

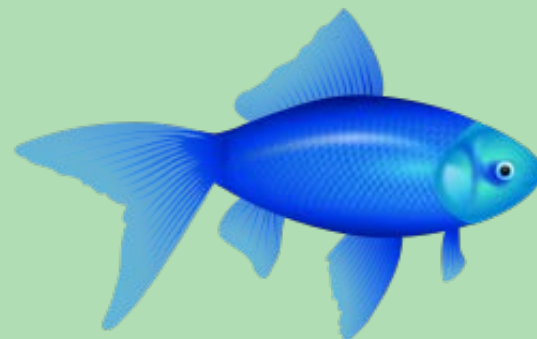
FOCUS  FOODS

**Fresh. Organic. Community-oriented. Urban. Sustainable.**

Julia Kurnik  
Geoff Becker

# FOCUS Foods

---



# The Environmental Problem



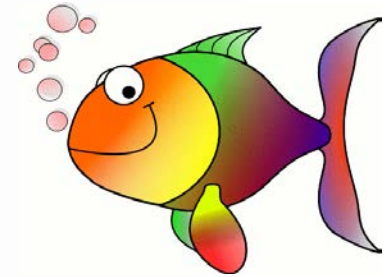
- Agriculture today is unsustainable...
  - 14% of US greenhouse gas emissions
  - \$2 billion lost annually from cropland erosion
  - >5 billion lbs pesticides used annually
  - >80% of potable water use
- ...even as we need to feed more and more people
  - Global population >9 billion by 2040
  - Need to produce 60% more food

Source: EPA, USDA, Cornell University, UN

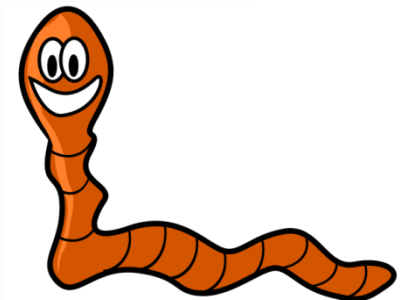
# The Solution: Aquaponics



**#1 - Fish  
produce  
waste**



**#2 - Worms &  
bacteria  
convert waste  
to fertilizer**

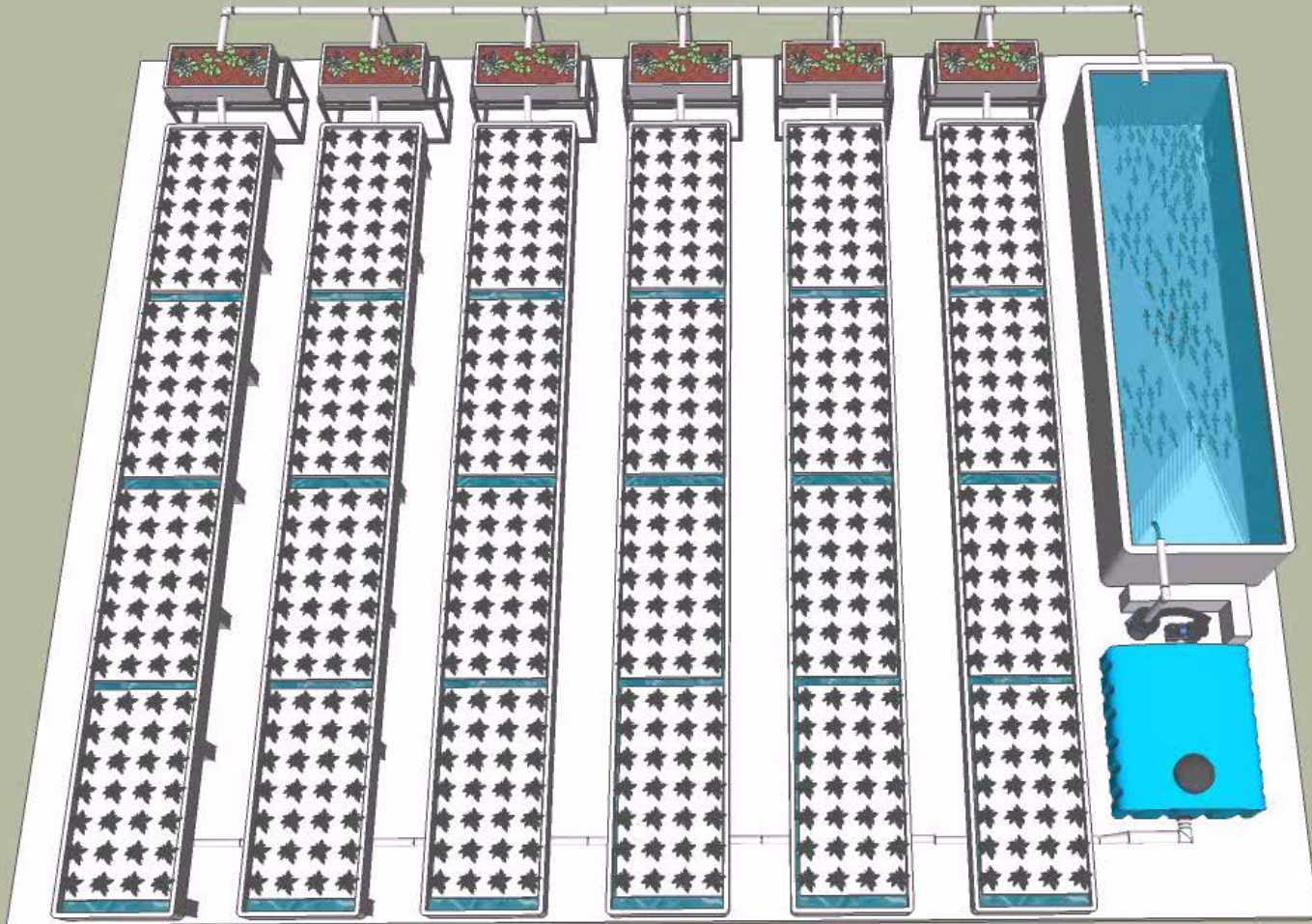


**#3 - Plants  
eat fertilizer  
and grow**

**#4 - Clean  
water goes  
back to fish**

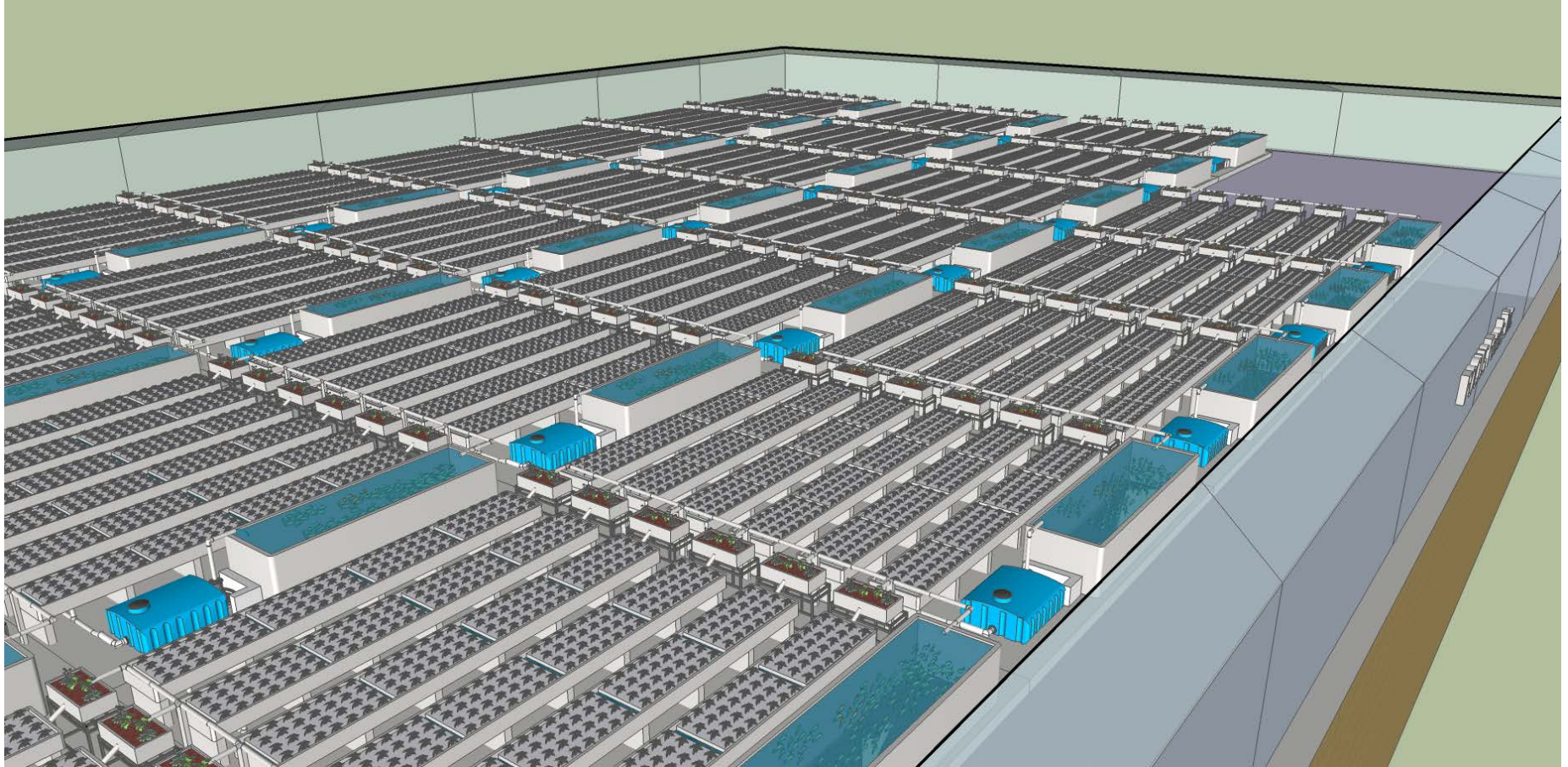


# The Solution: Our System





# The Solution: FOCUS Foods



# Business Model

---



Build Farm



Grow Food



Harvest Crop



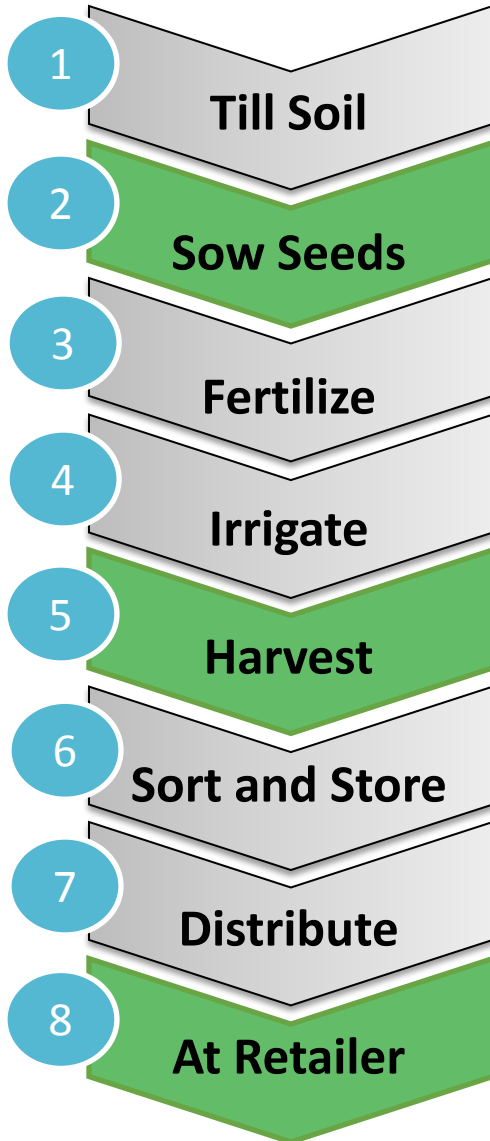
Sell Product

# Business Model





# Value Chain



- Vastly simplified
- 5 steps removed
- Our value chain:
  - Plant seeds
  - Harvest
  - Already at retailer

# Cost Advantage



Our Operating Margin: 25%  
Conventional Farm Operating Margin: 10%

	% Improvement	5 year Cumulative Cost Benefit
Faster Growth (year-round aquaponics)	300%	\$11,139,350
Cuts in Transportation Costs	99.76%	\$7,977,508
Low-run Costs (water, fertilizer, pesticide decreases)	95%, 100%, 100%	\$2,177,102
Reduced Weather Variability	7%	\$1,039,670
Decreased Spoilage	10%	\$983,261
<b>TOTAL</b>		<b>\$23,316,894</b>

# Everyone Benefits



## Environment

- Hyper-local year-round
- No transportation
- No pesticides
- Few inputs



## Community

- Greater nutrient quality & quantity
- Tastier produce
- Local jobs and paid internships
- Neighborhood blight addressed



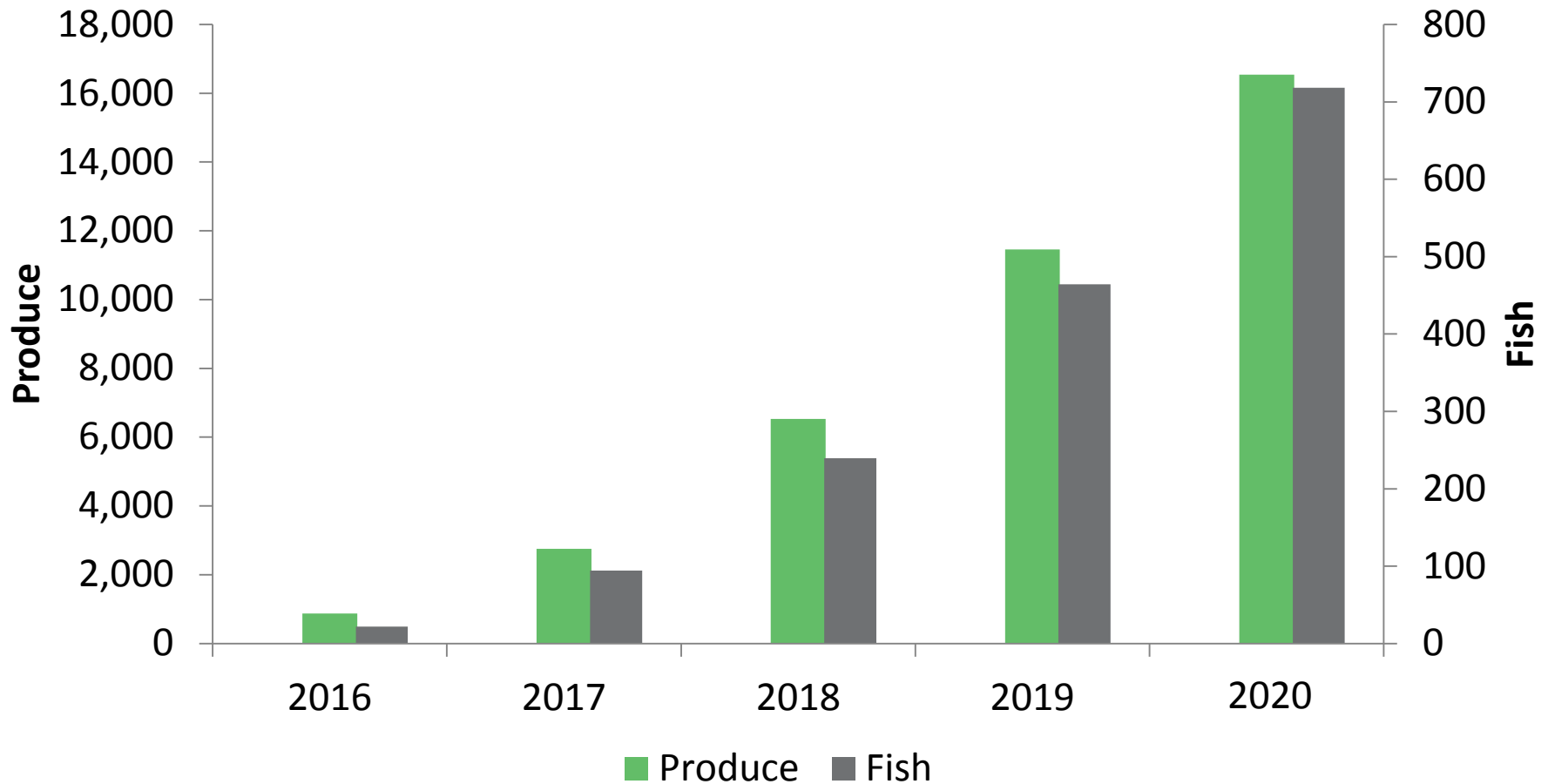
## Customers

- Lower cost
- Organic
- Tastier produce
- Year-round local produce
- Increase sales through demo systems

# Production Capacity



Pounds (thousands)



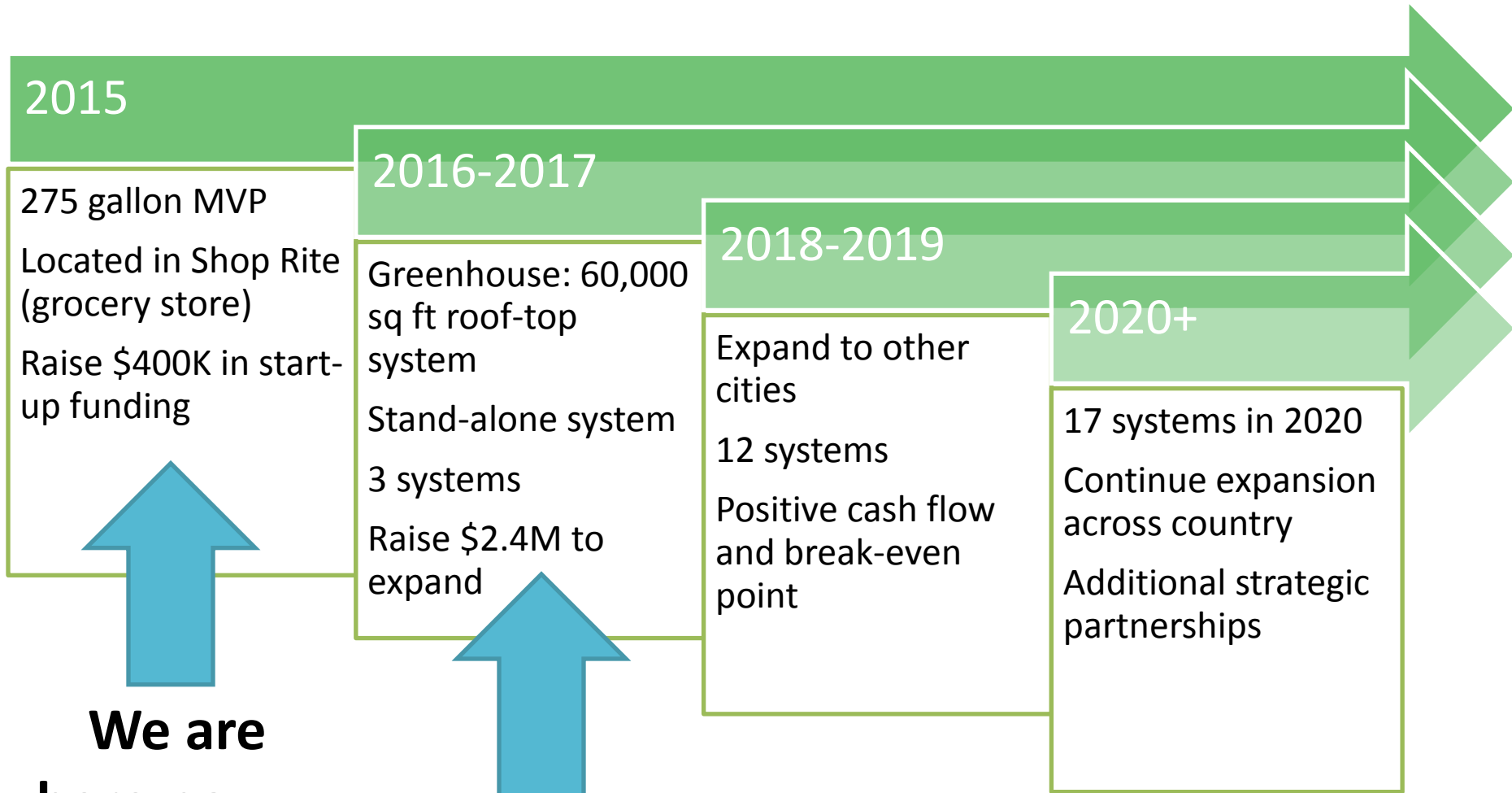
# Product



	2016	2017	2018	2010	2020
Fish	Tilapia	Shrimp	Perch, Catfish	Barramundi	Paco, Bass
Vegetables	Tomato, Arugula, Spinach, Kale, Lettuce, Collard Greens	Watercress, Swiss Chard, Okra, Cucumber, Asparagus, Garlic	Bok Choy, Brussels Sprouts, Zucchini, Pepper, Microgreens	Cabbage, Broccoli, Green Onion, Summer Squash	Beets, Snap Peas, Green Beans, Leek
Herbs	Basil	Cilantro, Rosemary, Oregano	Thyme, Mint	Chives	Dill
Fruit	--	Strawberries	Watermelon, Papaya	Honeydew	Cantaloupe



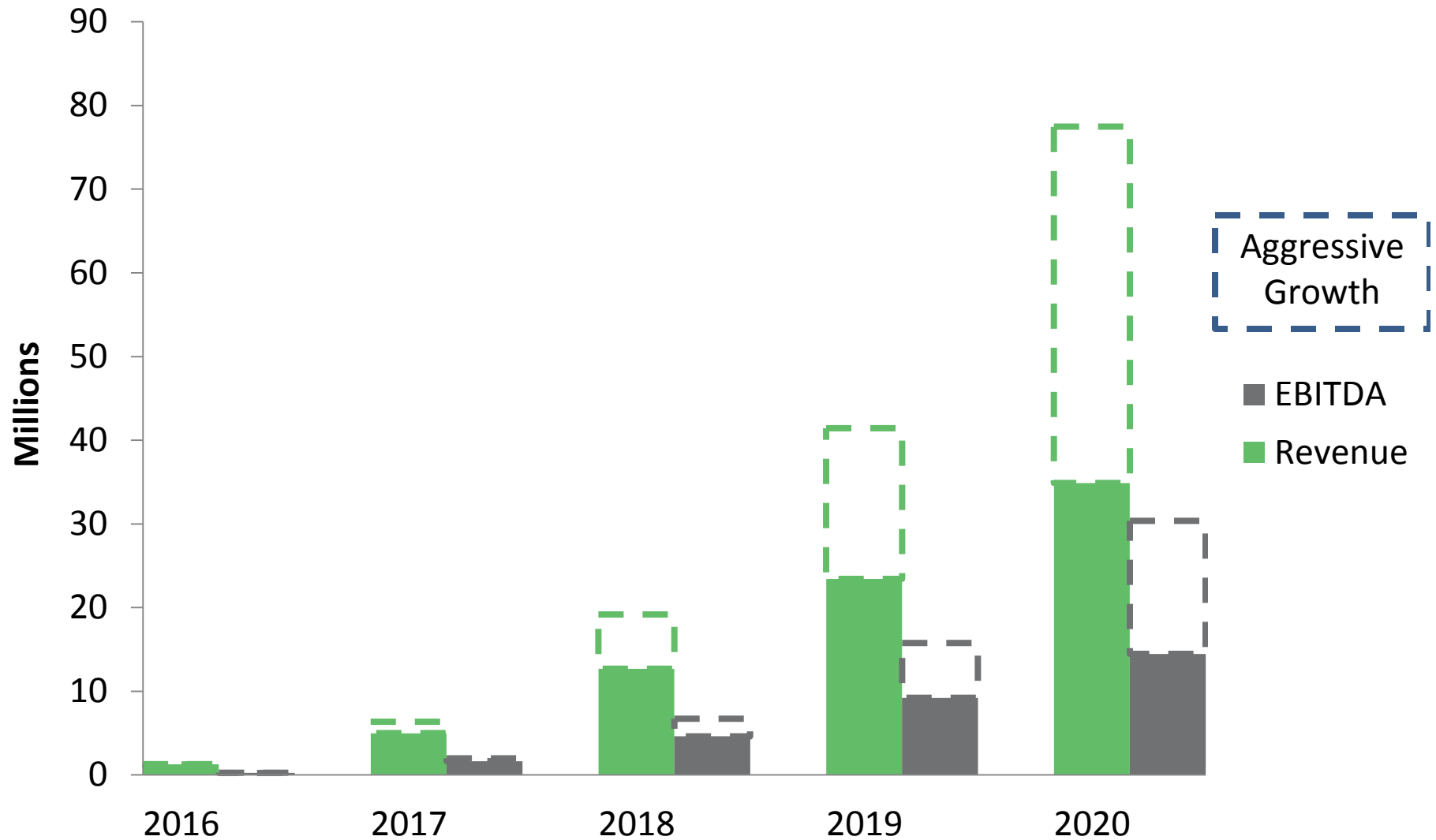
# Roadmap



**We are here now...**

**... Harvard would help get us here**

# Financials



# Our Environmental Impact



## We Save...(Cumulative 5 years)

	Amount	Equivalent to...*
Greenhouse gases from traditional farming (metric tons)	2,022	725 tons of landfill waste
Greenhouse gases from transporting food (metric tons)	610	655,209 lbs of coal burned
Pesticides used (lbs)	5,226	3,556 acres
Topsoil erosion (tons)	10,309	687 full dumpster trucks
Water (million gallons)	264	1,808 US households/yr

\*Sources: EPA, USDA

# Our Public Health Impact

---



“Modern agriculture and food processing techniques lead to a relative reduction in the micronutrient content of common foods... [AND]...associations exist between micronutrient deficiencies and obesity in different populations “  
- NIH

# Our Team



## **Julia Kurnik, Co-Founder and CEO**

MIT SB, Wharton MBA, Harvard Kennedy School MPA

Start up experience

- Re-invigorated National Women's Business Council in the Small Business Administration
- Developed successful new product at educational software start-up
- Served as consultant at social enterprise incubator

Successful political field organizing skills

- Grew Obama field office from 0 to 15 employees, exceeding 220,000 vote goal by 5%



## **Geoff Becker, Co-Founder and CFO**

MIT SB

Invented innovative product

- Designed and patented a unique cold backpack technology to transport vaccines in developing countries

Financial Expertise

- CFO of resulting backpack company
- Nine years trading at Susquehanna International Group



# Vision

---



To combat climate change and reverse the obesity epidemic through the production of fresh, organic, hyper-local, affordable, and sustainable food in urban areas.

FOCUS  FOODS

**Fresh. Organic. Community-oriented. Urban. Sustainable.**

Julia Kurnik  
Geoff Becker