

Leveraging Social Enterprise to Advance Your Impact



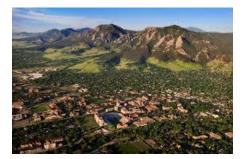
FRANCEA PHILLIPS President Meals on Wheels of Boulder

Email: Francea@mowboulder.org

MEALS . WHEELS AMERICA

Meals On Wheels of Boulder

History



- Founded in 1969.
- Francea President since 1994.
- Serving Boulder, Colorado, pop. 108,000.

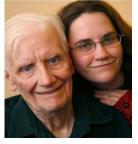
2018 MEALS ON WHEELS ANNUAL CONFERENCE & EXPO

<section-header><section-header><section-header><section-header><section-header><section-header><section-header><list-item><list-item><list-item><list-item><list-item><section-header>

Why are we pursuing a social enterprise?

- Growing funding challenges.
- Desire to extend our reach further in the community.
- Leverage existing capabilities and resources to earn funds and support our core mission.





MEALS . WHEELS'AMERICA

2018 MEALS ON WHEELS ANNUAL CONFERENCE & EXPO



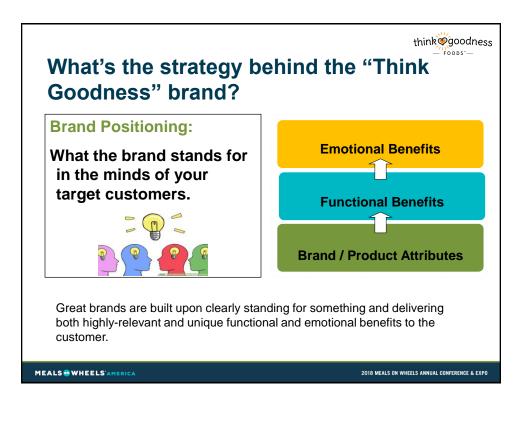
MEALS . WHEELS AMERICA















Brand Positioning (Truly Fulfilling Experience)

REASONS WHY:

1) Savory Ingredients You Can See

2) Fresh From Your Oven

3) An Unbeatable Comfort Food

4) Helping The Community

5) Great For Just About Any Occasion



MEALS . WHEELS AMERICA





1) Strat	egy & Planning	think goodness
Step	Tasks	Status
1) Market Opportunity Assessment	 Research market, customers, competitors. Estimate market size and project viability. 	\checkmark
, 0,	 Brand strategy Product strategy Pricing Sales Channels 	\checkmark
3) Market Readiness	 Brand logo Packaging design Sales collateral Target customer list 	\checkmark
IEALS . WHEELS'AMERICA	2018 MEALS ON W	IHEELS ANNUAL CONFERENCE & EXPO

think goodness

2) Test Market Launch

Step	Tasks	Status
1) Operational Readiness	 Order fulfillment system Inventory & production planning Shipping & delivery process 	In progress
2) Sales Execution	Identify and engage sales partnerBegin customer sales presentations	Pending
3) Marketing Testing & Execution	Web site landing pageAdvertising, social media, PR	Pending
	-000 MERI 6	ON WHEELS ANNUAL CONFERENCE

3) Scale L	think goodness	
Functional Area	Tasks	Status
Ecommerce	Build ecommerce web site	Pending Successful Test Market
Operations	 Contract with commercial kitchen or contract manufacturer 	"
Sales	 Hire additional sales personnel and/or brokers 	"
Finance & Accounting	Upgrade accounting / POS system	"
Distribution	Sales through foodservice distributor(s)	"
Marketing	 Develop full consumer & trade marketing plan and measurement metrics 	"
MEALS . WHEELS AMERICA	2018 ME	ALS ON WHEELS ANNUAL CONFERENCE & EXPO

think goodness - FOODS"-Successes / What has worked? Doing your homework: • Branding delivered strength & memorability • **Operations** identified processes that need adjusting • SUCCE ACTION PLAN GOAL VISION MEALS . WHEELS AMERICA 2018 MEALS ON WHEELS ANNUAL CONFERENCE & EXPO





