



**Vinder**  
Neighbors Feeding Neighbors

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# 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/>

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# Solutions and Business Model



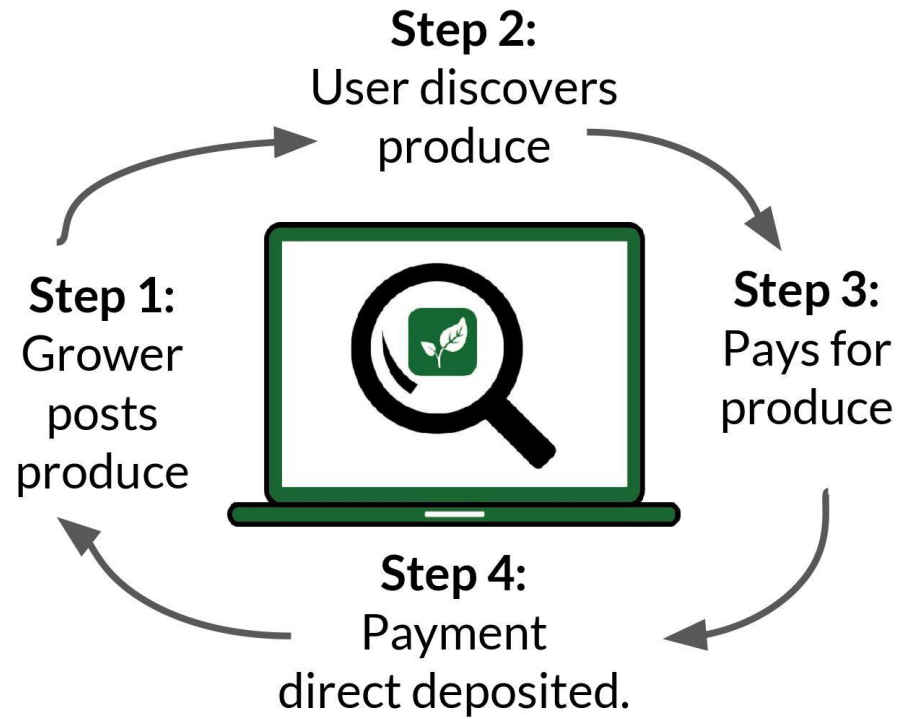
A web/mobile platform to buy/sell/trade with neighbors. Vinder takes a **20% service fee** from every order.



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

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# How Does it Work?



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# Vinder Journey



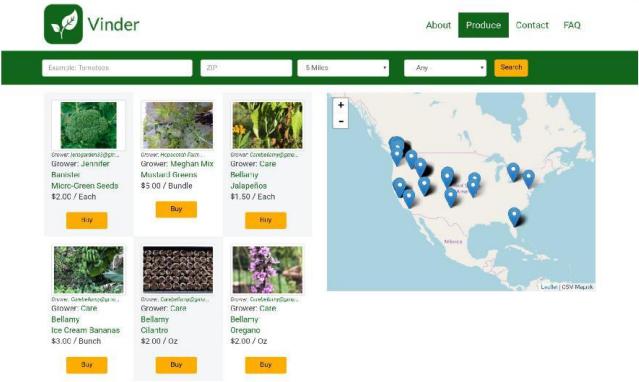
## Validate Idea

## Validate Scalability

## Dominate



2016



2017



Today



# Engagement Metrics

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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

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# 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 Markets

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**Austin, TX**  
**\$19.6 MM**

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

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# Go-to-Market Strategy

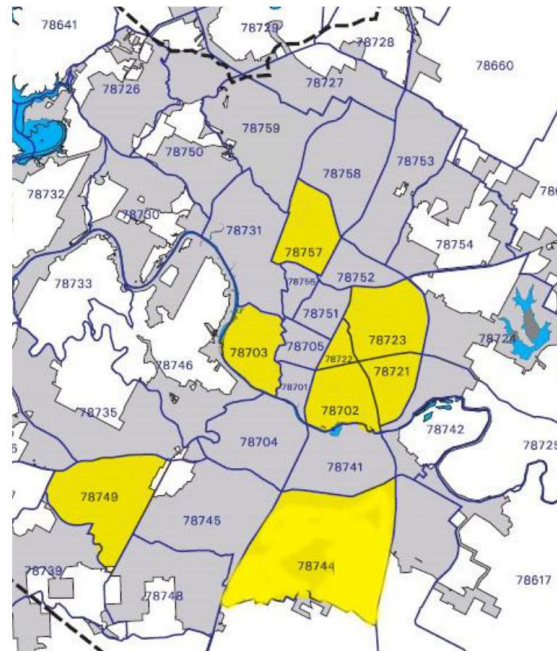


## Austin, TX

### Targeted Ads



### Zip codes



### Partners



**CACG**  
Coalition of Austin Community Gardens

**YARD**   
**MARKET**  
**COOP** 

**sfc**  
SUSTAINABLE FOOD CENTER

# Future Expansion Markets



**San Antonio, TX**  
**\$12.1 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

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- 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

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**750K**  **18 months**  **\$91K**  
(3,700 orders)



A photograph of a market stall with a wooden counter. A person's hand is holding a green apple over a crate filled with red fruit. A scale is visible on the counter. The background is blurred, showing other people and market items.

**+\$73K**  
**Social Income**



A photograph of a person's hands holding a large amount of dark, rich soil. The soil is falling through their fingers, creating a dynamic, blurred effect. The person is wearing a green tank top and is standing in a lush, green outdoor environment. The background is filled with various green plants and foliage, suggesting a garden or a natural setting. The overall tone is earthy and vibrant.

**+8000**

**Jobs**



A large pile of fresh vegetables, including potatoes, carrots, tomatoes, and leafy greens, is shown. The vegetables are piled together, and the text "29,000 lbs Food Saved" is overlaid in the center.

29,000 lbs  
Food Saved



# 2nd Funding Round

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**\$7M**  **24 months**  **\$7.3M**  
(303K orders)



A photograph of a person's hand holding a green apple over a wooden crate filled with red apples in a market setting. The background is slightly blurred, showing other people and market stalls. The text is overlaid in white, bold font.

**+\$5.8M**

**Social Income**





**+65K**

**Jobs**





2.4M lbs  
Food Saved