

colleges & universities

sustainable food ecosystems

roza ferdowsmakan
social impact | food + tech

imagine your college or university
transformed into a **sustainable food ecosystem**
through participation on a social impact mobile
app benefitting students and campuses alike.

imagine...

- ★ students with basic cooking skills preparing home-cooked meals for other students
- ★ students of various cultures and backgrounds connecting with one another through mini cultural immersions centered around food and storytelling
- ★ campus landscapes transformed into edible food gardens for students and faculty to enjoy
- ★ your campus transformed into a sustainable food ecosystem

social impact – a practical tool

bites | eat with your tribe

Your Campus: Cultures + Cuisines + Stories

“If you want to change the world, don’t do it with sadness. Do it with **joy**.”

Carlo Petrini, Founder of Slow Food International

bites manifesto

We imagine a healthy food ecosystem and a nourishing cultural landscape that's supported by mindful actions of humans like you.

We seek to inspire, empower, and help you create memorable and meaningful human connections through food-centered experiences.

We support sustainable urban food growers, offer creative gigs to cooks of all skill levels, celebrate diversity and inclusion, promote storytelling, explore world cultures, and build resilient communities.

Welcome to our community.

ethos + values

As a social impact entrepreneur, I'm interested in creating ethos-driven technologies that benefit people and the planet.

- ★ inclusivity
- ★ celebration of cultural diversity
- ★ community building
- ★ resilient and healing campus settings
- ★ food security for students
- ★ sustainable food systems
- ★ inspiration and empowerment
- ★ universities as beacons of hope and progress

how does this work for students as eaters?

1. Students *download* a mobile app called [Bites | Eat With Your Tribe](#) from the App Store. Each time a student launches the app, the student is greeted by an empowering, inspiring or uplifting message.
2. Students who want to place a food order will first create a [Foodie](#) profile on the app.
3. Foodies use the app to find student Cooks representing various cultures at their school and offering affordable tastes of world cuisines.
4. Foodies select from drop-off cooked meals, meal-prep services, or in-home (e.g. in-dorm, in-apartment) dining experiences with a student Cook at their school.
5. These food experiences are meant to offer not only home-cooked meals in budget friendly ways, but also they are meant to offer mini cultural immersions into the various cultures represented on campuses.
6. Foodies don't pay any tip, tax, service charge or delivery fees. This removes much of the cost for students otherwise ordering food delivery through GrubHub, Postmates, and UberEats.
7. Foodies can rate and review the student Cook and attach images of the prepared meals and their dining experiences to their reviews.

how does this work for students as cooks?

1. Students *download* a mobile app called [Bites | Eat With Your Tribe](#) from the App Store. Each time a student launches the app, the student is greeted by an empowering, inspiring or uplifting message.
2. Students who want to make some money using their *basic cooking skills* while pursuing their college studies will create a [Cook](#) profile on the app.
3. Students who set up a Cook profile will indicate their *school affiliation* in their profile (e.g. Arizona State University) so that other students at their school can find them readily.
4. Cooks of various *cultural backgrounds* on campus cook meals for students who place food orders with them through the app. Cooks share their backgrounds, dining rituals, and stories in the process, offering mini cultural immersions to Foodies.
5. Cooks can offer drop-off cooked meals, meal-prep services, or in-home (e.g. in-dorm, in-apartment) dining experiences to Foodies at their school.
6. Cooks are completely in control of their food pricing, their schedule of availability, and their cuisine offerings. Cooks can edit their profile as needed.
7. Cooks must upload a food handler card to complete their profile. (Cooks can obtain a food handler card online by watching an educational video and taking an online test — total process 1 hr 30 mins). A food handler card is required to ensure an understanding of safe food handling practices.

example:

Example: Doreen, an ASU student, places a food order through a mobile app called **Bites | Eat With Your Tribe**. She orders homemade Indonesian food from Marcus, a student cook at ASU, whose background is Indonesian. Doreen loves Indonesian food so she orders \$100 worth of food for her two roommates and herself. She pays no tip, no tax, no service charge or delivery fee for her order placed through the app.

Of that \$100 food order, \$80 (or 80%) gets paid to the student cook, \$3 (or 3%) gets paid to Stripe (payment processor), and the remaining \$17 (or 17%) gets paid out to Doreen's school by the app.

Each time a Foodie places a food order with a student Cook at her school (regardless of dollar amount), 80% always gets paid to the student Cook, 3% always goes to Stripe, and the final 17% always gets paid out to the school.

All funds going back to the school are funds that the school can use for the purpose of converting some of the campus landscape into edible food gardens for students to enjoy. Essentially, *all funds from the app go back to the student and the school. Students and schools pay nothing to participate.*

For More Details, Visit the Website: www.bites.mobi and click on How It Works --> Universities

how does your school receive these funds?

On a quarterly basis, **all funds** associated with food orders placed at your school (ie, students ordering food from student cooks) will be paid electronically to your school through the account or department you designate to receive those funds. You must provide contact information for two (2) responsible individuals at your school to oversee receipt of funds once a quarter.

what about food safety?

1. Food Handler Card: Cooks must upload a food handler card (which they can obtain online for approx. \$8 - after watching an educational video and taking an online test — the whole process is approx. 1 hr 30 mins) to complete their profile. We require this to validate that they understand safe food handling practices.
2. COVID-19: Cooks must adhere to COVID-19 guidelines, including wearing masks, gloves, and social-distancing as appropriate. These requirements are shown to Cooks when they create a cooking profile. These requirements are also reflected within the FAQ's section of the app and website. Finally, before a Cook actually performs a cooking gig, she/he is once again reminded by way of email of COVID-19 safety precautions.
3. Food Allergies: Foodies placing food orders must enter a text field in the app that requires them to indicate any food allergies. The app will not allow the Foodie to move forward with her/his food request unless this field is populated.
4. Kitchens: Cooks can prepare meals at the Foodie's location (dormitory with kitchen, apartment or house). Cooks can also use a licensed community kitchen. Additionally, with approval and support from your school, student Cooks can use on-campus facilities (perhaps part of your campus cafeteria, a campus educational kitchen, or other commercially approved indoor or outdoor cooking space at your school).

what about physical safety?

1. COVID-19: Cooks must adhere to COVID-19 guidelines, including wearing masks, gloves, and social-distancing as appropriate.
2. Cooks who prepare meals for Foodies can choose to bring a friend or helper along if they are not comfortable cooking alone at someone's home. Cooks can also simply decline the Foodie's request.
3. Cooks must attest to the fact that they have not had a felony conviction in the last 7 years before they can create a profile.

The gig economy (Uber, Lyft, Airbnb) has become mainstream within the US and among students. Bites leverages a gig economy model to heal and transform the cultural and food landscape across the USA.

how to get started:

1. Visit www.bites.mobi and click on How It Works → Universities. You'll be asked to provide contact information for two representatives from your school.
2. We'll reach out to your school representatives to get your campus set up to receive funds on the backend in our system.
3. Your school will need to share information about this initiative and the mobile app with its student population, whether through newsletters to the students, through the school newspaper, through the school radio station, through cultural clubs on campus, through student services, or through the gardening club, etc. Note that a sharable flyer is posted to the Universities tab of the website referenced above, if you'd like to use it.
4. On a quarterly basis, **all funds** associated with food orders placed at your school (students ordering food from student cooks) will be paid to your school through the account or department you designate to receive those funds.

recognition

2018 - ASU Walton Sustainability Solutions Award

2019 - Apple Entrepreneur Camp

2020 - X4Impact (Microsoft & Giving Tech Labs) - selected as a social impact solution meeting two of the United Nations Sustainable Development Goals

2021 - Ashoka Exchange

contact info:

Roza Ferdowsmakan, Founder

Bites | Eat With Your Tribe — social impact mobile app (*download* on App Store)

Warehouse Apps LLC

Website: www.bites.mobi

Instagram: @Bites.app (share our app with students & schools on IG)

Email: Support@WarehouseAppsPhx.com