

EveryBODY eats

Food for All

A food delivery service that helps everyone in need, not just a select few.

Amy Schmidt

APEC 3551 Fall 2021

Executive Summary

Name of Product: everyBODY eats

Product Owner: Amy Schmidt

Concept Description

everyBODY eats is a nonprofit organization that delivers food boxes to community members who have restrictions that do not allow them to attend local food pantries. This service allows people who have barriers preventing them from getting food into their house, to get boxes delivered right to their doorstep. We use an easy-to-use app that the consumers can select items out of our available items list with a maximum of \$55 and some limits within specific food groups.

Opportunity

While many food banks and meal delivery programs already exist, they tend to focus on the elderly and extremely sick community members. everyBODY eats is meant to work in addition to food services already available yet expand past these limitations and bring more families the food they deserve. In Minnesota, studies have shown that approximately 7.7% of their residents suffer from food insecurity. This is 432,170 Minnesota residents. These residents come in all ages, lifestyles, and circumstances. Being able to provide a meal delivery service that goes beyond the elderly and the sick would be lifechanging to many of our residents.

Innovative Solution

everyBODY eats begins as a mobile friendly app where consumers are able to request home delivery services, set up time frames that work with their schedule, enter food allergies and much more. Through the app we send out forms to get an understanding of their income and their need for our services so we can deter anyone who may not truly need our services. On this app, the consumers are shown a list of the available food at our partner's facilities and they are able to personally choose which items they would like to have delivered to them in their boxes. There is a limit of \$55 and further limitations on how many items from each food group they can order. We then employ community members to drive our trucks along specialized routes to deliver these boxes to their individual homes or apartments. This service will benefit our customers much more efficiently than the traditional food pantry because they no longer have to strain their bodies or make it in time to get their food. Even food pantries that claim to be mobile typically drive into communities – often times only once a month or less – and park their bus at one or two locations. Our community members would still have to be able to make it in the limited time frame and travel to these locations. If people choose to patronize everyBODY eats, they no longer have to miss work, appointments, school, or any important life event to make sure they have food. They are able to relieve some stress surrounding food insecurity and reduce the feeling of anxiety and shame the often accompanies food insecurity.

Value Proposition

People who are not qualified to receive home delivered food from other organizations often force their bodies to make the painful trip or put themselves in danger to go to the pantries. Others rely on neighbors or family members to bring back some food, and some just don't have enough food in their house. Bringing everyBODY eats into their community grants them easy access to food. My intended initial customer base includes single parents, people who work multiple jobs with no consistent schedule as well as those who are temporarily hurt from surgery, gunshot wounds, major broken bones or any other life altering injury. These are my intended customers because they are often left out of consideration for other home delivery food services even though they are in dire need of those same services. These services are free, but we do accept donations of any kind.

Competitive Advantage

Since we are a nonprofit in the business of making sure every home has food available, we don't view other services as competitors – more as allies and complementary services. That being said, the service most similar to ours would be Meals on Wheels because they also offer food home delivery services. They primarily focus on elderly and sick community members, whereas everyBODY eats pushes to expand past this limited demographic. My customer base will strongly prefer our services over Meal on Wheels because our service will actually include them. The major downfall is that Meals on Wheels is already such a big name, so it could be difficult advertising our service while convincing people they would qualify for our services.

Entrepreneurial Team

We need a team of dedicated workers and volunteers to make sure we can provide our services. We intend to hire local community members and rely heavily on volunteers. We are planning to connect with parole officers, local rotary clubs, juvenile detention centers and volunteer apps to obtain our volunteers. Our workers and volunteers are essential for our service because they will be boxing, driving, and delivering the food to our customer base. By utilizing volunteers, we are able to reduce our overall costs and allows us to pay our employees a fair, livable wage.

Financial Highlights

everyBODY eats is still in the very early stages of business development and planning. More research needs to be done on the financial feasibility of our service as well as how to properly obtain our customer base. Our biggest hurdle is to obtain a grant from a local company – like Cargill or Pillsbury - to fund everyBODY eats. Through our estimations, we would need about \$278,000 a year from these grants to cover our costs. With this money we could help about 4,725 families annually. This money would be put towards employee wages, gas, food, and boxing costs. With larger funding, we would be able to increase our operations and help more families per year.

Consumer Concept

EveryBODY eats

A food delivery service that helps everyone in need, not just a select few.

Traditional food pantries can add unnecessary stress into your life. They offer small pick-up windows and create long outdoor lines that can be miserable to most. On top of all that, they typically only offer delivery services to those who are elderly or extremely ill. That's why we're introducing everyBODY eats to your community! everyBODY eats is a free food delivery service that understands everyone's needs and broadens the qualifications to those with structural time constraints, temporary illness, walking impairments, victims of violence, and much more. Now, more people are able to receive food delivery services and will be able to rely on us for their food needs. You no longer have to wear yourself thin trying to create time or put yourself in dangerous situations to get your food!

By partnering with local grocery stores and securing a community-based grant, we are able to offer these services for free. All you have to do is choose which food you would like in your box through our app, select a location date and time, and pick your food box off your front porch! We are dedicated to helping those with real, yet not always understood, needs and not limiting who we serve.

Download the everyBODY eats app or visit everybodyeats.com to see if you qualify for our services. This service is free to all who qualify, with a \$55 per box spending limit.

everyBODY eats broadens the criteria on who is eligible to receive free food delivery services – making it a very sought after and desirable service for many community members. In communities where poverty and food insecurity are big concerns, having a food delivery service that only benefits the extremely elderly and extremely sick residents leaves out hundreds of people in dire need. Without everyBODY eats, people are forced to skip meals or rely on too small of meals, skip valuable activities to make it to the pantry, or put themselves in dangerous situations to receive their food boxes. Other community members have to rely on neighbors or family and friends to pick up their food boxes, which can feel like a burden and you are then reliable on them being able to do this for you every week or two. With our services entering these communities, these same members are able to get peace of mind knowing their food needs aren't troublesome or a burden to them or their friends any longer.

Residents who have consistent, thorough time constraints are perfect candidates for everyBODY eats. While these community members may not seem in dire need of typical services, they are continually unable to provide basic needs for themselves at no fault of their

own. No one should be punished for working hard and being active in their families lives – but this is often the case for single parents. Now, parents are able to book their schedules full without having to make time for the food pantries. Spending less time waiting in a line gives them more time to spend it with their loved ones – something they will never be able to get back.

Persona:

Gary

Personal background:

Gary is a single father of two young children. He currently works 2 jobs to pay the bills and provide a decent life for his children. At school, his kids are enrolled in sports and other after school activities that he oftentimes needs to attend. He is typically at work all day, tends to his children's activities and needs, and oftentimes goes to his second job in the afternoon while his kids are with his medically house-ridden mother.

Career background:

Gary holds 2 jobs and spends a lot of time at both locations. During the day 6 days a week, he works at an auto body shop. He knows his boss well, but he is known for being a stickler and not allowing much slacking or personal time while clocked in. Gary also works 4 days a week at a retail store as a sales associate from late afternoon into nighttime. Since his pay is based off commission, any time not spent at the job working hard may cause him to take home less money – which he cannot spare.

Lifestyle:

As a single father of 2 with a house-ridden mother, Gary loves to spend time with his family. He cherishes the moments they have together because he knows how fleeting life is. When not with his family, he can be found running errands or spending time with friends who live nearby. Gary is known as someone who is always willing to help his friends and is often called when anyone is experiencing car troubles of their own.

Pain points and concerns:

Gary can't help but feeling shameful that he is unable to provide for his family the way he wishes he could. He would do anything to help his family but is often filled with shame and embarrassment when waiting in food pantry lines or signing up for government programs or services. As someone who lost a lot of friends at a young age, he knows the importance of

being active in your children's lives. Due to this confliction, it is hard for him to make time for himself after he takes care of everyone else's daily needs.

Where do they get their information:

He gets a lot of information from talking to his coworkers, friends, and family members. At nighttime right before bed, he spends a few minutes on Facebook to stay connected with distant friends and local news stories, both formal and informal. He spends time looking through the flyers and the bulletin board at his children's school while he's waiting to pick them up.

How we help:

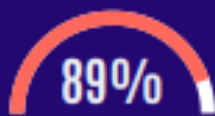
We are able to help Gary and his family by reducing the stress and shame food pantries bring him. Instead of trying to work it in his busy schedule or missing out on them completely, we offer him a quick and easy way to get food into his house. Now, he can order food at halftime of his son's game and set the delivery for right when they get home.



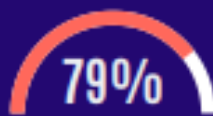
"Food insecurity remains high in the United States."

Feeding America

Studies show that more Americans are food insecure than we feel comfortable realizing. Hunger is an easy problem to ignore until it is affecting you or your loved ones. We cannot keep ignoring these issues at hand.



of households with children are food insecure.



of households report they rely on cheap, unhealthy foods to feed their family.



of households had to choose between food and utilities.

These shocking statistics show how prevalent hunger is throughout America. Many families are suffering with food insecurity with no clear way out and no consistent method to getting their groceries.

Some families who do not know where their next meals will come from still do not qualify for SNAP benefits. This does not mean they automatically do not qualify for everyBODY eats.

Learn more at
www.everybodyeats.com

Product Problem

everyBODY eats provides a solution to those who cannot go to food pantries themselves and also do not qualify for other delivery services. This is a major solution to some people because this may be the only reliable service they qualify for that will bring food in their homes. More specifically, we are targeting the idea that certain people do not qualify for delivery services because they are not elderly or extremely sick. While these people do need those services

provided for them, they should not be the only demographic who qualifies. This makes people believe that what they are going through and struggling with is not worthy enough for people to care. It can make some feel invisible and forgotten from society. Some people may not be house-ridden and terminally ill, but they still have severe limitations that prevent them from leaving the house easily and safely.

everyBODY eats is still in the concept stage. We are still figuring out the financial barriers as well as developing the app and website used in our operations. This version of everyBODY eats came after a few previous ideas that proved to be flawed. Initially, everyBODY eats owned their own warehouse and didn't allow consumers to create their own boxes. They could choose a theme for their boxes – such as large family, kid-friendly, vegetarian, vegan, nutritious pack, etc. Our volunteers would then pack the pre-decided boxes into the vans for delivery, only changing food products if a consumer had an allergy listed. With this operation, we had large overhead costs that increased the real price per box to well over \$200. Once the math was done, we realized this is not an acceptable to practical price we should put into a box that has a \$55 value. Therefore, we switched to a partnership-based operation. Instead of renting out a warehouse, we partnered with local grocery stores to use their existing warehouses while paying them a small monthly fee, a fraction of our initial rent cost. This reduced our real price per box down almost \$150. We also added the option to choose their own food in order to give them more control over what they eat. This decision came because it is an easy addition to our service and it furthers us from the traditional food pantry stereotype. Food pantries are known for giving low quality, basic food that offers no creativity and personality. Just because people are food insecure and are relying on free services, doesn't mean we need to dictate what and how they eat.

Ordering through our app is extremely simple and time friendly. It typically takes 10-15 minutes for our average consumer to fully complete an order with us. Once they do this, our drivers come to the consumers preferred location within a small time window. This is important to us because we pride ourselves on being courteous to our consumers and don't want to fall into the patterns of notorious companies who offer 4-hour time windows and arrive at their leisure. Once the food is delivered, you are able to contact us and speak to a representative if you have an issue with your groceries such as wrong box, moldy foods, expired foods, etc. We base our operations in consumer service and always are mindful of their needs.

Market Problem

The closest comparable service to everyBODY eats would be Meals on Wheels. MOW is known for delivering already made meals to seniors and extremely ill community members. They are a large nonprofit that is funded by federal, state, and local governments as well as private sector donations. They have an established and well-known business front and is known in many

communities. everyBODY eats, however, offers more than MOW. We expand past the seniors and extremely sick and strive to include many other faces of food insecurity. While the community members that MOW targets are of dire need of these services and rely heavily on them, other people are in dire need as well. We also provide groceries instead of already cooked meals. This reduces our operations and allows us to serve more people in the community. This also allows our consumers to have more control over what they are eating instead of just accepting food for what it is. We give control back to our consumers instead of giving the impression that we know all there is to know about food and nutrition.

EveryBODY eats operates on a city-by-city basis. This is because we rely on local grants from large players in specific communities. For example, in the Minneapolis area Cargill and Pillsbury are both large companies that fund Twin Cities based food endeavors. These same grants would not be available in Phoenix, Arizona, because Cargill and Pillsbury have less community-based connections in that area. We would target our services to low-income neighborhoods where there are high numbers of families who are food insecure. We do have geographical limitations because we cannot fulfill orders 35 miles from our warehouse due to time and employee limitations. We plan to reach our consumers through billboards in the communities we serve, through flyers at community site – including libraries, local schools, community centers, street poles in busy areas, etc. – as well as the word of mouth done by our employees, volunteers, and consumers. In order to fund this service, we would need to secure \$300,000 annually in grants. This gives us the ability to send boxes to over 5,100 families per year. With more funding, we can increase our operations and help more people in need. We would partner with more grocery stores, hire more employees, and expand our consumer base. Our main limitation is our funding because so much is dependent on those local grants.

everyBODY eats	Meals on Wheels
Free	Free
Easy to use app	Home cooked meals
Choice of food options	Pre decided menu
Delivered to home	Delivered to home
Serves victims of violence	Serves the elderly
Serves people with time limitations	Serves the sick
Serves the walking impaired	Only gives a set number of meals
Serves those with temporary injuries	
Can go beyond \$55 limit	
Can order one week in advanced	
Wide range of delivery time options	

The table above shows an analysis of features provided between everyBODY eats and Meals on Wheels. While the two services do provide some of the same features, everyBODY eats provides additional features that improve the consumer's experience. By providing groceries instead of already cooked meals, it gives our consumers more variety in how they would like to prepare their food. They are not constrained by pre-set menus and are given more control in their eating experiences. everyBODY eats also is able to serve more community members by not setting harsh limitations on who qualifies. Most importantly, everyBODY eats gives our consumers a wide range of delivery time options which eliminates any stress revolving around time constraints that our consumers experience. We give our consumers the option to go beyond the set limit of \$55 if they choose to, while Meals on Wheels gives you a set number of meals to last you throughout the week.

Business Model Problem

Our consumers will begin their interaction with everyBODY eats the first time they come by one of our flyers or first hear about our service from a friend. After this, they will download our app or look on our website for more information about us and to start the qualification process. Our core target consumers will be pulled towards us because they don't have many other alternatives to getting their food. They are currently struggling and looking for a better solution to their food problems. This is the best option for many of our consumers because it is one of the only free food delivery service they qualify for. Not only that, but this is also a superior food delivery service because we allow the consumer to take control back in their lives and offer them the choice of what goes into their boxes. The consumers have a strong reason-to-believe that we can deliver our services because, once we secure the funding, we will have hundreds of thousands of dollars to spend on performing this service. In addition to the grant, we partnered with local grocery stores throughout the community for our mission. This shows the consumer that we are able to fund and perform our services at no cost to them.

Overt Benefit: More groups of people are qualified to receive our free grocery delivery service.

Reason-to-believe: We partnered with local grocery stores and secured a community-based grant which allows us to provide these services for free.

Dramatic Difference: Our services ensure that our consumers won't have to wear themselves thin trying to create time or put themselves in dangerous situations to go to the local food pantry.

Adoption Hurdles: The consumers that we target are often in dire need of our services, yet they are unable to qualify for other similar services. Food is a necessary need in everyday life, so their personal issues with food insecurity cannot be ignored by our target consumers.

Social Sufficiency: Our consumers can download our app or visit our website to learn more about us and to begin our services. We provide these services for free.

We are allowing consumers to put up to \$55 worth of groceries into their boxes for free. We estimated that it will cost us \$434 every month on materials such as boxes and flyers as well as \$4,688 a month to pay our employees a livable wage. In addition to that, our monthly burn rate, which includes fees for partnering with the grocery stores and gas money for the delivery trucks, adds up to \$1,100. Considering all of this together, the real price per box after adjusting for the additional costs is \$58.82 per box. This can all be seen in the table below. Paying an additional \$3.82 per box in order to offer these services for those who have no alternative to getting food is a small price to pay. This money will all come from our \$300,000 annual grant.

Price Per Box	\$ 55.00
Materials Costs per month	\$ 432.00
Labor Costs per month	\$ 4,688.00
Monthly Burn Rate	\$ 1,100.00
Price Per Box including Fixed Costs	\$ 58.82
Gross Monthly Costs	\$ 22,060.00

In order to reach our core target consumers we will have to advertise our services thoroughly throughout the community. By putting flyers in popular community sites such as libraries, schools, and community centers, we will be able to reach some of our target consumers. Our consumers will be reached this way because they are more likely to also be relying on other free community services. Also, many of our consumers with time constraints have children in schools or enrolled in programs put on by the community center. This method does not reach those who are more secluded to their homes – people with walking impairments and victims of violence. In order to reach these consumers, we will have to rely on people spreading our services by the word of mouth. We will put flyers at violence support groups as well as in physical therapy centers in order to catch these consumers where they may frequent. These specific consumers may be harder to get, but they are not impossible to advertise to.

Operations/Commercialization Problems

A strong partnership with a local grocery store with a food warehouse is critical for our operations. In order for us to consider partnering with a grocery store, they need to be accessible for community members and needs to have a warehouse located nearby or within their store. The store needs to be accessible for community members because this will bring more of an incentive for the grocery store to partner with us, since they are receiving free advertising and building a good rapport with many new customers. If the customers that we serve cannot patronize their business when they are not receiving our services, there will be less of an incentive for the store to partner with us. However, we will use our grant money to buy some of our available food from their store/warehouse. The food items that are available for our consumers to purchase once they surpass their \$55 limit will also be purchased from our partner's store. This brings a large financial incentive for grocery stores to partner with us. In addition to this, we will also pay a small monthly fee to the store for allowing us to use their warehouse. This price will be negotiated and depends on the warehouse space and operations.

We also need to provide the boxing materials and partnering with a company such as FedEx or a storage facility may be the best way to get the cheapest prices. While these prices are one of our lowest costs, being able to reduce costs in any way can be a huge incentive. These companies would benefit from our partnership by adding their logo to the box alongside ours while we receive discounted prices. This partnership may not be necessary, as we might receive very low prices for boxing materials from other sources without a formal partnership.

Resource Problem

Our largest risk that we have to overcome currently is the issue of securing a \$300,000 grant. Without this money, we will not be able to turn this business idea into a real service we can provide. Another large issue is that we may need to hire more employees instead of relying so heavily on volunteers – especially if we expand our operations. We do not know how reliable and productive volunteers will be every week, and we cannot afford to have our time in the warehouse wasted. There are many large corporations that spend millions of dollars every year on community food-base endeavors, but it is still unsure if we will be a recipient of their generosity. There also may be some strings attached to the grant money that we have not taken into account for quite yet. This same logic can be applied for our partnerships with grocery stores. While we do know there are large incentives for them to partner with us, we do not know the reality of those partnerships. Their monthly fee may be more than we expect which would bring up our real price per box.

Since we are starting up as a new company, it will be difficult to build our initial clientele. We need to ensure that we are not automatically categorized as just another food pantry that doesn't truly serve the community. We also want to avoid comparisons to Meals on Wheels or

any other similar programs. While building our clientele, it may be quite difficult to filter out any freeloaders or people who do not actually qualify for our services. We do have the initial survey and qualification forms when our consumers first apply, but this may not be able to deter everyone who isn't truly in need. This is because we are meant to be a service for people who don't qualify for traditional need-based services but are still needy. One of our main target consumers is someone who cannot make it to the pantry due to time constraints. We need to build a system that allows them to show us their typical schedule and why they are unable to make time for the food pantry without them being able to lie or create a fake schedule. This is one of our main risks for providing this service, so we need to figure out a clear way to combat this.

Recommendation

This service is sound enough to move forward with the business process. In order to move forward, we need to find suitable partners who would be interested in partnering with us when we receive our funding. Then we need to apply for and receive our grant funding. These are critical next steps and if these do not go through, we cannot continue this service. We need to secure our partnerships first in order to include this in our grant application. If we were to apply without a solid business plan and the proper connections set up, it would severely reduce our chances of receiving the grant. This also allows us to have a set warehouse in mind and begin planning how we will run our operations once we receive the funding. Since we would already have a set plan, this would reduce the amount of time between obtaining the grant money and beginning our operations. We would also be able to focus the vast majority of our energy and time on building our clientele instead of planning more of the logistics. Once we receive the funding, there aren't many major risks that lie ahead.

Concept Portfolio

Box Selection Example:

Food Categories	Selected Food	Price
Fruit (max 3)	Strawberries, pint	\$ 3.50
	Blueberries, pint	\$ 3.00
	Mangoes	\$ 2.50
Vegetables (max 5)	Broccoli	\$ 2.50
	Peas	\$ 1.70
	Cucumbers	\$ 0.65
	Bell Peppers, 3 pack	\$ 3.50
	Onions	\$ 1.00

Dairy (max 3)	Milk, gallon	\$ 2.70
	Cheese, 8 oz	\$ 1.80
	Butter, 16 oz	\$ 3.00
Staples	Rice, 32 oz	\$ 1.50
	Noodles, 16 oz	\$ 1.00
	Pasta Sauce, 24 oz	\$ 2.00
	Cereal, 15 oz	\$ 3.50
	Peanut Butter, 16 oz	\$ 2.50
Meat (max 2)	Chicken Breast, 2 lbs	\$ 8.50
	Ground Beef, 1 lb	\$ 6.40
Frozen (max 3)	Pepperoni Pizza	\$ 3.50
Total		\$ 54.75

Additional Consumer Persona:

Persona:

Howard

Personal background:

Howard lives in a city where gun violence is at an all-time high. He experienced this himself when he was a victim of gun violence and shot in the leg – putting him on crutches until he heals. He is unsure if the bullet was a stray bullet, or if someone had intentions to harm him. Because of this, Howard spends the majority of his time inside his home until he heals – which may take months. One of the only places he goes is to his physical therapy appointments.

Career background:

Howard held a job as a retail security guard before he was injured. He often has to stop people from shoplifting but is mainly there to protect the store from robberies and fights. Along the way Howard may have upset a few people with his presence or through his interactions with some customers. As of now, he is unemployed but receiving disability checks until he is able to work again.

Lifestyle:

Howard loves spending time with friends and family members. He lives very close to all of his friends, which is convenient because he does not currently have a car. When he's not at work,

he would spend his time at friend's houses or playing video games at his house. He currently lives alone which makes it much more difficult to live since he is now severely injured. He would rely on food pantries every week or two to support himself. He would either walk to the pantries since they are close or would have a friend drive him. He would wait outside on the sidewalk while waiting for his turn to get his food box.

Pain points and concerns:

He's concerned how he will now get food in his house since he cannot stand outside in the open until he is fully healed. Lately, some of his friends or family members have been bringing food over to support him, but Howard fears this support will not last the full time until healed. He is very nervous to spend too much time outside in case the bullet was not a stray.

Where do they get their information:

Since he is now house ridden, he spends a lot of time watching TV and on social media. He often calls his family and friends to get some social interaction and to catch up on their lives. Often times, these same people come over and spend time with him and bring him up to speed about what is happening in the city.

How we help:

We can help Howard have a more reliable and nutritious source of food. He is a perfect candidate for everyBODY eats because he is a clear victim of violence and has many restrictions to getting his own food. We reach Howard through flyers placed at his physical therapy building or rely on his friends and family members to tell him about our services. With us, he has one less thing to worry about and doesn't need to live food insecure while healing from his injuries.

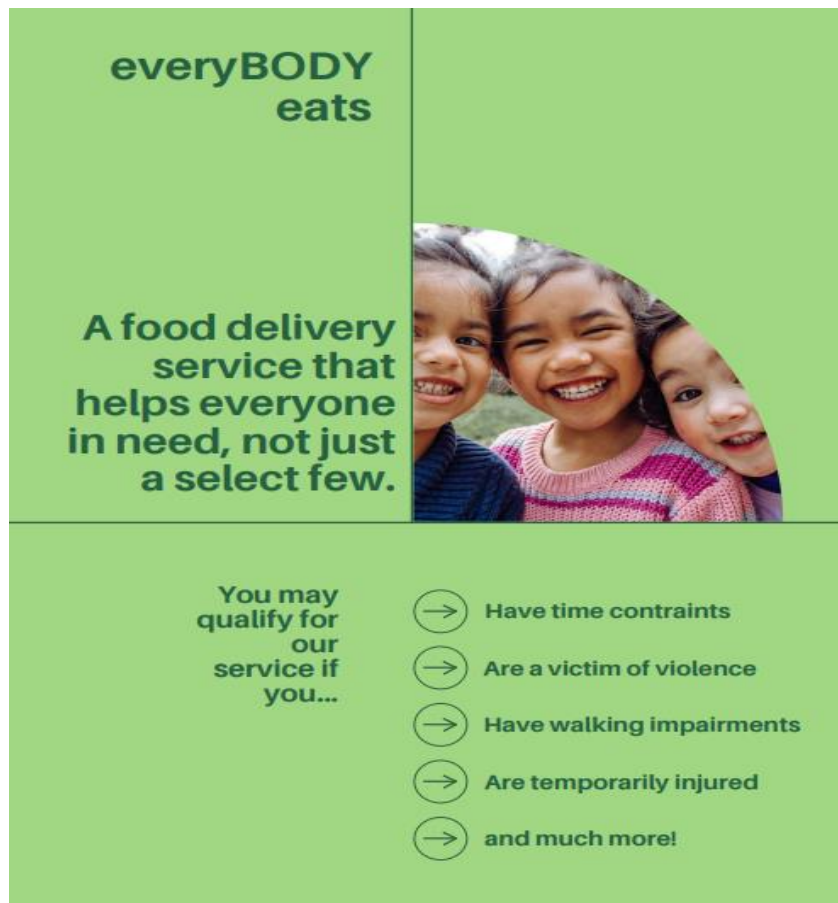
The 6 C's Model:

- 1. Circumstance:** The specific problem our target consumers have are the major time constraints in their lives. They either cannot leave work early/show up late and have busy schedules outside of work that they are also unable to miss. This has major impacts on their lives in many different ways.
- 2. Context:** Our consumers typically miss these food pantries and end up having minimal food in their house. Depending on the city and the consumer, some may have to wait days or weeks until the next food pantry – which they still may not be able to attend. They care about their personal health as well as their family member's wellbeing. Consumers with small children worry about their nutrition intake and how it may be impacting them while they're in their formative years.
- 3. Constraints:** A common barrier to not using our services would be them not qualifying or not being aware of our product. Also, some people may need more than \$55 worth of groceries to fully satisfy their needs and try to find better services elsewhere that

provides more food. Finally, some of our injured consumers may be too injured to cook or prepare food and are seeking services that provide already cooked meals.

4. **Compensating Behavior:** Without our services, some consumers would simply go without much food. Other consumers would strain their body and put themselves in possibly dangerous situations in order to make it to the local food pantry. None of these alternatives are safe.
5. **Criteria:** everyBODY eats expands past previous limitations and allows more people to be eligible for these services. It is a free service, so unless they choose to buy additionally items, they don't have any financial obligations. You can choose a wide options of delivery times that fits your needs and aren't subject to more timing limitations. They are able to save time and money and are now able to use that newfound time and money to do things they truly want.
6. **Consequence:** The consumer has an expectation that their food will be fresh and delivered on time. They want to be able to alleviate some of the stress that comes with being food insecure. The consumer wants to be able to have a reliable source of food and to not be left hungry because they were unable to make it to the pantry on time.

Mock Flyer:



**everyBODY
eats**

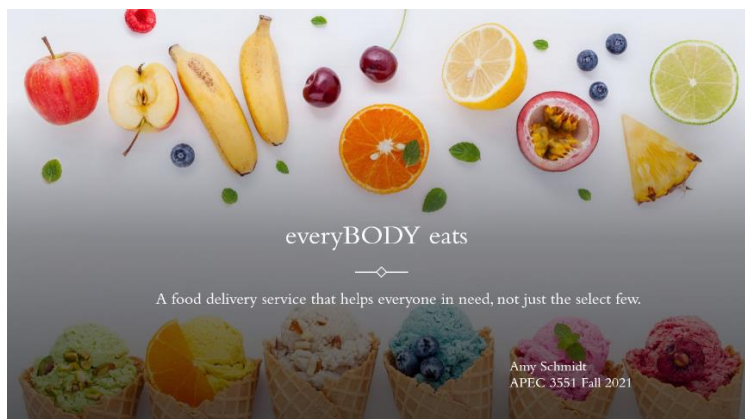
**A food delivery
service that
helps everyone
in need, not just
a select few.**

**You may
qualify for
our
service if
you...**

- **Have time constraints**
- **Are a victim of violence**
- **Have walking impairments**
- **Are temporarily injured**
- **and much more!**

 <p>89% of households with children are food insecure.</p>	 <p>\$300,000 is invested into our services every year to ensure we have the equipment to support our community.</p>	 <p>67% of people who qualify for our services did not expect to be eligible.</p>
<p style="text-align: center;">“</p> <p style="text-align: center;">"It is clear that food insecurity is an unfortunate reality among children, senior citizens and adults... It is also clear that it is a very solvable problem."</p> <p style="text-align: center;">- Joel Berg</p>		
	<p>Don't wait! Download our app or visit our website to get started.</p> <p style="text-align: right;">everybodyeats.com</p>	

Presentation Slides:





Traditional Food Pantries

-
- Subject to long, miserable lines in the public eye
- Narrow time slots for food pick up
- May be dangerous to go outside for some community members
- Delivery services only small subset of the community



Food Pantries Reimagined — everyBODY eats

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- Groceries delivered right to your door
- Pushes past previous limitations

Key features:

- Free groceries with a \$55 limit
- Choose your own food items
- Roche Brown Free delivery
- Easy-to-use app and website

How it Works

Mobile friendly app and website

- Complete qualification forms
- Order food and delivery times
- Check out other community services

Our employees and volunteers

- Pack boxes at warehouse
- Drivers drive house to house

Step 1: Order



Step 2: Package



Step 3: Deliver



Step 4: Successful Delivery





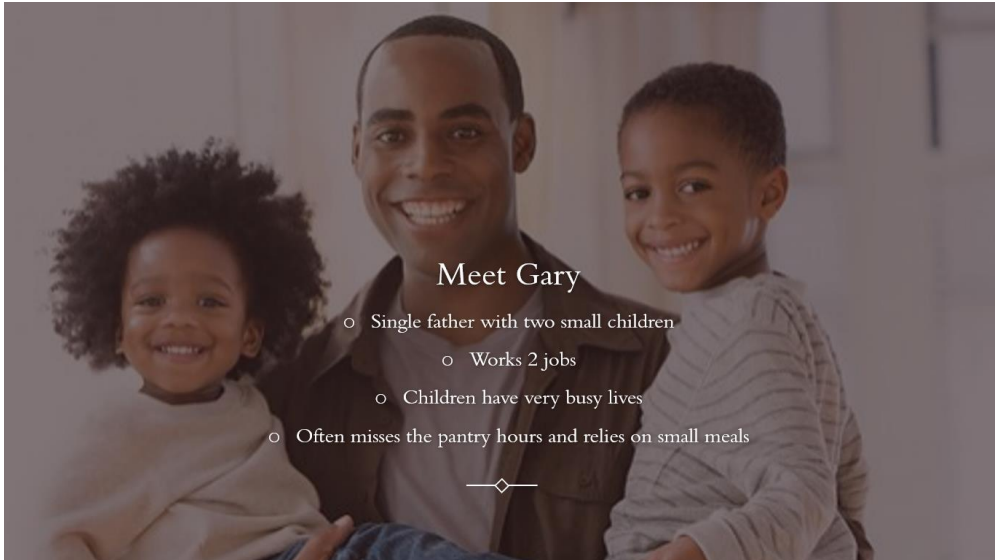
Building Clientele and a Volunteer Base

Advertising to consumers

- Billboards
- Flyers at community sites
- Word of mouth and recommendations

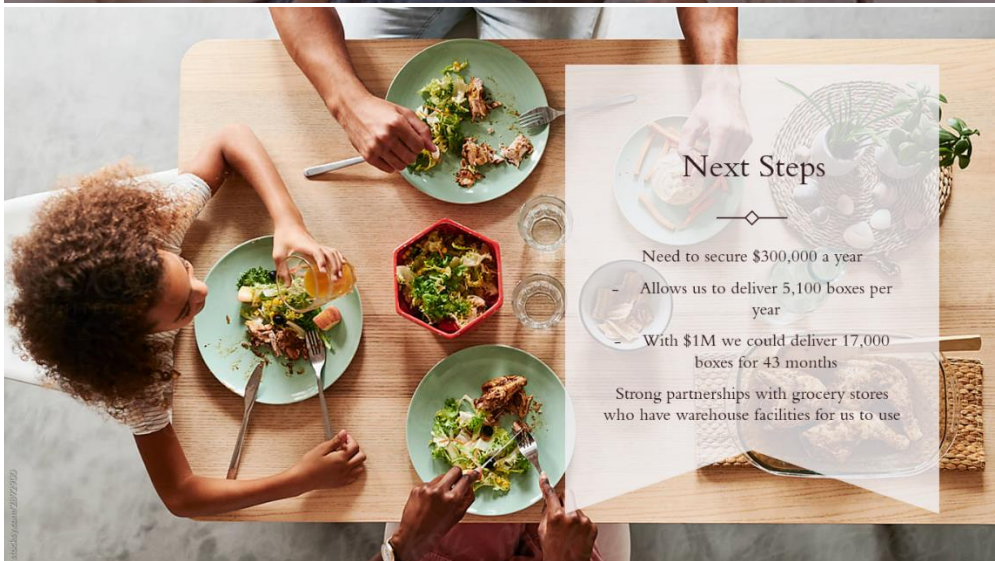
Finding Volunteers

- Parole Officers
- Local Community Clubs



Meet Gary

- o Single father with two small children
 - o Works 2 jobs
 - o Children have very busy lives
- o Often misses the pantry hours and relies on small meals



Next Steps

- Need to secure \$300,000 a year
 - Allows us to deliver 5,100 boxes per year
 - With \$1M we could deliver 17,000 boxes for 43 months
- Strong partnerships with grocery stores who have warehouse facilities for us to use

Question 1

How does the app work - does it look like InstaCart where it shows the products that are available? Give us a sense of how the consumer uses the app.

Question 2

How will you qualify that someone is a person in need that qualifies for free groceries? Is there an order minimum or limit that can be ordered?

Question 3

How will you fund this endeavor? What level of funding do you think will be necessary each year and how many families does it allow you serve?