

# B2Y ROOTS

## VUELVE A TUS RAICES



YOU ARE WHAT YOU EAT. WHAT YOU DON'T EAT BECOMES WASTE.

Eating ultra-processed food is harming our health, and the food packaging, most times unnecessary, is deteriorating our environment by using our finite natural resources and by creating waste when we trash it.

### Health outcomes



60% USA population has at least one chronic disease

### Ultraprocessed food



In USA 60-70% of consumed food

### Food Packaging and Waste Food



224.5(lbs/person/yr)

**Manufacturing packaging uses:** energy, water, chemicals, petroleum, minerals, wood and fibers.

**Manufacturing packaging generates:** air emissions (including GHG), heavy metals and particulates, as well as wastewater and/or sludge containing toxic contaminants.



IT'S ALL ABOUT EDUCATION.

Educating in a personal and customized way, one family at a time, going back to your cultural culinary roots, can prevent and reverse many chronic diseases. Educating people in food/groceries choices with the least packaging REDUCES landfill waste, REDUCES the need to recycle and REDUCES the energy and natural resources to produce excessive packaging in the first place.



VS

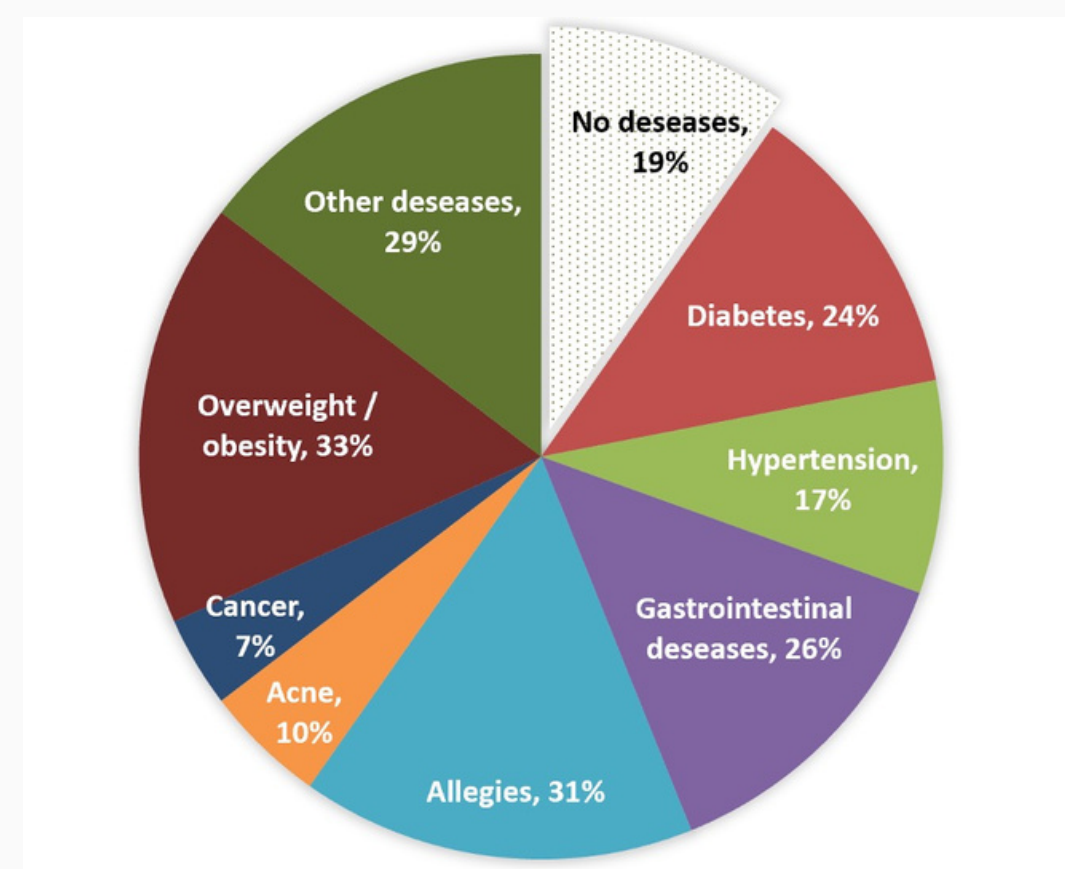


VS



Our market is any person willing to improve their health and environmental impact with a positive change in eating habits and informed grocery choices.

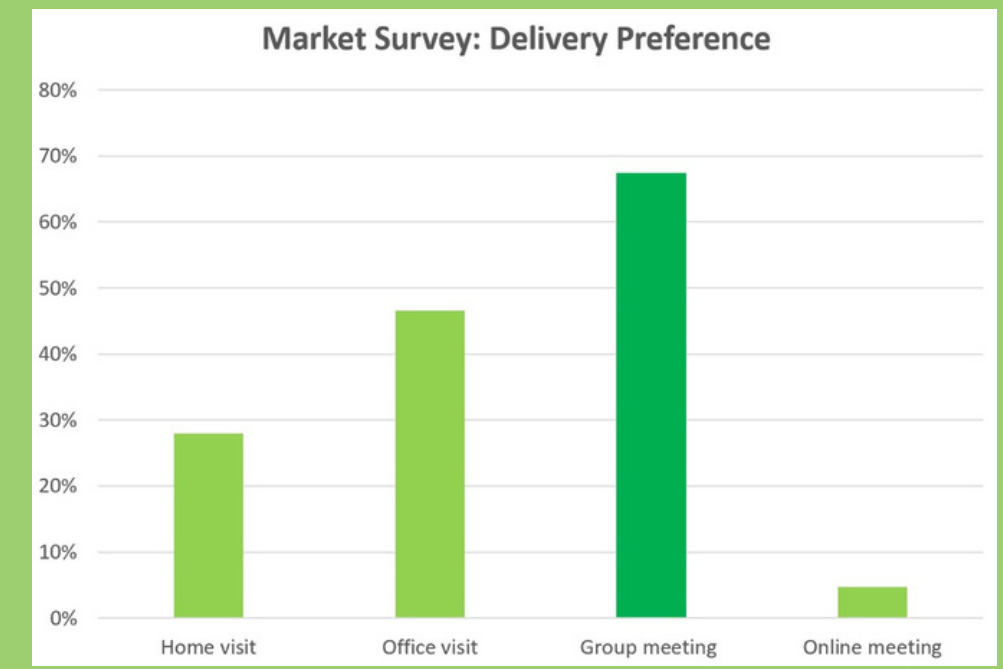
We will start offering our services to the underserved Hispanic community of Whatcom County as they are one of the most affected in terms of chronic diseases. They often also lack the access to relevant information due to the language barrier and level of literacy even in their mother tongue.



**B2YROOTS Survey results (81% our target hispanic population suffer from chronic diseases)**

# OUR PROCESS

Early results of our survey indicate that there will be a demand for both one on one, and group sessions. B2YROOTS will stand out from other competitors by offering customized programs tailored to client preferences. We will offer guidance in nutritional wisdom and healthy habits, conscious grocery shopping, traditional cooking and food preservation classes, personal chef services and awareness of the environmental impact of our grocery choices.

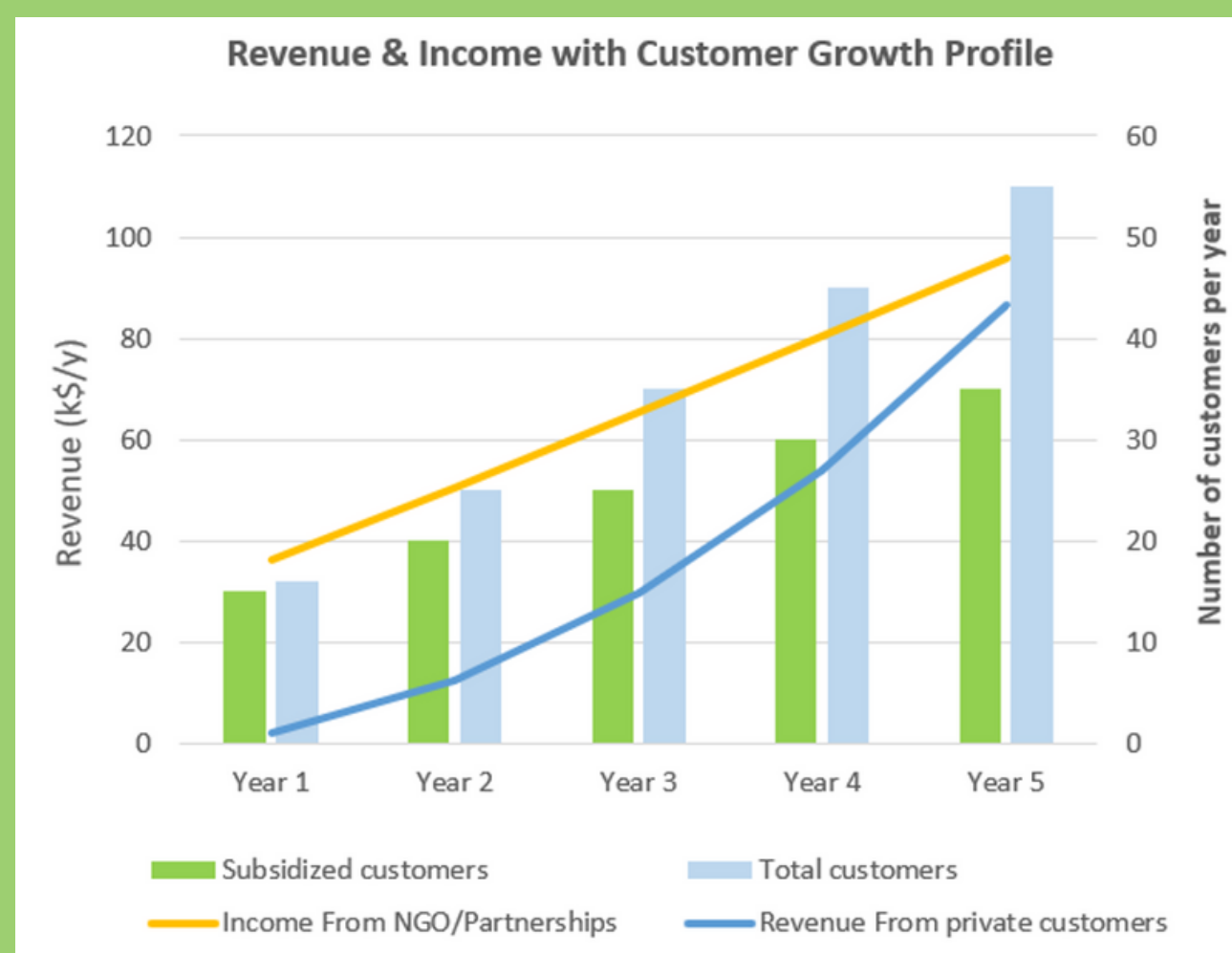


We envision recruiting our most committed and inspired clients as coaches and chefs, replicating our model beyond Whatcom county and beyond the Hispanic community.

# TIMELINE & FINANCIALS

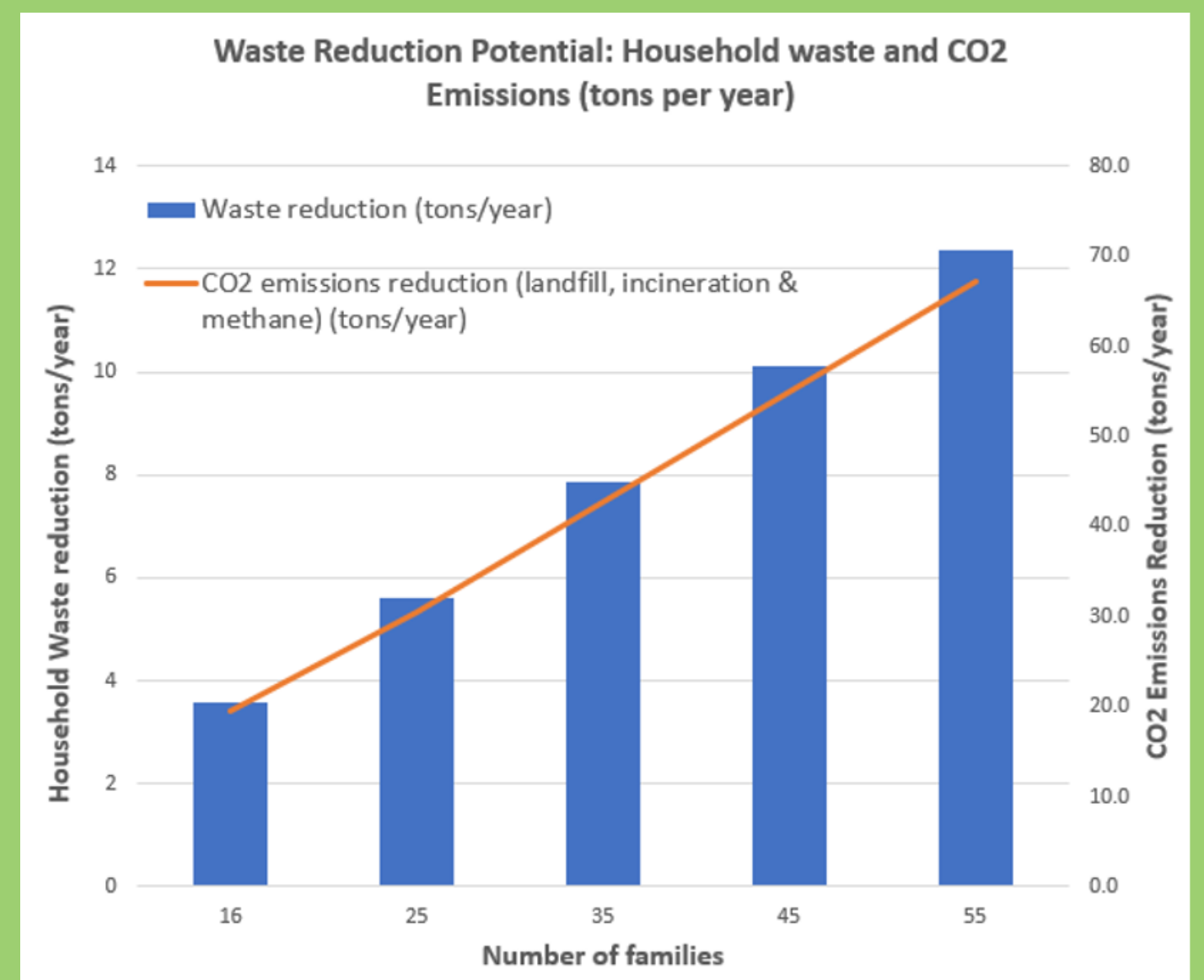
We want to start as a for profit social entrepreneurship company, partnering with nonprofits to launch the project.

After 12 months, 10% of our income would be obtained from private clients willing and able to pay for coaching and personal chef services. At this point we expect to grow our income by 10 to 15% every year from paying clients.



- Customer growth from 16 (mostly subsidized) the first year to 55 (~50% subsidized) on year 5.
- Year 2 approximately 20% of the income comes from private customers.
- Employee base doubles in five years from 3 to 7 coaches.
- Social entrepreneurship becomes progressively less dependent on NGO's/donors/grants and more self-sufficient with private revenue being ~50% of total income by year 5.
- New services progressively offered include online subscriptions, private chef services and group sessions.

# IMPACT



Collaborations:  
 Isabel Meeker (BSD Family Engagement)  
 Liliana Deck (WVU, SBDC)  
 Liz Fikejs (Precycle mentor)  
 Daniel Cruz (Video production)