

**FreshConnect**

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**Customer Order Placed**



Member places order via Widget/Portal



**Order Filled**



FC employee selects and bags order at FC facility



**Order Delivered**



FC delivers orders to Host location



**Bin location Transmitted**



Delivered bin auto-registers location via RFID chip



**Delivery Notification**



Widget/Portal sends location info to Member



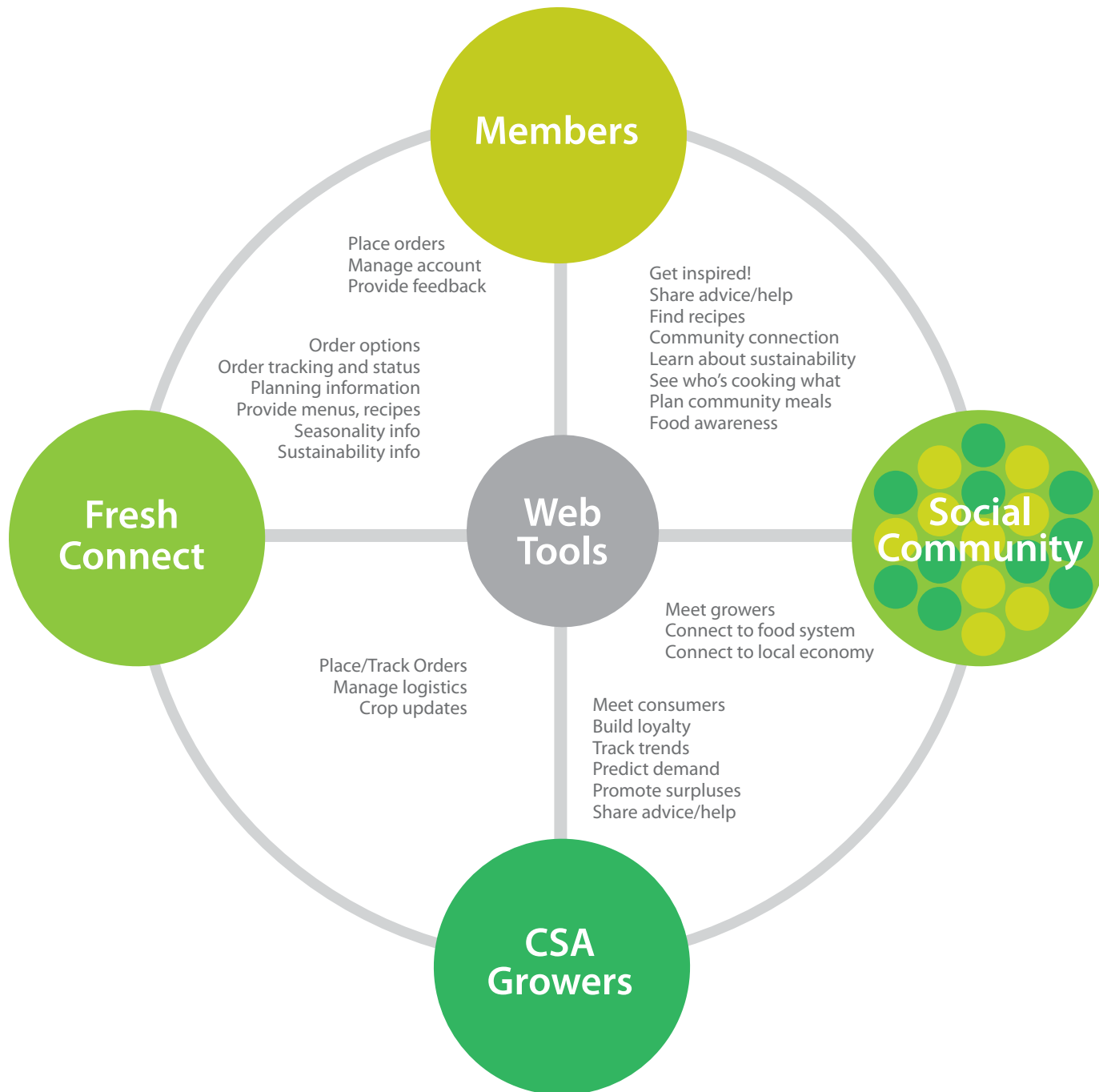
**Order Picked up**



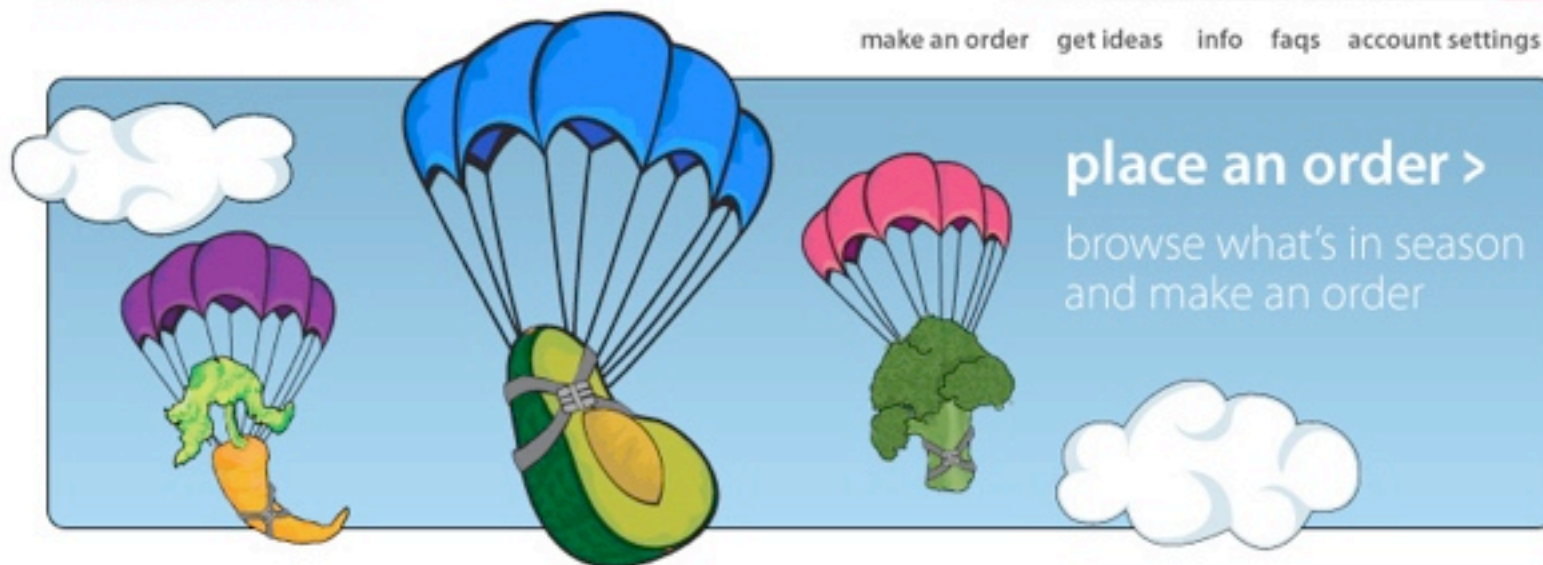
Member picks up order at Host location

# FreshConnect

service  
overview



# web tools overview

**FreshConnect****Sign In****GO**[make an order](#) [get ideas](#) [info](#) [faqs](#) [account settings](#)**place an order >**browse what's in season  
and make an order**Farm-direct groceries on your way home.**

FreshConnect is a convenient service that offers farm-direct food delivery to strategically-placed "food lockers" at office buildings, residential communities, and transit hubs. Members simply place an order online and then pick it up from a secure locker on their way home...any time of day or night. At FreshConnect, we:

- > Provide easy access to fresh, affordable produce.
- > Create conversations between members and growers.
- > Help consumers learn about seasonality, cooking, and the food system.
- > Support sustainable agriculture.

Through the FreshConnect community website, you can:

- > Gain heightened awareness and connection to food
- > Find Meal Planning Options
- > Support local sustainable agriculture
- > Learn to cook with seasonal produce
- > Join activities with fellow community members
- > Have lessons about the food chain and environmental ethics

**What's in season?****persimmons**

- > Recipe Ideas
- > Ways to Store it
- > When it's in season

**Featured Grower****scott seus**

FreshConnect

Hi, John Smith | [Logout](#)

make an order

[make an order](#)[get ideas](#)[info](#)[faqs](#)[account settings](#)

What can we pick for you?



Option 1:

**Seasonal Box** [more info](#)

A bountiful array of fruit and produce delivered to a FreshPod. This week's Seasonal Box features summer squash, salad mix, beets, fennel, broccoli, sweet potatoes, pomegranates, apples, onions, peppers, carrots, mushrooms.

 [pick it for me](#)


Option 2:

**Buy a Recipe** [more info](#)

Includes all items to make a featured recipe. You can select items to omit from your order. Great for meal ideas or for entertaining! This week's recipes are [Roasted Beets with Feta](#), [Three Bean Chili](#) and [Beef Bourguignon](#).

 [pick it for me](#)


Option 3:

**Fresh&Fruity** [more info](#)

A sampling of the different types of fruits



Option 4:

**FreshPlus** [more info](#)

The FreshPlus includes everything you

FreshConnect

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make an order: Buy a Recipe

[make an order](#) [get ideas](#) [info](#) [faqs](#) [account settings](#)

This week's recipe: Three Bean Chili



## Buy the Recipe

select the ingredients you need to make this recipe. [select all](#)

- Corn
- Yellow Summer squash
- Tomatoes
- 1 lb. kidney beans
- 1 lb. chili beans
- 1 lb. pinto beans
- Organic Tomato Sauce
- Organic Tomato Paste
- Spice Packet

 pick it for me
Three Bean Chili ★★★★★ [see reviews \(36\)](#)

Hearty ingredients and zesty spices will make you forget that this chunky chili is good for you. 'It's loaded with taste—you'll never miss the meat!' assures Gail Rector-Evans of Hastings, Oklahoma."

## Ingredients

- > 2 1/4 cups water
- > 1 lb. kidney beans
- > 1 lb. chili beans
- > 1 lb. pinto beans
- > 1 (15 ounce) can tomato sauce
- > 1 lb. tomatoes, diced
- > 1 (6 ounce) can tomato paste
- > 1 tablespoon chili powder
- > 1 teaspoon dried oregano
- > 1 teaspoon minced garlic
- > 1 1/2 cups fresh corn kernels
- > 1 1/2 cups yellow summer squash

## Directions

In a Dutch oven, combine the first 10 ingredients. Bring to a boil. Reduce heat; simmer, uncovered, for 10 minutes. Add corn and squash, bring to a boil. Reduce heat; simmer 10 minutes longer or until squash is tender.

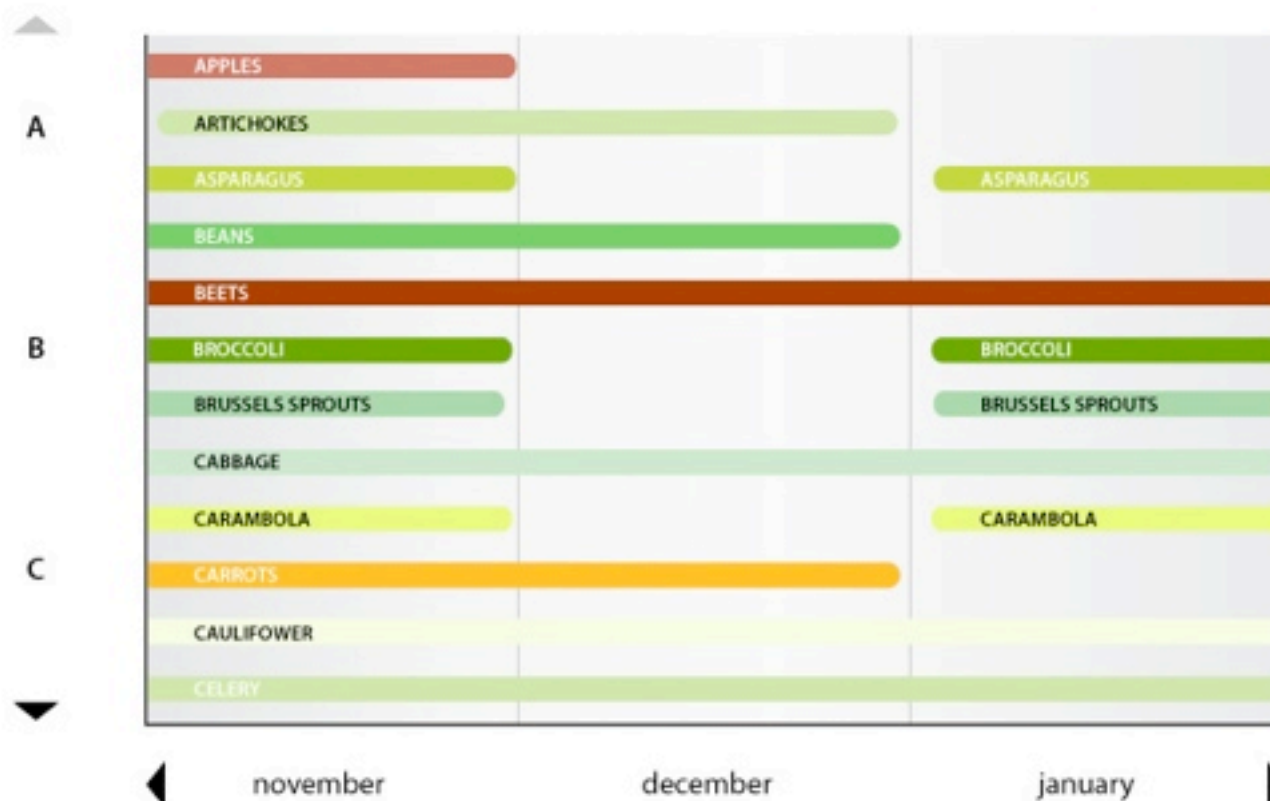
# FreshConnect

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get ideas: what's in season?

## Seasonal Guide

Use our seasonal guide (below) to see what's in season in the Bay area. Click on any fruit or vegetable to launch a popup where you can get more info, a picture, and recipes. If you are looking at this month, you can click "pick it for me" and the item will be added to your next order automatically.



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get ideas: what's in season?

## Seasonal Guide

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The seasonal guide displays a list of items categorized by month (November, December, January). A popup window is open for Carambola, showing a photo of the fruit and a description.

Month	Items
November	APPLES, ARTICHOKES, ASPARAGUS, BEANS, BEETS, BROCCOLI, BRUSSELS SPROUTS, CABBAGE, CARAMBOLA, CARROTS, CAULIFLOWER, CELERY
December	(Empty)
January	ASPARAGUS, BROCCOLI, BRUSSELS SPROUTS, CARAMBOLA

**Carambola**

pick it for me

**What is it?**  
The Carambola or Star Fruit is an unique and flavorful fruit. The fruit's flavor ranges from very sour to mildly sweetish and tastes something like a mix of apple, pineapple, and kiwi fruit. Slices cut in cross-section have the form of a star.

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info: food profile

## Carambola (Star Fruit)



The Carambola or Star Fruit is a unique and flavorful fruit. The fruit's flavor ranges from very sour to mildly sweetish and tastes something like a mix of apple, pineapple, and kiwi fruit. Slices cut in cross-section have the form of a star.

### Available Growers

[Allstar Organics](#), [Big Oak Farms](#), [Blackberry Farm](#), [Conlan Ranches California](#), [Drake's Bay Family Farms](#), [Draper Farms](#), [Fresh Run Farm](#), [Green Gulch Farm](#), [McEvoy Ranch](#), [Mt. Barnabe Farm](#)

### Seasonality

Carambolas are available in California during October, November and January.

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get ideas: featured grower

### Green Gulch Farm



Green Gulch Farm is a five-acre agricultural oasis located at the Green Dragon Temple in Muir Beach. Since all the farmhands are practicing Buddhists, a typical day here starts with the crew gathering at 5am to meditate. After breakfast and a short break, they're off to the fields by 8:30 and soon thereafter, the rumbling purr of the tractor and the sweet smell of biodiesel fill the air. Depending on the season, between four and twelve people will be in the fields each day and one of them is sure to be Farm Manager Sara Tashker. Farmed organically since 1972 and certified organic since 1985, this carefully-tended land produces an abundance of lettuces, potatoes, chard and green garlic. About half of what is grown here is sold at the San Francisco Ferry Plaza Farmers Market, and the other half is divided between Greens Restaurant in San Francisco, Rainbow Grocery, and the 50-100 meals they serve each day at Green Gulch. Eventually, all of the kitchen scraps from the practice center, plus much of those from Greens Restaurant, return to the farm and are made into compost, where they will be reborn as next year's crop.

### Available Products

[Apples](#), [Arugula](#), [Beans](#), [Beets](#), [Broccoli](#), [Cabbage](#), [Endive](#), [Fennel](#), [Frisee](#), [Garlic](#), [Herbs](#), [Leeks](#), [Lettuce](#), [Onions](#), [Pears](#), [Plums](#), [Potatoes](#), [Pumpkins](#), [Radicchio](#), [Rhubarb](#), [Spinach](#), [Winter Squash](#), [Zucchini](#)

### Contact the Grower

Sara Tashker  
1601 Shoreline Highway  
Muir Beach, CA 94956  
Phone: (415) 354-0420  
[www.sfzc.org](http://www.sfzc.org)

## FreshConnect

Hi, John Smith | Logout

make an order **get ideas** info faqs account settings

get ideas: FreshConnect community

Search: recipes

Enter Search Term

GO

## FreshConnect Community

- ▶ browse members
- ▼ browse topics
  - recipe exchange
  - requests
  - get advice
- ▶ browse by food items
- ▶ upcoming events

## What people are saying

"anybody know a great way to serve root vegetables? I just got some delivered to my freshPod and I need..."

- Sara Davis, today @ 8:12am

"What do you recommend serving with beets..."

- Sam Johnson, today @ 7:07am

## Get Advice: Ask a Grower



Kevin Healey  
member

Q: I love figs but I only know how to prepare them a few ways. What are some unconventional ways to prepare fresh figs?



Drake's Bay  
Family Farm  
grower

A: They go well with the plants that grow around them in their Mediterranean homelands, such as Mediterranean herbs and olive oil, as well as salty cheese, such as feta, and prosciutto ham.

## Our suggestions for using fresh figs:

**Grilled:** Cut figs lengthwise in half, brushes them with olive oil and grills them cut-side down over hot coals for about five minutes, which concentrates their sugars and imparts a smoky flavor.

**Poaching:** poach figs half-submerged in Darjeeling tea at a very low simmer for 10 or 15 minutes.

**Braising:** Braise fatty types of fish, such as swordfish or salmon, on a bed of figs and onions with rosemary and a little garlic, salt, pepper, and enough white wine to moisten the mixture. The liquid left in the pan can be reduced to a sauce.

## FreshConnectGrowers

Sign In

GO

interact with consumers update inventory account settings

become  
a supplier >learn about supplying  
to FreshConnect

## Reach consumers and participate in a community.

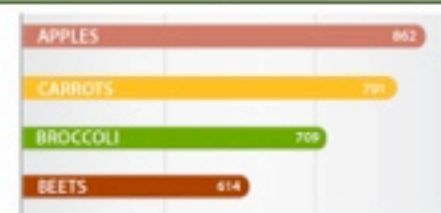
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- > Support sustainable agriculture.

Through the FreshConnectGrowers community website, you can:

- > Encourage consumers to purchase from your farm, promoting awareness and connection to food
- > Reach busy consumers
- > Share your farm's story
- > Join activities with fellow community members including consumers and other growers

## What's selling this week?



- > Track trends over time
- > See popular items
- > Compare with other growers

## Featured Grower



# FreshConnectGrowers

Hi, Green Gulch Farms | [Logout](#)
[interact with consumers](#)
[update inventory](#)
[account settings](#)


## update your inventory

### Add New Items

#### Item 1:

Select an item from the dropdown below:

Enter the quantity and unit below:




#### Item 2:

Select an item from the dropdown below:

Enter the quantity and unit below:




#### Item 3:

Select an item from the dropdown below:

Enter the quantity and unit below:




#### Item 4:

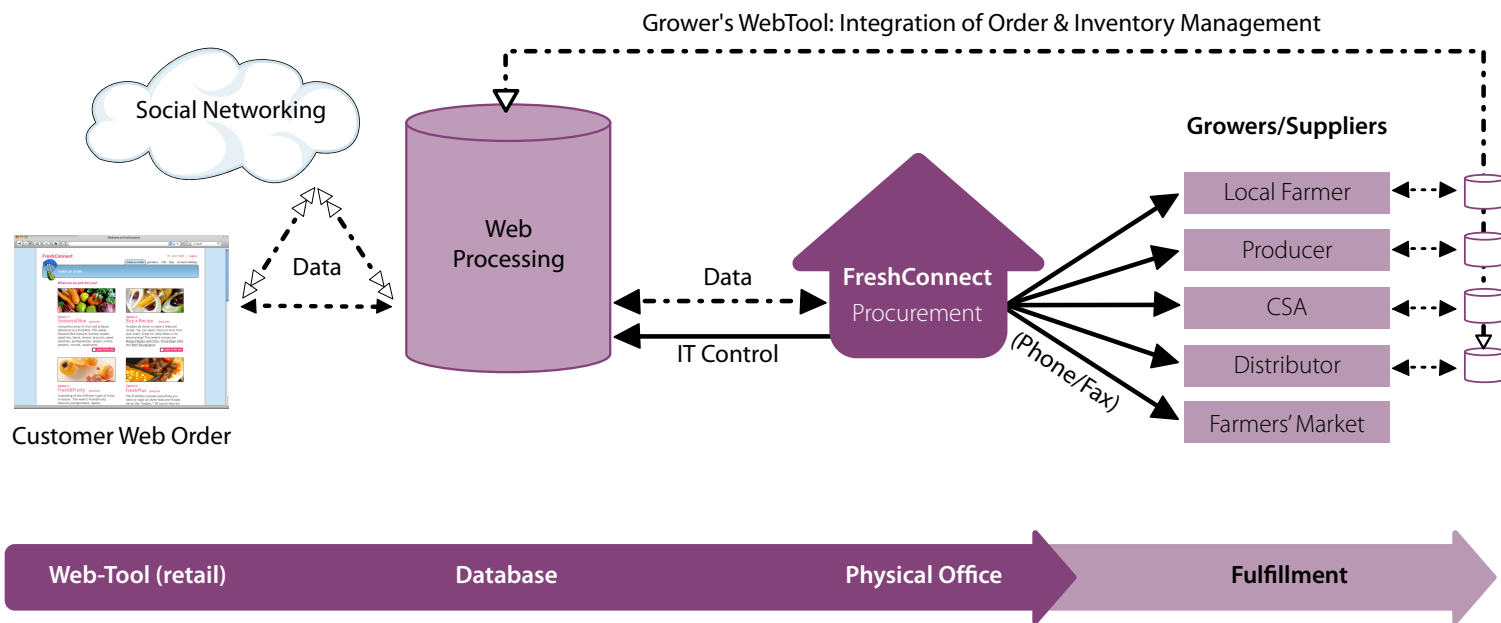
Select an item from the dropdown below:

Enter the quantity and unit below:

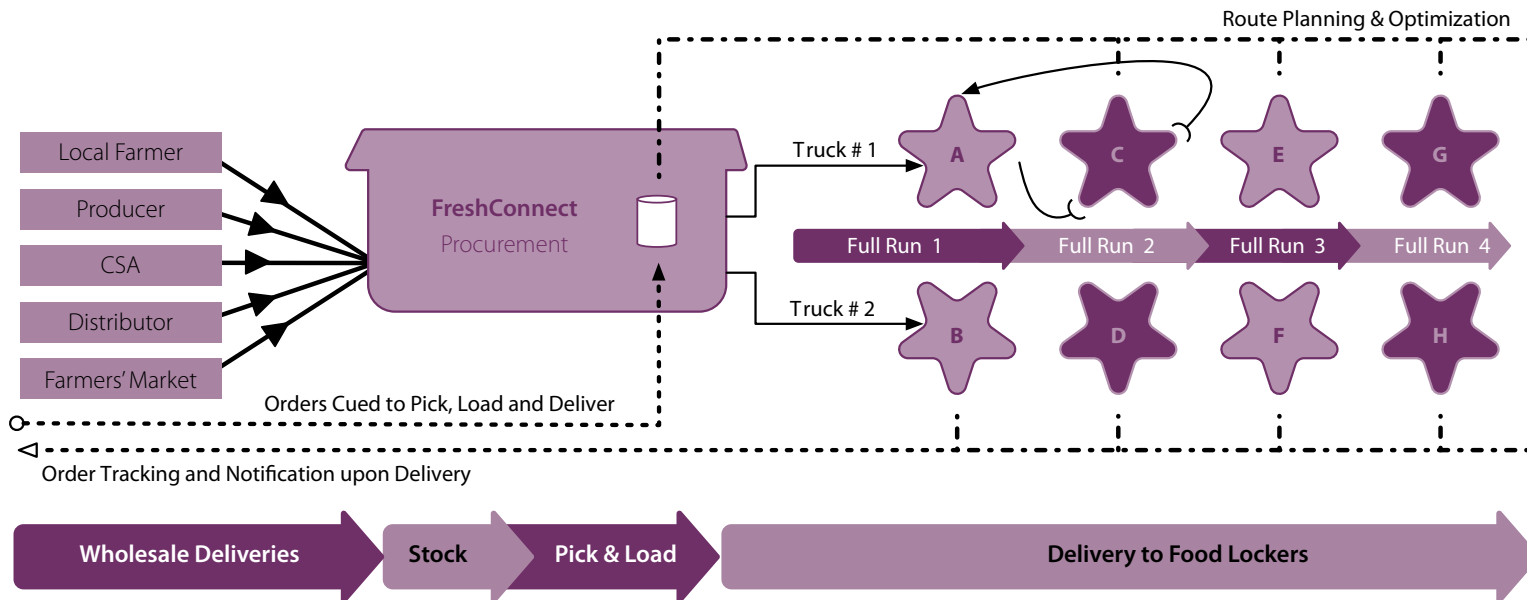



### Current Items in Inventory

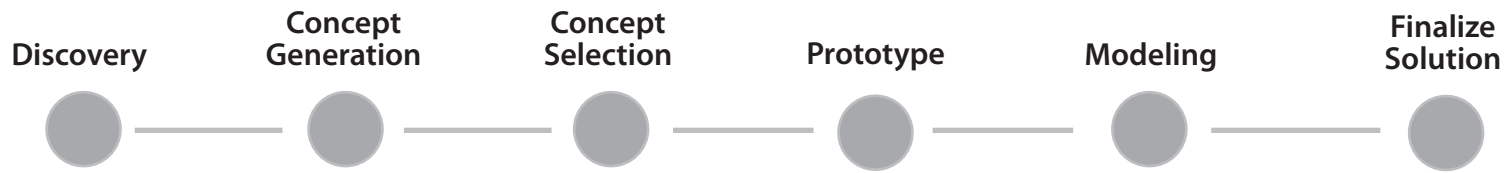
- |                           |   |                              |   |
|---------------------------|---|------------------------------|---|
| > 200 lbs. of Fuji Apples | <a href="#">edit</a>   <a href="#">remove</a> | > 48 heads of Garlic         | <a href="#">edit</a>   <a href="#">remove</a> |
| > 35 bunches of Arugula   | <a href="#">edit</a>   <a href="#">remove</a> | > 73 bunches of Leeks        | <a href="#">edit</a>   <a href="#">remove</a> |
| > 52 lbs. of Green Beans  | <a href="#">edit</a>   <a href="#">remove</a> | > 121 heads of Lettuce       | <a href="#">edit</a>   <a href="#">remove</a> |
| > 89 bunches of Beets     | <a href="#">edit</a>   <a href="#">remove</a> | > 87 lbs. of Yellow Onions   | <a href="#">edit</a>   <a href="#">remove</a> |
| > 121 lbs. of Broccoli    | <a href="#">edit</a>   <a href="#">remove</a> | > 23 lbs. of D'Anjou Pears   | <a href="#">edit</a>   <a href="#">remove</a> |
| > 34 heads of Cabbage     | <a href="#">edit</a>   <a href="#">remove</a> | > 45 lbs. of Red Plums       | <a href="#">edit</a>   <a href="#">remove</a> |
| > 21 lbs. Endive          | <a href="#">edit</a>   <a href="#">remove</a> | > 110 lbs. of White Potatoes | <a href="#">edit</a>   <a href="#">remove</a> |
| > 45 lbs. Fennel          | <a href="#">edit</a>   <a href="#">remove</a> | > 126 lbs. of Zucchini       | <a href="#">edit</a>   <a href="#">remove</a> |



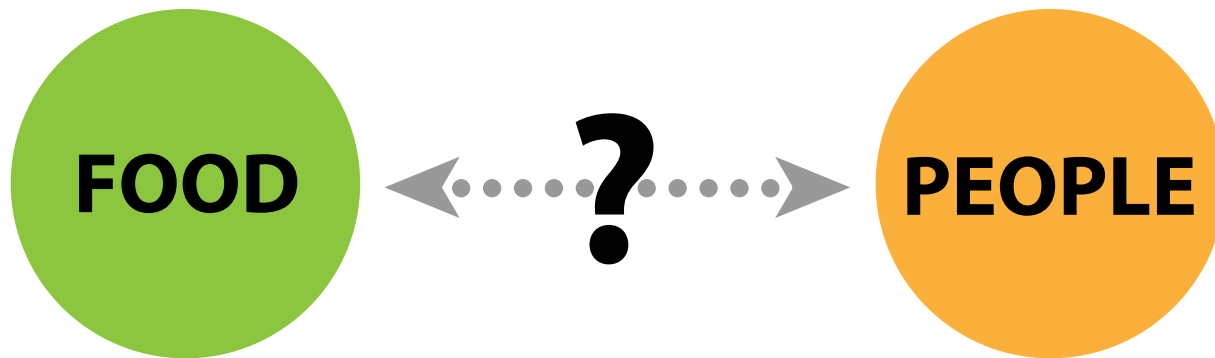
FreshConnect  
order  
management  
system



FreshConnect  
order  
fulfillment  
system



our process



**discovery:**  
our domain





How do you utilize to get food to your home:

	Response Percent	Response Count
	16.3%	
	55.6%	
	89.6%	
	0.0%	
	0.0%	
	0.7%	
	7.4%	
Other (please specify)		
<i>answered question</i>		
<i>skipped question</i>		

discovery:  
research





convenience

↑ fresh food consumption

raise awareness in the food sy

KEY BIZ GOALS

scalable model  
sustainable

challenge/improve existing food

Profitable → cover losses/break even

PRIMARY MKT.

BUSY

People who buy food

→ (will challenge existing mkt)

CONVERSION of those who are unable to buy f. food.

2ndARY MKT

ALREADY converted ppl.  
ABLE

ASSUMPTIONS

• Transportation/Logistics  
• 1st BIZ mkt entrant (education)

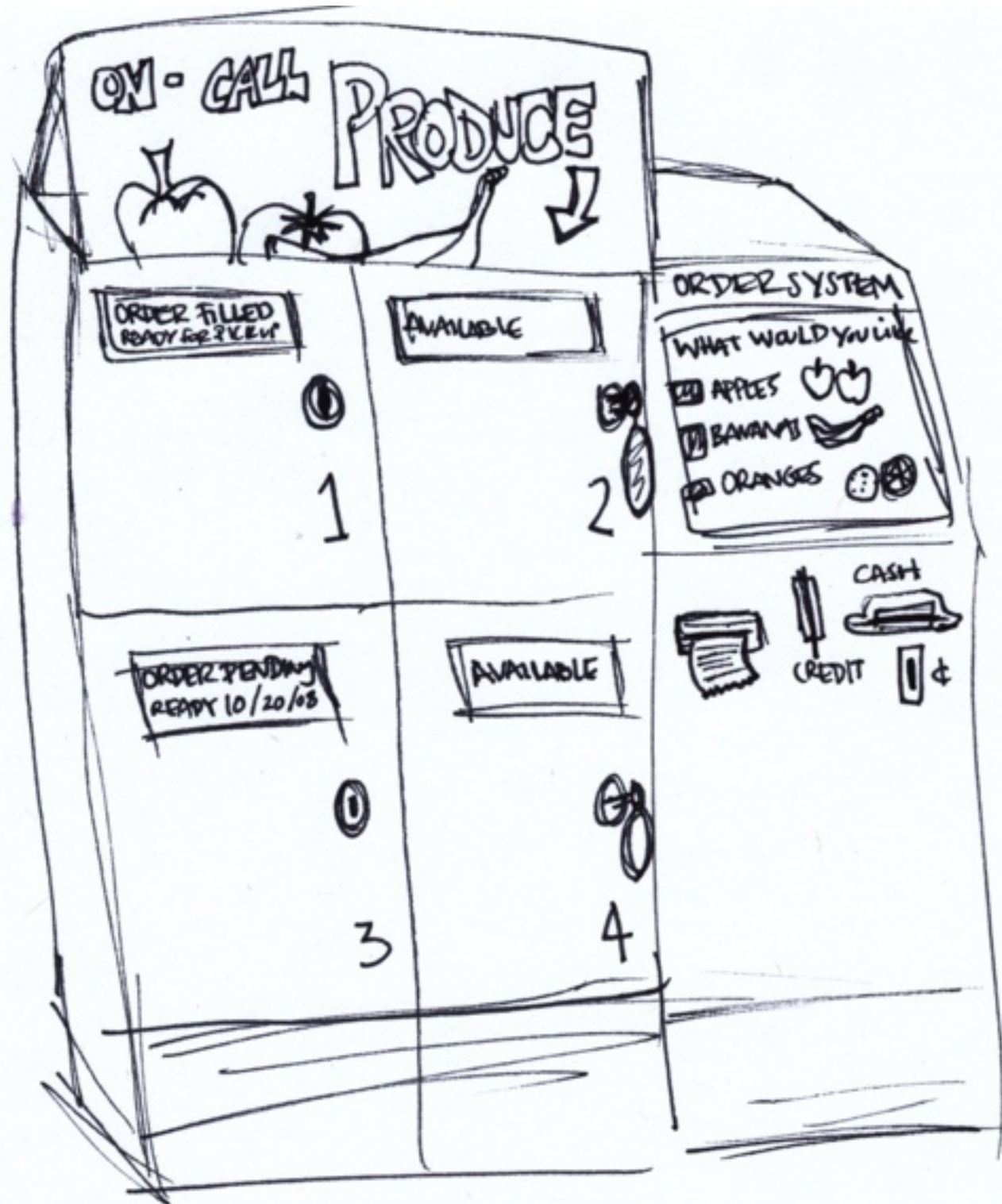
concept  
generation:  
brainstorming



	0	.	0
75	0.525	2	0.6
5	0.375	4.25	0.6375
3	0.24	2.75	0.22
4	0.8	3.75	0.75
3	0.15	3.5	0.175
5	0.6	5	0.6
25	0.425	4	0.4
fi		/	
5		6	
No		No	

concept  
selection





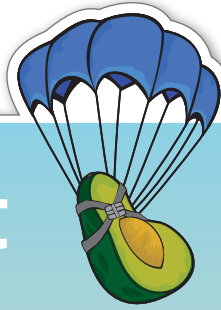
prototype





modeling

# FreshConnect



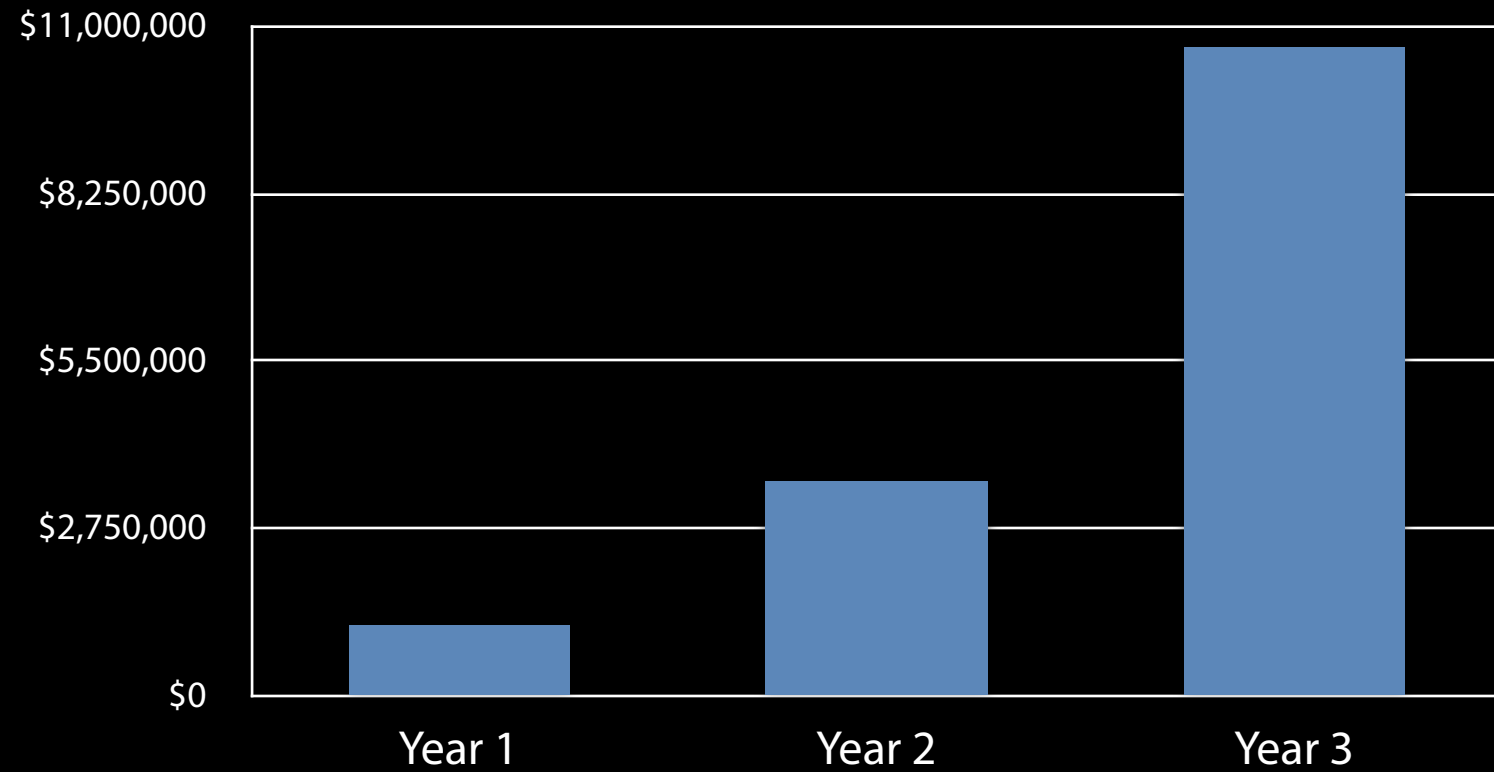
finalize  
solution



	Pilot Year (1)	Year 2	Year 3	Year 10
Number of Members	250	750	2,250	10,000
<b>Expected Revenue</b>	<b>Pilot Year (1)</b>	<b>Year 2</b>	<b>Year 3</b>	<b>Year 10</b>
Membership Fees	\$ 15,000	\$ 45,000	\$ 135,000	\$ 600,000
Order Revenues	\$ 1,123,200	\$ 3,369,600	\$ 10,108,800	\$ 44,928,000
Host Subsidization	\$ 48,000	\$ 144,000	\$ 432,000	\$ 1,920,000
Advertisements	\$ 5,000	\$ 10,000	\$ 15,000	\$ 50,000
<b>Total Revenue</b>	<b>\$ 1,191,200</b>	<b>\$ 3,568,600</b>	<b>\$ 10,690,800</b>	<b>\$ 47,498,000</b>
<b>Expected Costs</b>	<b>Pilot Year (1)</b>	<b>Year 2</b>	<b>Year 3</b>	<b>Year 10</b>
Wholesale cost of Food	\$ 842,400	\$ 2,527,200	\$ 7,581,600	\$ 33,696,000
FreshPod Units	\$ 180,000	\$ 360,000	\$ 1,080,000	\$ 900,000
Trucks (Leased)	\$ 18,000	\$ 54,000	\$ 162,000	\$ 540,000
Fuel, labor, tires and maintenance	\$ 17,745	\$ 53,235	\$ 159,705	\$ 532,350
Advertising & Marketing	\$ 5,000.00	\$ 10,000.00	\$ 15,000	\$ 30,000
Rent: wareroom/office	\$ 24,000	\$ 24,000	\$ 24,000	\$ 24,000
Wareroom & Office Buildout	\$ 20,000	\$ 5,000	\$ 10,000	\$ 25,000
Wareroom Equipment	\$ 15,000	\$ 20,000	\$ 40,000	\$ 20,000
RF-ID & Bin System	\$ 12,500	\$ 37,500	\$ 112,500	\$ 500,000
Reusable Bags	\$ 1,000	\$ 3,000	\$ 9,000	\$ 40,000
RFID key fobs for members	\$ 1,250	\$ 3,750	\$ 11,250	\$ 50,000
Repairs & Maintenance	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000
Technology System Implementation	\$ 100,000	\$ 25,000	\$ 25,000	\$ 25,000
Database maintenance	\$ 5,000	\$ 5,000	\$ 5,000	\$ 5,000
Office Manager & Procurement	\$ 35,000	\$ 36,050	\$ 37,132	\$ 38,245
Drivers	\$ 46,800	\$ 93,600	\$ 327,600	\$ 1,123,200
Pickers	\$ 45,760	\$ 91,520	\$ 228,800	\$ 457,600.00
Payroll Taxes	\$ 19,134	\$ 33,176	\$ 89,030	\$ 242,857
Worker's Comp. Insurance	\$ 76,536	\$ 132,702	\$ 356,119	\$ 971,427
Liability Insurance	\$ 15,000	\$ 15,000	\$ 15,000	\$ 15,000
Utilities	\$ 6,000	\$ 6,000	\$ 6,000	\$ 6,000
Other Expenses	\$ 3,000	\$ 3,000	\$ 3,000	\$ 3,000
<b>Total Costs</b>	<b>\$ 1,499,125</b>	<b>\$ 3,548,733</b>	<b>\$ 10,307,735</b>	<b>\$ 39,254,680</b>
<b>Net Profits after taxes</b>	<b>\$ (200,151)</b>	<b>\$ 12,914</b>	<b>\$ 248,992</b>	<b>\$ 5,358,158</b>

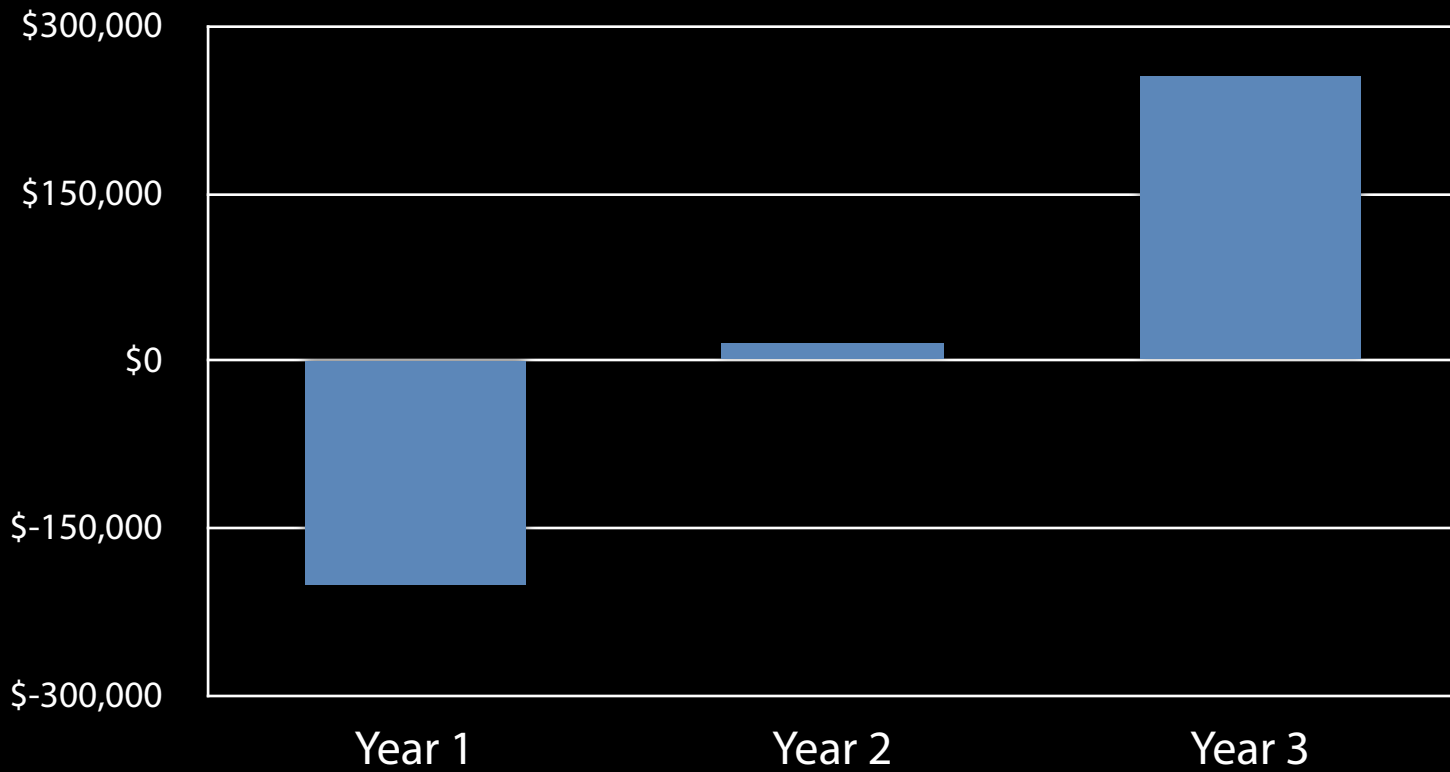
financials

## PROJECTED REVENUE



financial  
projections:  
years 1-3

## PROJECTED PROFITS (after taxes)



financial  
projections:  
years 1-3

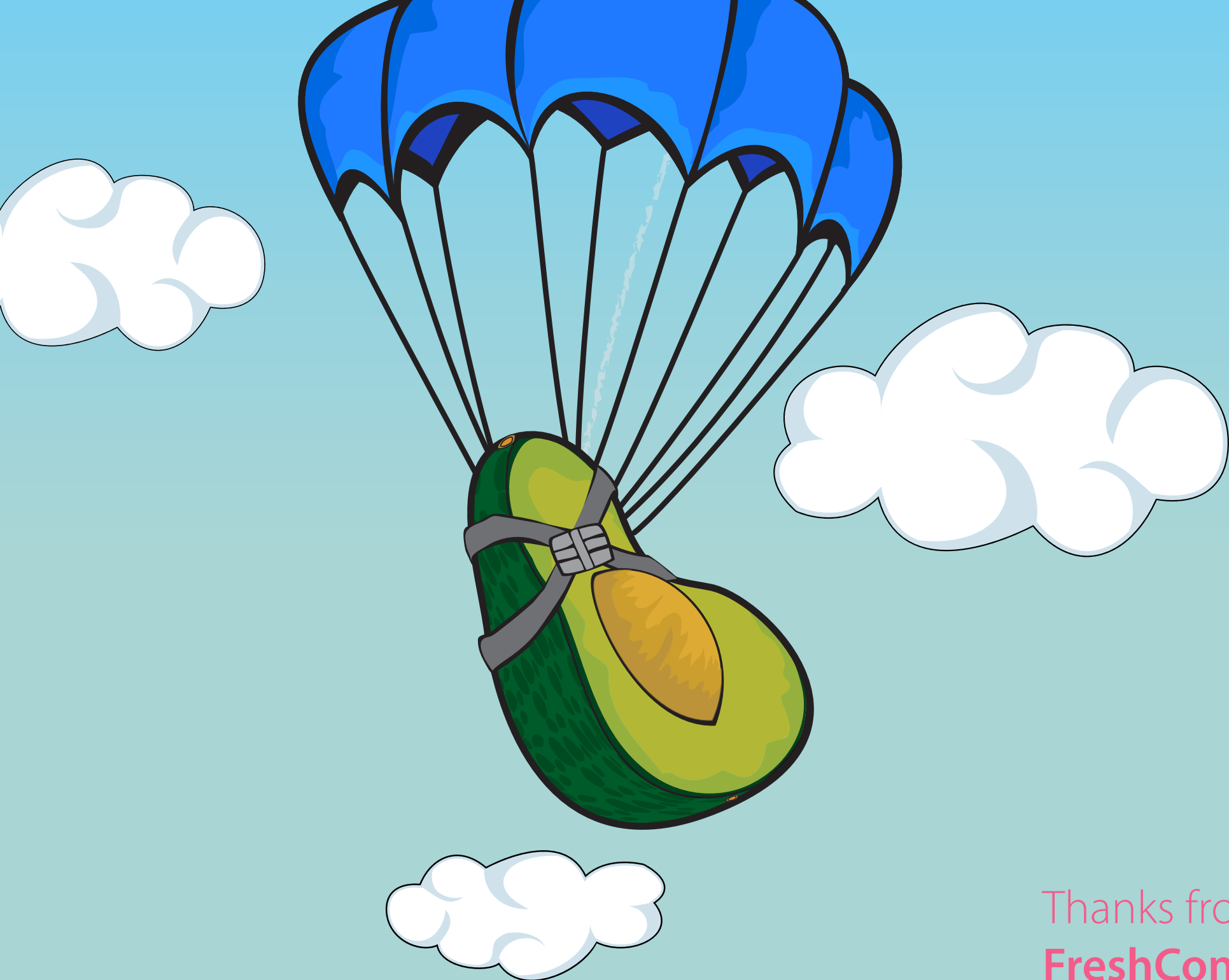
\$ 5.3 million  
IN PROFITS



financial  
projections:  
year 10



what we need



Thanks from  
**FreshConnect**