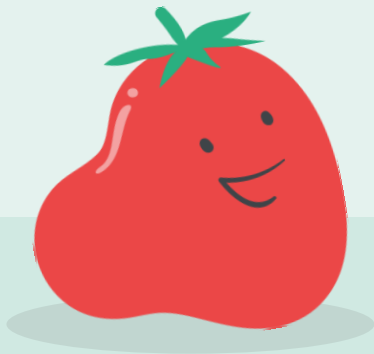
Generate

**9m**

in profit

# summary of our ask

Finally, we encourage all food recovery orgs to try the product and give us their feedback and other food waste experts to help strategize our launch. We're seeking \$1M in investment funding to cover our initiation costs. With your support, this model will enable the delivery of 50M meals to communities in need.



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[info@replate.org](mailto:info@replate.org)



# APPENDIX

## Profit Summary

*This tab will populate automatically and show your estimated profit or loss given your projections*

### Year One

Total Revenue	\$ 1,680,000
Total Costs	\$ 2,662,833
Total Profit/Loss	\$ (982,833)
Net Margin %	-59%

### Year Two

Total Revenue	\$ 3,750,000
Total Costs	\$ 3,774,295
Total Profit/Loss	\$ (24,295)
Net Margin %	-1%

### Year Three

Total Revenue	\$ 9,000,000
Total Costs	\$ 6,889,725
Total Profit/Loss	\$ 2,110,275
Net Margin %	23%

### Year Four

Total Revenue	\$ 12,000,000
Total Costs	\$ 8,592,450
Total Profit/Loss	\$ 3,407,550
Net Margin %	28%

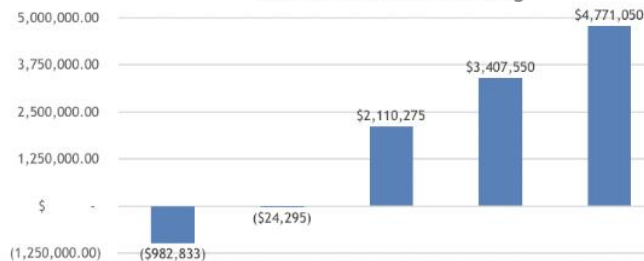
### Year Five

Total Revenue	\$ 15,000,000
Total Costs	\$ 10,228,950
Total Profit/Loss	\$ 4,771,050
Net Margin %	32%

Revenue vs. Costs



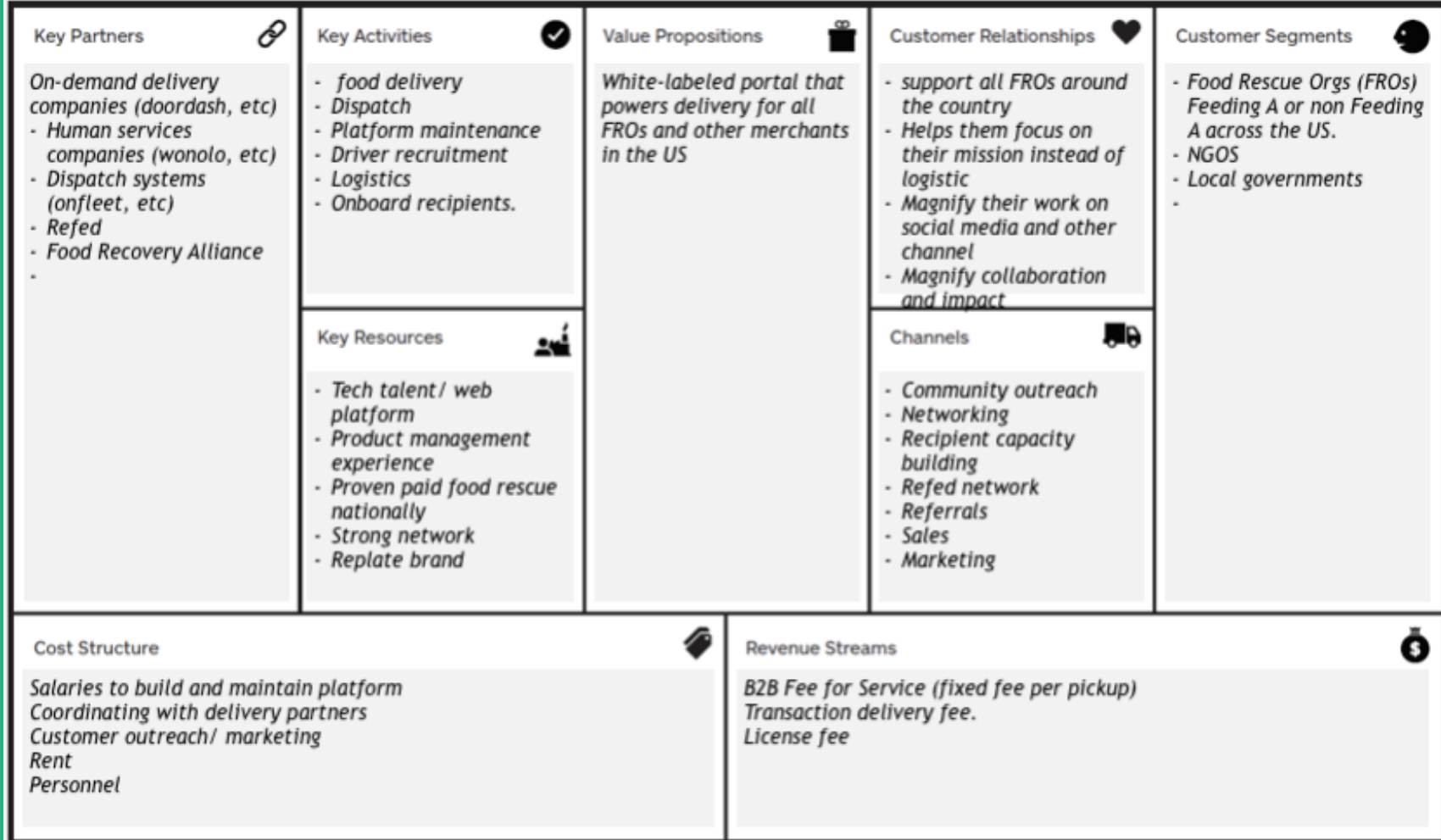
Net Profit before Financing



# business model (execution)

- Partners: Doordash partnership to support Replate's fleet, Refed strong network on innovators to invite them to use the platform
- Fee for service Rev model. Perhaps exploring other subscription models as we go. (\$50/pickup)
- First 5 nonprofit get subsidized pickup with a cost of \$25/pickup (3-6 months) subsidized by Replate and Doordash.
- Channels: Quick signup and ondemand requests ( marketing/social media/sales/outreach)





# unit economics (direct revenues and costs)

- Our unit is cost per pickup
- Currently our cost is around \$48 - by the 5th years it will be reduced to \$38 (by automation tools and increased volume) - economy of scale.
- See graph end of 2nd year

# scale up plan (how you will grow)

Word of mouth and strong partnership with major NGOs/ FROs Doordash and other large partners with 100K+ network of merchant in US, CA and Australia and more in the coming 5 years

# risk and mitigations (challenges)

- If working with FROs doesn't pan out, shift to merchants
- Scaling up: SB 1383 asks businesses to pay for their waste. Helps us push in that direction
  - From CalRecycle: "Food waste alone accounts for approximately 17-18 percent of total landfill disposal. Increasing food waste prevention, encouraging edible food rescue, and expanding the composting and in-vessel digestion of organic waste throughout the state will help reduce methane emissions from organic waste disposed in California's landfills...Food rescue has the added benefit of assisting Californians who are unable to secure adequate, healthy food by diverting edible food to food banks and pantries."

# team (experience and credibility)



**Maen Mahfoud**  
CEO



**Katie Marchini**  
COO



**Anchit Desai**  
Lead Software Engineer



**Dana Gunders**  
Board Member



**Steve McCormick**  
Board Member

## team and board

Our Founder & CEO, Maen, and our COO, Katie, make an unstoppable duo - with Maen's penchant for big ideas grounded in reality and exceptional empathy, and Katie's commitment to pragmatism and catering background (she has an insider perspective on the industry's culture of waste), from the top, Replate is poised to tackle this issue of what to do with edible food waste.

With a Lead Software Engineer and a Product Manager amassing experience across company types before both landing at Replate, we have a dynamic engineering team, led by Anchit Desai, that is game and excited to put their skills honed over the last decade to creating the first truly efficient food recovery technologies.

These two board members, Steve McCormick and Dana Gunders, exemplify the kind of advisors we seek to collaborate with as Replate grows. Steve has spent his career in the nonprofit sector, including 32 years at The Nature Conservancy, and lends us his unparalleled expertise on the operations of scalable environmental nonprofits. Dana has been a Senior Scientist at the NRDC and is often called the woman who started the waste free movement.

## our funders



FOUNDATION

# our plans for scaling

	2019	2020	2021
<i>engineers/data science</i>	2	4	6
<i>program replication (operations)</i>	2	6	10
<i>education/outreach (marketing)</i>	1	2	4
<i>administration (HR, accounting, grant management)</i>	1 (part-time)	1	2

