

WE BELIEVE EVERY CHILD HAS THE RIGHT TO NUTRITION



300,000ZAR (22,000USD) Social Business Expansion

Over 10 Million South African children are at risk of malnutrition because they lack access to healthy food.¹ We are going to change this.

FreshBox is registered NPC that that donates 1 - 3 kg of healthy food to at-risk youth for every 1 kg sold to subscribing customers.

We are seeking full or partial support to expand our proven model and secure the right to nutrition for all South African children.

“It is time to rethink how we share and consume our food.”
United Nations Sustainable Development Goals

By: Benjamin Constable (CEO)

For: Potential Donors, October 2017

¹ UNICEF/WHO/World Bank Joint Child Malnutrition Estimates, 2016 edition

High Impact Social Investment

FreshBox currently feeds over 200 nutritionally at-risk children in Durban, South Africa.

We are on a mission to do more.

We are raising 300,000ZAR (22,000USD) to grow our current branch to feeding 800 at-risk children, before expanding the model across Durban and South African.

- Freshbox is a registered non-profit company founded as a social business in October 2016 by professional basketball player, Benjamin Constable, EatFresh Business Director, Colin Francke, and The Hardy Boys' Financial Director, Roanne Doyle.
- FreshBox has been nominated for “best use of tech by an NGO” for the South African Tech and e-commerce awards.
- The goal is to create a scalable model to sustainably increase access to healthy food for nutritionally at-risk children.



The Concept has been proven:

- Currently we pack and deliver over 120 FreshBoxes each Tuesday out of a computerised packing facility in Benjamin Constable's (CEO) garage, and deliver to beneficiaries each Thursday.
- The pilot branch uses this revenue to sustainably feed over 200 nutritionally at-risk youth.

We now aim to increase our impact to 800 children by:

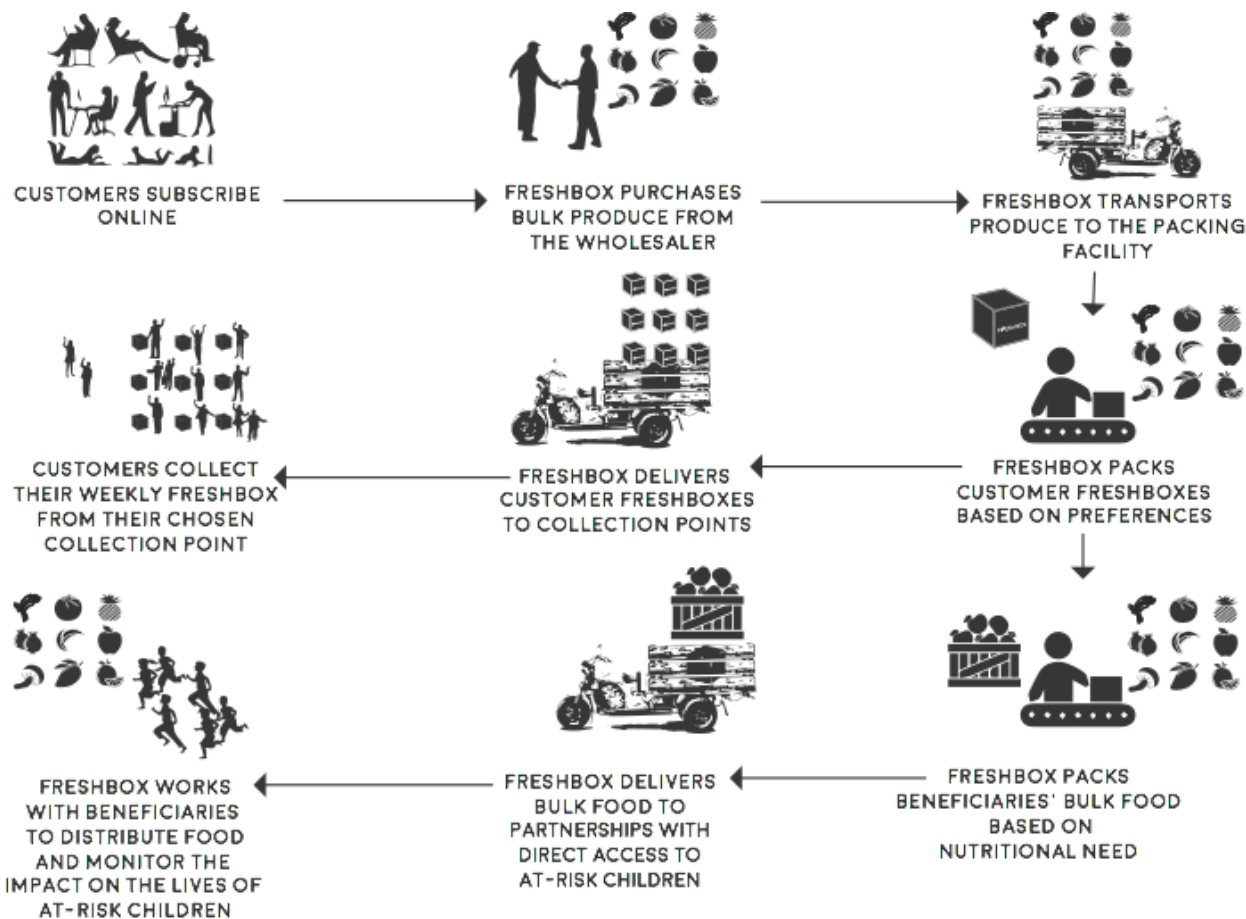
- onboarding 500 subscribers over 12 months to grow our current branch into a sustainable model to be replicated;
- adding additional items such as bread and coffee to our product line to increase revenue and hence impact per customer; and
- Piloting a program targeting mothers and children in their “first 1,000 days of life,” where research has shown nutrition to be most crucial.²

² Lake, A., Executive Director, UNICEF. (2017, January 14). World Economic Forum: The first 1,000 days of a child's life are the most important to their development - and our economic success. Retrieved from <https://www.weforum.org/agenda/2017/01/the-first-1-000-days-of-a-childs-life-are-the-most-important-to-their-development-and-our-economic-success/>

How it works

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



300,000ZAR Expansion Requirements:

Concrete measures to reach maximum capacity using raised capital are outlined below in order of importance.

1. Rent a new packing facility / 100,000ZAR (7,500USD)

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

2. Employ a full time operations manager / 50,000ZAR (3,500USD)

We currently employ 7 part time staff. We require 50,000 to move our top performer full-time. His or her salary will be covered by revenue as we scale.

3. Purchase additional capital / 150,000ZAR (11,000USD)

- a. **200 FreshBoxes** - 20,000ZAR - Our 500 FreshBoxes can service a maximum of 300 customers. We require an additional 200 to safely scale.
- b. **An RFID system** - 10,000ZAR - A radio frequency identification system placed in each FreshBox will automate inventory processes currently performed by hand and allow us to safely scale.
- a. **Additional items to complete packing facility** - 20,000ZAR - The packing facility is efficient but can improve by adding wifi, additional shelving, and computers.
- b. **A Vehicle** - 100,000 ZAR -
FreshBox currently utilises "the green machine" (pictured right). In order to scale we require a vehicle capable of transporting bulk deliveries longer distances.



