

WE BELIEVE EVERY CHILD HAS THE RIGHT TO NUTRITION



THE HUNGRY 100

Do you believe every child has the right to nutrition?

Join the Hungry 100

Donate \$20 per month for FreshBox's expansion (details pg 2)

JOIN TODAY!

WWW.FRESHBOX.CO.ZA/HUNGRY-100

FRESHBOX: OUR PHILOSOPHY

FreshBox believes in sustainable, social business.

We donate 1 - 3 kg of healthy food to nutritionally at-risk children for every 1 kg sold to subscribing customers.

We currently feed 221 nutritionally at-risk children in Durban, South Africa, thanks to the support of our 120+ customers.

But, we are on a mission to grow our operations and do more.



GOAL 1: PROVE THE MODEL

We are seeking 100 engaged citizens who believe every child has the right to nutrition, to help grow our current branch to 500 customers feeding 800 children over 12 months.

- The hungry 100 will fund 12 months of operational and expansion costs.
- After 12 months:
 - these costs will be covered by customer revenue,
 - the social business will run off sales alone, and
 - we will have a model ready to replicate and scale.

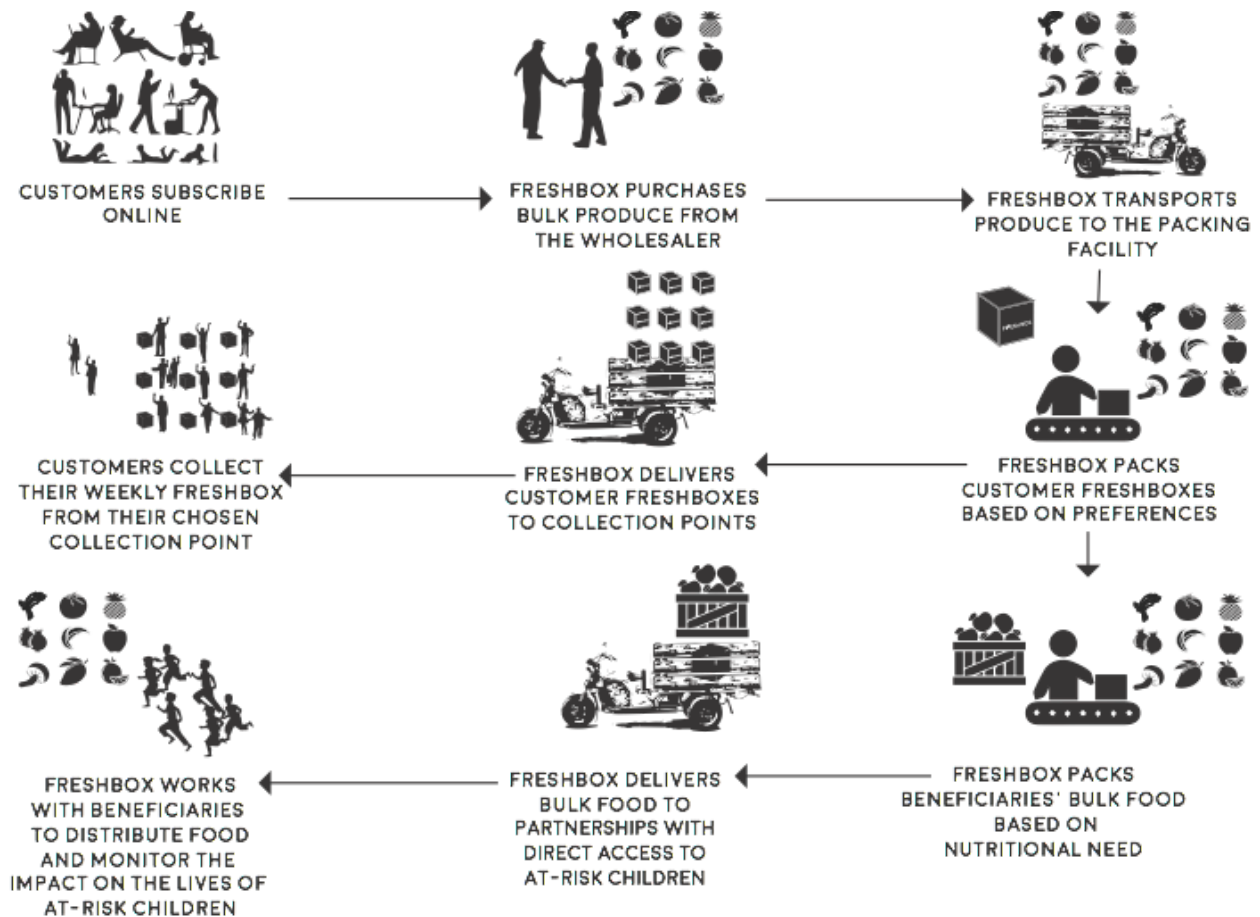
GOAL 2: REPLICATE AND SCALE



Once we have proven the 500-customer branch, we will seek heavy investment to scale throughout South Africa in an effort to increase access to healthy food for the majority of South African youth.

How it works

FreshBox sells weekly FreshBox subscriptions for its high quality produce boxes, through its e-commerce platform - WWW.FRESHBOX.CO.ZA - and uses the proceeds to cover operational costs and send healthy food to nutritionally at-risk children.

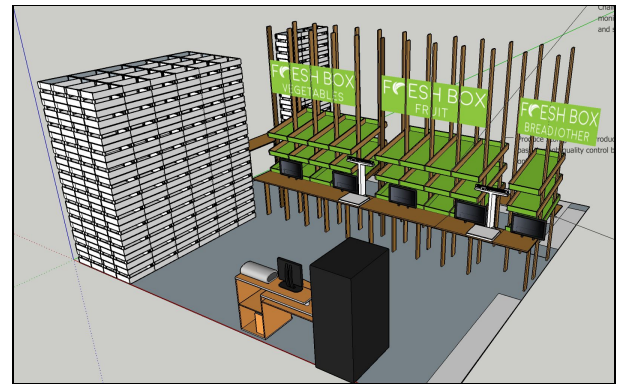


\$2,000 per month:

Outlined below are concrete measures to reach maximum capacity using these funds.

1. Rent a new packing facility / \$700 per month

Currently we operate from a garage. To increase capacity we require 12 months' rent for a larger facility. After 12 months, our revenue will cover rent.



2. Change staff tenure to full time / \$700 per month

We currently employ seven part-time staff. We require \$500 a month to move our top performers to full-time. As we scale up salaries will be covered by revenue.

3. Purchase additional assets over 12 months / \$600 per month

- a. **500 FreshBoxes** - \$200 per month - Our current 500 FreshBoxes can service a maximum of 250 customers. To safely scale up we require an additional 500 FreshBoxes, purchased incrementally over 12 months..
- b. **An RFID system** - \$100 per month - A radio frequency identification system is essential to scale. We will place an RFID in each FreshBox to automate inventory processes, track all FreshBoxes and automate activities currently performed by hand.
- c. **Additional items to complete packing facility** - \$200 per month - The packing facility is ready and well equipped. As we grow, we will continually invest in the infrastructure to improve efficiency.

