

GOODR

Feed More // Waste Less

Leveraging technology and logistics
to get food to those who need it most

MEDIA KIT





Goodr uses technology and logistics to reduce food waste and end hunger.

We're on a mission to eliminate food waste and hunger through the power of technology.

Each year, 40 million Americans go hungry while 80 billion pounds of food end up in landfills. Businesses are currently missing out on \$40 Billion in unclaimed tax incentives.

At Goodr, we believe that hunger isn't a scarcity issue. It's a logistics issue. Even with many social programs that aim to end hunger, the current food supply chain ecosystem in the United States has failed to solve this problem which has grown into a national epidemic.

We believe the solution is simple: Feed more, waste less. Goodr provides a secure ledger that tracks an organization's surplus food from pickup to donation, delivering real-time social and environmental impact reporting analytics. The Goodr model aims to provide a triple-win solution by improving an organization's bottom line through charitable tax donations, reducing its greenhouse emissions from landfills and getting its edible surplus food to local communities in need.

Impact Statistics



30 million

meals served
to people in need



3 million

pounds of food
diverted from landfills



6.2 million

carbon emissions
prevented

Services



HUNGER RELIEF SOLUTIONS

We work with businesses, nonprofits, governments, sports teams and schools to provide quality food to local communities through grocery delivery, pop-up grocery stores, student snack packs, and courier services.



Grocery Stores

- Focus on low income areas
- Provides high quality food in 'food deserts'



Delivery

- Low income and senior focused

FOOD WASTE SOLUTIONS

When a company is transparent in the conduct of their business and puts in the effort to make their intentions clear, it makes them trustworthy and credible in eyes of the public.



Goodr SaaS

- Business Tax Benefits
- Track/reduce waste



Food Collection

- Organics Recycling
- Surplus Food (for Food Distribution business)

Business Model



Surplus Food Recovery / Organic Recycling

We charge a volume-based fee for service



SaaS

We charge a subscription fee to access to our proprietary platform



Community Activations

We charge businesses a sponsorship fee to produce activations supporting the local community



Food Delivery

Goodr has built a cost-plus model which covers base costs of food, labor and supplies with a profit margin for Goodr service added in



Proprietary Technology



Goodr solves the two-sided issue of food waste and hunger with services built on its proprietary logistics solution.

1

Schedule pick-ups
on demand

2

Track delivery
in real-time

3

Get live updates on tax
deductions, community
impact and environmental
impact reduction

Creating impact with leading businesses.

From restaurants to airports, we're proud to partner with leading businesses throughout the US to rescue and distribute surplus food to local nonprofits.



Customers



ANNIE HORN

**Social Responsibility Program Manager,
The National Basketball Association (NBA)**

"We first partnered with Goodr in March 2021 to execute 16 pop-up grocery stores in one day for the 2021 NBA All-Star Weekend. During that weekend, we served over 3000 families providing over 1 million meals.

"I'm happy to recommend Goodr's food distribution services. They have shown they are sustainable, efficient, and genuinely care about feeding more, wasting less."



ANDREA CARTER

**VP – Corporate Social Responsibility,
Atlanta Hawks & State Farm Arena**

"When the COVID-19 pandemic hit, we wanted to expand our reach and serve more communities in metro Atlanta and knew to reach out to Goodr. We partnered on a series of 10 pop-ups serving over 500 families weekly. In addition, Goodr executed over 150 door-to-door grocery deliveries to families and seniors sheltering-in-place, resulting in millions of meals served.

Goodr's flawless execution and professionalism have made for a worthwhile partnership, and I'm excited about our future work together."



ANDREW JONES

**Facilities Project Manager – Sustainability,
Hartsfield-Jackson Atlanta International Airport**

"Goodr's technology delivered real-time community and environmental reporting and analytics, allowing us to optimize purchasing decisions and reduce waste faster.

To date, Goodr has recovered over 500,000 lbs of food resulting in millions of meals served to local nonprofits. I'm happy to recommend Goodr and am looking forward to our continued work together."



“Hunger isn’t a matter of scarcity;
it’s a matter of logistics.”

Jasmine Crowe
Goodr Founder & CEO

About Jasmine Crowe



Jasmine Crowe is an award-winning social entrepreneur, TED Speaker, and leader who is working to make the world a better place. Jasmine's goal is to foster change and create awareness about the leading socioeconomic issues and challenges of today, including poverty, food waste, and hunger. In 2018 she became the 35th black woman to raise more than \$1 Million in venture capital for her business. She has been featured on CNBC, Oprah Magazine, Inc., Forbes, Fast Co., NY Times, and named by Entrepreneur Magazine as one of the top 100 influential female founders.

In 2017, after years of feeding people experiencing homelessness from her own kitchen, she launched Goodr, a sustainable waste management company that leverages technology to combat hunger and reduce food waste. Under her direction, Goodr has redirected over five million pounds of surplus food from restaurants, event centers, airports, and businesses to the millions of people who are food insecure. During the start of the pandemic, Goodr pivoted to food distribution by organizing pop-up grocery stores for the community as well as launching a grocery delivery program that provides weekly delivery to seniors to over 2,000 seniors. Goodr clients include Hartsfield Jackson Airport, NBA, Atlanta Hawks, Atlanta Public Schools, and many more. Since March of 2020, Goodr is responsible for providing over two million meals to people in need.

Jasmine recently wrote her first children's book, Everybody Eats, which teaches youth about hunger, compassion, and empathy. A resident of Atlanta, GA, Jasmine is a new mom to her three-month-old daughter Journey. She enjoys spending time with her fiancé, family, and friends and is an avid traveler who has visited over 30 countries. Jasmine sits on several nonprofit boards, continuing to use her time for good. She is truly living a purpose-driven life.



Goodr Grocery Store

In 2021, Goodr extended its hunger relief solutions by opening the first in-school free grocery store in Atlanta. In partnership with Grammy-nominated recording artist Gunna, and donations from Rebook and Foot Locker, The Goodr Grocery store allows families at Ronald E. McNair Middle school to shop for food, toiletries, household items, clothing, and shoes - minus the price tag.

Goodr's goal is to bring this free grocery experience to more schools, nursing homes, and community centers around the world.

As Seen On



The Washington Post



ESSENCE



The Goodr Foundation

With Goodr's mission to Feed More, Waste Less, the Goodr Foundation strives to end world hunger by cultivating countless resources for Goodr's nonprofit partners. To truly disrupt the cycle of food waste, the Goodr Foundation focuses on providing our nonprofit partner network with micro-grants for kitchen equipment and organic recycling programs. The Foundation also takes a hands on approach to the health and wellness of the communities we serve by offering complementary ServeSafe trainings for all nonprofit chefs, along with healthy cooking demos and pop-up grocery stores in areas considered to be food deserts. The Goodr Foundation ultimately seeks to sustain a strong community of companies and nonprofit organizations working together to end hunger for all.

The Goodr Foundation also hosts the Neighborhood Eats program every Saturday in underserved communities. Through Neighborhood Eats, the Foundation provides snack packs, meals, enrichment activities, resources, and tutoring to children of the Thomasville Heights community. The Goodr Foundation has also sponsored field trips to the Atlanta Zoo and the Georgia Aquarium.

With your support, we can make a huge social and environmental difference in the world!



Press Highlights



“This App Delivers Leftover Food to the Hungry, Instead of the Trash.”

FASTCOMPANY

“10 Startups outside of Silicon Valley to watch in 2019.”

VentureBeat

“Meet Goodr, the company using blockchain technology to reduce food waste”

 **CNBC**

“How One Atlanta Startup Solved The Biggest Problem In Food Waste Recovery”

Forbes

50 World-Changing Startups to Watch in 2019 - #20

Inc.



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