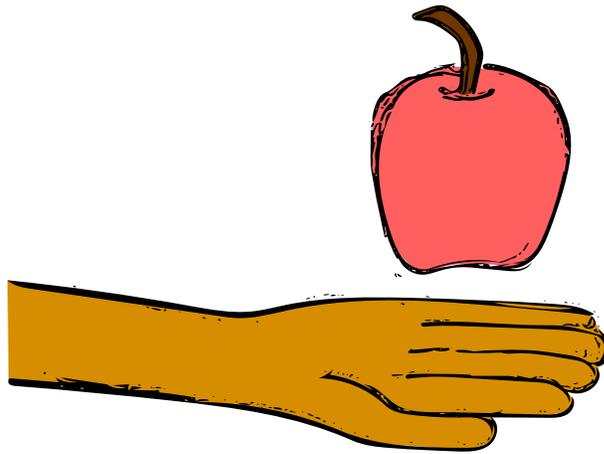


FoodShare



"Connecting you with free
food when you need it most"

**Map based mobile app
showing real time food resources**

George Muller

II- Executive Summary

FoodShare

Product Owner: George Muller

Concept Description

The fact that hunger is so prevalent in cities with so much available food is one of the most solvable crises of our time. FoodShare is attempting to bridge the gap between the thousands of hungry people in every city and the amount of food that is wasted in grocery stores and food shelves. FoodShare is a nonprofit mobile application that shows users where free food resources are in close proximity to them in real time. This app is map based and users are also able to share information across the platform about additional food resources that they may run into. These resources can include food shelves, soup kitchens and smaller food handout programs.

Opportunity

In the United States 33.8 million people live in food insecure households. (1) The homeless population in the United States was estimated to be 580,466 in January of 2020. (2) Any or all of the people in these populations could benefit from accessible information to food resources in the city. Oftentimes food resource lists are muddled, confusing and outdated. Food shelf hours are almost never consistent or simple. Some food distribution is mobile so its location changes. There is enough food in our cities to feed everyone who is hungry, the problem is connecting the people to those resources.

Innovative Solution

The FoodShare app provides real-time information about locations to obtain free food. People will no longer have to check the hours of every food shelf and call around to confirm that places are open. Users can open the app and see where food is available at that moment. Being food insecure or homeless makes planning ahead more difficult. Whether it is a lack of transportation, a varied work schedule or emergencies getting in the way, people in food insecure houses do not have the stability to plan ahead. This is why in the moment information is important. This is only possible in an app which is often overlooked for this group since there is an assumption that they do not have access to mobile phones or internet. This has been proven inaccurate by multiple studies. One conducted by invisiblepeople.org reported that 72.3% of people living on the streets had smart phones and 55% of these people had daily access to internet. (3) The opportunity there is being overlooked.

The second part of this app is the interactive piece. Users are able to upload information to a section of the app if there is a once off food resource that they know about or come across. Users are able to share what is being provided and how long it will go on. Religious groups and city events often provide free food which is hard to communicate to a wide audience. If a user posts about this in the app a notification will be sent to other users nearby making this resource clear.

Value Proposition

The fact that information is provided in real time is what customers will find valuable. The convenience of an app mixed with the simplicity of FoodShare will have a benefit on many peoples lives. Since this is a free app it will need to gain interest from foundations that have the capital to invest and make this happen. Many different organizations who are involved in community, food instability and homelessness would be interested in supporting this idea financially. A lot of money and time is invested in providing free food for people and a significant part of it is wasted. FoodShare would make that initial resource investment more efficient which is of utmost interest to any organization.

Competitive Advantage

The most direct competitor to Foodshare is an app called Food Finder which shows users where all of the food shelves are located near you. The problem with Food Finder is that it simply has the locations of food shelves and is lacking in almost all other information such as hours of operation and resources provided. Most cities have a similar map of food shelves that you can find on government websites, but this simply does not provide enough information or lower the barrier of entry enough to have a sustainable impact on the community. The idea of a community providing information for one another through an interactive app such as FoodShare is something that does not currently exist in the market.

Entrepreneurial Team

The team required to put this idea into life will be very important and multifaceted. As a 501c3 non profit we will need people to connect with foundations and secure funding. Going into the community and creating awareness once the app is built is also essential. This can be done by working with street outreach organizations, homeless shelters and food shelves. Many conversations will be necessary with potential users of the app to make clear how it works and how it could help. There are many barriers with consumers since there are mental health, substance use and generally chaotic lives that could be getting in the way of new ideas. This outreach and grant writing could be done by a small group of people, however everyone on the team will need to be well connected and respected within the community. Working with disenfranchised people takes skill to gain trust and show people that you are working with the best intentions.

Financial Highlights

An initial investment of at least \$150,000 will be necessary to hire a developer to build the app. The first year will need to go towards app development and community engagement in hearing ideas and spreading the word about what is attempting to be done. Salary expenses will come to \$225,000 paying three people \$75,000 a year. A small office space, computers and other miscellaneous items would add another \$15,000 to yearly costs. The McKnight, Jay and Rose Phillips and Bush foundations all have programs which the FoodShare app falls into and they would be interested in providing this initial first year cost of \$360,000. To show that the app is accomplishing its goal and continue to get support for growth, 1,000 downloads with active engagement will be necessary in the first year of launch in Minneapolis.

III- Consumer

FoodShare

Find free food in your city now!

Living on the streets is hard, and it's even harder when you are hungry. When you don't have the money to buy food, things can feel very desperate. That's why we made FoodShare, the app making it easy to get to a free meal when you need it most. From soup kitchens to food shelves to the Christians giving out burgers in DinkyTown, the FoodShare app creates a map with all of these resources updated in real time. This includes the hours a place is open and what type of resources they have available. So whether you are looking for a quick meal or groceries for your family, the FoodShare app is here to help. Open the app and see what resources are available to you without any searching. No more confusion looking at the Handbook of the Streets or scouring the City of Minneapolis website for their resources, the FoodShare app makes it simple. Scan this QR code to download the app and find the food that you deserve.

Available for free on Apple and Android devices

There are a wide variety of people that could find benefit from the FoodShare app. There are 33.8 million people in the United States living in food insecure households. (1) There are many types of people and lifestyles that fit into this group from people living on the street to people who simply do not make enough money to afford the amount of groceries necessary to feed a family. 33.8 million people adds up to about 10% of the countries population who do not have reliable access to food everyday. This is an enormous group of people and we have the resources to feed them, the problem is that the resources are unclear.

At almost any moment there is a place in the city where there is free food being given away. The problem with the consumer market that we are working with is that most people who are struggling to buy food also have a relatively chaotic life. For people living on the street this could be because of mental health or addiction. It could also be because of emergencies going on with friends or family and it could be because of health problems getting in the way. Overall, houseless people generally do not have the stability to plan ahead for almost anything let alone showing up to the food shelf at the right time. This is something that must be taken into account when attempting to provide food for this group. It is not enough to simply give away food, there has to be some consideration for the types of lives hungry people live as well.

Food instability is not limited to people living on the streets. There are plenty of people working and renting that do not have the money to consistently put food on the table. These people also must be considered when trying to make food resources more clear and the problems these people face can be different than people living on the streets. If people are working and struggling to pay for food they are most likely working multiple jobs or jobs with odd hours. This does not bode well for getting to a food shelf when they are open, especially since many food shelves have odd hours that are inconsistent. It needs to be made clear when food shelves are open so that people can actually plan ahead and get there when they have space in their schedule.

There have been outdated assumptions about these groups of people that have held back our ability to provide them with the resources they deserve. It is a widespread assumption that people living in food scarcity, especially houseless people, do not have smartphones or access to the internet. In a survey from Invisible People 72.3% of people living on the streets reported owning a cell phone. 55% of those people had access to internet on a daily basis. (3) The attempts to make people aware of resources in the past have failed because we are ignoring the fact that a giant portion of the people who need resources are up to date in terms of technology. These cell phones are the way to make resources clearer to people who need food.

Lifeline is a federal government service that gives away smartphones and data plans to people living below the poverty line. (4) This program and others like it were started when people realized how cell phones could be the reason someone is able to get off of the streets and back into stability. Cell phones provide access to job opportunities, doctors appointments and simply communicating with other people to attain the things necessary to survive on the streets. Programs like Lifeline and the simple fact that smart phones are becoming very cheap is the reason so many food insecure people still have the ability to own a smart phone.

There is also another group of people that are not necessarily food insecure, but would still benefit from using this app. College students, young people and elderly people that are more stable, but have limited disposable income would benefit from spending less on food to free up some disposable income. This group does not necessarily know information about food resources in the city because it has never been overtly necessary for them to find free food. An app that makes these clear could be the reason this group starts using the food resources that are provided for everyone. The simplicity of the app would show an opportunity that was not known previously. FoodShare has the potential to take away stigma that might surround receiving free food. Getting free food would seem much less restricted and inferior if it is up to date with technology.

The other side of the consumer market are the food shelves and soup kitchens that would be providing information on the app to let people know what resources are available. Food shelves often struggle to get people through the door especially smaller shelves or food programs that travel around the city. There would be a lot of benefit in them using this app as it would allow them to better fulfill the mission they have set out to accomplish. Connecting with the people food shelves are trying to serve directly has always been a problem and attempts at doing so in the past have been less than ideal. The FoodShare app is something that could make this connection much more streamlined.

33.8 Million
people experience
food insecurity

Adds up to
10% of the
population

There are well
over 100,000
food shelves in the
country

So why are
people
still hungry?

72.3% of houseless
people have smart
phones

Smart phones are
the tool being
ignored that will
get people fed

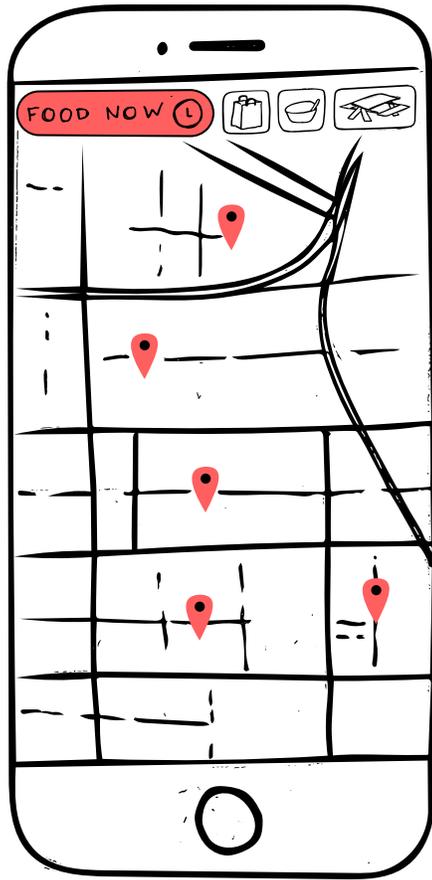
IV- Product

The FoodShare app is attempting to make all of the food resources in the city clear and easy to understand for the people that need them most. FoodShare is a map based app where the main section shows what food is available in real time while you are using the app. This can include food shelves for groceries, soup kitchens for meals and any other food resource that may be available. On the map in the app users will be able to click on the resources that pop up and information will be provided about the hours of operation, what resources are available and any barrier to entry whether that is proof of income and/or proof of residence. This will make it much easier to see where you can actually get food while you are looking.

There are other ways to find this information, but they are often muddled and hard to understand. Google maps has the food shelves and soup kitchens on it, but you usually have to go to the resources website to see hours or what is being provided. This is especially true with soup kitchens. The city of Minneapolis has a section of their website with a list of the food shelves in the city, but this also does not provide hours or much other information and it requires you to continue to the resources website to see more. The handbook of the streets is a physical book that is distributed to houseless people across the city and provides information about food resources, but this is a physical copy and is nowhere close to as convenient as an app would be.

FoodShare will bring together resources that are available to find elsewhere but which requires searching for and sorting through different information. FoodShare will also make resources which are not posted anywhere available to the public. There are many resources that are available, but it is necessary to be there in the moment to know about them. This could include small food pantries in front of houses, events where food is provided, religious organizations that give away food or leftovers from events that would otherwise be thrown away. Since anyone is able to post in FoodShare, these resources which were once only available for people who were in the right place at the right time can be spread to anyone with the app.

FoodShare is currently at the concept phase. The concept was generated out of frustration at the confusing and unintuitive food resource system in Minneapolis. While there are food resources to feed people, the gaps in the information puts up a barrier for people to actually get to the resource. FoodShare is attempting to bridge these gaps.



The **FOOD NOW** section of FoodShare is the main section of the app. After opening the app this will be the first page which will show the food resources that are available in that moment. Any food shelves or soup kitchens that are currently open will show up in this section. The main idea behind the app is to show food resources right when people need them and this is the section that fulfills that need. Hunger does not wait for schedules to align and this time sensitive map will give information to hungry people right when they need it.

This section is something that currently does not exist on the market. All of the information that would be necessary to build this section is already available, but it is not presented in an easy to understand way. Currently a person looking for food in the moment would be required to search multiple web pages and most likely make calls to different resources to confirm that they are open.



The **GROCERIES** section of the app simply focuses on free grocery resources in the city. This section would show every food shelf within your area, regardless of whether they are open or not. This section would be beneficial for people looking to plan ahead and get groceries. When clicking on the red location icons, information pops up with the hours of operation and any other information necessary to help people get to the resource.



The MEAL section of the app shows users where soup kitchens are located. This would be used if people do not need or want groceries, but are just looking to get a meal somewhere. Information pops up when users click on the red icons like the other sections. Soup kitchen hours are usually even harder to locate than food shelf hours. Meal providers almost never have their hours on google maps and they usually have odd evening hours.



The last section of the FoodShare app is the COMMUNITY page. This is where anyone can post about free food resources that are available. Users will be able to include information about how long the food will be available and any other necessary information. Once users make a post about the food resource it will then pop up on the map as a red location dot for all users of FoodShare. These resources are usually things like religious groups giving out free food or city events where food is provided. This section could also be used by established food shelves or kitchens to communicate directly about overstock food or events that they might have.

If users are near the area where food is being provided a push notification will pop up on phones letting users know that there is food nearby. Users can also go to this community page at anytime and see where resources are being provided on the map.

V- Market

There are plenty of food resources available to feed every hungry person in the city. There is also a lot of money that is thrown into these resources without much success. Overall the market is saturated with resources, but it is not streamlined enough to make it clear to people. Part of the problem is absolutely the mental health and substance abuse issues within the food insecure community. These problems make it hard to connect with people and get them into the places that are trying to help. This is an issue with providing resources to anyone living on the streets and many different things have been tried. The gap that FoodShare closes is bringing all of these resources into one location.

There are a few different maps online that show free food resources. The city of Minneapolis has a map on their website which shows some of the food shelves providing food in the city. (5) Most of these provide information on hours and resources provided, but some of them are pretty blank. The map is also pretty clunky and hard to use which will push many people away from even attempting to use it. The map is also strangely hard to access and it requires going through a few different pages before finally finding it.

Hunger Solutions also has a map with food shelves on their website, but it is almost comically minimal. (6) There is not a single resource shown in the actual city of Minneapolis. The problem with many food non profits is that they are solely focused on their own food shelves or the food shelves that they provide resources for. This is so they get more people through their doors and in turn get more funding. This is part of the reason the food resources that are available are so hard to find. Certain non profits will purposely not mention other resources available because they want people at their place. This creates a muddled mess when if people actually care about feeding people, resources would be shared openly.

The organization that does this best is FoodFinder which is an app, separate from any actual food distribution non profit, that maps out food resources in cities all over the country. (7) Looking at the app in Minneapolis, it actually shows a lot of the food shelves around. There is also a section to suggest an edit or add a food shelf that they have missed. The problem with FoodFinder is that very few of the resources have sufficient information to actually help people access the resource. A lot of the shelves simply have the location and a link to their website. The fact that you can suggest edits to the map is great, but this limits time sensitive resources and in the end FoodFinder is not attempting to provide timely resources, just a general map. Overall this is the best resource around, but it still falls far short of what is necessary to actually feed people.

Refer to comparison table of FoodShare and Food Finder in section X.

One of the best resources that compares to the FoodShare idea is actually a food truck finder in Minneapolis. (8) It is updated every day with the location of food trucks and people are able to add a truck into the database if they find one that isn't already there. This website is almost exactly what the FoodShare app is hoping to accomplish, but for a different resource. The timeliness of food trucks and how they travel around is very comparable to food resources. This is what sets FoodShare apart from almost any other competition. The fact that the resources will be up to date and flexible in how they are presented in the app makes FoodShare much more usable than any other solution that has been presented in the market. The market does not provide a way to know about small food give out programs or food leftovers that are being given away. This is where a tremendous amount of waste comes from and the idea of giving it to hungry people has been thought about for years, but never been fleshed out. FoodShare makes this possible.

The FoodShare app will be an innovation since the concept is new and our goal is to find a new customer market. Similar products are on the market, but there is nothing like the FoodShare app in terms of connecting people to free food resources. The customer base will also have to be new for the app to work. There are plenty of people that go to food shelves and soup kitchens, but there is really not a current customer base that uses online resources to explore food resources, at least on a wide scale. FoodShare is attempting to show people that this is a possibility which would create a completely new customer market.

The FoodShare app would be introduced in Minneapolis for its pilot run and would be expanded over time as more resources are available and the project is proven to work. Eventually FoodShare could be a national app that is used in every city. If the Minneapolis pilot goes well, FoodShare will be spread to other cities to make what food resources they have available easy to find. With the first \$1,000,000 in funding will build and launch the app, set up the preliminary information for the the city of Minneapolis and start to expand into the surrounding suburbs and St. Paul. This million dollars will also go towards outreach in Minneapolis and getting people to begin using the app. We will be able to segment the market by geographical location, starting in Minneapolis proper and then expanding to first ring suburbs. The next segment would be St. Paul and then other cities.

VI- Business Model

The FoodShare app will be completely reliant on funding and donations from outside sources. One of the main hurdles of the business model will be convincing foundations that have the resources to provide funding that this app will be functional and that people will actually use it. One of the important reasons foundations would be interested in investing in this app is that many of them already invest in primary food resources like food shelves and soup kitchens and some of that money goes wasted. Since FoodShare is making it easier for people to get to that primary food resource that is already being funded, it is making the initial investment that foundations are contributing more efficient. This will always be important for people providing money and is one of the reasons FoodShare will be interesting to investors.

There are a few foundations in the Minneapolis area that have programs which FoodShare directly falls into. Since the app launch will happen in Minneapolis, these organizations are the ones that FoodShare will focus on getting funding from.

The first foundation that FoodShare will reach out to is the McKnight Foundation. McKnight has a program called Vibrant and Equitable Communities with the goal of "building a vibrant future for all Minnesotans with shared power, prosperity and participation." (9) The program in general focuses on establishing equity within the community and providing support to disenfranchised members. Some of the grants they have given out in the past include support for affordable housing, economic development in Native and Black communities and helping people from the community become part of the decision making process in their city. The FoodShare app would absolutely provide power, prosperity and participation for its users and McKnight would be interested in giving FoodShare the resources necessary to complete this mission. Many of the grants given out by McKnight are over \$100,000 and an investment at this caliber from McKnight would make it possible for FoodShare to hire a developer to build the app itself.

Once the app is built and FoodShare has begun to build some traction through use and outreach, grants from other foundations will be necessary to continue growth and expansion. The Bush foundation is another foundation that would be interested in funding FoodShare. (10) Bush provides community innovation grants to people with new ideas to make the community work better. This is a great grant because its purpose is to jumpstart ideas from the ground floor that have not already gained a lot of traction and FoodShare fits into this idea. Some recent grantees of theirs are Southside Harm Reduction which distributes clean needles and other resources to people living on the streets. They have also given to organizations working to establish more affordable housing and improve economic growth within communities.

The Graves foundation is another foundation that would be interested in the FoodShare app. (11) They are located in the Midtown Global Market on Lake Street and Chicago and have done a lot of work in the past to help the houseless people living all around their location. This included renting an empty hotel during the Covid pandemic and allowing people living on the streets to stay in the empty rooms. They also have specific sections in their priority funding for community and housing which the FoodShare app could fall into. Overall the FoodShare app could solve an underlying problem in many different disenfranchised communities which is hunger. This is an ongoing issue that foundations would be interested to invest in.

Once FoodShare receives the initial investment for building the app the team will be able to go out and prove to the community and investors that this is a solution that will actually work. The traction gained from on the ground action will build respect for the company and encourage more people and foundations to invest so that FoodShare can continue to expand. The most important part of getting investments from these foundations supporting community work is actually proving that the idea works and is having a positive impact on peoples lives.

It will take roughly a year and a half to get the app off of the group. The first step is to start a 501c3 non profit which can take time to officially start. In this timeline it will take about 6 months before everything is processed and FoodShare becomes an official non profit. The next step will be to obtain the funding from a foundation to build the app. The app will cost about \$150,000 to build and could take up to a year. (12) At this point FoodShare will need to start renting a small office space to host the team reaching out to foundations for support and beginning the process of community outreach. After this year and a half of preliminary planning and building, the job will be to go out into the community and prove that it works. Additional funding will only become available after it has been shown that FoodShare has a positive impact on peoples lives.

It is expected that after 6 months on the market FoodShare will have over 1,000 downloads and will be being used consistently by people living in insecurity. This is when it is expected that more funding will begin to roll in from other foundations that begin to take interest in what the food share app is doing. This next level of funding will be necessary to expand past the proper Minneapolis community and into the surrounding suburbs and St. Paul. It is expected that within two years of the app launching there will be a cumulative \$1,000,000 in funding received from foundations and other sources. The next step would then be to move outside of the twin cities into other cities in the country.

For FoodShare to work we will have to push against some of the general trends in the consumer market since it is generally a disenfranchised group that is not used to an app providing resources for them. Houseless people will continue panhandling on the streets for food money since this has been the way to do things for so long. It will take time and effort to show people that the FoodShare app might be a more efficient way to find food.

Breakdown of \$1,000,000 in investments

This chart shows how FoodShare would spend the money necessary to create the app and keep it running for the first three years. This is the time necessary to reach a majority of the Twin Cities area.

| Expense | Cost |
|---|-----------------------------|
| Starting 501c3 | \$600 |
| 1st year salary for 3 people | \$75,000 X 3 = \$225,000 |
| App development | \$150,000 |
| Office space | \$9,000 |
| Computers/equipment | \$6,000 |
| 2nd year salary for 4 people | \$75,000 X 4 = \$300,000 |
| 3rd year salary for 4 people | \$75,000 X 4 = \$300,000 |
| App updates and bug fixes for first 3 years | \$10,000 |
| Total | \$1,000,600 |

VII- Operations

The people and organizations that FoodShare works with will be vital for the success of the product. There are many stages before actually having an app that is used in the market and each step is crucial. The first thing necessary for success will be the people on payroll for FoodShare who are promoting the app and convincing people that this is something that is actually usable.

This group of three people in the beginning will need to be well connected and also respected in the city if anyone is going to trust the app. The employees will need to have connections at different food shelves, homeless shelters and other non profit organizations that could help spread the word about FoodShare. These organizations are the ones interacting with food insecure people the most so getting them on board will be essential to getting the app used by the people intended. This community in Minneapolis ends up being relatively close knit and connected and having someone on the team who is already part of this system will be essential.

The people on the FoodShare team will also need to have the ability to communicate well with people living in poverty and people living on the streets. This is an earned skill that not everyone has. People living on the streets are usually untrustworthy of any new people or resources being pushed on them since the system has failed them for so long. The people on the FoodShare team will have to be able to show disenfranchised members of the community that this is a genuine attempt to make a change and it is coming from the right place. This level of communication takes experience so it cannot just be anyone working on the team.

One of the first big milestones of the project will be securing enough funding to actually build the app and get the process started. For the first investment FoodShare might look at having an existing, trusted non profit start a fiscal sponsorship of FoodShare. While FoodShare is waiting to gain 501c3 non profit status it is possible to get an investment through an existing non profit to begin the process before the 501c3 is approved. This would also mean the investment is more likely to be approved since the existing non profit is backing FoodShare and effectively showing that they trust the idea. FoodShare would then give a percentage of that investment to the sponsoring non profit. This is a relatively common practice and it might make sense for foodshare to do this since it is a very new idea that has not been proven in the market.

If this is the direction the FoodShare team choses to go then finding an existing non profit partner will be very important. It would be essential to find an organization that is trusted in the community and by foundations, but also aligns with the FoodShare values. This additional step would also require the FoodShare team to do additional research on non profits and sit down with the organizations chosen to make an agreement.

Another big milestone will be to build the app itself. This will be contracted out to an app developer. The person or team that builds the app will be important because they are a huge part of realizing the FoodShare mission. The app must be as streamlined as possible so that no confusion stands in the way of users getting to food resources. This is something that the app builder will have to understand.

After the app is built there will have to be some sort of testing to make sure that the app actually works and that people will benefit from it. This could be done with a preliminary group of food insecure people that are payed for their time in testing it. FoodShare would then interview the test group to see how often they used the app and if it had any positive impact on the food they were able to get. This step will be very important in order to continue getting investing from foundations to expand. They will want to see that the app actually works and has net positive benefit.

FoodShare will also want to verify that the app is working well before it is released into the general market. It is very important that the app is relatively intuitive and streamlined. If preliminary testing goes well the app will be released into the general market. Once released into app stores one of the biggest milestones will be getting to 1,000 downloads. 68% of apps on the Google Play store do not reach 1,000 downloads so reaching this number will mean progress is being made. (13) Even with a certain amount of downloads and use the FoodShare team will need to continue doing outreach with the community and food shelves in Minneapolis. The app will work best when many people are using it consistently and work will need to be done to make sure this happens.

There are some macro metrics that would be payed attention to after integration of the FoodShare app. One metric would be general food shelf and soup kitchen attendance. A rise in attendance could mean FoodShare is making an impact. Another metric could be the amount of food insecure people living in Minneapolis. If this number falls there is a chance that FoodShare had a hand to play in that. It would not be certain that FoodShare was the causation for changes, but it would be interesting to look at. Correlation does not equal causation. If these numbers were to be changed by FoodShare however, this would be far down the line after a lot of integration into the city.

VIII- Resource

There are some big questions left unanswered that will need time and resources to work through before foundations will trust that the FoodShare app will work. One of the biggest questions FoodShare needs to answer is whether the consumer market will actually use and care about this app. The consumer group being marketed to is hard to predict since products or services are rarely marketed towards them. The consumer group FoodShare is working with usually does not have the money to consume anything other than basic necessities so marketing teams rarely focus on them. The food insecure consumer market is also hard to understand because the lives they live are relatively chaotic which is expected when living in instability. Since these consumers do not have the habits of the average American it will be harder to market an app towards them and explain how to use it.

This food insecure consumer market is also hard to tap into because there is little trust in outside resources coming into the community. People living with food insecurity have lived hard lives and this leads to distrust in different ways of doing things in general. This is apparent in the homeless shelter space where people do not trust that a shelter is genuinely trying to help after so many other shelters have been unsafe or unhelpful. There will have to be proof shown to users that the FoodShare app works better for people than buying your own groceries or panhandling on the street because it is such a new idea. Building this trust will take time and effort and especially require trusted people within the community to bring the idea up. An outsider will do nothing to convince people who have been screwed over and over that an app will solve their problems.

Another aspect of people living in food insecurity is that a large portion of those people do not speak English as their first language. This will be a barrier to entry for a portion of people since the app pilot will only be in English. Eventually FoodShare would ideally be translated into Spanish and Somali among other languages. For the time being however, there will be certain people that will be limited in the app if they do not understand English fluently.

A challenge for anyone using the app will be figuring out how the interface works. FoodShare is meant to be as intuitive as possible to limit this barrier, but it is inevitable that some people will be confused as to how the app works. An intro to the app explaining how everything functions will be extremely important in the design and there should also be a help center built into it. It is unclear what the help center will look like, but this will be an essential part of the project.

There should also be a search function in the app if users are looking for a specific resource. This has currently not been thought out and will take more resources to make functioning.

One of the worries in having an aspect to the app where anyone can post a location is that some people would use this to lure people in for harm. This is especially dangerous with an app meant for disenfranchised people who are already dealing with trauma. This is a big aspect of the community page in the app that will have to be thought out and worked through. This could be done with a reporting system if someone posts something that is untruthful. Moderators could then block the person that is using the app for harm. Another way to prevent harm would be to limit who can post in the community page to verified organizations, however this takes away from the original idea. This is a hole in the app that will take more time to work through. New ideas will be necessary to make sure the app is not taken advantage of.

Another unanswered question is whether the FoodShare app will provide directions to food resources or simply show the location. Ideally you would not have to leave the app to get directions to the resource, but adding a direction system would take significantly more time and money on the development side. This is something that needs to be looked into more to decide the viability of adding this feature.

It is also unclear at this point whether food resources will be added in by the FoodShare team or will fully rely on the food resource to add their information to the map. In the beginning pilot it is likely that the FoodShare team will manually enter all of the information for Minneapolis and then once the app expands and builds traction resources will enter information into the app on their own.

There is a possibility that instead of creating an app, FoodShare would be built as a progressive web app (PWA). This would take out the step of downloading the app in the app store which might take away a barrier to entry for some people. (14) If FoodShare was a PWA it might make the program more spreadable and usable by the intended consumers. There has not been enough research done into PWAs however to make a decision on what would be best for the program.

Finally, FoodShare also needs to look at the possibility of government funding towards the app. This is an idea that has been underdeveloped since there is much more bureaucracy getting in the way of government funding. The problem with solely relying on foundations is that they are private and can be finicky. At a moments notice they can decide to stop or cut funding if they choose to focus on a different project. Government funding would be a little but more consistent and reliable so this is something that needs to be looked into further.

IX- Recommendation

This app is a go. It fills a space that is not currently being filled in the market and it has the potential to bring a lot of positive impact on peoples lives. The thing that makes this app so powerful is that this positive impact would be on the lives of people that need it most and are often overlooked when thinking about new ideas. The idea would also take relatively little capital to start up since it is taking advantage of resources that already exist. The little capital necessary could be provided by the many foundations and organizations in the twin cities that are attempting to solve the exact problem that FoodShare is attempting to solve.

The first steps necessary to launch FoodShare were mentioned in the operations section. Starting a 501c3 non profit is the first step for any foundation to consider investing in the organization. Getting together a small group of people to work on the team will be the next step. The team for FoodShare is one of the most important parts since there can be no ego or money grabbing involved. The only way to truly do good under capitalism is to be completely invested for all the right reasons.

Connecting with people already involved in the Minneapolis non profit world will also be a necessity. A non profit idea requires people on board who are already trusted in the community. There are many people who attempt to solve problems within a city who do not actually understand the nuances and intricacies involved in a community. Building a team that understands the city will be necessary and then connecting with other people who understand the city will bring new ideas and solutions. Connecting with other non profits also brings in resources that FoodShare alone could not obtain.

Once connected with the right people the next step is to begin conversations with foundations who could put money behind the idea. Connecting to existing non profits is important for this step since many of them already have connections to the foundations that support this type of work.

Overall it takes connections and smart ideas to make an idea work that deals with as nuanced a problem as food insecurity. FoodShare will need to be built up of people that have seen different sides of this issue and have had different ideas about this issue. The risk that FoodShare faces is being too confident in itself and not being able to have flexibility when the original idea does not best fit the needs of the people.

X- Portfolio

Additional consumer concepts from section II

FoodShare

Find free food in your city now!

Are your paychecks not cutting it to put food on the table for you and your family? Have you been frustrated with the food shelves that you know about having odd hours that do not fit into your busy schedule? If this is the situation you find yourself in FoodShare is here to help because you deserve support from your community. FoodShare makes all of the food resources easy to find and understand through an app. The app shows you on a map where all the food shelves and soup kitchens are in your city and makes it easy to understand how to get to them. The app is also updated in real time to make it easy for you when you get off a shift and need to find groceries as soon as possible. Scan this QR code to download the app and find the food that you deserve.

Available for free on Apple and Android devices

FoodShare

Find free food in your city now!

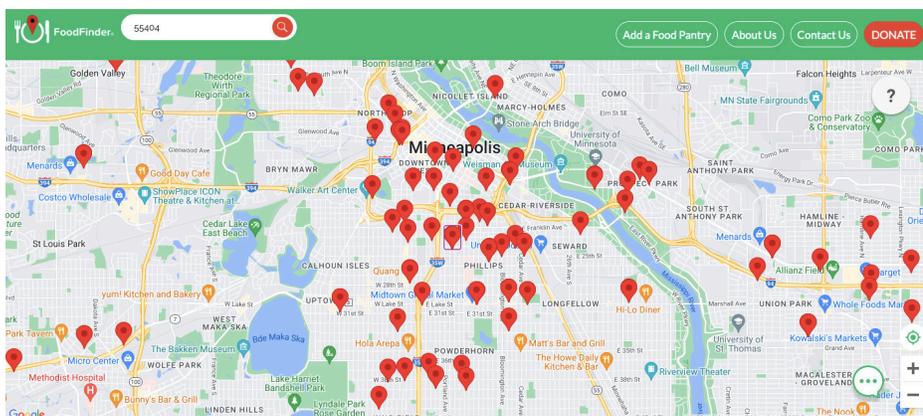
Do you find yourself frustrated that food costs are cutting into your disposable income? Maybe you are a college student that has enough to afford food, but you are left with very little extra spending money after you pay for the necessities. There are resources out there for you to make these costs less stressful on your already stressful life. The FoodShare app shows you where all of the free food resources are in your city through an interactive map that is updated in real time. These food resources want as many people through their door as possible and beginning to use them will not take resources away from anyone else. FoodShare makes all of these resources clear and easy to understand. So free up some spending money and start taking advantage of the free food that is available for everyone. Scan this QR code to download the app and find the food that you deserve.

Available for free on Apple and Android devices

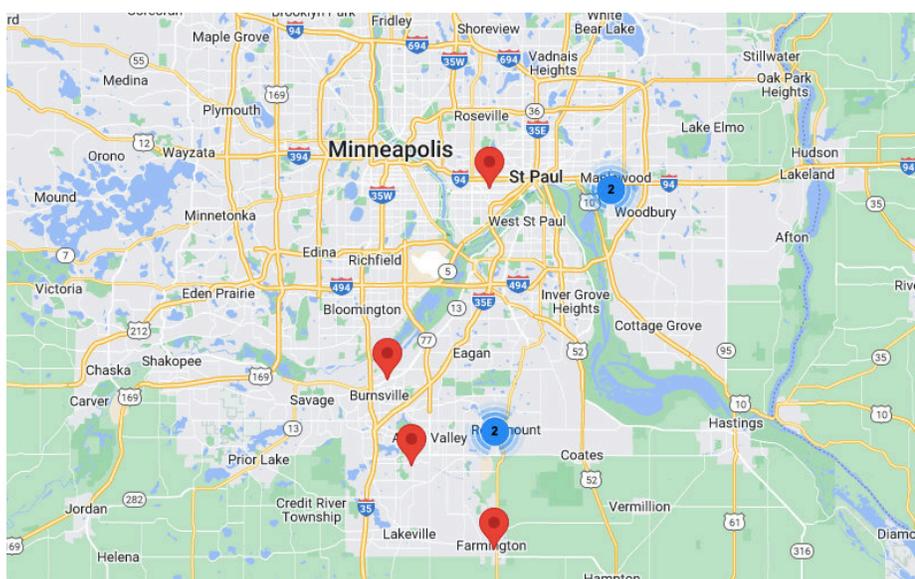
FoodShare and Food Finder comparison table from section V

| Feature | FoodShare | Food Finder |
|-------------------------------|-----------|-------------|
| Location of food shelves | Yes | Yes |
| Location of soup kitchens | No | Yes |
| Accurate information | Limited | Yes |
| Ability to update information | Limited | Yes |
| One off food resource info | No | Yes |

Existing food resource maps as mentioned in section V

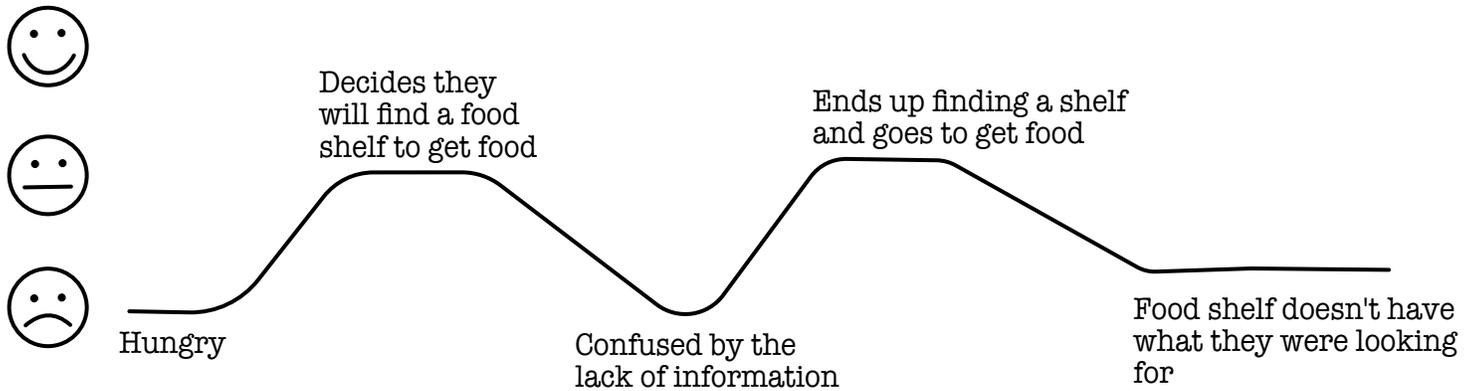


Screenshot from Food Finder, The most direct competition to FoodShare



Screenshot from the Hunger Solutions Minnesota resource map

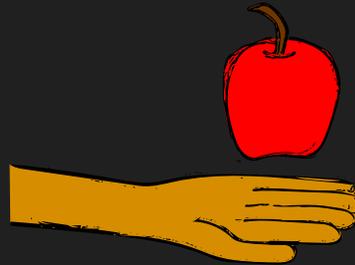
Consumer Journey map describing someone who is living on the streets



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- 3- <https://invisiblepeople.tv/smartphones-are-the-smarter-way-to-fight-homelessness/>
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- 6- <https://www.hungersolutions.org/find-help/>
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- 10- <https://www.bushfoundation.org/stories-about-community-innovation-grantees>
- 11- <https://www.jdgravesfoundation.org/priorityareas>
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- 13- <https://www.linkedin.com/pulse/how-many-apps-become-successful-fatih-ni%C5%9Fli/>
- 14- <https://web.dev/progressive-web-apps/>

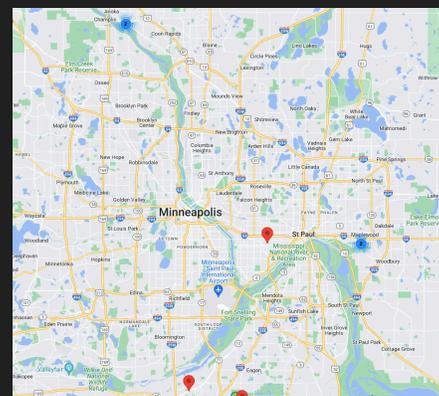
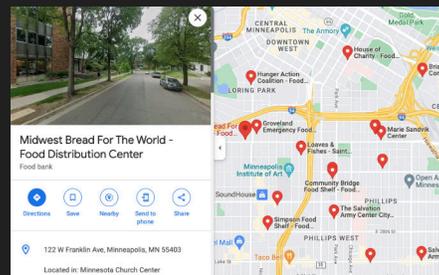
FoodShare



**Thousands of people go hungry everyday while resources to feed them are right around the corner
George Muller**

Food Insecurity

- **33.8 million people experience food insecurity**
 - 338,000 in Minnesota alone**
- **Varying demographics**
 - Houseless**
 - Working**
- **Plenty of food resources available, but they are not made clear**
 - Hours of operation**
 - Traveling shelves**
 - Incentives of organizations**



Filling the Gaps

- **FoodShare brings all these resources together**

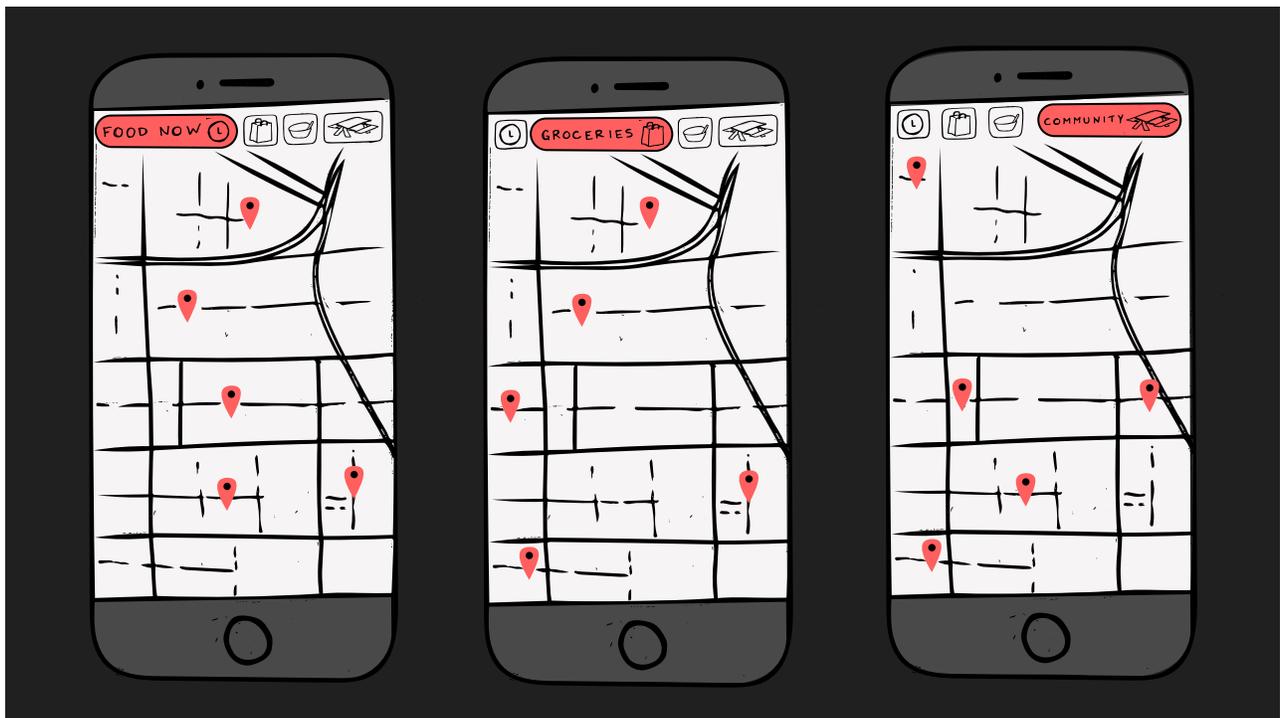
Snapshot in real time

- **Allows community input and suggestions**
- **Convenience of phone app is unmatched**

72.3% of people on the streets have a phone

55% have access to internet daily

- **Allows food shelves to directly connect**



Building

- **Completely reliant on funding from outside sources**

McKnight

Bush

Graves

- **Team needs to be respected within community**

Outreach

Communication with shelves, shelters, hospitals

First Year

| Expense | Cost |
|--------------------------------|---------------------------------|
| Starting 501c3 | \$600 |
| Salaries per year for 3 people | $\$75,000 \times 3 = \$225,000$ |
| App development | \$150,000 |
| Office space | \$9,000 |
| Computers/equipment | \$6,000 |
| Total | \$390,600 |

This is a GO

- **First step is setting up 501c3 non profit**
- **Finding mentors who have built non profits**
- **Develop idea more and begin talking to foundations about support**
- **Build team of people to be part of FoodShare**