
1. Technical & Product Roadmap – “Protein for the People”

Goal: Create a shelf-stable, affordable, delicious protein + fiber product with max health value per dollar.

Phase 1: Formulation & Prototype

- **Partner scientist** finalizes nutrient-dense powder formula (complete protein, high fiber, minimal sugar).
- Optimize for cost-per-serving (~\$1–\$2 target).
- Pilot 2 formats:
 - Powder for at-home prep (lowest cost)
 - Shelf-stable pre-mixed drink (for grab-and-go & urban outreach)

Phase 2: Manufacturing & QA

- Identify small-scale co-packer or use shared kitchen facilities (e.g. Oakland's Kitchen@812 or La Cocina SF for early runs).
- Secure shelf-stability testing (for pre-mix drink).
- Labeling and FDA compliance for nonprofit food product.

Phase 3: Distribution Model

- Partner with:
 - Local corner stores (Healthy Retail SF model)
 - Oakland Unified School District
 - Churches, community centers, gyms

- “Protein Vending” concept — subsidized dispensers in key community spaces
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2. Financial & Operations Plan – “Nonprofit Nutrition Engine”

Core Cost Strategy

- **Ingredients:** Buy direct in bulk (partner with ag co-ops if possible)
- **Packaging:** Sustainable & simple (bulk refill containers, compostable packs)
- **Labor:** Combine paid staff + volunteer network
- **Margins:** Zero profit – excess rolls into more distribution or lower pricing

Funding Roadmap

Start-Up Budget Needs (~\$25K–\$50K):

- R&D and first 2 production runs
- Storage & distribution logistics
- Licensing, branding, community launch events

Funding Sources:

- Philanthropic grants (e.g. Kaiser Permanente, Blue Shield Foundation)
- Public health grants (NIH/CDC-related)
- Corporate donations (Whole Foods, Clif Bar Foundation)
- Grassroots fundraising (GoFundMe, community events)
- B Corp brand partnerships (for visibility + supply chain help)

Sustainability Plan:

- Sliding-scale pricing or SNAP match
 - Institutional buyers (schools, hospitals)
 - Workforce development add-on: hiring/skills training in production/logistics
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3. 🧠 **Community Marketing & Outreach Plan – “Oakland First, Movement Next”**

✅ **Brand Pillars**

- **"Fuel to Rise"**: Energy + dignity in every serving
- **"Health is a Right"**: Not just survival, but strength
- **"Money in Your Pocket"**: Healthcare in the US is extremely expensive. Avoid it.

✅ **Launch Strategy**

- **Pilot Outreach Zones:**
 - West Oakland, Fruitvale, Eastmont
- **Partners:**
 - Urban Peace Movement
 - West Oakland Health Council
 - Local gyms, barber shops, youth sports orgs

✅ **Community Events**

- **"Fuel Up Fridays"**: Free samples + wellness chats
- **"Protein Pop-Ups"** at bus stops or BART stations

- Gym partnerships: free post-workout fuel with membership
- Video campaign: local leaders talking about food justice and strength

Digital Engagement

- Instagram/TikTok: “Power on \$2” campaign showing real people
 - Text-to-order for refills (prepaid or SNAP)
 - Partner with local influencers, youth storytellers
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Next Steps

Timeline	Action
Month 1–2	Finalize formulation and costing
Month 3	Secure grants and run pilot production
Month 4	Launch Oakland pilot in 2–3 neighborhoods
Month 5–6	Collect feedback, adjust, and scale citywide
