

# goodie bag

Fighting food waste and food insecurity

# Food Waste

**40% of all food**, or 120 billion pounds, **is wasted** annually in the U.S. (FAO, 2019).

**Retail Shops** are responsible for **40%** of that waste (RTS, 2023).



# Food Insecurity

**34 million Americans** are food insecure,  
including **1 out of 3 college students** (USDA, 2021 & Health Affairs, 2020).



# Environmental Impact

Food Waste is the **#1 material in landfills** in the U.S. (EPA, 2021).

&

It's *pre-landfill* impact is equivalent to **50+ million homes' water & energy usage** (EPA, 2022).



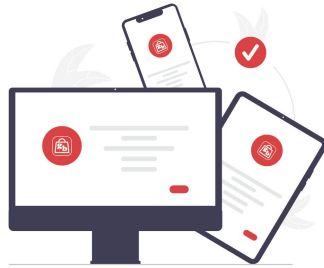
# The Goodie Bag Solution

Our **B2C marketplace connects customers to** local retail shops' **edible unsold food** at a discounted price for pickup.



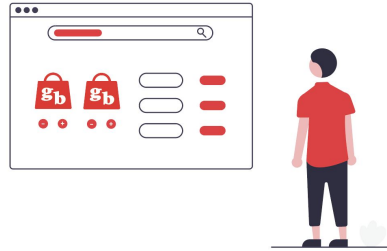
# How it Works for Shops

1



**Access** the platform via any web device

2



**List** edible surplus as a "goodie bag" in 15 seconds

3



**Package** food in typical to-go container

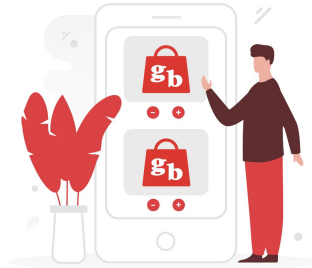
# How it Works for Customers

1



**Get notified** when  
goodie bags are  
available

2



**Browse and  
purchase** within  
our app

3



**Pick up** the goodie  
bag from the  
shop's location

# Win-Win-Win



Customers receive  
**affordable quality  
food**



Shops **salvage  
revenue** on sunk  
costs

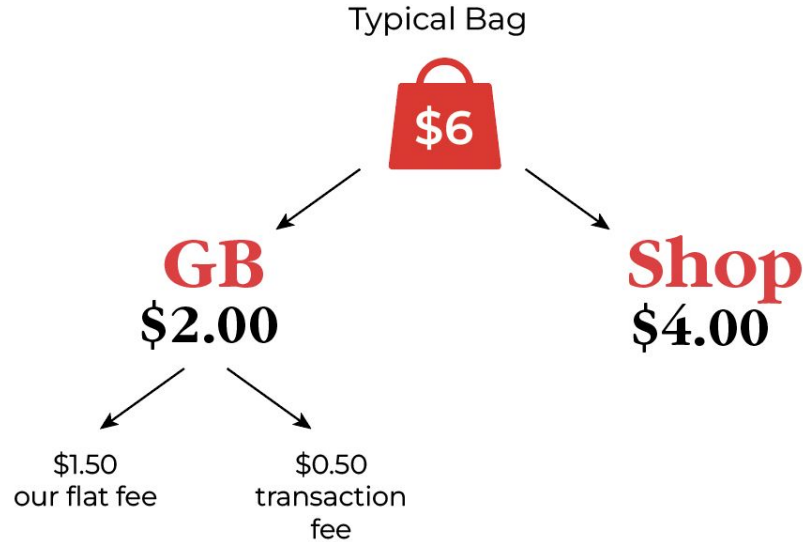


We all **reduce food  
waste** and contribute  
to a healthier planet



# Revenue Model

The greater of **\$1.50 or 33%** commission per goodie bag



# United States Market

**\$5.6 billion**

**Retail to consumer surplus food market size**

# Competition Comparison

 Flashfood®

 Too Good To Go

 goodie bag

**Affordability**



**Supply Variety**



**Customizable Tech**



**On-Trend Brand**



# U.S. Market Opportunity

Total serviceable U.S. shops: **1,063,000**



Too Good To Go

**12,000 shops**



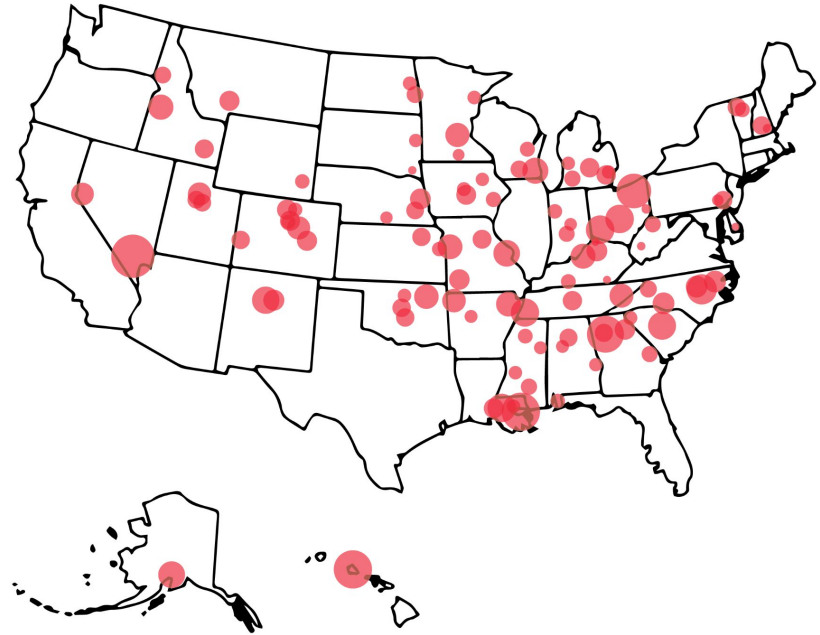
**Flashfood®**

**1,000 shops**

**98.7% untapped**

# Go-To-Market Strategy

- **Capture 25 college markets**
- **\$17M+ ARR**
- **11.5+ million meals** saved annually

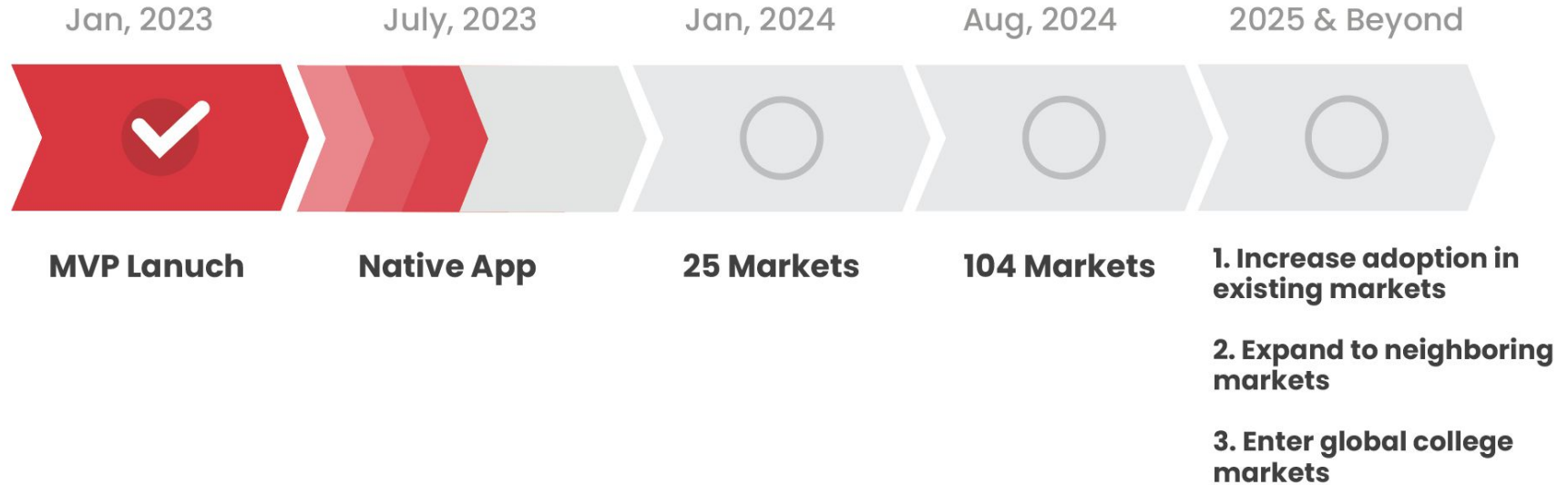


# Traction in Boulder (launched MVP 1/2/23)



23 partners | 420+ unique customers | 1,300+ bags sold | 54% repeat-purchase-rate

# Roadmap



# The Goodie Bag Team

**Luke Siegert**



**CPO**

CU Boulder Arts & Sciences 22'  
Creative Technology & Design

**Eddy Connors**



**CEO**

CU Boulder Leeds School of Business 21'  
Strategy & Entrepreneurship

**Leo Sipowicz**



**CTO**

CU Boulder Engineering 23'  
Computer Science

**Wyett Considine**



CU Boulder Engineering 23'  
Data Analyst Intern

**Alec Rodriguez**



Fort Collins Sales Director

**Jay Mays**



Sales Strategy Advisor  
25+ years in sales

**Tim Miller**



Team/Culture Advisor  
CEO from startup to IPO

**Derek Fansler**



Product Design Advisor  
Tech director/creative/VP

**Thejas Kiran**



CU Boulder Engineering 23'  
Data Analyst Intern



**Help scale  
our mission!**



[app.goodiebag.co](https://app.goodiebag.co)



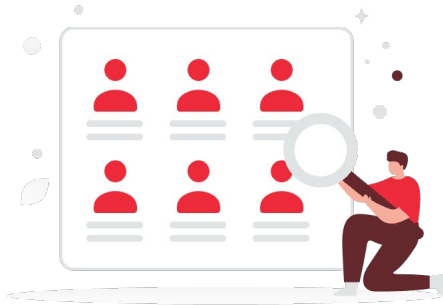
[eddy@goodiebag.co](mailto:eddy@goodiebag.co)



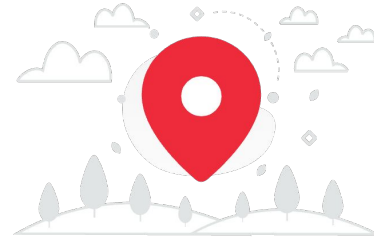
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# **Product Demo Video (1 minute)**

# Scaling Strategy - Plant seeds *then* water



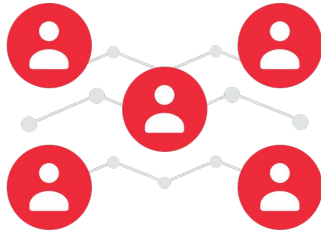
**Capitalize on first mover's advantage** by launching in new markets with 5 partners and 500 customers.



**THEN**

**Increase adoption** and expand to neighboring communities.

# Sales Strategy - Partner



**Sales team;** in-person and commission-based.

+



**Digital turnkey;** AI assisted email outreach & remote onboarding.

# Marketing Strategy - Customer



**Branded materials**



**Student ambassadors**



**University partnerships**



**Geo-based social media ads**



**Refer-a-friend promos**