Market Size:

Office Snacks

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...

- You customize your order through our platform.
- We source local produce and snacks.
- Your order is delivered to your office.
- You return the packaging to your office.

Enjoy!

Market Validation

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

"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)

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.

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.

<table>
<thead>
<tr>
<th></th>
<th>LDPE</th>
<th>Cotton (organic)</th>
<th>Paper</th>
<th>PET Polyester</th>
</tr>
</thead>
<tbody>
<tr>
<td>Week 1</td>
<td>0.166</td>
<td>25.3</td>
<td>0.253</td>
<td>0.483</td>
</tr>
<tr>
<td>Week 125</td>
<td>20.75</td>
<td>25.3</td>
<td>31.25</td>
<td>0.483</td>
</tr>
</tbody>
</table>

*The table is in units of kg of CO2 eq.

Industry Analysis

- 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)

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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

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