



# PIGGY BANK

## EXECUTIVE SUMMARY

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## MASSIVE TRANSFORMATIVE PURPOSE

Piggy Bank is committed to improving the state of the heritage pig industry.

## PROBLEM

There is no clear path or accessible information to enable sustainability for the family farm.

## SOLUTION

Build a genetic sanctuary that enables responsive solutions and open access.

## BUSINESS MODEL

Revenue will be derived from members' subscriptions, industry and strategic partnerships. The 275 founding memberships will be \$1,000 subscriptions renewable annually, these donations to Piggy Bank are 100% tax-deductible by law. Donors will receive benefits including an invitation to attend an annual Reception - an event hosted by the Cochon555 US Tour. Additionally, there might be other benefits from our partners including online discounts. In the case members cannot attend the Reception, the invite is transferable. Through building key industry and strategic partnerships, Piggy Bank will seamlessly integrate awareness campaigns to new donor communities and sustainable practices.

## UNDERLYING MAGIC

The crowd is made up of ten of thousands of passionate attendees of COCHON 555, a division of the parent company, Taste Network LLC. Combining this qualified audience with an online crowdfunding strategy will:

- Increase loyalty to the tour
- Drive exponential growth to hit and maintain annual operating budget
- Validate new ideas and learning
- Allows agility and rapid implementation
- Amplifies ideation

.....#HOW PIGGY BANK WORKS

## MARKETING AND SALES STRATEGY

Piggy Bank is a membership organization structured as a 501(c)(3). Our distinct community of communities' strategy will create an unparalleled value proposition for our industry and strategic partners.

### FOUNDATION MEMBERS

Piggy Bank's 275 members are at the heart of all the movement's activities and their support is essential in helping find sustainable solutions to improve the state of the world's family farmer. Scarcity and member benefits with drive this customer segment.

### INDUSTRY PARTNERSHIPS

Industry Partners are select member companies of Piggy Bank that are actively involved in the movement and will fall within [3] Classes (Product, Brand, Agriculture) at this level. For partners in the **Product Class**, they seek brand visibility, along with adequate insight and access to their product / service being utilized in Piggy Bank operations and a claim on taxes. For partnerships in the **Brand Class**, they seeking brand visibility for offsetting annual expenses of the farm such as labor, food, shipping, i.e. other cost deferring items and a claim on their taxes. For partnerships in the **Agriculture Class**, they are seeking a customized solution for Government Agency whereas Piggy Bank creates a customized strategy for genetics and business plans to jump start a population of heritage pigs. These partners can also add value to crowdfunding projects and events annually through activation and hosting private events.

### STRATEGIC PARTNERSHIPS

The Strategic Partner Community comprises a select group of leading companies representing relevant content and media related industries selected for their alignment with Piggy Bank's commitment to improving the state of the world's family farm. These Partners believe in the power of multi-stakeholder interaction to drive positive change and will choose to work closely with Piggy Bank to help shape the industry with regional and global agendas. Strategic Partners can also be Commercial Businesses wanting to harness the content and media relationships to serve dual purposes of promoting the growth and involvement with Piggy Bank.

## CULINARY PARTNERS

The Culinary Partners will be focused on providing scholastic youth with a global, education platform to shape the consumption of heritage species and future of family farming. Culinary partners can additionally include the chef community who add value to crowdfunding projects each year by offering dinners, hosting events around the country at restaurants, and building awareness for Piggy Bank campaigns in potential donor communities.

## TECHNOLOGY PIONEERS

The Technology Pioneers program recognizes companies – normally in the start-up phase – from around the world that are involved in the design, development and deployment of new technologies that will create value for the movement. Piggy Bank might help these partners prototype new technologies, launch new ventures and have an advisory role.

## COMPETITION

Main competition and push back will come from existing relevant trade organizations with traditional hierarchy and linear businesses. The large food companies will feel the disruptive approach and the focused strategy on flattening silos and sharing knowledge freely.

## MARKET LANDSCAPE & OPPORTUNITIES

A key part of Piggy Bank's activities is the creation of distinctive communities of Founding Members, Industry and Strategic Partnerships.

We will start to build the Piggy Bank community through our 9 step process:

- Identify our massive purpose
- Designing our community portal (3 suppliers to be provided)
- Community-Building Resources
- Early Days of Building Piggy Bank Community
- Creating Community Content
- Engagement Strategy and Engagement
- Managing the Community
- Driving Opportunities
- Monetization

## FINANCING & NEXT STEPS

The recurring \$275,000 Annual Operating Budget will be supported by a campaign managed by Founder Brady Lowe each year to confirm 275 subscriptions at \$1,000 apiece. The first year will also include a Crowdfunding Project on KickStarter with the goals to raise an additional \$250,000. Other revenue streams include industry and strategic partnerships.

### Piggy Bank 501(c)(3) is a Project of The Giving Back Fund

The Giving Back Fund is a national non-profit organization that provides philanthropic consulting and management services to individuals, families, corporations, and nonprofit organizations. Piggy Bank proudly operates as a project of the Giving Back Fund. Visit: [www.GivingBack.org](http://www.GivingBack.org)

## PROJECTIONS

The goal is to raise \$525,000 in first 365 days. Total expenses each year are based on \$275,000 each year which includes labor, feed, and . The additional \$250,000 from crowdfunding in year one be used towards farming lease, security, animal health and genetic stability of the 10 breed towers.

## THE BOTTOM LINE

**\*Disclaimer:** This is our first pass at building a model that will allow for growth, align and develop. The Bottom Line will create development opportunities as we align with goals of Piggy Bank and our requirements to stay compliant in the nonprofit structure. The financial structures can be changed or modified anytime, but would need to be approved by the Advisory Board, The Giving Back Fund and the majority vote of the Piggy Bank team.

**Subscriptions:** 100% of all subscriptions will benefit expenses including pigs, farm lease, feed, slaughter, equipment, labor and logistics.

**Project Management Fee:** A pre-approved, maximum 20% Project Management Fee will be paid to contractors-for-hire in business development based projects following completion and review.

**Customized Sponsorships:** A minimum of 60% gross total of all customized sponsorships will benefit The Foundation's 501(c)(3). Deductions of customized sponsorships may include pre-approved management fees, activation expenses, broker fees, travel and expenses.

**Brokers:** A pre-approved, maximum 20% Broker Fee will be paid to brokers serving in the role of business development for Piggy Bank. Broker Fees will be fully contracted, complete with expectations upon delivery and during the life of the relationship. Contracts will be reviewed on a case by case basis by the team and will be paid in the same terms in which the deal was structured and based on final approval upon project completion and review.

**Strategic Partners:** A minimum of 80% to benefit The Foundation of all transactions. A flat 20% will be paid to administrative services. Deductions related expenses may include customized sponsorships, include project managers, activation expenses, broker fees, travel and expenses may also apply. In the case accounts are negative for a single year period, all accounts are brought current, remaining monies will be invested according to the Foundation's Investment Policy Statement.

**Advisors:** The Foundation agrees to provide a financial payment to the Advisory Board in the amount of \$1,000 for first year of service, \$2,000 in Y2, \$3,000 in Y3. Piggy Bank will have an Investment Policy Statement that ensures dollars are invested appropriately and matching with core objectives.

**The Vote:** The 51% majority vote by Founder, 49% by the Advisory Board.

## TEAM CURRENTLY UNDER CONSTRUCTION

**Brady Lowe** Executive Director COO

**David Newman** Scientist

**Chris Newman** Logistics

**Rita Newman** Herd Stability & Animal Health

## ADVISORY CURRENTLY UNDER CONSTRUCTION

**Todd Rosholt** Advisor

**INVITE OUT** Giving Back Fund

**Peter Jacobsen** Orchard Manager / Seed Saver

## STATUS & TIMELINE

Y1	Ground	Open Bank Account	8/15/2015
Y1	Ground	Legal Structure	9/1/2015
Y1	Ground	Identity System	9/1/2015
Y1	Ground	Website Launch	9/1/2015
Y1	Cloud	Designing Community Portal	10/1/2015
Y1	Ground	Permits / Licenses / Insurance	10/1/2015
Y1	Ground	Team Alignment & Roles	10/1/2015
Y1	Cloud	Accounting System	11/2/2015
Y1	Cloud	Start Kickstarter Development	11/2/2015
Y1	Cloud	Creating Content	11/2/2015
Y1	Cloud	Engagement Strategies	12/1/2015
Y1	Cloud	Drive Growth & Monetization	1/24/2016
Y1	Cloud	Manage the Community	2/1/2016
Y1	Farm	Fences / Quarantine	2/1/2016
Y1	Ground	Hired Staff	2/1/2016
Y1	Ground	First Advisory Meeting	3/16/2016
Y1	Farm	First Pigs on Farm	4/1/2016
Y1	Farm	3 Breed Towers Complete	6/1/2016
Y1	Ground	Donor Reception	8/28/2016
Y2	Farm	Reach 6 Breed Towers	4/1/2017
Y3	Farm	Build Pavilion on Farm	4/1/2018
Y3	Farm	Reach 10 Breed Towers	4/1/2019

# PIGGY BANK

## CONTACT US



### Seeking the best partners in the world!

For more info, please contact me a

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[#howpiggybankworks](#)

[piggy-bank.org](http://piggy-bank.org)

### To download this report, please visit:

[piggy-bank.org/strategy](http://piggy-bank.org/strategy)

*With seed funding from a strategic media partners, we will build Piggy Bank. If we launch at The USA Pavilion | Milan Expo October 2015, we can validate the business model worldwide.*