

# Pluck

There is such a thing as a free lunch.

Pluck is a food sharing app targeting local business to share excess food to their communities.

**Why**

# Problem

Food waste is a huge problem

- 220 Billion dollars of Food is wasted every year in the US
- 40% of all food is wasted in the US
- 33% of all food is wasted worldwide
- Food waste is the 3rd largest contributor to climate change

# Solution

## Pluck!

Restaurant and businesses contribute almost half of all food waste in the world! We want to create a distribution center where volunteers can pick up excess food from restaurants to be shared toward other Pluck users.

Businesses that want to become zero-waste will be able to utilize Pluck to minimize their excess food, reduce their environmental impact, and improve their brand image!

# The Mission

To create a social community built on sharing food and reducing food waste.

# The Vision

To reach a million users.

# Competitors and Market Place



# Customer Profile

Customers - Partner businesses that want to become zero-waste

End Users - Anyone at all who want to use Pluck to receive or share free food

Influencers - Volunteers (Pluck Ambassadors) to pick up food from businesses and share out their food onto a food waste platform

Decision Makers - Team members

# Market Strategy

Start with local neighborhood power users that habitually use the app and love it.

Grow through mostly word of mouth (free food makes people talk!). Focus on the first 100 customers and then leverage network effects to spread naturally.

# Team Member

Daniel Tao - programmer with past work building scalable websites for the student body at Penn Labs ([pennlabs.org](http://pennlabs.org))

Need: Programmers, Operators and Early Adopters

# Stage

Pluck is in the idea implementation and validation stage.

# Goals

1st month - Onboard 15 testflight users and two partner businesses

2st month - Onboard six partner businesses, achieve 50 active users

3rd Month - Release public MVP, begin iterating on user feedback at scale

4th Month - Official release to local community