



**Vinder**  
Neighbors Feeding Neighbors

# The Problems



## Home Gardener

- 1) Homegrown produce going to waste
- 2) Difficult to distribute

## Consumer

- 1) High Organic Premium
- 2) Homegrown produce not easily accessible
- 3) Lack of connection to food system

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Cite:

<https://apps.ams.usda.gov/MarketingPublicationSearch/Reports/stelprdc5110552.pdf>

<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC2984095/>

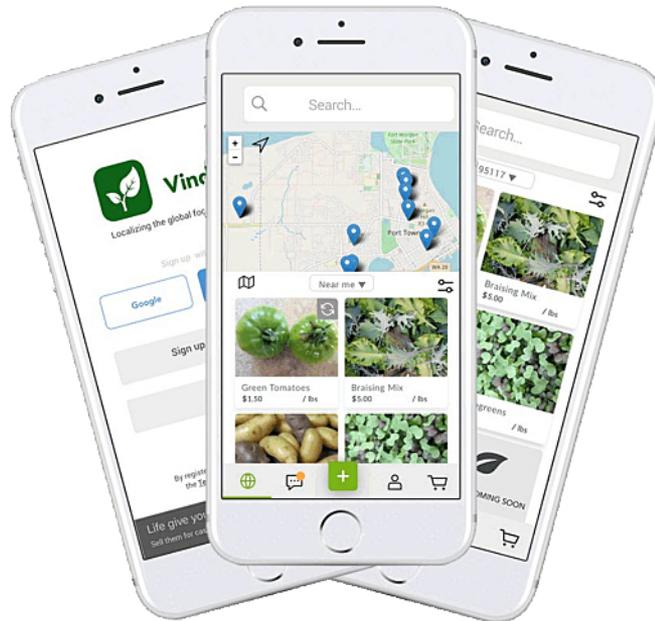
<https://www.ers.usda.gov/amber-waves/2016/may/investigating-retail-price-premiums-for-organic-foods/>

**Confidential**

# Solutions and Business Model



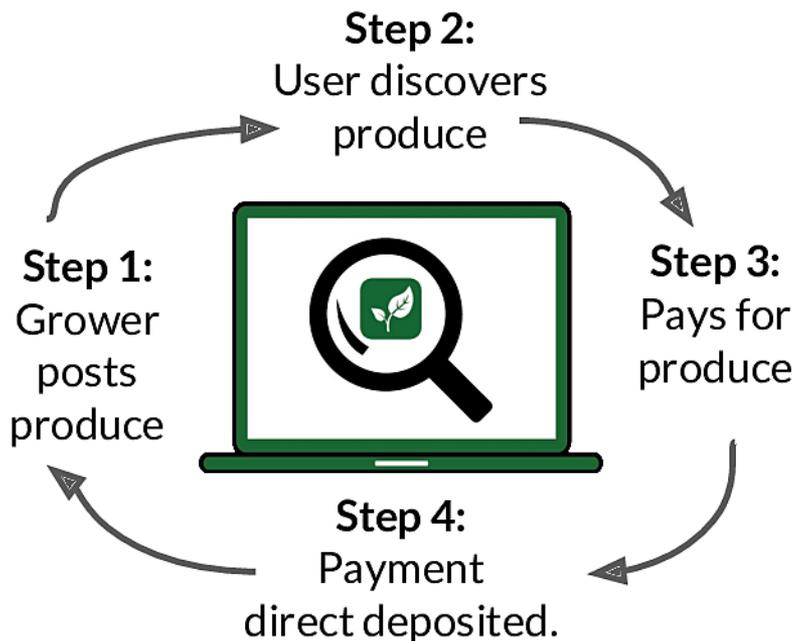
A web/mobile platform to buy/sell/trade with neighbors. Vinder takes a **20% service fee** from every order.



\*Once registered, convenience, ease of use, and selection keep users from side stepping the platform.

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# How Does it Work?



**Step 5: Users Handle Delivery**



# Vinder Journey

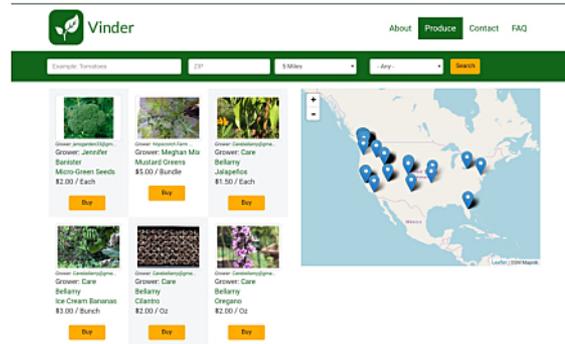


## Validate Idea



2016

## Validate Scalability



2017

## Dominate



Today



# Engagement Metrics



AVG Order Size: **\$15.88**

AVG Service Fee: **\$3.17**

Buyer Retention Rate: **77%**

Grower Retention Rate: **90%**

\*AVG Garden Size: 600 sq. ft.

\*\*Garden Growth +20% Y.O.Y

Net Promoter Score: **74**

Cite:

<http://masterofhort.com/2014/03/home-gardening-statistics/>

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# Who Uses Vinder



## Buyers



Age: 25-45  
Work Full Time  
No garden  
Buys local/organic  
Prefers delivery

## Growers



Age: 45 - early 60's  
Retired-fixed income  
Hobby Gardeners  
Always have excess  
Desire to socialize  
Support community

# Total Market



Cite:  
<http://time.com/money/4282793/gardening-grocery-savings/>  
<https://garden.org/special/pdf/2014-NGA-Garden-to-Table.pdf>

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# Current Addressable Market



**Austin, TX**  
**\$19.6 M**

\*AVG Amount of excess produce in single family home gardens = \$200 per garden

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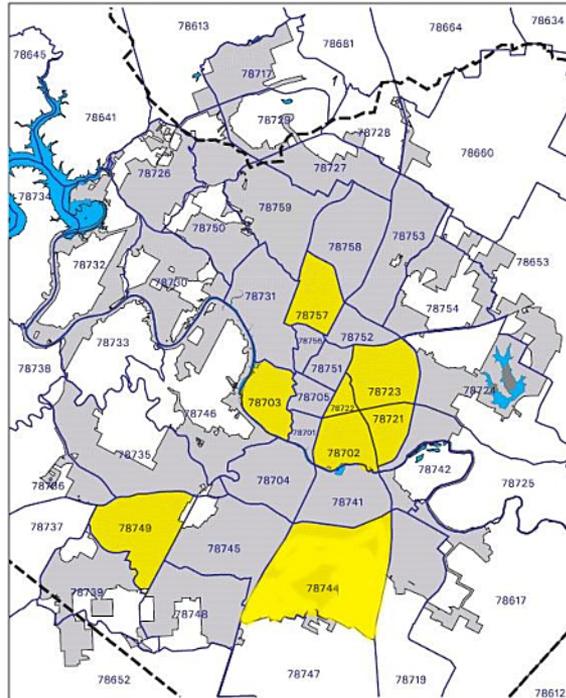
# Go-to-Market Strategy



## Targeted Ads



## Zip Codes



## Partners



**CACG**  
Coalition of Austin Community Gardens



SUSTAINABLE FOOD CENTER



**ROCKY MOUNTAIN  
SEED ALLIANCE**

# Future Expansion Markets



**Seattle, WA**  
**\$23.5 M**



**Dallas, TX**  
**\$15 M**



**Houston, TX**  
**\$13.1 M**



**Los Angeles, CA**  
**\$44.7 M**



**San Francisco, CA**  
**\$64.6 M**



**Atlanta, GA**  
**\$13.3 M**

\*AVG Amount of excess produce in single family home gardens = \$200 per garden

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# Vision



## The Largest Neighbormade Grocery Store With No Inventory



**Produce**  
**A.O.V = \$16/ week**



**12 months**



**Value-added Goods**  
**A.O.V. = \$77/ week**

\*A.O.V. = Average Order Value

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# Revenue Streams



- 1) **20% Service Fee**
- 2) **\$99 Annual Premium Grower Membership Fee**
- 3) **\$99 Annual Premium Buyer Membership Fee**
- 4) **Grower Insurance**
- 5) **SNAP/EBT Acceptance**

# Competition



High Community Connection



Offline  
Transaction

Online  
Transaction



Low Community Connection

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# 1st Funding Round



**750K** → **18 months** → **\$91K**

(3,700 orders)  
0.25% Conversion



A photograph of a market stall with wooden crates filled with fresh produce, including red tomatoes and green apples. A person's hands are shown holding a single apple. A digital scale is visible on the right side of the stall. The background is slightly blurred, showing other people and market activity.

**+\$73K**

**Social Income**

A person with long hair, wearing a green tank top, is shown from the chest up, holding a handful of dark soil in their right hand. The soil is falling through their fingers, creating a dynamic, blurred trail of earth. The background is a lush, green forest with various plants and trees, suggesting a natural, outdoor setting. The overall tone is earthy and focused on environmental themes.

+800

Jobs

A large pile of various vegetables and fruits, including potatoes, carrots, tomatoes, and leafy greens, with the text "29,000 lbs Food Saved" overlaid in white.

29,000 lbs  
Food Saved

# 2nd Funding Round

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**\$7M** → **24 months** → **\$7.3M**  
(303K orders)  
0.25% Conversion



A photograph of a market stall. A person's hand is holding a green apple over a wooden crate filled with red apples. In the background, there are more crates of fruit and a scale. The text '+ \$5.8M' is overlaid in large white font.

+ \$5.8M

Social Income

A person with long hair, wearing a green tank top, is shown from the chest up, holding a handful of dark soil in their right hand. The soil is falling through their fingers, creating a dynamic, blurred trail of earth. The background is a lush, green forest with various plants and trees, suggesting a natural, agricultural setting. The overall tone is earthy and vibrant.

**+65K**

**Jobs**



2.4M lbs  
Food Saved