



# Substantial Revenue Growth for Online Grocers

## Strategically Capture—And Keep—Marginalized Population Shoppers

### WHY



- Marginalized populations are a formidable & growing sector, representing extraordinary grocery revenue contribution with staying power (including more meals eaten at home than any other group of households).
- Marginalized populations have unique, specialized needs.
- Marginalized populations struggle with outsized, *unnecessary* poor health simply as a result of eating the wrong foods in the wrong amounts.
- Strategic differentiation and synergy with your initiatives regarding healthy eating & mealtime support for your customers.
- Neighborhood, community & societal goodwill.

### WHAT



My25 Select is a personalized, digital resource accessible from the grocer's online site—via API integration—that provides access to our proprietary, 4-step solution (highlighted on the next page) for the elderly; individuals in recovery; and people with IDD, TBI, SPMI, behavioral needs and physical challenges. Included is a one-click, direct link to your grocery cart—key to our solution & its outcomes successes for marginalized populations.

My25 is the only solution demonstrating simultaneous, sustainable: clinical & social health improvement among marginalized populations; reduced key expenses meaningful to multiple stakeholders; a streamlined/foolproofed day for busy, inexperienced caregivers surrounding menu planning, grocery shopping, mealtime prep, nutrition and preventive health responsibilities; and independent living skills development for the vital population of people with specialized needs.

### KAPOW!



We will prepare a custom proposal for you, so you understand the dynamics and benefits specific to your unique company and grocery brand and how My25 is already demonstrating excellence in partnership with the nation's largest grocer. Just ask: [hello@my25.com](mailto:hello@my25.com).

GROCCERS



## MY25'S PROPRIETARY, 4-STEP SOLUTION FOR MARGINALIZED POPULATIONS MAXIMIZING FOR ONLINE GROCERS

With high engagement, web-based/mobile-optimized resources tailored for marginalized populations, My25's 4-step solution has long been producing impactful outcomes throughout 36 states and thousands of households. Our foundational guidelines were established in partnership with the USDA and via collaboration with professionals from Northwestern University's Feinberg School of Medicine.

Mainstay/My25 is spearheaded by two Kellogg MBAs who sold their first start-up to a Fortune 500 healthcare leader as a nationwide entity. The My25 team is comprised of nutrition, culinary, preventive health, technology, business, and human services professionals. We subscribe to moderation versus deprivation, rebalancing the plate, and that super nutrient: fiber.

PERSON-CENTERED

VALUE-BASED

HOLISTIC

AFFORDABLE



- 1 healthy, budget-sensitive, continually-refreshed menu suggestions reflective of individual and household preferences & dietary needs
- 2 via **one click**, (as a result of API integration with you), auto population of the household's online grocery cart, with associated ingredients—in the correct amounts and based on My25 Select personalized, healthy menus selected—for curbside pick-up or delivery
- 3 associated, automatically-scaled ingredients and recipe prep steps—with mouth-watering photos and entertaining, cooking-action videos, set to music...and additional help regarding leftovers geared to household size and profile
- 4 nutrition measurement actively engaging visually (red to yellow to green) during menu planning and then available on-demand as a trended metric for motivational and care coordination purposes, with follow-on access to educational resources in multi-media format and 81 languages

Watch our brief My25 overview video: <https://vimeo.com/694080454>