DOW DISTINGUISHED PROGRESS REPORT

ZANA SNACKS

www.zanasnacks.com

September 13, 2017
Executive Summary

Project Overview

Zana Snacks is a new clean snacking brand that believes clear minds and strong bodies can help you achieve your goals. We sell plant-based snacks with no added sugar made with organic ingredients. Unlike most snack brands, we use recyclable and compostable packaging — order the first time and you receive a reusable plastic jar, and the refills arrive in compostable bags. Perfect for tossing in your bag, our snacks provide convenient and more nutritious options to people on the go. After extensive research and development supported by The Dow Chemical Company, Zana Snacks launched online sales in August and has earned nearly $1,500 in revenue to date.

Outcomes

To date and with the support of The Dow Chemical Company, we have achieved the following outcomes:

- Conducted consumer research, interviews, surveys, and taste tests with 100+ participants
- Developed two product lines and five flavors of healthy snacking products to fit a consumer need
- Designed a highly unique brand and packaging solution
- Formed a licensed business
- Submitted a trademark application
- Undergone all required food safety testing
- Developed a supply chain rating system, conducted supply chain sustainability analysis and selected suppliers
- Identified multiple contract manufacturers and received quotes
- Negotiated commercial shipping rates for direct to consumer sales
- Established a growing online community
- Earned $1,488 in revenue over the past three weeks since our launch on August 22, 2017

Key Players

Our team is made up of diverse individuals with expertise in business, nutrition science, and environmental sustainability, including one MBA, three MPHs, and one MBA/MS. In addition to the two cofounders, we have carefully grown our team and allocated resources where most necessary in order to build our company to align with our established sustainability standards and business plan. To ensure sustainable ingredient sourcing, we sought an MBA/MS team member to create a supplier evaluation checklist and conduct supply chain research to identify suppliers that align closely with our core values. We also brought on a product development team member to assist in rapid creation of new healthy recipes to expand our product lines and make our brand more appealing to retail outlets. In addition, we expanded our team with a nutrition blogger to create valuable content on nutrition that is helping us grow awareness about our brand and build Zana’s online and social media presence. Our products are manufactured
at The Starting Block, a small business incubator, in Hart, Michigan. We have established a partnership with UPS as our preferred commercial shipping partner.

Focus on Sustainability

Utilizing the diverse skillsets of our core team members, we have maintained a focus on sustainability in all aspects of developing our business. As previously highlighted, our packaging is made from recyclable and compostable materials, and the product containers are intended for reuse. We are also continuously mindful of the small efforts we can make to offset our impact on the environment. We encourage our online customers to vote at checkout for one of three environmental organizations to which we will donate 1% of our profits at the end of the year.

Furthermore, in striving to minimize our environmental impact, we conducted ingredient sourcing research and analysis in order to locate suppliers that align most closely with our sustainability standards. These standards include seeking local and organic attributes when possible, see Exhibit 1 for the checklist we use to rate suppliers. To produce our products, we have contracted a small business kitchen incubator in Michigan that provides economic growth opportunities for a rural community. In supporting this non-profit organization through our co-packer production contract, we are remaining aligned with our established community-minded quality standard.

Future Goals & Request for Additional Funding

We are deeply grateful to The Dow Chemical Company for supporting the development of our company to date. In order to bring greater public awareness to the use of sustainable snack packaging, and in order to make healthier snack options available to more people, Zana will need to invest in marketing, sales, and a higher volume of production required to gain cost efficiencies. We include a detailed budget request for $50,000 in additional funding to achieve these goals. Thank you for your consideration.
Progress Toward Milestones

In our Dow Distinguished proposal we laid out the milestones below to mark goal posts in our plan of work for the summer. We met four of these milestones and are on track to achieve the final two in November and December of this year. Our ramp up in sales started later than expected because we learned of a two month delay from our packaging supplier in June and decided to switch suppliers which delayed our launch.

<table>
<thead>
<tr>
<th>Milestone</th>
<th>Target Date</th>
<th>Status</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>2nd product released</td>
<td>31-Mar</td>
<td>Achieved</td>
<td>Superfood Bites</td>
</tr>
<tr>
<td>500 items sold</td>
<td>30-April</td>
<td>Achieved</td>
<td>155 units sold in April pilot, 500 units sold in first week of launch which was moved to 8/22</td>
</tr>
<tr>
<td>1000 items sold</td>
<td>30-May</td>
<td>Achieved</td>
<td>1300 items sold as of 9/11</td>
</tr>
<tr>
<td>3rd product released</td>
<td>1-Jul</td>
<td>Achieved</td>
<td>Beet Balance Bars</td>
</tr>
<tr>
<td>3,000 items sold (online &amp; offline)</td>
<td>1-Sep</td>
<td>Expected 11/15/17</td>
<td>Launch date shifted to 8/22 due to packaging supplier delay, sales are still ramping up.</td>
</tr>
<tr>
<td>1,000 contacts added to customer database</td>
<td>1-Sep</td>
<td>Expected 12/31/17</td>
<td>Launch date shifted to 8/22 due to packaging supplier delay. Relentless commitment to growing audience through marketing, social media, and email and investment in referral reward system has led to 226 new consumer sign-ups since launch</td>
</tr>
</tbody>
</table>


Remaining Project Plan & Application for Additional Funding

**Scope of Work**

Moving forward, it is our intention to scale the Zana Snacks business. We aim to reach at least $25,000 in annual sales revenue in 2018. Keys to our success will include: expanding distribution online and in retail channels, increasing consumer awareness, and driving repeat subscription sales. Please find an overview of our business strategy below.

**Business Strategy Overview**

*Target Consumer:* Health-conscious and high-achieving millennial professionals seeking balance in their lives.

*Geography:* Urban areas over indexing for healthy eating: NYC, LA, SF, Seattle, and founders’ location: Chicago.

*Value Proposition:* Healthy snacks for your work week made with real vegetables and no added sugar that are easy to carry and have reduced environmental impact. *(Products include:)* Superfood Bites (Coconut Maca, Cacao, Matcha) and Vegetable Nutrition Bars (Carrot Cleanse, Beet Balance) sold in single units in retail and monthly subscription boxes online. Vegetable leathers and mushroom jerky under development.

*Distribution:* Online direct to consumer, targeted retail channels: High-end coffee shops, yoga studios/retreats, and tech and consulting business offices.

*Operations/Manufacturing:* Start in a smaller copacker (The Starting Block) to increase learning and flexibility, transfer to a larger copacker (Betty Lou’s, Fresco, or Element Bar) to gain cost efficiencies.

*Marketing:* Use influencer marketing on Instagram and healthy living/eating/running blogs as key to reach early adopters. Push friend referrals through use of discounts and Kickoff Labs referral platform. Conduct sampling at events/locations with target consumers (races, yoga studios, city parks).

*Sales:* Hire a sales manager in fall of 2017 with extensive experience and connections to target channels in target geographies. Seek a former sales manager from a larger brand such as Kashi.

*Human Resources:* Keep recipe developer on board to finish two additional products under development, and continue to pay blogger to produce content marketing material that is key to increasing consumer awareness. Consider hiring community manager from Ross undergraduate program to support social media presence.

*Finance:* Seek grant funding for scaling from startup to small business and then apply to business incubators after revenue exceeds $10,000. Minimize product costs through scale efficiencies and packaging/shipping innovation.
Skills Gaps

Our main skills gap is in retail sales. This role is very important to our success because being in stores where our consumers already shop and work will increase revenue and support our online sales through initial exposure to our products. We intend to hire a part-time sales manager to fill this gap. We have already received recommendations from a former Kashi brand VP who currently works as a private consultant to growing food brands and will continue to contact the individuals he has suggested until we find a qualified individual to add to our team.
Future Business Scaling Milestones

Our specific business targets are delineated in the milestone table below under the following four goal areas we have for our company over the next year:

- Act to protect the environment
- Establish retail partnerships
- Grow online community
- Grow online sales

<table>
<thead>
<tr>
<th>Goal Area</th>
<th>Milestone</th>
<th>Timeline</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Act to protect the environment</strong></td>
<td>Launch an online educational campaign about compostable packaging</td>
<td>31-Jul-18</td>
</tr>
<tr>
<td></td>
<td>Launch online activism campaign to encourage customers to get their municipality to implement commercial composting</td>
<td>31-Jul-18</td>
</tr>
<tr>
<td></td>
<td>Seek to obtain 15% subscription sales</td>
<td>31-Jul-18</td>
</tr>
<tr>
<td></td>
<td>Maintain at least 15% subscription sales</td>
<td>31-Dec-18</td>
</tr>
<tr>
<td><strong>Establish retail partnerships</strong></td>
<td>1 retail partner sale finalized</td>
<td>31-Jan-18</td>
</tr>
<tr>
<td></td>
<td>2 total retail partnerships finalized</td>
<td>31-Mar-18</td>
</tr>
<tr>
<td></td>
<td>500 units sold in retail</td>
<td>31-Mar-18</td>
</tr>
<tr>
<td></td>
<td>3 total retail partnerships finalized</td>
<td>31-Jul-18</td>
</tr>
<tr>
<td></td>
<td>1000 units sold in retail</td>
<td>31-Jul-18</td>
</tr>
<tr>
<td></td>
<td>5 total retail partnerships finalized</td>
<td>31-Dec-18</td>
</tr>
<tr>
<td></td>
<td>3,000 units sold in retail ($12,000+ revenue)</td>
<td>31-Dec-18</td>
</tr>
<tr>
<td><strong>Grow online community</strong></td>
<td>10 ambassadors/influencers contracted with to endorse product</td>
<td>31-Mar-18</td>
</tr>
<tr>
<td></td>
<td>500 Instagram followers</td>
<td>31-Mar-18</td>
</tr>
<tr>
<td></td>
<td>3,000 email list subscribers</td>
<td>31-Jul-18</td>
</tr>
<tr>
<td></td>
<td>6,000 email list subscribers</td>
<td>31-Jul-18</td>
</tr>
<tr>
<td></td>
<td>1000 Instagram followers</td>
<td>31-Jul-18</td>
</tr>
<tr>
<td></td>
<td>3,000 Instagram followers</td>
<td>30-Sep-18</td>
</tr>
<tr>
<td></td>
<td>1,000 email list subscribers</td>
<td>31-Dec-18</td>
</tr>
<tr>
<td></td>
<td>10,000 Instagram followers</td>
<td>31-Dec-18</td>
</tr>
<tr>
<td><strong>Grow online sales</strong></td>
<td>120 unique customer box orders sold online (3,000 product units)</td>
<td>15-Nov-17</td>
</tr>
<tr>
<td></td>
<td>Launch 2 new products lines that are currently under development</td>
<td>31-Mar-18</td>
</tr>
<tr>
<td></td>
<td>1000 customer orders sold online</td>
<td>30-Sep-18</td>
</tr>
<tr>
<td></td>
<td>400 customer orders sold online</td>
<td>31-Dec-18</td>
</tr>
<tr>
<td></td>
<td>2166 customer orders sold online ($13,000 revenue)</td>
<td>31-Dec-18</td>
</tr>
</tbody>
</table>
Budget

In order to achieve the above goals, there are key investments we will need to make.

- To establish retail partnerships we will need to hire a sales manager.
- To grow our online community and increase consumer awareness we will need to pay “influencers” on social media to market our product and continue investing in content marketing through our blog as well as sampling events.
- To increase online sales and drive repeat subscription sales we will need to continue to pay for our “referrals” system.
- To scale the business using the above tactics and earn a profit, we will need to invest in a larger production run with a copacker where we can gain cost efficiencies of scale. The budgeted cost of these growth investments is detailed below.

### 100% Budget

<table>
<thead>
<tr>
<th>Item</th>
<th>Timeline</th>
<th>Estimated Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hire a part-time sales manager</td>
<td>January 31, 2018</td>
<td>$25K</td>
</tr>
<tr>
<td>Identify, contact, and pay bloggers &amp; influencers for product endorsements, conduct sampling events</td>
<td>Ongoing</td>
<td>$10K</td>
</tr>
<tr>
<td>Pay for referral system</td>
<td>Monthly</td>
<td>$1248 annual subscription</td>
</tr>
<tr>
<td>Pay for a large copacker production run of 2 highest selling products</td>
<td>By July 1, 2018</td>
<td>$56,000</td>
</tr>
</tbody>
</table>

**Total Cost of Growth**  
$92,248

**Total Requested – Dow**  
$50,000

**Remaining Needed**  
$42,248

**Intended Source of Remainder**  
FoodX or Gener8tor accelerator program, profit from sales

### Alternative 75% Budget

<table>
<thead>
<tr>
<th>Item</th>
<th>Timeline</th>
<th>Estimated Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hire a part-time sales manager</td>
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<td>Monthly</td>
<td>$1248 annual subscription</td>
</tr>
<tr>
<td>Pay for a large copacker production run of 2 highest selling products</td>
<td>By July 1, 2018</td>
<td>$56,000</td>
</tr>
</tbody>
</table>

**Total Cost of Growth**  
$92,248

**Total Requested – Dow**  
$37,500

**Remaining Needed**  
$54,748

**Intended Source of Remainder**  
FoodX or Gener8tor accelerator program, profit from sales, crowdfunded equity, Kickstarter, potential angel investors
Exhibits Table

Exhibit 1: Zana Snacks quality standards scoring system

Exhibit 2: Co-packer/Co-manufacturer Price Quote

Exhibit 3: Product photos / Packaging Example (Recyclable / Reusable jars)

Exhibit 4: Compostable Packaging Example (Compostable packaging)
Exhibit 1: Zana Snacks quality standards outline:

*Pure:* we select ingredients that are free of preservatives, artificial colors, flavorings, sweeteners or other additives

*Community-oriented:* we partner with organizations that source from small farmers in order to support a diverse food system and promote its resilience

*Sustainable:* we make every effort to include certified-organic ingredients when available

*Ethical:* when possible, we select fair-trade options to help support the well-being of those we rely on for our supply chain

*Transparent:* our suppliers care about transparency as much as we do, and go out of their ways to promote business practices that ensure they, and we, know where their food really comes from.

*Healthy:* we have formulated recipes for our bars that maximize nutrient density and diverse superfood ingredients so that your body and mind are nourished as you snack

*Sustainability checklist:*

Purity: any added ingredients? (1 point)

Organic? (1 point)

Fair-trade or local options available when possible? Yes/no? (1 point)

Transparent supply chain? Can provenance of ingredient be identified? (1 point)

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1 Inspired by Whole Foods’ Quality Standards statement online: [http://www.wholefoodsmarket.com/quality-standards](http://www.wholefoodsmarket.com/quality-standards); while more details would be great, my sense from speaking with the suppliers included in my recommendations is that they will not be able to provide information on specific waste/water/pesticide/labor practices for each ingredient, as many of them source 200+ different types of food. However, should you decide you need more info and choose to source each ingredient from a brand rather than a bulk/wholesale supplier, Whole Foods also has a breakdown of their “factors that impact human health and the environment,” including soil health; air, energy and climate; waste reduction; farmworker welfare; water conservation & protection; ecosystems & biodiversity; and pest management. GMOs, irradiation and biosolids are discussed on its website as well: [http://www.wholefoodsmarket.com/responsibly-grown/what-we-consider](http://www.wholefoodsmarket.com/responsibly-grown/what-we-consider)
Exhibit 2: Co-packer/Co-manufacturer Price Quote

August 24, 2017

To: Zana Snacks/Thrive Nutrition

Attention: Bridget Henley

Re: Paper exercise price quote for 21 gram Superfood Bites, 48 gram Beet and Carrot bars.

This quote is to be used for demonstration purposes only.

<table>
<thead>
<tr>
<th>Minimum Order Quantities per Flavor</th>
<th>Superfood</th>
<th>Beet</th>
<th>Carrot</th>
</tr>
</thead>
<tbody>
<tr>
<td>80,000 +</td>
<td>$0.35</td>
<td>$0.41</td>
<td>$0.41</td>
</tr>
</tbody>
</table>

This price quote is based on Zana Snacks providing the Maca Root Extract, Dehydrated Beets and Dehydrated Carrots.

This price quote is to be used for demonstration purposes only. Final pricing will be determined once the formulas have been finalized with Betty Lou’s Inc.’s R&D team and after the pilot stage of development has been completed.

Pricing does not include film, display boxes, master boxes, shrink wrapping of displays, shipment of finished product to final destination, microbial lot testing, third-party testing or certifications.

Any change or cancellation of a purchase order within two weeks of scheduled production, may result in a $7,500.00 charge.

Prices may change due to cost fluctuations including but not limited to ingredient costs. Client to be notified before Betty Lou’s Inc. produces any purchase order if costs have changed enough to require a price change.

Thank you for the opportunity to offer our services to your company.

For Better Health,

Steven Gorske

Pricing Analyst
Betty Lou’s, Inc.
Exhibit 3: Product photos / Packaging Example (Recyclable / Reusable jars)
Exhibit 4: Compostable Packaging Example

Ingeo Resealable Flat Bags
Great for snacks and sandwiches, these clear bags feature a 1" lip with a strip of resealable tape on it. Made from Ingeo (PLA), derived from renewable abundant resources. Suitable for cold food only.

<table>
<thead>
<tr>
<th>Part Number</th>
<th>Description</th>
<th>Qty</th>
</tr>
</thead>
<tbody>
<tr>
<td>554-40405</td>
<td>Resealable Bag (4.375 x 5.75&quot;)</td>
<td>1000</td>
</tr>
<tr>
<td>554-40506</td>
<td>Resealable Bag (5 x 6&quot;)</td>
<td>1000</td>
</tr>
<tr>
<td>554-40508</td>
<td>Resealable Bag (5.5 x 8&quot;)</td>
<td>1000</td>
</tr>
</tbody>
</table>

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2 http://excellentpackaging.com/Catalog/NP/BioMassPackagingCatalog.html#29/z
EDUCATION

STANFORD UNIVERSITY
School of Humanities and Sciences
Bachelor of Arts in Public Policy, June 2010

UNIVERSITY OF MICHIGAN
Stephen M. Ross School of Business
Master of Business Administration, April 2017
• Emphases in: Marketing & Strategy
• Awarded: Grand Prize Patagonia Eco-Innovation Competition, 1st Place E&J Gallo Marketing & Product Innovation Competition, Dow Sustainability Fellowship, Merit Scholarship, Forté Fellowship, Leo Burnett Award, Zell Entrepreneurship Fellowship, Dean's List (Top 10%)
• Member and Director: Design + Business, Marketing Club

EXPERIENCE

NESTLE USA
Summer 2016
Summer Marketing Associate (Outshine)
• Created regional marketing strategy for $250MM+ healthy snacking brand to drive 10% sales lift. Brand launched strategy Q3 2016.
• Assessed profit and loss potential of a new market expansion opportunity, recommended an optimal path to market. Brand began executing on plan Q3 2016.

MAP 2016
KELLOGG COMPANY
Battle Creek, MI
MBA Consultant
• Identified fresh new consumer insights among elite female athletes and female millennials for Kellogg's Global Breakfast Innovation team to drive growth of a $6B breakfast business.
• Developed 10 innovative new product ideas to drive market growth.

2012-2015
HEARTLAND ALLIANCE
Chicago, IL
Digital Strategy Manager, 2014-2015
• Designed digital marketing strategy for $100MM anti-poverty organization that reengaged donor audience of 25K and surpassed fundraising goals by 200 percent.
• Identified need for responsive web redesign following analysis of mobile traffic data, secured $60K budget, directed vendor selection process.
• Created new digital storytelling platform and photography content to boost web traffic that generated over 2K new monthly views.

Communications Coordinator, Research & Policy, 2012-2014
• Established social media, email, and print marketing strategy.
• Managed successful communications initiatives that helped enhance reputation, drive stakeholder support, influence anti-poverty policy, and improve business outcomes.

2012-2013
DIY TAKEOUT
Chicago, IL
Co-Founder
• Co-founded e-commerce food business that was named top 10 out of 117 teams in the Chicago Lean Startup Challenge 2012.
• Wrote business plan, developed pricing models, led marketing and hiring efforts, formed LLC, established key partnerships, designed website and packaging.

2010-2012
PACIFIC GAS & ELECTRIC COMPANY
San Francisco, CA
Associate Business Analyst
• Forecast energy supply costs for state of CA to inform long term strategic plan.
• Analyzed emerging clean tech products for potential inclusion in utility's renewables portfolio.

ADDITIONAL
• Proficient in Spanish and basic Mandarin Chinese
• Advanced user of Adobe Creative Suite, Basic HTML/CSS, SQL, Python, Tableau
• Board Member, Stanford Alumni Women's Impact Network
• Photographer who told the stories of low-income Chicagoans
• Baker who can make chocolate from scratch
Bridget Henley
henleyb@umich.edu • 312.221.4003

EDUCATION

University of Michigan, Ann Arbor, MI
School of Public Health, Master of Public Health Candidate in Nutritional Sciences
Dow Sustainability Fellowship, 2016-2017

University of Michigan, Ann Arbor, MI
College of Literature Science & the Arts, Bachelor of Arts in Environmental Studies and Sociology

Institute for Central American Development Studies, Costa Rica
Environmental Field Studies Program, Intensive Spanish

NUTRITION EXPERIENCE

Zana Snacks, Ann Arbor, MI
October 2016 - Present
Co-Founder
• Lead product development and production operations of the sustainable food product company.
• Ensure compliance with food safety guidelines, oversee branding design, and manage supplier relations.

Beyond Green Sustainable Food Partners, Chicago, IL
May 2016 – Present
Summer Intern and Design Consultant
• Lead project team in curriculum material development for school and community nutrition education.
• Obtained company’s B Corporation re-certification to meet social and environmental standards.
• Create proposals and marketing content to promote sustainable foodservice consulting services.

North Beach Foods, Hart, MI
December 2013 – Present
Owner/Founder
• Identified a lack of available, pleasing vegan alternatives and developed Vegan Brie en Croûte.
• Manage all aspects of my handcrafted vegan food business from marketing and finances to production.
• Strive to provide a healthy, gourmet product unique in the market and sold in local and regional stores.

The Starting Block Business and Kitchen Incubator, Hart, MI
July 2012 – Present
Marketing Intern and Website Consultant
• Assisted clients with label design consistent with Michigan Department of Agriculture guidelines.
• Created organization’s website, write social media and newsletter content, and manage website updates.

Native Foods Café, Chicago, IL
March 2014 – August 2015
Baker and Cook
• Prepared food in a fast-paced vegan restaurant kitchen and gained extensive culinary experience.

ENVIRONMENTAL EXPERIENCE

Ecology Center, Ann Arbor, MI
October 2015 – Present
Graphic Design Intern
• Collaborate with a creative team to advocate the organization’s environmental and public health efforts.
• Design and edit fundraising materials, brochures, and reports using Adobe Creative Cloud software.

Student Conservation Association/Friends of the Forest Preserves, Chicago, IL
Summer 2013
Crew Leader
• Created lessons, taught, and led crews of high school youth in environmental conservation projects.

SKILLS

Language: Proficient in Spanish
Computer: Microsoft Office, Adobe Photoshop, Illustrator, Dreamweaver, InDesign
KATHLEEN HELEN CARROLL  
3217 Wisconsin Ave NW Apt 6A • Washington, DC 20016-3833  
kcar@umich.edu • (914) 320-0266

EDUCATION

UNIVERSITY OF MICHIGAN  
Stephen M. Ross School of Business  
MBA/MS, Erb Institute for Sustainable Global Enterprise, May 2017  
• Emphases on food systems, consumer health and behavior, and supply-chain sustainability  
• Awarded: Dow Sustainability Fellowship (2016); Experiential Learning Fund Scholarship (2015); Rackham International Research Award (2015); Erb Recruitment Scholarship (2014)

GEORGETOWN UNIVERSITY  
Bachelor of Arts, May 2010  
• Cum laude; dual major in Chinese and English; thesis received Highest Honors

EXPERIENCE

PRICEWATERHOUSECOOPERS, LLP  
Collaboration Consultant  
Washington, DC  
2017-Present  
• Engage stakeholders at the local and national level to devise and implement a firm-wide strategy for streamlined internal sustainability initiatives, optimizing local engagement alongside national, strategic objectives  
• Create metrics for measuring success of enhanced firm-wide sustainability strategy, with an emphasis on employee engagement and an improved carbon footprint

ENVIRONMENTAL DEFENSE FUND  
Packard Environmental Fellow  
Washington, DC  
2016  
• Engaged a diverse group of stakeholders for the design of a sustainable financing plan for implementing electronic monitoring and reporting for the Pacific Islands' tuna industry

WALMART STORES INC.  
MBA Consultant  
Bentonville, AR  
2016  
• Created a long-term strategy for increasing Walmart's sales of locally grown and organic produce, resulting in over $90M of potential additional sales and identification of six new, nationwide 'high demand' produce items

AMCOR LIMITED  
Sustainability Intern  
Ann Arbor, MI  
2015  
• Identified the financial viability of end-of-life options for flexible packaging within the United States, with an emphasis on post-consumer medical and food packaging  
• Designed a financial model to quantify the economic impact of collection, sorting, and waste-to-energy scenarios for flexible plastic packing in two East Coast metropolitan areas

INSTITUTE OF INTERNATIONAL FINANCE  
Program Assistant, Capital Markets & Emerging Markets  
Washington, DC  
2013-2014  
• Analyzed long-term infrastructure financing and regulatory impediments to investment, contributing to the Institute's publications for its 450+ member institutions from 70 countries  
• Contributing author to a Swiss Re report on infrastructure investing, co-published by Swiss Re and the IIF

HANOVER RESEARCH  
Content Analyst  
Washington, DC  
2011-2013  
• Conducted primary research with industry executives and academic experts to design and produce comprehensive, custom reports for clients in educational and private industries  
• Deliverables included labor market projections, industry trend analyses, and strategic recommendations for new ventures, one of which led to the decision by a top liberal arts college in the Northeast to begin its first ESL program for international students

ADDITIONAL  
• Member of the Board of Directors for Ann Arbor Community Acupuncture  
• Proficient in Mandarin Chinese  
• Travel experience: China and many of its autonomous prefectures (2008, 2009, 2010), Taiwan (2010), Turkey (2012), Iceland (2013), Nepal (2014), India (2014), independent exploration of local food systems and agricultural practices (tempeh, cashews, rice and palm oil) on Java and Sumatra in Indonesia (2014), and the "Whole Trade" banana partnership between Whole Foods Market and EARTH University in Costa Rica (2016)
# AMANDA LOWNES

**Current Address:**
629 South Division Street
Ann Arbor, MI 48104

**Contact Details:**
alomnes@umich.edu
(215) 605-8733

## EDUCATION

<table>
<thead>
<tr>
<th>Institution</th>
<th>Degree</th>
<th>Grade</th>
<th>Year</th>
</tr>
</thead>
<tbody>
<tr>
<td>University of Michigan, School of Public Health</td>
<td>Masters of Public Health in Nutritional Sciences, Concentration in Dietetics</td>
<td>3.86 GPA</td>
<td>Class of May 2018</td>
</tr>
<tr>
<td>Pennsylvania State University, Smeal College of Business</td>
<td>Bachelor of Science in Finance, Minor in International Business</td>
<td>3.67 GPA</td>
<td>Class of May 2013</td>
</tr>
<tr>
<td>Study Abroad at The Institute at Palazzo Rucellai</td>
<td>Florence, Italy, May 2011-July 2011</td>
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## WORK/VOLUNTEER EXPERIENCE

### Robin Hills Farm
**Education and Horticulture Intern**
*Chelsea, MI*
- Develop educational curriculum for both youth and adult programming in areas such as ecology, health/wellness, and permaculture
- Co-led a 94-child field trip focused around where food comes from, incorporating various learning modalities to engage kids
- Plant, harvest, and maintain organic vegetables and fruit gardens for farmer’s markets, local restaurants, and resale stores

### University of Michigan Bariatric Surgery Program
**Dietetic Intern**
*Ann Arbor, MI*
- Conduct patient interviews with Registered Dietitians about diet and lifestyle choices, educate patients about surgery requirements
- Perform nutrition education and counseling for behavior change in individual and group nutrition sessions
- Create content for and lead patient support groups, write monthly newsletters for future and post-bariatric surgery candidates

### Patagonia, Inc.
**Case Competition Finalist**
*Berkeley, CA*
- Created solution, with multi-disciplinary 6-person team, to solve 36-page case asking: What innovations and/or practices can help Patagonia increase the number of suppliers producing food using regenerative organic practices, and how can Patagonia influence the broader food system to spread these practices?
- Selected as one of ten finalists (of 100 proposals) to present proposed solution to CEO, CFO and COO of Patagonia over multi-day event in California

### Sprouting Chefs, LLC
**Assistant Chef and Project Coordinator**
*Ann Arbor, MI*
- Teach children ages 5-8 practical cooking skills, emphasizing healthy eating choices, local ingredients and seasonal eating
- Educate children about the nutritional benefits of foods prepared, importance of eating vegetables/fruits, and harvesting techniques

### Bloomberg L.P.
**Core Terminal Sales Representative & Account Manager, NY Hedge Funds**
*New York, NY*
- Developed strategies to maintain business and identify new opportunities within NY Hedge Funds, while displacing redundant competing products. Nominated as Rookie Salesperson of the Year (2015) amongst 200+ sales representatives
- Managed and cultivated relationships with 700+ users of the Bloomberg Professional platform, demonstrated new analytical tools tailored to client’s workflow with a specific focus in Equity and Fixed Income markets

### Bloomberg L.P.
**Financial Product Sales and Analytics Program, Equity Analytics Specialist**
*New York, NY*
- Consulted with institutional and private investors globally for real-time assistance with Equity analytic tools in both English and French languages, balancing multiple client inquiries at once while still providing unparalleled customer service
- Analyzed client data to uncover gaps in workflow; generated sales ideas, increased dependence on product and optimized client’s productivity
- Served as Deputy Team Leader to team’s manager for 12 members, taught best practices, and on-boarded new members

## LEADERSHIP

### The Pennsylvania State University
**Teaching Assistant, Management and Organization**
*University Park, PA*
- Collaborated with the Associate Dean of Undergraduate Admissions and the other student TA to develop approaches to ensure a comfortable and efficient learning community for lecture of 459 students
- Taught 3 lectures, attended all lectures, held office hours, graded coursework, proctored exams, & ensured academic integrity

### Students Consulting for Non-Profit Organizations
**Founder and Vice President of External Communications**
*University Park, PA*
- Founded Penn State’s Chapter of SCNO with team of 4 other students with the mission of accelerating non-profit success by empowering talented students with knowledge, training, and hands-on consulting experience
- Consulted for local non-profit organizations by identifying their business needs, gaps in workflow, and ways to improve operations; worked in cross-disciplinary teams to provide non-profits with a proposed solution after semester-long projects
- Expanded organization to support 15 additional clients in 1-year in areas such as Finance, Supply Chain, Marketing and Fund Allocation

## PROFESSIONAL MEMBERSHIPS AND PERSONAL INTEREST

- University of Michigan Student Advocates for Nutrition – News and Media Chair
- University of Michigan Nutritional Sciences Student Association
Suzanne Genyk  
1275 Jefferson Rd, Clarklake, MI 49234  
sgenyk@umich.edu | (734) 255-1857

EDUCATION

University of Michigan School of Public Health, Ann Arbor, MI  
Master of Public Health Graduate 2017, Nutritional Sciences, Dietetics

University of Michigan, Ann Arbor, MI  
Bachelor of Arts, Anthropology, May 2009

EXPERIENCE NARRATIVE

Center for Managing Chronic Disease, University of Michigan  
Ann Arbor, MI  
Research Assistant  
• Support qualitative research endeavors for the Food and Fitness Initiative

Taste the Local Difference, Traverse City, MI  
June-September 2016  
Health and Local Food Intern  
• Coordinated Building Healthy Communities Grant by consulting 11 sites to implement Healthy Food Service Guidelines

University of Michigan School of Public Health and Office of VA Affairs  
Research Assistant with Quality Improvement for Complex Chronic Conditions (QUICCC)  
January-April 2016  
• Supported projects that address informal self-management diabetes and depression

Jackson Civil Process, Jackson, MI  
July 2014-August 2015  
Office Manager, Notary Public  
• Managed and coordinated process serving company and its contract workers.

University of Michigan MHealthy Rewards, Ann Arbor, MI  
December 2013-April 2014  
Site Coordinator  
• Facilitated and lead MHealthy health screenings for participating UM faculty and staff.

Raw, Chicago, IL  
May 2013-August 2013  
Sales and Customer Service Representative  
• Promoted raw vegan products through sales and customer service relationships.

Fig Catering, Chicago, IL  
December 2010-August 2013  
Catering server and guest food blogger  
• Maintained impeccable service standards for intimate gatherings, weddings and corporate affairs.

Meez Meals, Home Meal Delivery Company, Chicago, IL  
August 2012-June 2013  
Production Team Member  
• Streamlined product/package compatibility and labeling process to increase productivity.

VOLUNTEER ENDEAVORS

• Ypsilanti Meals on Wheels, Ypsilanti, Michigan, January 2017-April 2017  
- Conducted home health assessments

• Columbia Elementary School, Healthy Kids, Brooklyn, MI 2014-15 School Year  
- Implemented health promotion program highlighting physical activity and nutrition by engaging youth grades K-2.

• Purple Asparagus, Delicious Adventures, Chicago, IL, 2012 & 2013  
- Introduced elementary students to diverse fruits and vegetables via multi-sensory learning.