The Food Corridor held an Investor Showcase on Wednesday, October 4th 2017 at the Innosphere in Fort Collins. Prospective investors that have been tracking The Food Corridor deal were in attendance to review the latest updates from the company and get last questions answered ahead of the initial target close date of October 16th, 2017.

Some of the key questions raised among the Investor Showcase attendees:

1. **The Food Corridor Product Enhancements and Customization Needs:**
   1. UX/UI updates required per request of existing TFC clients
   2. Additional features that will be added to the platform, including background checks, enhanced billing options, and more.
   3. Customization of features:
      1. One customized platform request from an existing client was tied to removal of the on-platform billing feature. Some investors saw this as a concern given that removing this feature may impact TFC’s ability to generate transactional revenue.
         1. TFC team addressed that in the event that were to take place, they still would be generating revenue from that client through their subscription model.
   4. Product features required for each of the 3 parties they are aiming to serve:
      1. *Shared Use Kitchens (Supply Side)* - TFC’s current focus
      2. *Food Entrepreneurs (Demand Side)*
      3. *Opportunity Kitchens (Supply Side)* - TFC’s next market focus, following capture of the Shared Use Kitchen space market
      4. TFC team sees the Shared Use Kitchens as requiring the most robust set of features, while the Opportunity Kitchens (schools, churches, under-utilized restaurant kitchens) would require just a subset of the features that the Shared Use Kitchen clients need
         1. Overall there would be no major functionality differences between the 2 supply side client bases
2. **Sales Strategy and Go-to-Market Plan for Opportunity Kitchens space**
   1. Following the RVC Due Diligence Rally (9/23/2017), The Food Corridor team revamped their sales and marketing strategic plan with more focus on the Opportunity Kitchens. The team outlined an in-depth process for targeting those customers (detail can be found in [The Food Corridor Business Plan](https://drive.google.com/a/thefoodcorridor.com/file/d/0B64ZfgSNhmvOQklWLS1aZ3ppcnM/view?usp=sharing) in the company due diligence data room). In summary:
      1. TFC will start with geographic areas that have high rates of adoption of the TFC platform already - Fort Collins, Minneapolis, San Diego; for example.
      2. From there, they will begin building lists of Opportunity Kitchens off of public health department records, just as they did in Larimer County to seed that initial market.
      3. They will ask for referrals in these high traffic areas from Shared Use Kitchen clients, as well as cross referencing their Shared Use Kitchen Directory and the NICK platform they’ve developed.
      4. Per suggestion of one of their existing clients, TFC will create a certification program to assist the Opportunity Kitchens with proper licensing with public health departments, and also getting connected with other spaces through the NICK.
      5. Once they’ve curated their list of qualified leads:
         1. They will pump those leads into their CRM (Streak) for pipeline tracking.
         2. They will leverage their marketing materials developed for Opportunity Kitchens in Larimer County, targeting specific O.Ks in the high traffic areas.
         3. They will then build out and train their sales force, using the best practices Ashley has developed acquiring Shared Use Kitchen space customers.
3. **Key Next Hires**
   1. TFC plans to bring on the following, once the series seed round is closed:
      1. Fractional Product Manager/Designer, already identified
      2. Development/Engineer to support Dan, potentially as fractional or outsourced engineering help.
      3. 2 Sales hires in December 2017 or January 2018
      4. Potentially an Operations Manager later in 2018
4. **Could the adoption of TFC by Opportunity Kitchens impact the market share of Shared Use Kitchen spaces?**
   1. TFC believes this could, but some of the food entrepreneurs utilizing Shared Use Kitchen spaces mostly only need a fraction of the value that they are providing. TFC sees these two are very different segments that may not have many overlapping clients on the food entrepreneur side.
   2. Ultimately, further adoption could actually be lead generation for the Shared Use Kitchen spaces.