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HONOREE: Transfertation

Honoree Proposal Description:

Transfertation uses technology to tackle food waste with the help of a dedicated team of independently contracted volunteers and drivers.

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Organization Website:

<http://transfertation.org/>

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The Unfunded List identifies and promotes great social change ideas that have not yet secured funding using a rigorous proposal evaluation process. 2x year, social change-makers around the world send us their best unfunded grant proposals and our committee provides candid feedback to each applicant. All proposals submitted receive helpful feedback, but only those earning the highest evaluations make the twice annual Unfunded List. The enclosed proposal is one of the featured honoree organizations named to The Unfunded List!

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Mr. Ron Gonen
Chief Executive Officer
Closed Loop Foundation

RE: Food Waste Solution Search RFP – Grant Proposal
From: Transfederation, Inc.

Dear Mr. Gonen,

Transfederation, Inc. is pleased to present this grant proposal for your consideration under the Closed Loop Funds *Food Waste Solution Search RFP*. Since its inception in the fall of 2013, Transfederation has been among the leading organizations tackling food recovery. We've established a unique model for food rescue by specifically focusing on events, a previously untouched component of the food waste eco-system. Additionally we've integrated a technology driven model to ensure long-term sustainability and growth. Transfederation has seen substantial early success as corporations throughout New York City have adopted our model and chosen to partner with us. With the help of the Closed Loop Foundation we hope to be able to scale our operations to impact infinitely more lives.

Transfederation has already begun to make an impact on the food recovery space but we are only at the tip of the iceberg. There are hundreds of organizations in New York City alone we have yet to partner with, let alone expanding to other cities. Although food waste has become a greater priority on both the national and state-level there is still a substantial amount of work to be done if we are to hit food waste reduction targets.

To build our organizational capacity to the stage **were** our revenue model covers our entire operation and allows us to scale to hundreds of thousands of pounds of rescued we would like to request a 50,000.00 grant from the Closed Loop Foundation. Regardless, contributions of any size would be greatly appreciated by the entire Transfederation community and those we serve. Please don't hesitate to reach out with follow up questions or information requests via email at Samir.goel@transfederation.org or by phone at 5183647452.

Sincerely,

Samir Goel
Co-Founder & Chair, Transfederation



transfarnation

i. Executive Summary

Transfarnation Inc. is nationally recognized 501©3 non-profit organization, which leverages technology to ensure that excess food from events across New York City, goes toward supporting underserved communities. To-date Transfarnation has rescued over 55,000 pounds of food, which would have otherwise been discarded and are able to feed an individual for an average of 0.63 cents per day. Going forward Transfarnation aims continue its rapid growth and rescue over 250,000 pounds of food annually and reduce our cost to feed a person for a day to 0.25 cents or lower.

Transfarnation was founded in the fall of 2013, by Samir Goel and Hannah Dehradunwala. Both Samir and Hannah had seen first-hand the impacts of poverty and the role that food access creates in creating systemic poverty at the community and individual level. After moving to NYC they witnessed the stark contrast between the excess of many of the events they were invited too and the limitations of many communities they saw regularly. It was this realization and desire to develop a sustainable and scalable solution that resulted in the formation of Transfarnation.

Transfarnation operates in pursuit of creating a seamless system for excess food to go where it is needed. Both corporations and social institutions face pain-points around information exchange and transportation capacity. Transfarnation uses technology and logistics to combat these key challenges. Transfarnation supplements its manual food recovery process with its app built alongside SocialEffort, which enables volunteers to receive real time updates on event opportunities (much like an Uber drive and ride requester). When someone displays interest they are routed to the location, provided with check in/out services, and receive real time detailed instructions. Simultaneously corporations are able to track progress in real time. Should there not be a available community member the Transfarnation staff has the resources to execute the pickup manually.

Transfarnation has created a system designed for rapid iteration and rapid scaling by minimizing all overhead costs. Over the next year Transfarnations main focus will be capacity building and scale so that we can take our current progress and accelerate it.

ii. Qualitification

Samir Goel: Co-Founder, Chair, Vice President

Samir has spent the past years bridging the public and private sector around global social change and connecting passionate and talented individuals to unique opportunities. Samir has garnered experience at LinkedIn working in Sales Strategy & Operations, Customer Success, LinkedIn for Good, and Talent Acquisition. He has supplemented this with prior experience at the United Nations, Venture for America, and co-founding the fintech platform Esusu. Samir grew up in an immigrant family where he learned the value of food access and has spent the past 4 years working in food justice issues. He has volunteered at numerous service organizations, conducted independent research, and



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collaborated with leading ~~in the~~ organizations in the space to develop the background and skills to successfully steer Transf~~er~~nation.

In addition to his company experience Samir sits on the Strategy Board of Trip of a Lifetime and has consulted for the United Nations, Pvblic Foundation, Family Dinner Project, Think Coffee, and recently joined International Connector as corporate development consultant. Samir is a frequent contributor at Quartz, Mogul, Startup Grind, and LinkedIn. He focuses his writing on career search, technology, and social issues particularly gender equality. As a public speaker Samir has spoken at the United Nations, Apple Store Soho, the Moody's Foundation, and among other events.

Hannah Dehradunwala: Co-Founder, Executive Director

Hannah is the Co-founder and Executive Director of Transf~~er~~nation. Having lived in the United States, Pakistan, and Saudi Arabia before college, Hannah recently graduated New York University's Gallatin School of Individualized Study, majoring in the Politics of the Resource Gap. Hannah is also involved with Counseling Pakistan, an initiative to support underserved students in Pakistan and juvenile incarceration research for the purpose of political reform. Her prior work experience includes The Acumen Fund, Corey Booker Campaign, Invisible North, and time as a Paralegal Assistant.

Advisory Board: Our [advisory board](#) is comprised of 10 individuals with a wealth of industry and entrepreneurial experiences at companies including JS Capital, Bank of America, Deloitte, Accenture, NY Food Network, Charity: Water, JP Morgan, RGP, and various other endeavors including founding successful companies and writing best selling novels. Our advisory board brings a track record of success and more importantly a set of skills and insights necessary for Transf~~er~~nation to scale our organization.

iii. Investment Description

a. Problem

Today preventing food waste is no **long** just the right thing to do but a social and economic imperative. In America over 63 millions tons of food is **waste** every year which equates to 218 billion dollars a year in financial value. Of aggregate food waste in America, 85% stems from consumer and business waste. This food waste includes restaurants, grocery stores, events & cafeterias, and household food waste. Transf~~er~~nation focuses on food waste from events and corporate cafeterias as we identified this as the least addressed portion of the food waste space. Transf~~er~~nation aims to tackle the following issues: food waste, landfill accumulation, and food disparity. Through our logistics and technology enabled solution Transf~~er~~nation is able to divert high-quality food from being thrown out in landfills to serving communities with a dearth of quality food options or no food options.

b. Innovative Technology



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Transfarnation began as a purely manual operation. We built partnerships with shelters and soup kitchens with a high volume of individuals served and strategic locations throughout Manhattan. Corporations would then call us to notify us of an upcoming event or an in-process event with a reasonable amount of excess food. Transfarnation then coordinates volunteers to rescue the excess food from these events and transport it to nearby shelters. This model was extremely logistics heavy and limited our scalability. Transfarnation has since transitioned to operating through paid contractors (formerly volunteers) and through a technology based platform.

Currently, Transfarnation operates partially through our app platform, built in collaboration with SocialEffort. The platform enables corporations and Transfarnation volunteers or contractors to connect in an Uber-esque model. Event planners have the opportunity to input their events into the app (ahead of time or in real-time) and it will send push notifications to interested “volunteers” across New York City based on proximity, routing, and interests. If they elect to do the pickup the app provides a full interface with routing, geo-fencing based check-in and checkout, and real time instructions and updates. Simultaneously corporate planners have their own dashboards, which provide them with status updates and any other necessary information. This allows them to focus on their events and clients without worrying about their excess food or post event management. For our volunteers it provides weekly income to supplement other streams of income. In the event that there are no available volunteers Transfarnation will execute the pickup manually.

c. Scalability

Transfarnation has built a business model that is optimized for scale and designed to provide social “economies of scale”. This is at both a city and national level. At the city level Transfarnation will reduce its cost as it gathers more and more partners and daily pickups through more efficient routing and clustering pickups. Instead of executing one-off pickups or having contractors go back and forth location-wise, they would be able to aggregate food from nearby corporations and bring it to shelters in one trip. Additionally, Transfarnation is seeking and actively discussing partnerships with transportation companies for flat-fee pickups to avoid fluctuation on pricing from traffic and time-of-day. As we grow in size Transfarnation will be able to rescue larger and larger amounts of food at lower costs. Currently it costs Transfarnation 0.65 cents on average to feed an individual for a day and within the next two year Transfarnation aims to be below 0.25 cents per day.

Transfarnations national expansion is quite simple. The majority of the clients Transfarnation serves are multi-national corporations with headquarters across major cities in the United States. This means that Transfarnation can leverage relationships with current partners and catering conglomerates including Aramark, Restaurants Association, and FLIK to easily replicate the current model. Our app technology can be implemented anywhere and thus the main task will be to build relationships with local social institutions interested in receiving excess food. The majority of organizations in the



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social sector would welcome an opportunity to receive free high-quality food and would not present a substantial challenge. As Transfertation scales in New York, replicating to major cities including Chicago, San Francisco, LA, Houston, Washington DC, Seattle, Miami, Boston, and will be feasible.

d. Key Risks

Transfertation has always operated in a manner to minimize risk by incurring very limited overhead costs. With primarily variable costs Transfertation could allow success to dictate spending and ensure that costs could be lowered through efficiency gains. Even with this model there are some risks to consider:

Transportation Systems: New York's transportation infrastructure is very different than those of other major cities. When Transfertation expands nationally it will be crucial to build a new operations model for driving based cities. This reality makes it difficult for other food rescue organizations to operate in NYC but in turn makes it more challenging for Transfertation to expand outwardly. However with the appropriate planning and research Transfertation can mitigate this risk.

Operational Efficiency: Transfertation's work is centered around social impact but is entirely contingent on logistics. In order for Transfertation to be successful the organization has to address the question of "What is the fastest way to get food from point A to B repeatedly at scale". Without the most efficient operations and logistics it will be much harder for Transfertation to successfully scale.

e. Financial Model & Impact Model

Transfertation aims to be entirely self-sustaining by the end of 2017. Transfertation's initial funding was primarily grant and donation based. Going forward Transfertation's revenue is projected to come through corporate sales. Transfertation charges corporations on a monthly or event basis in order to cover operating costs. Presently it costs corporations money to throw food away through disposal costs and labor resource costs. Transfertation is able to address this cost, while providing a tax benefit on food donated, and working with corporations around re-branding and impact measurement assets. In addition Transfertation will continue to pursue grants and individual contributions to leverage as working capital for expansion and overhead costs. As the organization grows more income will come from individual contributions and corporate sponsors and less from grants.

f. Metrics & Key Results

Transfertation uses a number of metrics to define and measure **successful**. These include: pounds of food rescued, number of events, number of corporate partners, average pickup size, frequency of pickups, cost per pickup, cost per pickup, cost to feed an individual per day and annually. Transfertation uses the pounds of food rescued and cost to feed individuals statistics in order to determine social impact. To date the organization has rescued over 55,000 pounds of food and can feed an individual at a rate of 0.65 cents per



transfarnation

day. In addition Transfarnation has been able to impact 43,000 lives according to statistics calculated in partnership with The Jefferson Awards Foundation. Transfarnations other statistics are used as efficiency measurements. These statistics are crucial to evaluate operations and long-term scalability. Transfarnation aims to maximize pounds per pickup while constantly reducing time and cost per pickup.

Transfarnation collects these statistics through reporting by social partners and volunteers/contractors. Transfarnation then aggregates these numbers to measure current performance and change over time. Transfarnation is also able to leverage these numbers to calculate detailed statistics for individual partners to provide partners with valuable data and to better understand optimal partnerships.

iv. Grant Amount

Transfarnation would like to request a 50,000.00 grant from the Closed Loop Foundation. This funding is critical to scaling sufficiently to become self-sufficient and to truly test the Transfarnation operating model. Simultaneously every dollar invested is guaranteed to impact lives. The ideal investment is 50,000.00 however, Transfarnation would be greatly appreciative of contributions of any size.

v. Investors and Capital

As a 501©3 non-profit Transfarnation does not provide equity investment and to-date has not taken on debt financing. All investments have come through grants, sponsorships, and donations. Our grantors include The Resolution Project, The Clinton Foundation, Dalai Lama Fellows, The Clif Bar Foundation, New York University and Net Impact for a total of \$35,000.00. Individual and crowd-funding based contributions total approximately \$14,000.00. Transfarnation has also run a fundraising campaign in partnership with LinkedIn for Good which raised around \$38,000.00 Additionally Transfarnation has received a number of pro bono resources including legal representation & contracting, logo and marketing design, subject matter expertise, accounting support, and advisory services.

With a lean operating model Transfarnation has been able to validate its concepts and test through expansion. However, to fully test Transfarnations citywide and national scalability it will require additional funds.

vi. Timeline & Implementation

The project funds allocated to Transfarnation will be applied over Quarter 4 of FY 2016 and Quarter 1 of FY 2017. These funds will be put toward capacity building by allowing us to expand operations to include a number of new partners/clients, purchase any supplies and transit needed, and bring on the staff members needed to execute a successful scaling strategy. With a successful capacity expansion, Transfarnation will rescue 100,000 pounds of food over 2017, which would be at least a 200% increase in year over year in impact.

