



Food Forward Impact Fund (FFIF)

building stronger communities around healthy & affordable food

- \$10,000,000 Layered Capital Fund
- Commercial Leasing & Consumer Lending Strategies
- Providing Low Income Individuals with Access to Healthy Food
- Increasing Demand for Local Agriculture

The Problem

Access to Food

Financial, Educational, Geographical

Food Deserts

23.5 M low-income individuals

6.5 children

6,529 census tracts, 75% URBAN

Consequences

Health, Achievement gap...

Epidemic!

Diabetes

Obesity

Heart Disease

Attempts to solve

Mostly isolated. Not scalable. Limited impact.



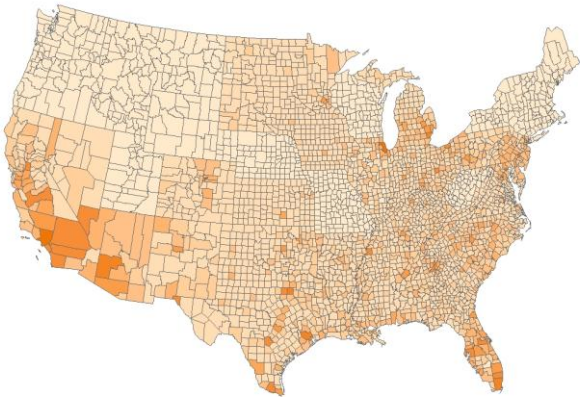
The Food Forward Solution



reduce market inefficiencies, create synergies, replicable units, scalable

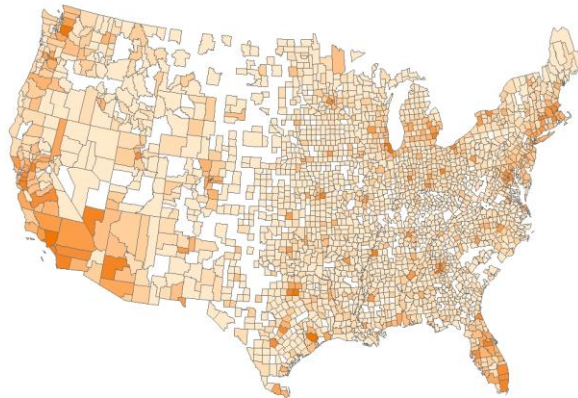
Market Overview

SNAP Benefits



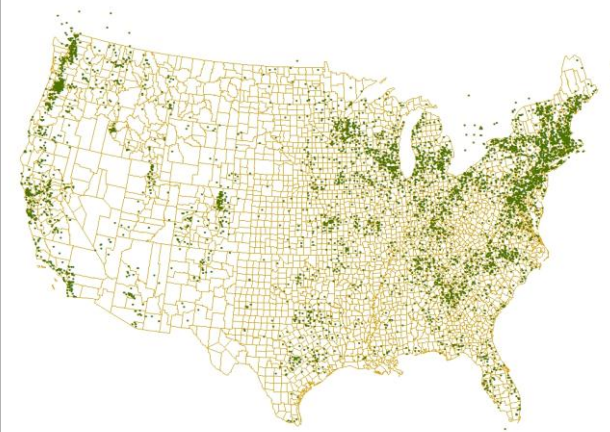
47.8 million Americans
\$133/month average
(2012)

Low Income Housing



>2 M affordable housing
30,962 projects,
65.25 u/complex (2011)

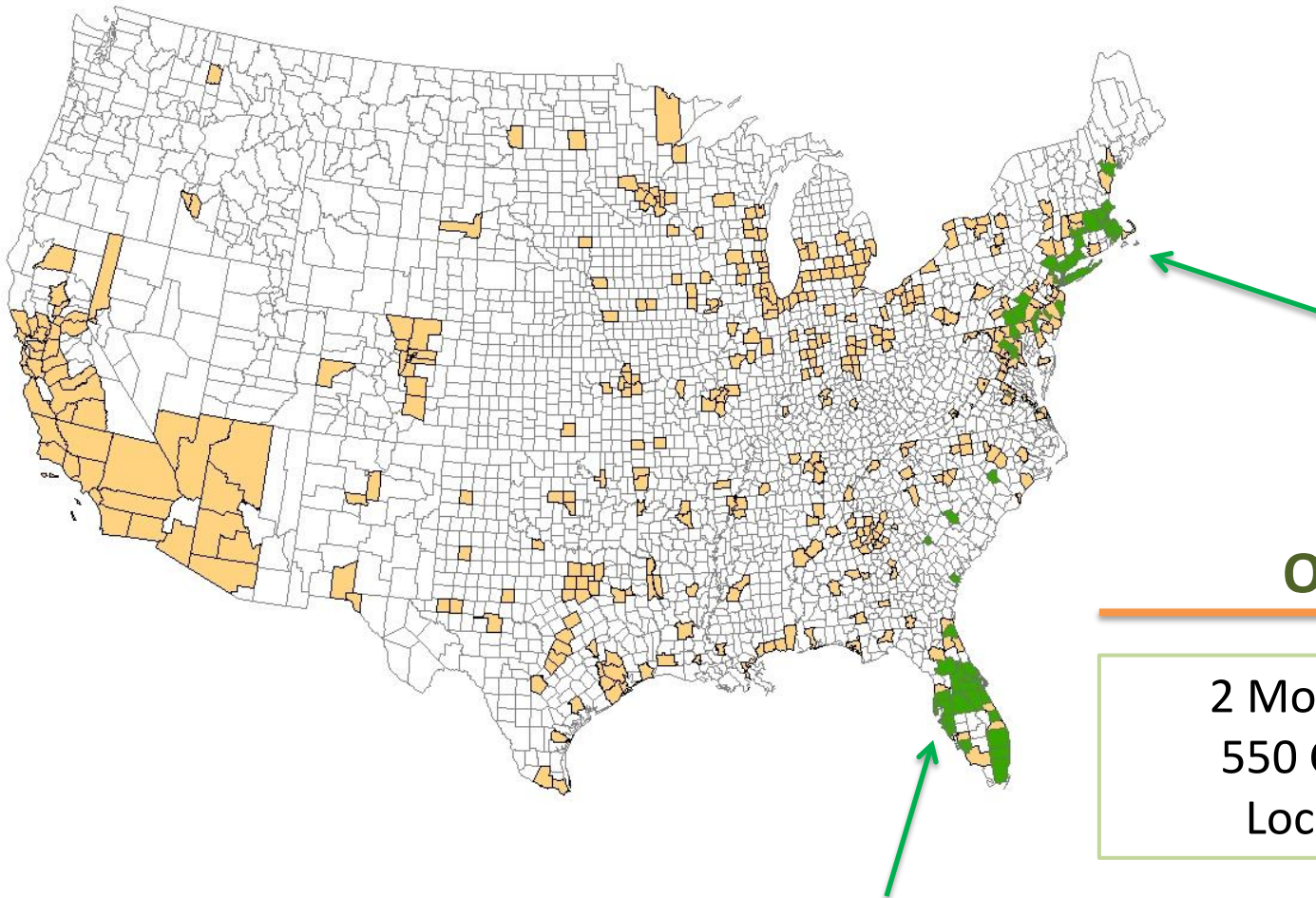
Community Supported Farms



7864 Farmer Markets
13,000 CSA's
(2013)

Phase 1 – Target Areas

40 Regional Hubs



One hub

2 Mobile Markets
550 CSA's shares
Local partners

FFIF Phase 1 - \$10 Million Fund

Layers of Capital	Amount	Target Return	Potential Investors	Benefits
Institutional Investors	\$6,000,000	10.16%	Pension Funds, Endowments	Attractive Returns, Social Benefit
Social/PRI Investors	\$3,000,000	3%	CDFI Healthy Food Financing, Rockefeller Foundation	Social Gains, Fixed Income Equivalent
Philanthropic Investors	\$1,000,000	0%	Walmart Foundation, Kellogg Foundation	Social Gains, Catalyze Investment

Fund Maturity and Lock-Up Period: 5 years

Fund Yearly Administrative Fee: 1%

The Cash Flows

	Commercial Leasing	Consumer Lending
Initial Costs	Mobile Markets: \$100,000	CSA Shares: \$400
Annual Income	Annual Lease: \$18,000	Annual Repayments: \$444
Annual Expenses	Maintenance + Administration: \$4,000	CSA Share + Processing : \$404
Cash flow	\$14,000	\$40
Residual Value	\$35,200	-
Collateral	Vehicles	Food

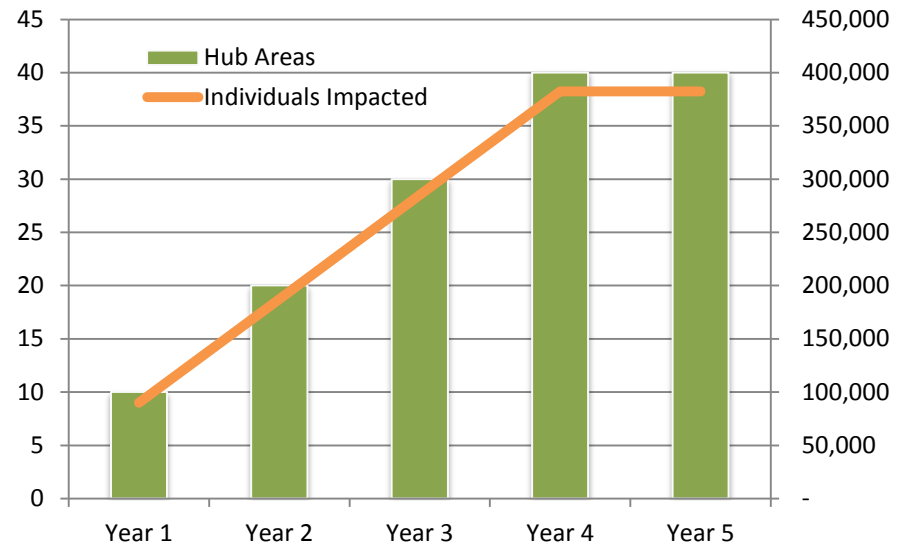
Typical Regional Hub:

2 Mobile Markets: \$28,000 cash flow

550 CSA Shares: \$22,000 cash flow

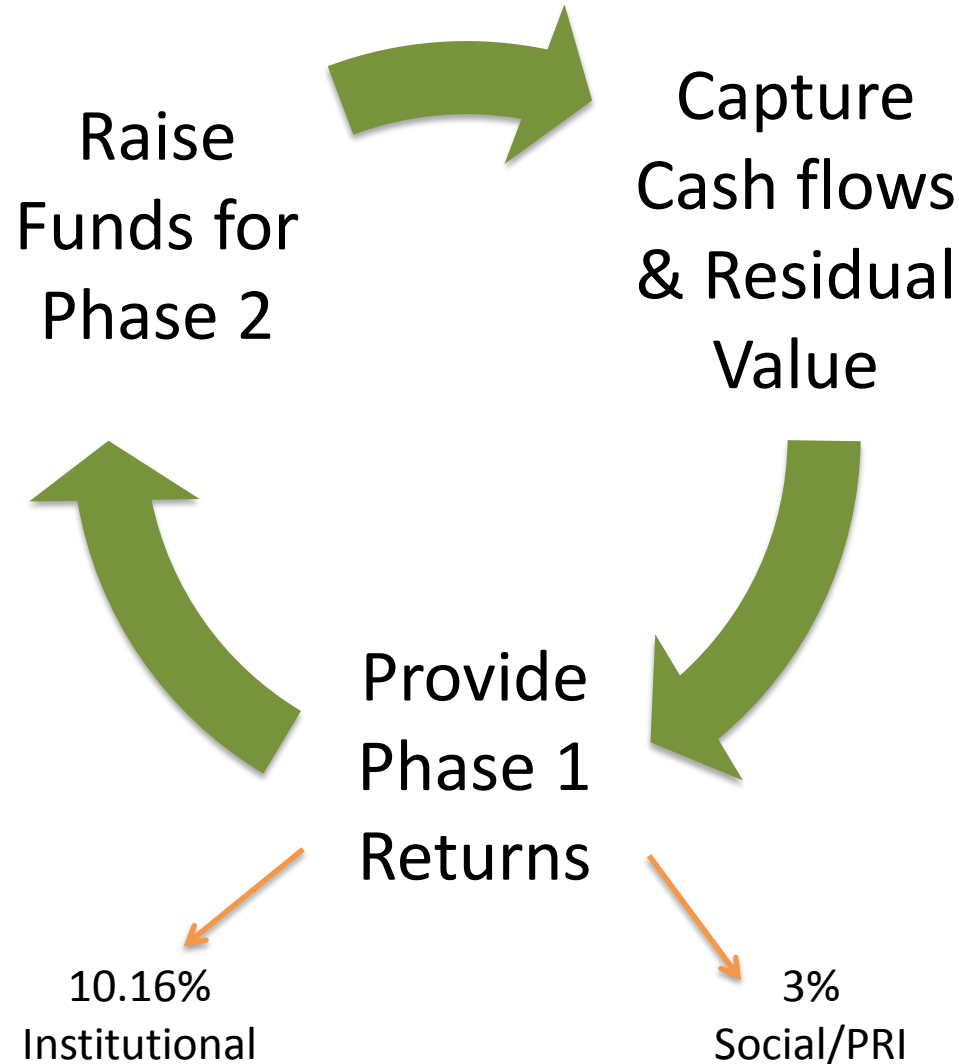
Share of Administrative Expenses: \$7,000 - \$10,000

Phase 1 - Five Years



	Year 0	Year 1	Year 2	Year 3	Year 4	Year 5
Operating Cash flow		\$0.5M	\$1.1M	\$1.7M	\$2.3M	\$2.2M
Capex	-\$2.6M	-\$2.7M	-\$2.7M	-\$2.7M	\$0	\$6.2M
Cash flow	-\$2.6M	-\$2.2M	-\$1.5M	-\$0.9M	\$2.4M	\$8.4M
Investor IRR	10.16%					

Exit Strategy

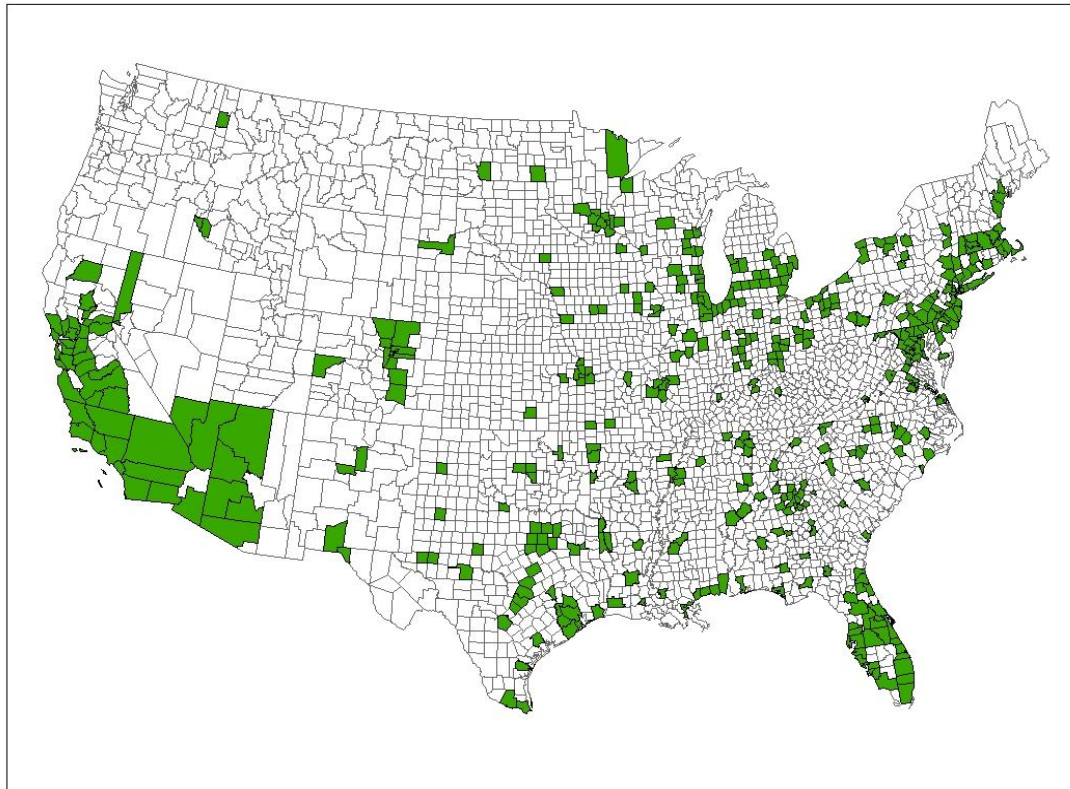


Replicating and Scaling FFIF

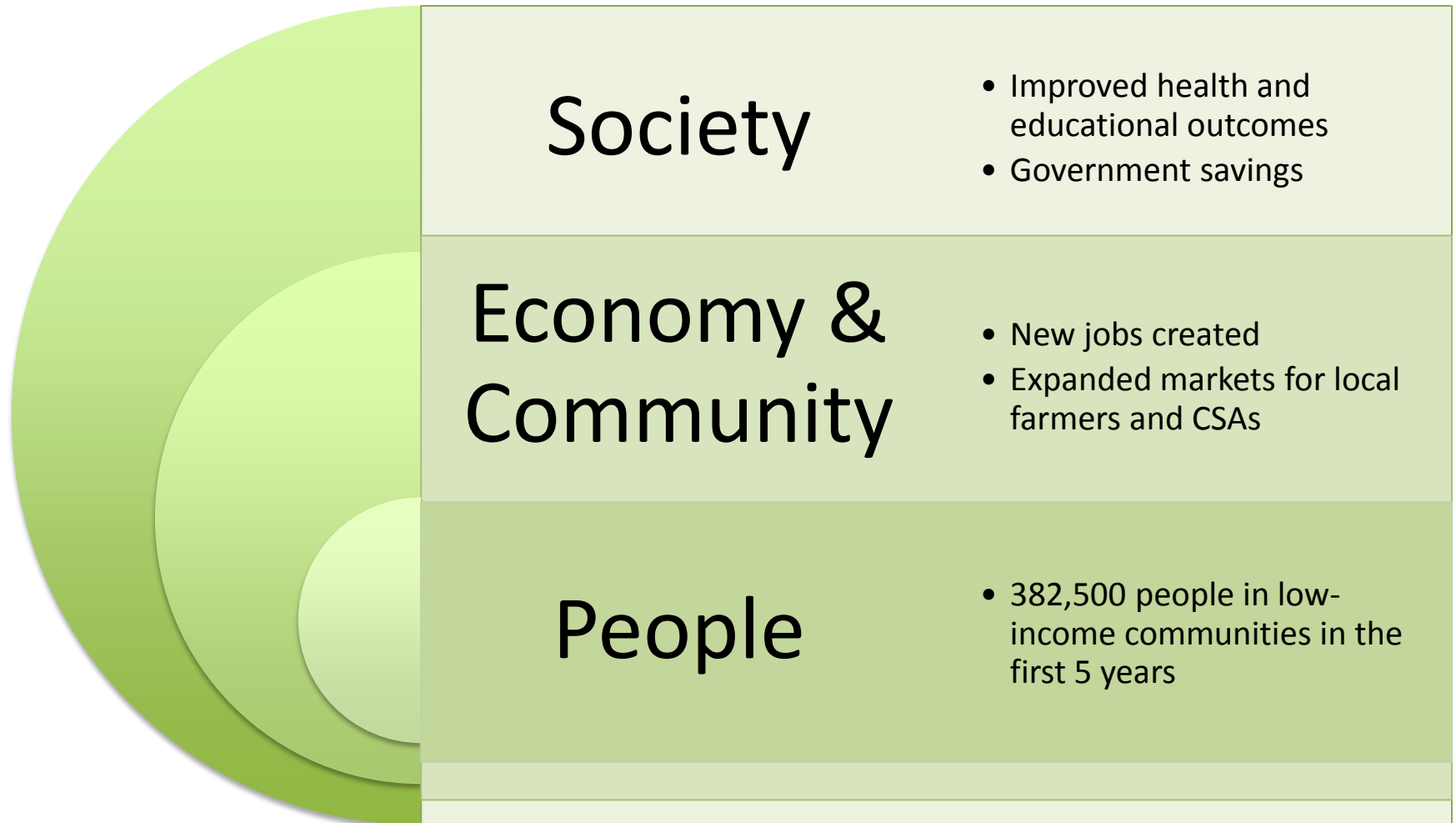
47 million low income individuals

Phase 2: \$100 million fund






Target: 10% (4.7 million people)









Social Impact









Risk Mitigation

Key risks	Mitigation strategies
Operational risk	 Standardized unit model is easier to manage
Entrepreneurs may fail to replicate the model	 Vetting process, financial and technical assistance
Mobile markets default risk	 Cash flow in tangible assets minimizes the risk
Low income individuals' nonpayment risk	 Food can be sold through other outlets
Low customer demand	 Educational efforts and focus on communities
Reduced government support of SNAP	 The program is exempt from the sequester and other such measures, so regulatory risk is minimal

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Partners & Advisors

- Michael Abbate, COO, Common Capital
- Andrew Bellak, CEO, StakeHolders Capital

Lending & Financing



- Josh Trautwein, Co-founder, Fresh Truck
- Jack Hawkins, Enterprise Farm

Mobile Markets



- Erin Barnett, Director, LocalHarvest.org
- Ted White, Board of Directors, Simple Gifts Farm

CSAs



Invest With FFIF



Investing in a scalable, risk minimizing model



Providing access to healthy food for 400,000 people in 5 years



Enabling investors to achieve their financial and impact goals

Thank You!

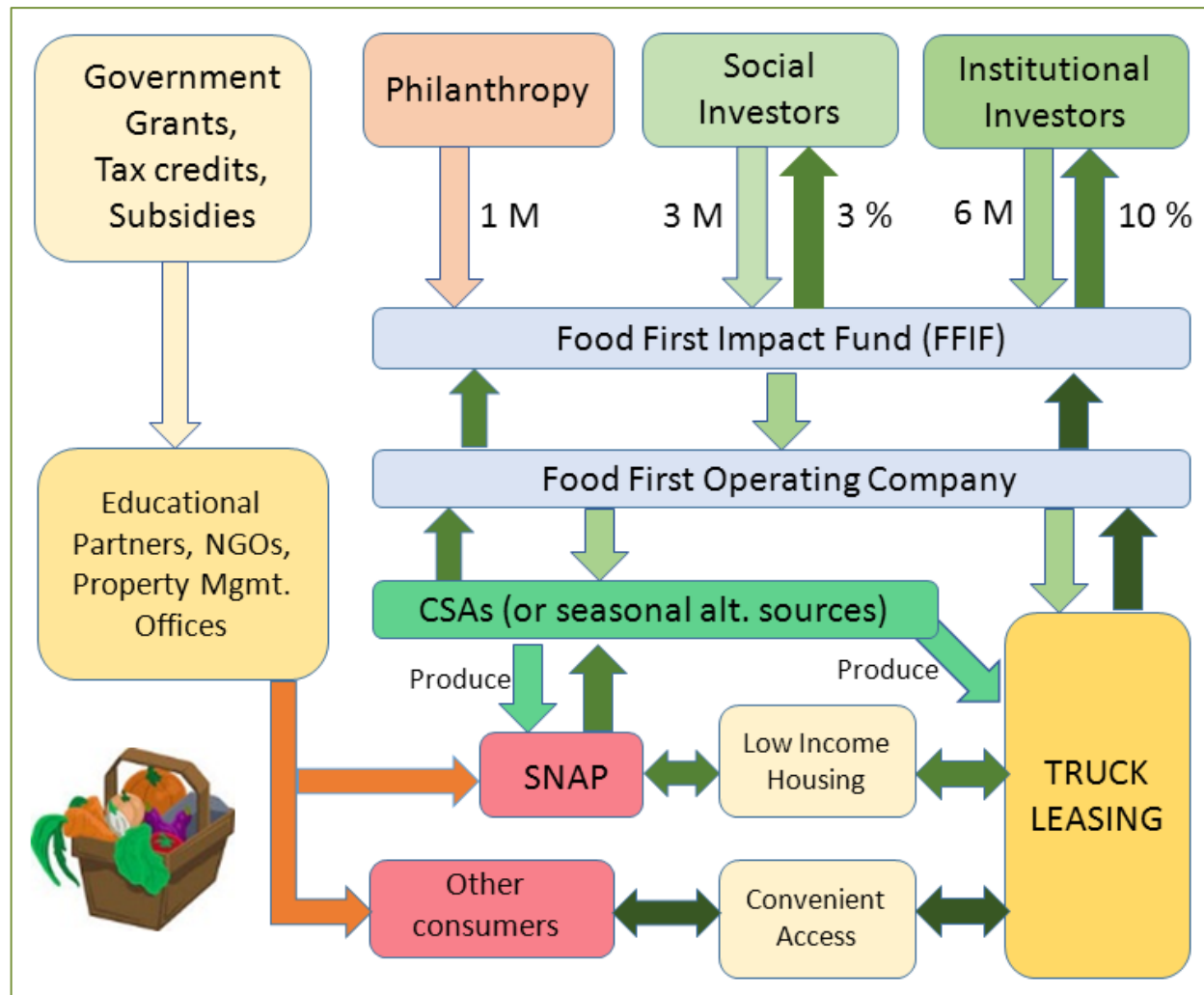


Questions?



Appendix

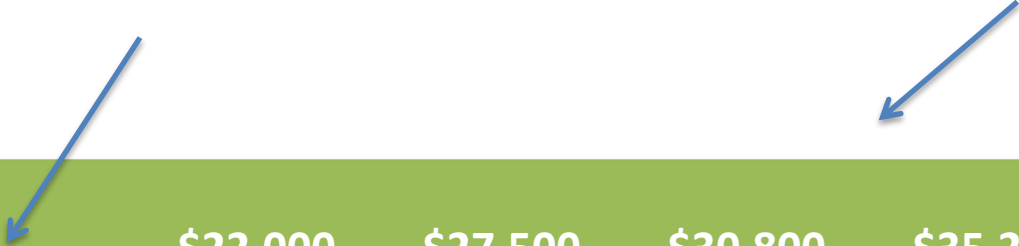
Overview of the FFIF



Institutional Investor IRR Sensitivity

Hub Growth Rate

Lease Residual Value



	\$22,000	\$27,500	\$30,800	\$35,200	\$38,500	\$44,000
25%	0.73%	1.30%	1.63%	2.08%	2.45%	3.11%
50%	3.02%	4.03%	4.58%	5.39%	6.03%	7.19%
75%	4.94%	6.30%	7.05%	8.11%	8.96%	10.47%
Target	6.25%	7.94%	8.85%	10.16%	11.20%	13.04%
110%	6.70%	8.52%	9.50%	10.91%	12.03%	13.98%
120%	7.14%	9.09%	10.14%	11.64%	12.82%	14.90%

Sample Mobile Market Business

Income		6 Months Busy Season	6 Months Slow Season	Total
	<i>Low Income Area</i>			
	Gross Sales	\$64,286	\$38,571	\$102,857
	Profit Margin	20%	15%	18%
	Gross Profit	\$12,857	\$5,786	\$18,643
	<i>Up-Scale Area</i>			
	Gross Sales	\$115,714	\$64,286	\$180,000
	Profit Margin	50%	35%	45%
	Gross Profit	\$57,857	\$22,500	\$80,357
Total Gross Profit		\$70,714	\$28,286	\$99,000
Expenses				
	Fuel	\$6,300	\$3,857	\$10,157
	Materials	\$1,286	\$1,286	\$2,571
	Truck Lease	\$9,000	\$9,000	\$18,000
	Insurance	\$989	\$989	\$1,978
	Additional Help	\$7,714	\$0	\$7,714
	Franchise Fee	\$2,571	\$2,571	\$5,143
	Salary	\$18,514	\$18,514	\$37,029
Total Expenses		\$46,375	\$36,218	\$82,592
Net Profit		\$24,438	-\$7,833	\$16,408