

## TIME WARP CARD

<b>Team Number:</b>	2
<b>Project Focus:</b>	Nutrition
<b>Time Warp Amount:</b>	1 month

### Business Solution:

Our customer segment is low to moderate socioeconomic residents of Vengara Village both with and without children. The problem we have identified is that there is no access to nutritional resources in the village of Vengara, causing decreased energy & motivation and unknown illnesses within children, resulting in people feeling upset, frustrated and helpless in the quest to keep their families healthy.

Our solution is that Project Everest Ventures has become the middle man between customers and producers of a vegetable box which holds broccoli, tomatoes and pumpkin. This product is called 'Nutrient Box'. Customers have the ability to purchase either a vegetable box with enough food for one week to last a family of 4 or for one person. The cycle begins with a farmer, Ferdinand, growing the crops, harvesting the crops and having them be delivered to Sangria for packing. 'Nutrient Boxes' are then collected by a delivery service and delivered by us to our customers in Vengara. This solution addresses the problem and customer segment as it provides convenient access to nutritional resources which will decrease diet related illnesses and empower parents to take care of their family's health needs, changing their previously negative emotions to positive ones.

### Key Stakeholders:

We have two key stakeholders: Ferdinand who is the producer and the low to moderate socioeconomic residents of Vengara Village who are the buyers.

Ferdinand's involvement with our product is that he grows and provides the vegetables for the Nutrient Box. His future direction with our product is to increase produce of vegetables and continue providing his vegetables to distribute in our Nutrient Box.

The residents' of Vengara Village involvement with our product is to be our customers and referral segment in the community. Their future direction with our product is to continue to

purchasing our 'Nutrient box' and contribute to its improvement. This is in regards to the variety of food and their grouping in the orders.

### Financial Breakdown:

Products Sold:	4
Capital Raised:	0
ROI:	0
Gross Profit Margin:	0
Net Profit Margin:	0
Link to Financial Model:	<a href="https://docs.google.com/spreadsheets/d/1jbA8JE6qcGHKkZWQZuPyAnC_qR-NcJ45rUuoNhGXTeU/edit#gid=1184280202">https://docs.google.com/spreadsheets/d/1jbA8JE6qcGHKkZWQZuPyAnC_qR-NcJ45rUuoNhGXTeU/edit#gid=1184280202</a>

### Product Impact Survey:

#### Theory of Change

We will achieve the improval of the overall nutritional variation of the citizens of Amisen by addressing the inaccessibility and lack of affordability in the local community, in regards to food variation through the distribution of local produce directly to consumers..

#### Evaluation Plan

##### What are the intended outcomes of the Project?

##### Positive

Improving the nutritional variation within the diets of the local people

Providing support for the local people in terms of ease of access to our product

Improving the education of local community in regards to nutrition, allowing them to inform their own decisions

##### Negative

- Environmental impact of goods transportation
- May effect importing trade in the future, especially when we considering
- Diminishing sales In the local community markets in regards to vegetables specifically.

##### What indicators will we use to tell if we've achieved the outcomes?

##### *Health in Vergara*

Decreasing the rate at which Vergara's children are experiencing weakness and illness due to malnutrition.

### *Education*

Increasing energy and concentration of children in schools, improving overall literacy rates in the community

### *Valuation of Nutritional education and variety*

The valuation of the nutritional education which the consumers in the village will receive, as well as the increased variety of the diets of the consumers.

### **What tools can we use to measure the indicators?**

#### *Health*

An overall decrease in percentage of cases within the local clinic

#### *Education*

Increases in the number of children attending school as well as their grades'

#### *Nutritional Value*

Measured by the increase in customers for our product and the increase in demand for a larger variety of food

## Time Jump Scenarios:

**Gold Case** - *What is the most preferred case for warping ahead in time? Are there major relationships you want to form (list all of them)? Is there a number of sales you want to make (think big but realistic)? Specific areas your team wants to penetrate (maximum number of villages)?*

### **Goals:**

- To increase our customer base and measure over a longer period of time, the customer satisfaction with our product.
- Locate specific areas that can be optimized and improved to decrease costs.

**Area penetration:** Vengara, Keisala

### **Major relationships:**

- Ferdinand: Current provider, sell us the product at wholesale price alongside gaining discounts for bulk orders
- Minister of Environment: Seek government grants to expand and implement our solution
- Papak: tuk tuk driver from Vengara, is possibly interested in transporting goods to the customer, explore distribution options with him.
- Margarita:
- Sangria:
- Elvis: farmer from Jumtha who is interested in providing vegetables such as sweet potatoes for the product.

**Initial sales:** 4

**Total sales:** 30

**Silver Case** - *What is a preferred case for warping ahead in time? Are there major relationships you want to form (top two)? Is there a number of sales you want to make (above average)? Specific areas your team wants to penetrate (at least one)?*

**Goals:** To increase our customer base and measure over a longer period of time, the customer satisfaction with our product.

**Area penetration:** Vengara

**Major relationships (2):**

- Minister of Environment: Seek government grants to expand and implement our solution
- Papak: Identify ways to transport our goods to the customers

**Initial sales:** 4

**Total sales:** 20

**Bronze Case** - *What is the base case for warping ahead in time? Are there major relationships you want to form (only one)? Is there a number of sales you want to make (to show base scale)?*

**Goal:** To gain insight into what features are most responded to and how satisfied the customers are.

**Major relationship:**

- Minister of Environment: Seek government grants to expand and implement our solution

**Initial sales:** 4

**Total sales:** 12