MY BROWN BAG
THE HEALTHY SOLUTION FOR YOUR KIDS LUNCH
CURRENT PROBLEM

1 in 3
NUMBER OF KIDS WHO ARE OVERWEIGHT OR OBSESE

Source: Centers for Disease Control and Prevention

Childhood obesity
43 million preschool children of the world are overweight or obese
20% 50% 37% 20%

obesity rate in the world

the main reason is the food

risk of disease
hypertension
Type 2 diabetes
spine and joint diseases
heart diseases
psychological distress

26%
4 out of 5 Schools lunches in the united States do not meet the current USDA standards.
MY BROWN BAG IS THE FUTURE OF KIDS LUNCH
OUR HEALTHY LUNCH OPTION BEATS CAFETERIA MEALS

PROTEIN
FRUITS
WHOLE GRAINS
VEGGIES

MILK OR WATER
INSIDE

MY BROWN BAG
CHALLENGES

PRODUCT DEVELOPMENT

CUSTOMER RETENTION

COMPETITORS AND PRICE POINT
Competition

Meal Kit delivery to your doorstep

Amazon Fresh

HelloFresh
GOALS & OBJECTIVES

- Eliminate the stress of making lunch for your kids
- Easy to cook meals delivered right to your doorstep
- Easy to prepare recipes
- Measurable calories & balanced nutrition every day!
TARGET MARKET

- Parents (Age 30-50)
- College students
- School kids

70% of college student gain weight!
MARKETING

- Action for Healthy Kids
- Supermarkets
- Universities
- Social media

My Brown Bag

Tweets: 5
Following: 6
 Followers: 462
Question?