

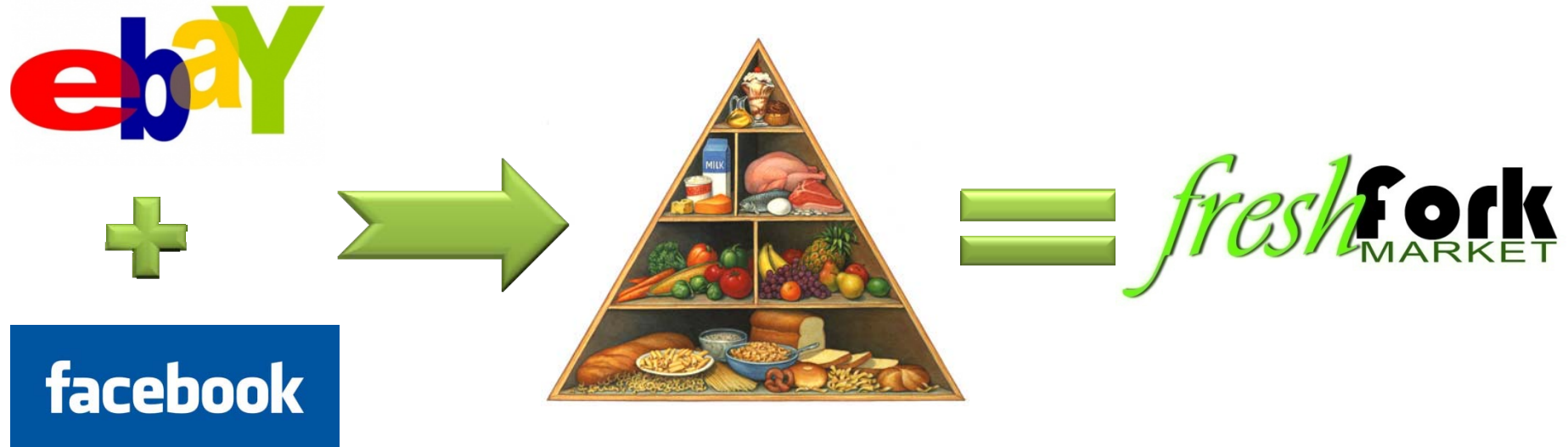
Investment Opportunity

*fresh***fork**
MARKET
Fresh, Fast, and Local

April, 2009



FFM is an eBay for perishable, local logistics.



Central Web-Marketplace for Perishable Foods

- Creating logistics networks**
- Embracing current buying behaviors**

Transition



Pretty cool....Now why do people need this?

Karen has a Painful Story



Karen Small, Owner Flying Fig Restaurant

How she sourced local:

- 4 AM visits to farm country
- 3 days per week at farmers markets
- Personal relationships with farmers
- Delivery Truck: Honda CRV

Problems:

- Inconsistent supply
- Inconvenient communication
- No delivery service
- Lots of time and energy
- Oh wait, she has to run a restaurant too!

Donna has a Painful Story

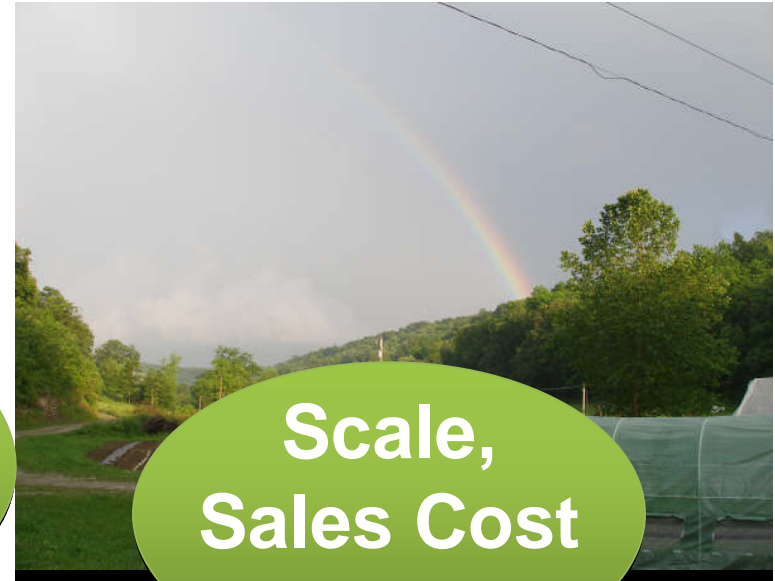
Donna Norfolk, Owner Lacroix Farms

Option 1: Sell at auction

- No minimum price, at/below wholesale prices
- Difficult to build brand

Option 2: Farmers Market

- Multiple Days away from farm
- Efforts spent mostly on marketing



Price Issue

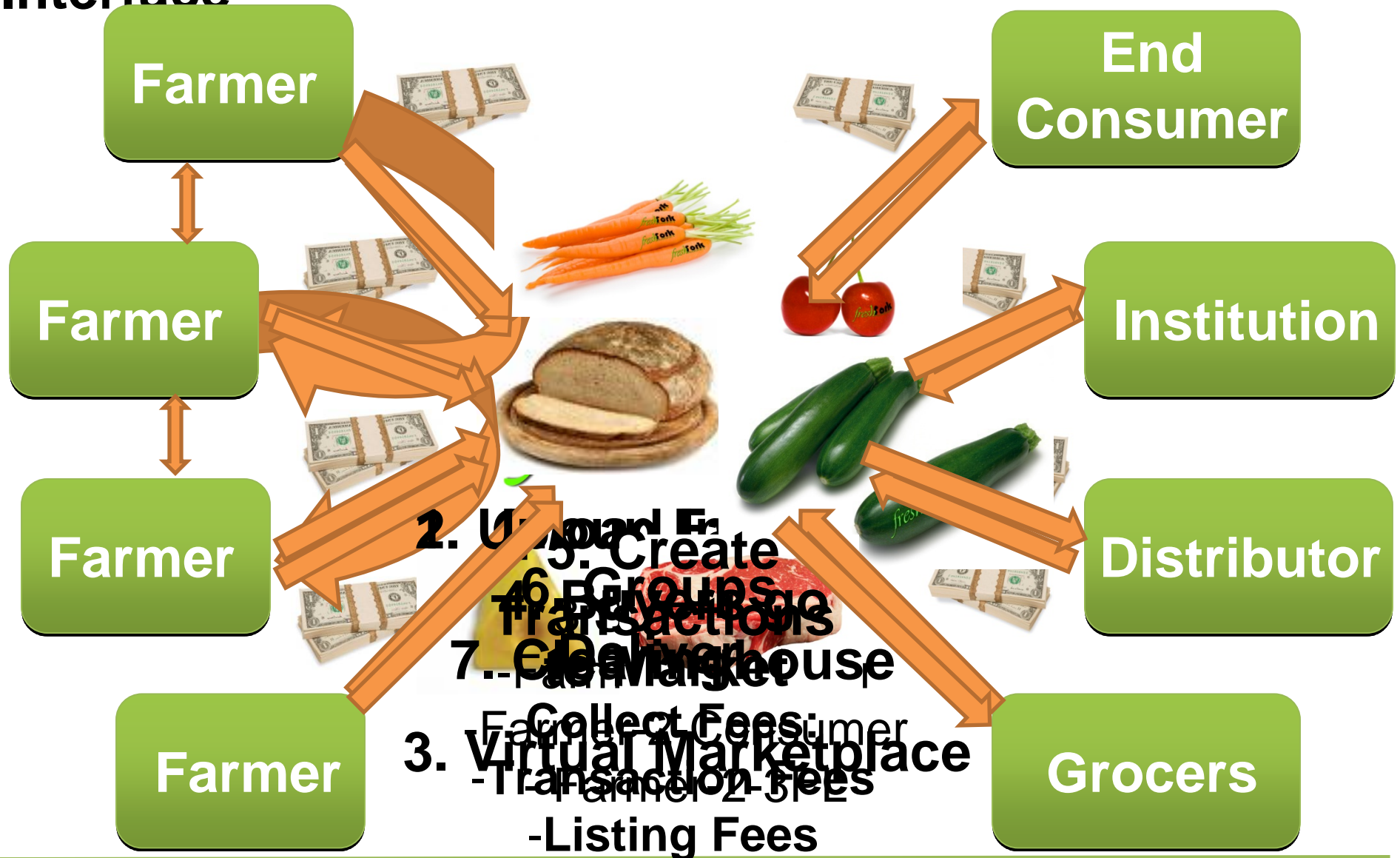
Scale, Sales Cost Issue

Lettuce	Auction	FarmMkt
Price	\$0.40	\$1.50
Units Sold	1000	500
Revenue	\$400.00	\$750.00
Production Cost	\$0.10	\$0.10
Sales Cost	\$0.05	\$0.35
Margin	\$250.00	\$525.00

And We Found these Macro Problems



...And Solved the Problems with a Web-Interface



Suppliers Reap Significant Benefits!

Lettuce	Auction	FarmMkt	FFM	% Change
Price	\$0.40	\$1.50	\$1.05	263%
Units Sold	1000	500	1000	100%
Revenue	\$400.00	\$750.00	\$1,050.00	263%
Production Cost	\$0.10	\$0.10	\$0.10	100%
Sales Cost	\$0.05	\$0.35	\$0.07	147%
Margin	\$250.00	\$525.00	\$876.50	351%

More Revenue

Better Margins

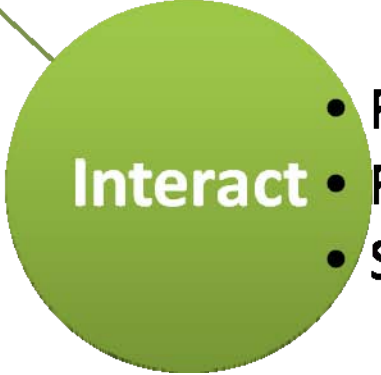
Introduce Fresh Fork Market – A Powerful Solution



- Suppliers
- Customers
- Distributors, Grocers



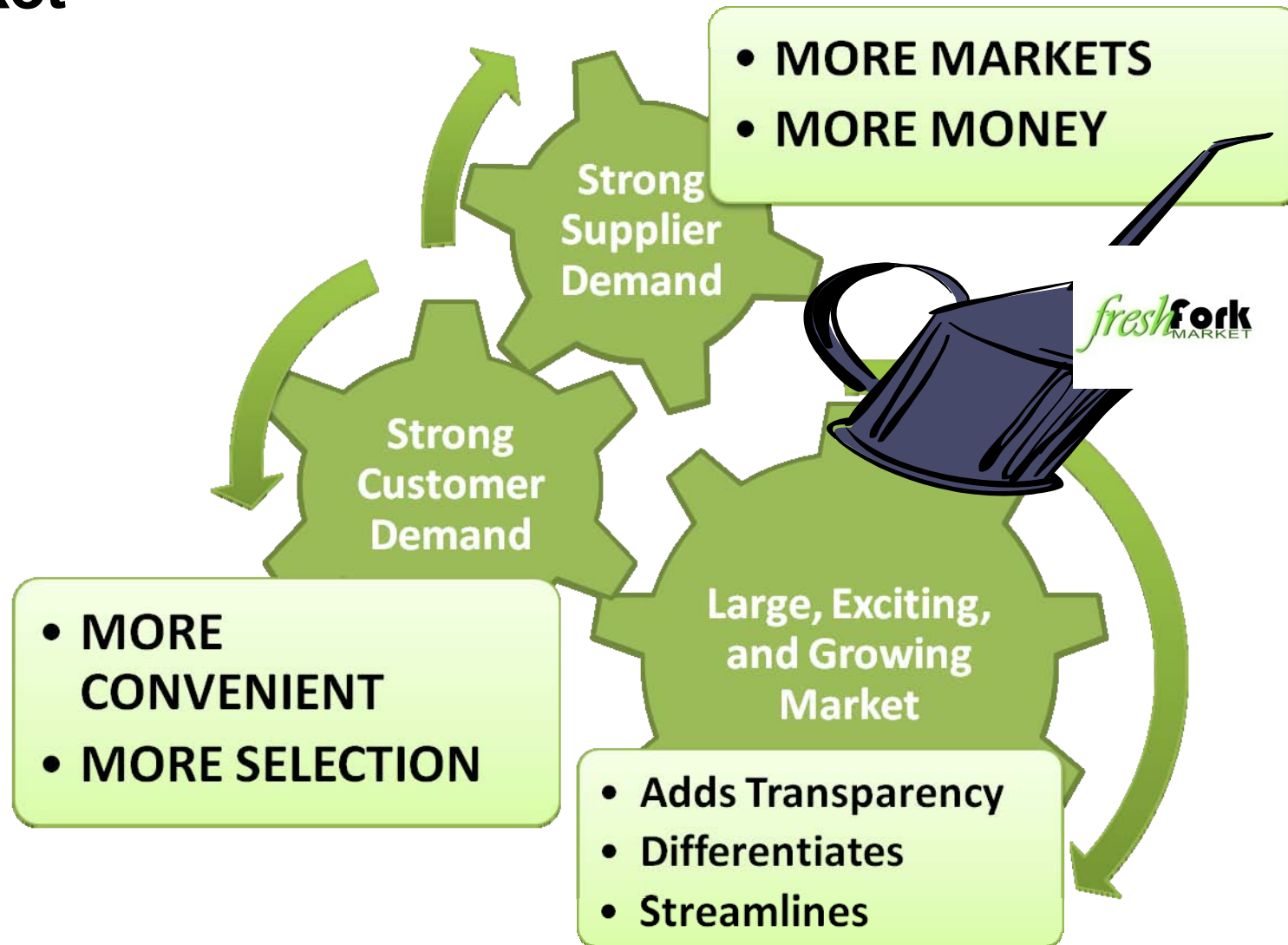
- Dynamic Inventory
- Confirmation Process
- E-Commerce



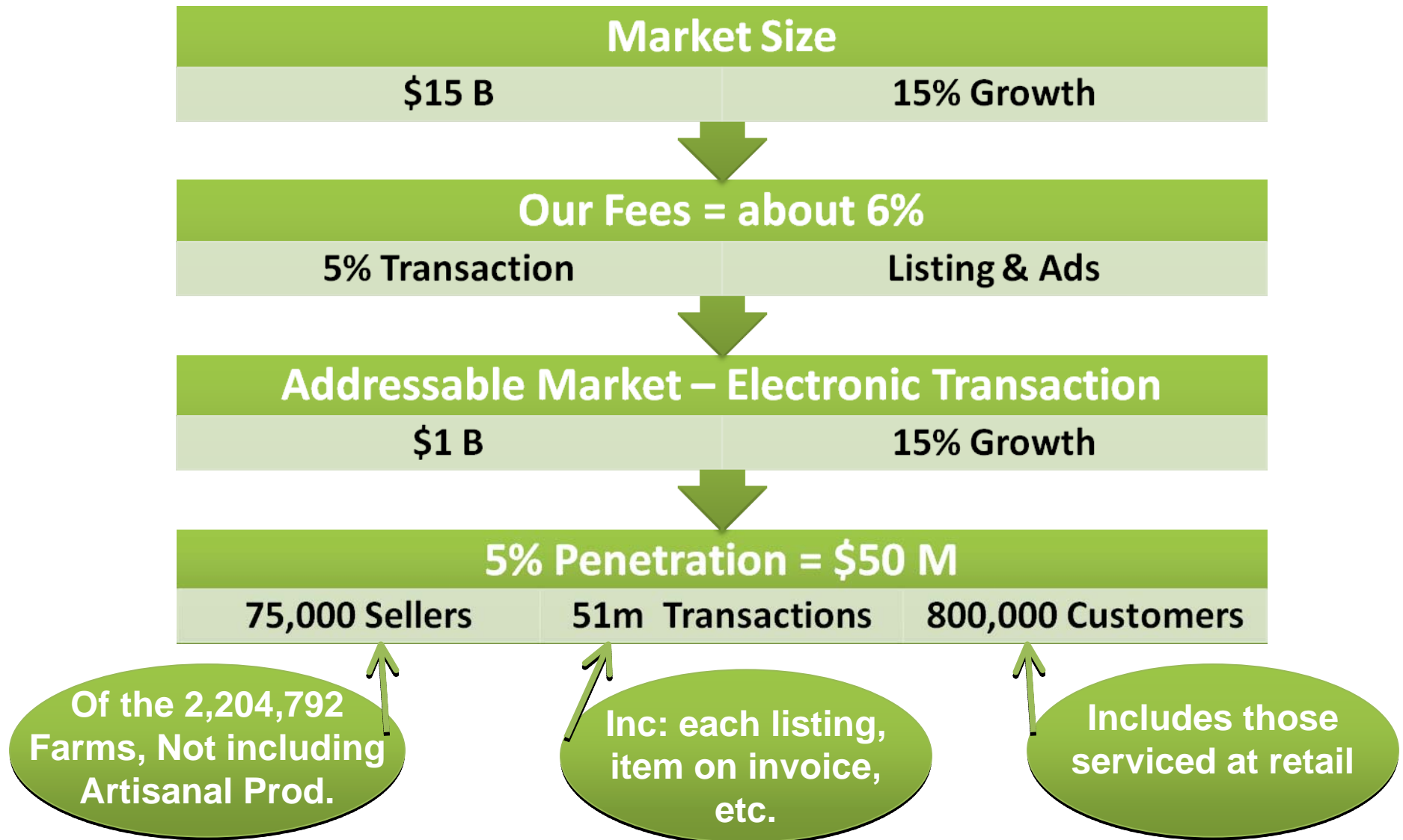
- Feedback
- Farm-Rank System
- Social Layer

An SaaS Solution

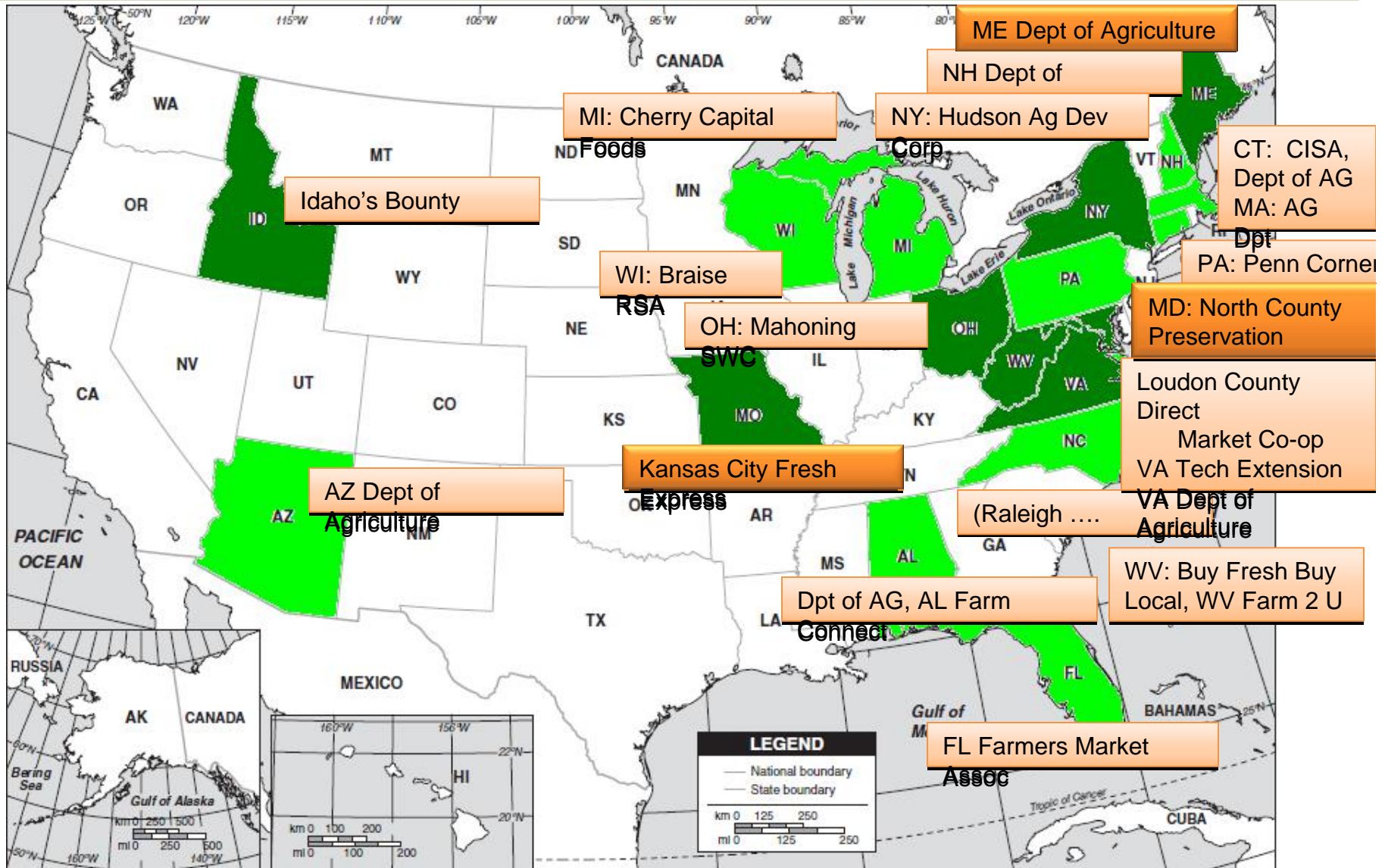
We Provide the Lubrication for this Market



In an Exciting and Growing Market...



...We Have Customers Already Paying!



We Find Strong Leads Because We are Industry

Experts

Speeches

- Leap into Local
- Farm Science Review
- OEFFA Conference
- Harvest New England
- Forum for Rural Innovation
- License to Steal National Wine Marketers

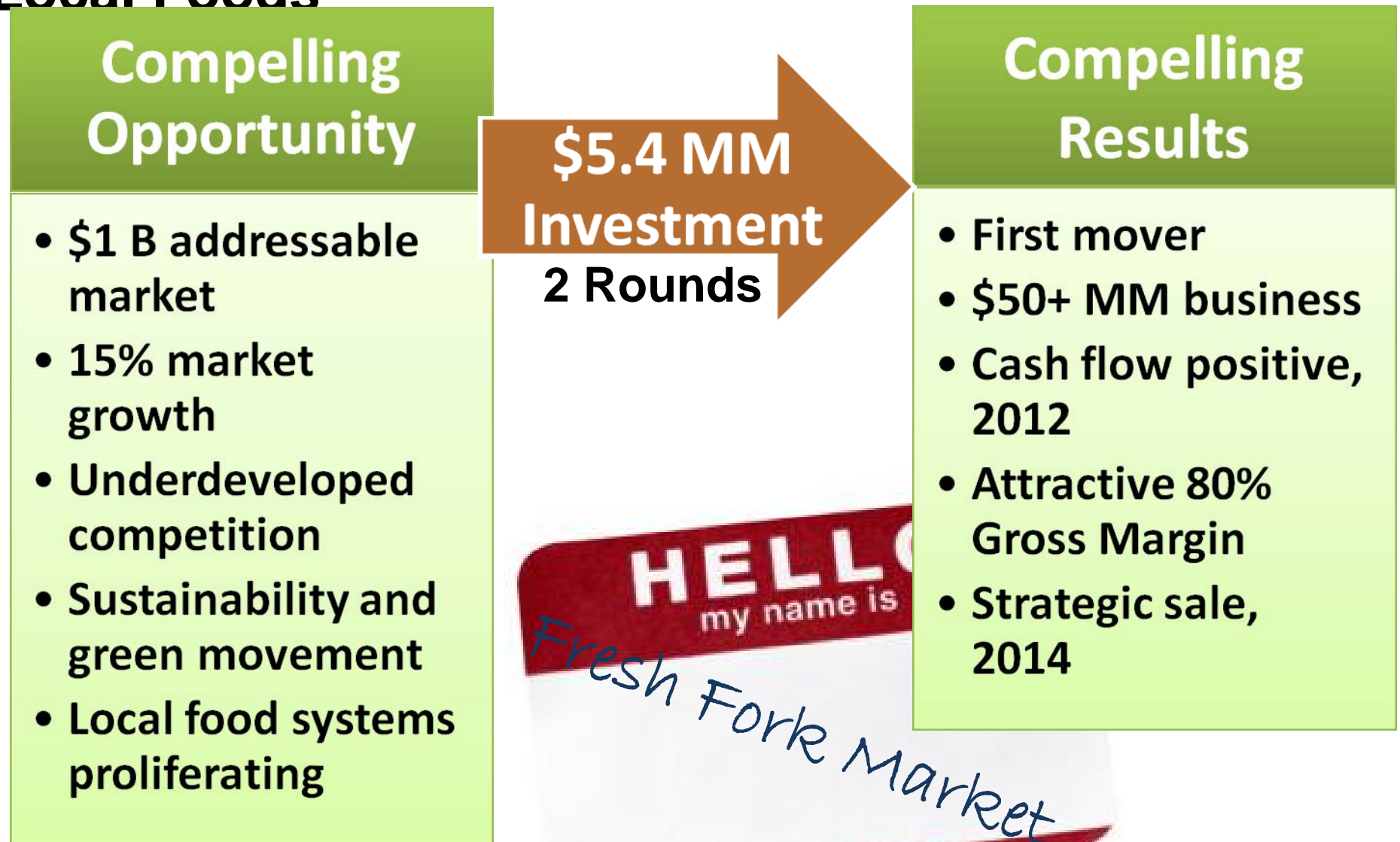
Boards/Industry

- OEFFA
- Governor's Food Policy Council
- NEO Food Congress
- Farm to School
- Real Foods Challenge
- Local Matters
- Buy Fresh Buy Local (WV)

Publications

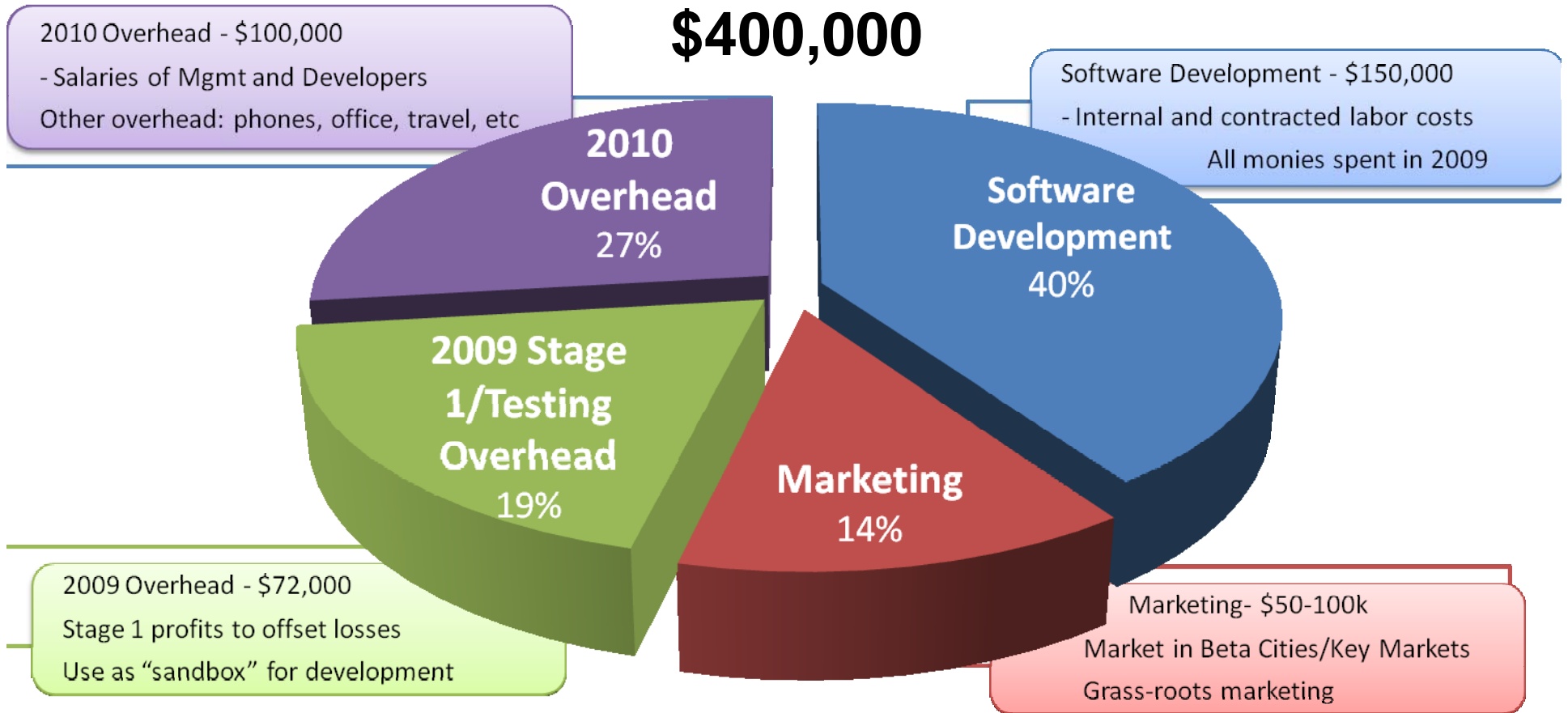
- National Culinary Review
- Catersource
- Loudon County VA Times
- Plain Dealer
- News Herald
- Free Times
- Scene
- Northern Ohio Live
- Countless blogs, forums, etc.

Invest in The First, Middle, and Last Name of Local Foods



Effective Use of Investors' Funds

Use of \$400,000



We Have Money on the Table



**\$80,000 from North Coast Opportunity Tech
Fund**

With Execution, We Have a Clear Exit Strategy



- The World's Largest Marketplace, World's Largest Selection
- Everything from toilet paper to car parts
- *NO PERISHABLE FOODS*



- other ventures such as Half.com and Rent.com

Next Steps

- Become a customer
 - www.myfreshfork.com
- Schedule follow-up meetings
 - Web-Demos
 - Business plan and detailed financials
 - Management team interviews
- **Need Investment Commitment by May 31st**
- **Investments in \$20k increments**
- **Convertible Debt Terms**

Contact: **Trevor Clatterbuck**
E: trevor@freshforkmarket.com
P: 304-281-3325



Addenda

- *Principals/Founders*
- *National TV*
- *Timeline*

Energetic, Intelligent, and Driven Founders



**Trevor
Clatterbuck**

Summa Cum Laude,
Dual Degree

- Completed V1 Dev. on-time
- Deloitte IT Consultant
- Software Proposals, Hyland Software
- Board of Directors OEFFA, Governor's Food Policy Council

CEO



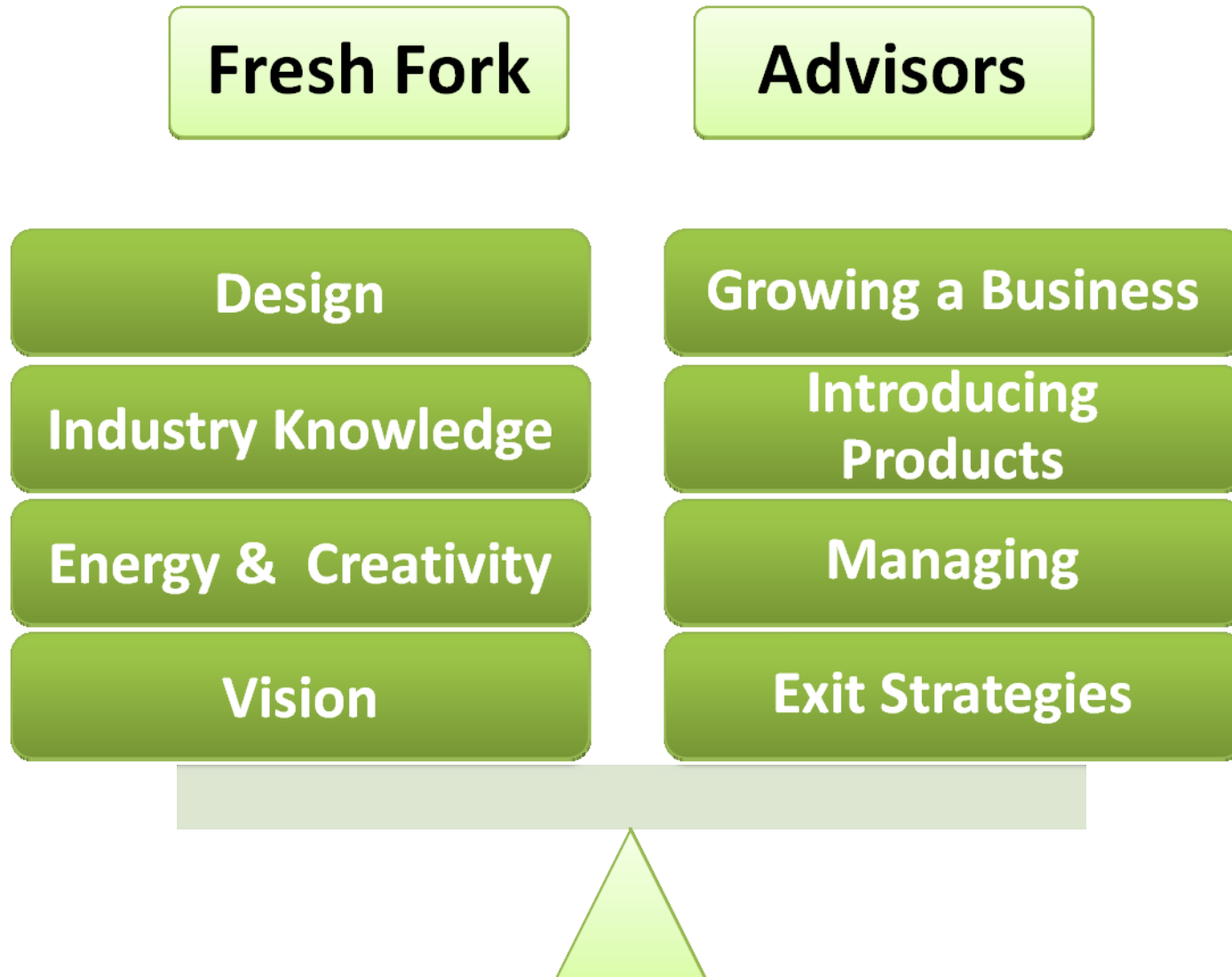
**Bob
Gavlak**

Cum Laude,
Finance

- Organized all V1 suppliers and operations
- Finance Dept Intern, Sherwin Williams
- Personal Trainer
- Captain Case Wrestling

COO

Leadership and Management Balanced by Advisors



Experienced Advisors Provide Powerful Guidance

Alan Scantland

- Sr. VP, MemberHealth. Sr. VP, Into Great Co.

Jon Adams

- Founder Audiopack

Frank Schossler

- Founder Efficient Channel Coding

George Buzzy

- Blue Olive Partner

Miguel Zubizarreta

- CTO Hyland Software

Philip Gottwals

- Founder, ACDS Agricultural Consulting

Tom Jackson

- President, Ohio Grocers Association

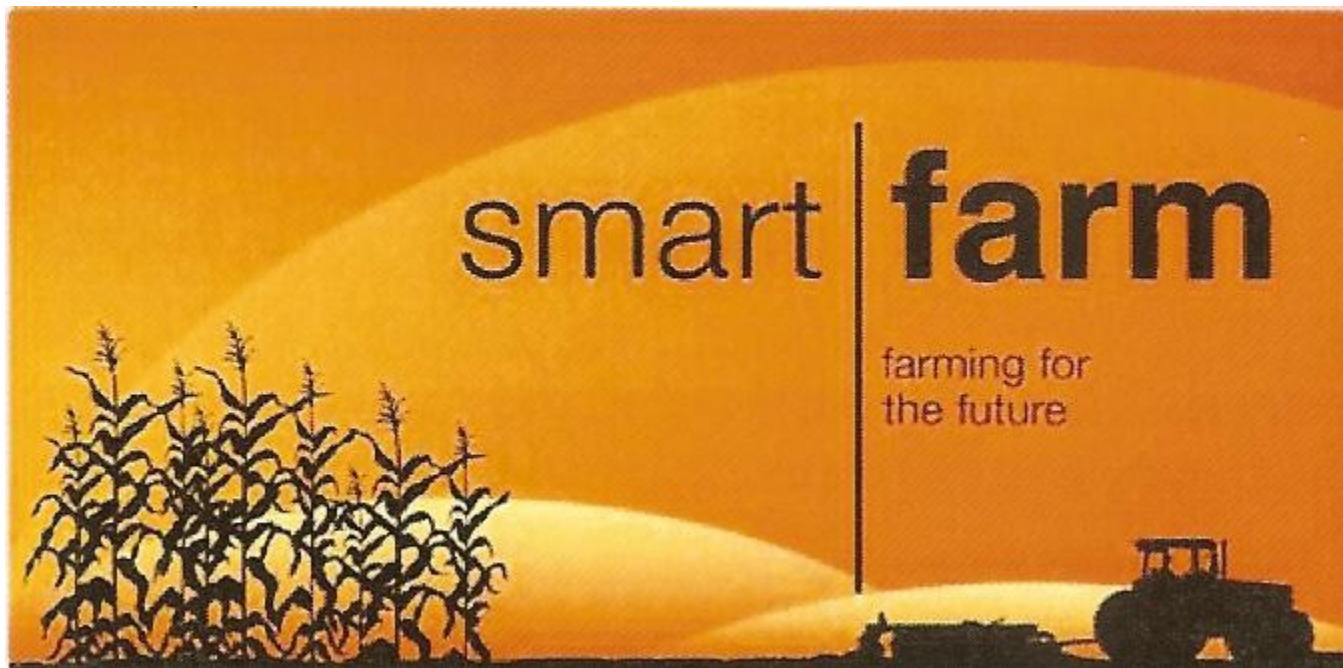
Jeff Nischwitz

- Attorney, author, entrepreneur

And We Are Going to Be on National TV!

SmartFarm TV:

- A new show about innovations in food and agriculture
- Pilot Episode with FFM – September 09
- RFD-TV



Milestones are on Target

