



# Powered by Moxie brings local produce and snacks to your office... in all reusable packaging!



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## Environmental Problem

**Resources:** Production, use, and disposal phases of **grocery packaging** have negative environmental impacts that are amplified through single-use behaviors

**Industries:** Since plastics were created, **90.5%** of all plastic has **never been recycled**, and over 40% of plastic produced goes to the **packaging industry**

**Future Projections:** With current production rates, by 2050, there will be **more plastic than fish** in the oceans. Right now, the full effects of plastic pollution in the natural world are **unknown**

## Customer Problem

**Lack of Healthy Food Options:** Poor nutrition has nearly **3x** the impact on health as low fitness

**Lost Employee Productivity:** Obesity and poor health cost U.S. employers more than **\$225 billion per year in lost productivity**

**Packaging Waste in the Office:** Companies and employees are increasingly concerned about **disposable food packaging waste**

## Value Propositions



### Employers

Increasing Employee Wellness, Productivity, & Job Satisfaction

Connecting the Office with the Local Food System

Decreasing Office Waste



### Employees

Healthy & Locally Sourced Office Snacks

Convenient Access to Subsidized Farmers Market Produce

Low Waste Groceries

## The Powered by Moxie Solution

**Healthy Local Food Delivery:** Employer subsidized Community Supported Agricultures (CSAs) prove to increase healthy eating

**Accessible & Convenient Returnable Packaging:** Returnable packaging provides a **convenient solution to the growing plastic packaging waste issue**

**Insurance Subsidized Food:** Powered by Moxie can be **partially subsidized** through corporate insurance programs that offer **wellness dollars**; **lowering the cost** for employers and employees

## How it Works...



## Market Validation

The team conducted **102+ customer interviews** and **65+ industry expert interviews** to learn the customer and the market demands.

“ **Hosting farmers markets onsite is difficult, expensive, and time- and labor-intensive** ”

- Corporation with on-site Farmer's Market

“ **I love farmers markets, but I struggle to find the time to go** ”

- Elizabeth A. (Aerospace Industry Employee)

“ **The amount of packaging that comes with each Amazon purchase is excessive** ”

- Yvonne L. (Consumer)

## Customer Profiles



### Employers

- Offices with 100-600 employees
- Companies with insurance programs that offer wellness dollars
- Companies that care about employee satisfaction, health, and productivity



### Employees

- Health-minded
- Ages 23-44
- College educated
- Time-limited
- Food quality and sourcing important

## Environmental Solution

The team calculated in the table below that the **Polyethylene terephthalate (PET) Polyester** bag had the **lowest environmental impacts**, when compared to the other bag materials.

Through a **reuse system** with PET Polyester bags, Powered by Moxie can **lower environmental impacts** across the **production, use, and disposal** phases, while increasing access to fresh, local produce through grocery and snack delivery.

	LDPE	Cotton (organic)	Paper	PET Polyester
Week 1	0.166	25.3	0.253	0.483
Week 125	20.75	25.3	31.25	<b>0.483</b>

\*The table is in units of kg of CO<sub>2</sub> eq

## Industry Analysis

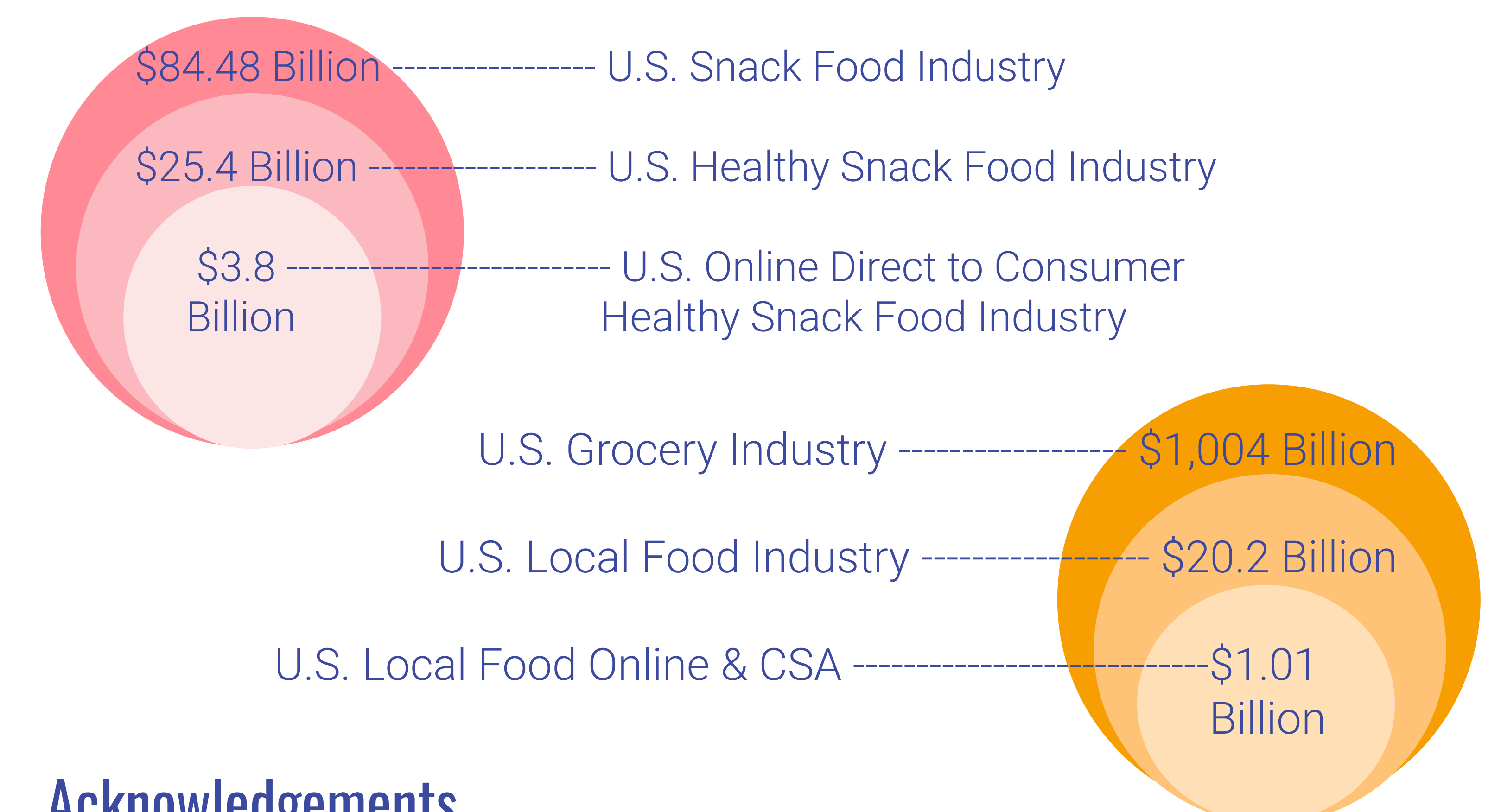
**Office Snacks:** Between 2014 - 2018 there was a **9% increase** in spending on in-office **snacks for employees**

**Reusable Packaging:** The reusable packaging industry is expected to **grow by 6.2%** by 2023

**Local Foods:** The U.S. local food sales grew from **\$5 billion to \$12 billion** between 2008 - 2014

**Employee Wellness:** Improving employee health in the U.S. is a **\$6 billion industry**

## Market Size



## Acknowledgements

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