

Final Script

Blue - Rahul

Yellow - Henry

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1. Introductory Slide

- Good morning everyone! Me, Hyun Suk and Junliang will be pitching Tribal Food Foundation's new project named 'The Remote Food Project'. Today, we're seeking an investment that promises to improve the lives of Native American tribes.

2. Who are we?

- We, the Tribal Food Foundation, are a non profit organisation who works with tribes around the world to reduce food insecurity and alleviate hunger among them.
- We use the latest drone technology (and other new technology) to reduce human rights costs and to transport food to tribes around the world quickly and easily in an eco-friendly manner.
- Our programs have spanned Africa, India and Indonesia, and now our latest project is going to focus on Native tribes in the U.S.

3. Some of our other projects

- Our previous projects include the Ashanti Project for the Ashanti tribes in Ghana, Project No-Hunger in India for the Northern tribes of India, and Help the Guinea in New Guinea.
- Our projects span the globe, but our headquarters are located in Zurich, Switzerland.

4. What is this project?

- We're sure you're eager to know what this project is, so let's dive right in! The Remote Food Project is an outreach program by The Tribal Food Foundation which aims to provide food to Native American tribes using drones.

5. Who is this project aimed at?

- Native American tribes may not be familiar to everyone, especially on a global scale, and so therefore we'd like to not just aim this project at the tribals being benefitted, but at the community as well.
- Therefore, this project aims at two main demographics - the tribals themselves and the community. At a community level, this project aims to educate people about who these tribes are, the food insecurities faced by them, and it also aims to show people the difference they can make!
- Our project will involve the active participation of the community in order for us to raise awareness about food insecurity among tribals. We will also require the participation of farmers and companies for this project. Their detailed roles will be covered in a later section of this pitch.
- As an investor, we require your help to help us expand and grow our project so that it reaches more people, so that we have a greater impact. Any additional funding would be greatly beneficial to us as well, since it would enable us to purchase more items and benefit a greater number of people.

6. Why is this project important?

- Before we move on to the details of the project, we need to understand why this project is even important in the first place.

- Native Americans receive a lack of government funding and aid.
- Native Americans were removed from their native lands in the 1800s by the US government, and so they are now forced to live on isolated reservations miles away from essential stores.
- Reservations are only located near junk food shops and this food does not provide the nutrition they need, but instead contributes to obesity which is why they have a high obesity rate of 42% despite being food insecure.
- The land in these reservations is very barren which means that crops cannot grow, depriving Native Americans from growing their own crops.
- Reservations also prevent traditional ways of hunting such as fishing, depriving Native Americans from these food sources.

7. Native American Food Shortage Statistics

- 25% of Native Americans are food insecure, while at least 60 reservations have food insecurity.
- 35% of Native American children are living in poverty, and to make matters worse, Native American families are 400% more likely to not have enough to eat compared to whites.
- Native Americans have the highest level of Type 2 Diabetes in the United States, and one of the biggest contributors to this is only food they receive - junk food.

8. How does this project work?

- So, how does this project work?

- Farmers Markets will be set up by the Tribal Food Foundation.
- Food will be packed by volunteers, who are ordinary citizens from the community who wish to make a positive change!
- Big companies will donate money to purchase drones which will deliver food to Native Americans.

9. How this project works (contd.)

- We will organise a donation drive to donate old items.
- We will offer opportunities to improve people's work experience.
- Native American tribes are benefited as a result.

10. Farmers Markets

- In the Farmers Market, farmers will bring their extra produce to the marketplace.
- Produce will be donated to the Tribal Food Foundation, and will also be packed by them to get the produce ready for delivery.

11. Food packaging by the community

- The community will play an active role in the project by helping pack the produce donated by farmers to get it ready for delivery. Special boxes which would keep the food fresh will be used.
- The box will be made of a specialised extra strong blend of plastic and styrofoam, and this is to take into consideration the weight of the box.

- We will make sure that the drone can hold this special box safely by making a hole on top for easy access. We will attach various pockets to the box so that food can be safely placed inside during delivery.

12. Company Funding

- Here's how the funding from companies will work :
- Employees from the Tribal Food Foundation will approach CEOs of various big companies.
- CEOs who agree to contribute money will agree to hold a meeting with the Tribal Food Foundation.
- The meeting will discuss donation amounts to be given by the companies for the drones.

13. Organisation of a donation drive

- We will ask people to donate some old items (for example : old clothes and shoes) that they no longer wear, or some forgotten toys can also be given to the children of these tribes.
- The Tribal Food Foundation will ship all items received during this event to these tribes using the same drones. These items can be sent along with the food in the same box. You could say it's like a 'Happy Meal' for the tribes!

14. Offer more opportunities to improve your work experience

- The public can voluntarily choose to join our organization. We will provide many jobs such as daily organization operation personnel, event planners and consultants.

- College students are our primary target group because they desire for more opportunities to contribute to society.

15. The role of drones in this project

- In a nutshell, drones will play an important role in delivering food to Native American tribes.

16. Drone Delivery Locations

- Drones will deliver food to prominent tribal locations across the U.S., especially focusing on the reservations with the most food insecurity which are shown here in this map.

17. Merchandise

- The community can find more ways to help fund these drones for the benefit of the tribals by purchasing handcrafted items created by the tribes, as well as merchandise sold by the Tribal Food Foundation.

18. Handcrafted Items created by Tribes

- Here are some handcrafted items that will be sold on Tribal Food Foundation's social media pages.

19. Social media engagement

- Why have we chosen social media as a platform to engage our audiences?
- Traditional media such as television and newspapers are less likely to spread awareness of our activities since they only have a small consumer base.

- On the other hand, social media is more widely used nowadays, and people are using social media platforms to get more information, so social media can be a more effective medium to introduce our program to them.

20. Social Media Strategy - Facebook

- We will be posting news about our campaign on Facebook. We will use influencers to help spread our message to the public, and incentivise them to take part in our activities.
- Regarding the news we will post, we can use the example of the donation drive. We will tell the public how many items we have received and how it will be delivered to these tribes. We will report all the information and data to the people who helped these tribes by the use of this platform.

21. Social Media Strategy - Twitter :

- We will spread awareness about our project using powerful images and hashtags such as #FoodForTheTribals and #WeAreEqualinFood. We will encourage people to tweet about our project as much as possible to expand our reach significantly.

22. Social Media Strategy- Instagram:

- On our Instagram account, we will share some posts and interesting pictures of our activities. We can also consider the use of influencers to help spread our message among the younger generation.

23. Social Media Strategy- YouTube:

- We will show the community several videos of our other projects, and videos about our organisation on our YouTube page.

- We will invite some celebrities or influencers to participate in the shooting of our promotional video. This video aims to raise people's awareness of the Tribal Food Foundation, and our latest program, the Remote Food Project.
- The promotional video will introduce our organization to the public and YouTube personalities can express their feelings about being affiliated to our organisation, and how they feel about our new project. We believe that YouTube personalities can incentivise people to take part in our project's activities.

24. Gamification- The Loteria Game

- To engage our audiences further, we will create the social media version of a traditional Mexican game known as 'Loteria'.
- In this game, players choose a random card from a deck and show it to other players. Each card will represent an actual tribal member and their personality which enables us to combine raising awareness about our project with greater community engagement.
- Once other players have seen that card, the card is thrown into the rest of the cards which are laid on the table with bigger blank cards scattered in between to help hide the specific card shown to other players earlier.
- Other players need to guess the exact location of the shuffled card they were shown earlier. This game continues till the player with the most number of correct guesses wins.

25. Results of the project - Tribal Benefits

- The results of this project, in terms of tribal benefits are expected to be as follows :

- A 15% reduction in food insecurity
- A 20% decrease in Obesity
- A 10% decrease in Type 2 Diabetes due to the provision of more nutritional food.

26. Results of the project - Community Benefits

- What are the benefits to the community? Several ethical benefits will be seen since people are contributing to a better society by providing funding and food for the tribals.

27. Results of the project - Investor Benefits

- All the investors who take part in this program will get a Donation Certificate to prove that they have made great contributions to these tribes.
- There will also be a stamp on this certificate representing "The Tribal Food Foundation". These certificates are available in both paper and electronic versions.

28. Risk assessment

- Bad weather can cause food delivery problems for these drones. If the weather at the delivery location is unfavourable (for example : rain or strong winds), drones are at the risk of crashing, besides the fact that food is also wasted.
- Drones may have difficulty pinpointing the exact location of delivery and there is a risk that the drone's range may not be sufficient or that its battery may run low.

29. Solutions

- To solve these problems, we have come up with a few solutions. The first is to install antennas that can remotely control drones in the areas where tribes live. Using these, we can safely control these drones and ensure that the food delivery is accurate.
- Secondly, we will create a 'station' where drones can land safely in the area where the tribes live. As a result, food can be safely delivered to tribes. In situations where tribes are not familiar with the operation of technology and electronic devices, tribes can be notified about where and when food can be collected in real-time to aid with identification and smoothen operations for the tribals.
- Thirdly, before dispatching the drones, our team will conduct a thorough checkup to inspect the drone's battery from time to time, and also charge it in order to make it ready to be sent out.
- Fourthly, drones can be equipped with weather tracking software, and when these drones stop in areas where tribes live, we will be able to see the weather in real time. For example, if there is strong wind and rain during delivery, drones can make changes to their flight plan to avoid these elements.

30. Thank you!

- A big thank you to everyone for listening, and we hope that you have the confidence to invest in our project!