

PIGGY BANK

STRATEGIC FOUNDATION



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A collaborative vision for the movement through 2020.

The strategic foundation is the culmination of a process aimed to help understand and address the opportunities and challenges facing Piggy Bank as a new charity. It will culminate in a series of priorities, as well as specific operational initiatives that will define the success of Piggy Bank as both a foundation and (we hope) a movement.

Piggy Bank is a U.S. based 501(c)(3) proudly operating as a project of the Trust for Conservation Innovation (T4CI). Contributions are tax-deductible to the fullest extent of the law. T4CI helps environmental leaders fulfill their visions by providing nonprofit status and fiscal sponsorship services for innovative conservation projects.

Piggy Bank was an idea created by Brady Lowe of Cochon555 – a critically-acclaimed national culinary festival devoted to promoting heritage breed pigs – in response to the animal health threats and dearth of development information that responsible family farmers face on a daily basis.

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PIGGY BANK

VISION

Piggy Bank will aim to play a dynamic role for small and family farming communities raising heritage breed pigs. From our farmers and breeders, to processors and wholesalers, to our industry and strategic partners, government and nonprofit organizations — the key to growth is a vibrant community that is defined by your participation. Information we produce - will be published freely online, positioned as an Open Access Agriculture (OAA) project.

WHY...?

Because struggling family farms raising heritage breeds in responsible ways demand support that is hyper-local, nationally relevant, and globally recognized.

WHAT...?

Piggy Bank is positioned as a Noah's ark for the future of heritage breed pig husbandry. A genetic sanctuary that enables responsive solutions for emerging farmers and supporting communities. The foundation of Piggy Bank's success is a commitment to transparency in the sharing of data, information, sales and marketing contacts, and farming best practices that will result in improved businesses for those accessing our network of information. It will become a national, online, and agricultural community that will clear a path for sustainable agriculture and thus enable the next level of emerging farms to grow.

HOW...?

In five years, the aspirations of Piggy Bank include:

- The greater heritage pig industry all working together to improve responsible farming practices
- An online portal that organizes and shares hundreds of heritage pig farming business plans
- A safe and clean physical farm sanctuary to facilitate the growing and sharing of heritage breed pig genetics to small and family farmers in need
- Sending pigs to culinary schools for case studies and education each year
- An on-line database of heritage breed pig profiles. The information will be culled from culinary school research campaigns, which will publish their results on a shared platform
- A content marketing library and online information network, including an aggregated series of videos, marketing briefs, news coverage, sales information, and other digital assets

Welcome to Piggy Bank.

STRATEGY

THE PIGGY BANK WAY

We believe that a fully open process of shared information, knowledge, and related activities will result in a smarter, more effective strategy.

As the project unfolds, farmers from around the country – and even the world - will help enable the movement. We will crowdsource initiatives inside the Piggy Bank business model in order to meet a wide variety of potential challenges. We will conduct interviews with agricultural experts and advisors. We will carry out a survey of heritage breed farmers and have hundreds of face-to-face discussions in American cities.

The project will be broken into phases and these – as with all data and information we produce - will be published freely online, positioned as an Open Access Agriculture (OAA) project.

NORTH STAR BRIEF

OBJECTIVES

The objective of Piggy Bank's North Star Brief is to infuse as much transparency, truth, and trust into the management of this growth project. It aims to develop a community and keep it aligned.

The North Star Brief will be used throughout the project to facilitate this. This document tells the project team where it is going and why, what pitfalls to avoid, and what resources are required. The North Star names important milestones, states our beliefs, and lays out key metrics that will define our success. It proposes a clear and efficient path for our stakeholders to follow.

WHEN TO USE IT

We will use the North Star Brief to kick off the project. Every member of the community will be asked to initial it digitally, and we will revisit it and adapt it after every key milestone.

HOW THE NORTH STAR BRIEF DE-RISKS PIGGY BANK

Piggy Bank's success will be defined by its ability to solve problems and answer questions for members of our agricultural community. The North Star brief will be our tool for managing the risk that will come with our exploration, ideation, and progress.

As we "map" unfamiliar terrain, reframe problems, and realize our vision, we must constantly check our direction.

The North Star Brief will provide that guidance throughout the project for Piggy Bank.

NORTH STAR BRIEF

DESCRIPTION

- Piggy Bank aims to improve the education and knowledge level of its core market, and to help farmers develop the proper capabilities and systems required to succeed
- By breaking down geographical barriers and flattening out the distribution of – and access to - critical knowledge tools, we will advance the mission of improved heritage breed pig husbandry as required by emerging small and family farms to succeed. We call it Open Access Agriculture (OAA)

OPEN ACCESS AGRICULTURE (OAA)

OAA Includes...

- Sharing and Gifting. The legal right to view, read, access the Piggy Bank library, be gifted any one of 10 breeds of heritage pigs, and share in all knowledge assets related to species living on the farm
- Participation. The legal right to contribute to or utilize any part of the Piggy Bank structure that does not compromise the project
- Networking. A networked group of scientists, farmers, and those who support and enable them, benefitting from a sharing economy of connections and ideas
- Transparency. Full and open access to all farm communications, data, and documentation
- Open Financials. Full access to funding, capital, economic strategies, and cash flow

PHYSICAL INFRASTRUCTURE and OPEN PRACTICES

- Security is first priority. The Piggy Bank Farm will be beautiful, well-structured, and adaptive
- "Zero Compromise:" stringent security measures will be followed to protect pigs from disease
- Open-Source Feed. Full transparency of our food-supply chain, shared virtually
- Open Access Agriculture. Animal Health modules and biotechnology practices will be published
- Diversity of Funding. Crowdsourcing and social lending will be implemented to fund the project
- Data Library. Media, video, audio, and text interviews will be shared freely with our community

NORTH STAR BRIEF

DESCRIPTION cont.

PIGGY WEB 3.0 (piggy-bank.org)

- Open Education. Full access to promote learning online
- Open Science. Full access and explanation of our best practices
- Open Culinary. Connections to key chefs, restaurants, wholesalers, markets, and retailers
- Open Farming. Online networks for access to other farmers and farms, existing and emerging
- Open Agreements. Full access to contracts and other templates needed for business

INTENT / SCOPE

- The initial scope will focus on better understanding the needs of farmers through structured interviews, farm visits, and on-site research. Piggy Bank's structure will adapt, in turn
- Piggy Bank will be a donor-advised fund proudly operating as a project of the Trust for Conservation Innovation (T4CI)
- The foundation's mission is education, as supported by free genetics, with an eye to creating a new market space that will serve the public by providing safe, honest, and delicious food in the future

NORTH STAR BRIEF

STAKEHOLDERS

At project kick-off the target audience includes current and future pork farmers, as well as culinary educational institutions. We intend to align with other customer segments based on research and strategic discussions.

CORE PARTNERS INCLUDE:

PRIMARY PARTNERSHIPS

- Family-run and small heritage breed pork farmers and farms
- Culinary schools and related educational institutions

INDUSTRY PARTNERSHIPS

- Technology, feed, processing, logistics, and security partners
- Social enterprise groups, advocacy groups, and related associations
- Commercial businesses that serve the good food industry
- Departments of Agriculture and relevant government agencies

STRATEGIC PARTNERSHIPS

- Commercial Businesses wanting to align and utilize content to serve Piggy Bank
- Media Companies that want access to Piggy Bank content and databases
- Any group that wants to donate over 200K annually to Piggy Bank can propose for a seat on the advisory board and/or serve as governor of media content

RESEARCH PLAN

We will qualify, screen, and reach out to key partners, in order to open a conversation as we explore the ways others would like to get involved.

NORTH STAR BRIEF

SUCCESS

EXPECTED OUTCOMES

We expect to create several high potential opportunities for Piggy Bank such as:

- Launch and manage a compelling Subscription Campaign annually with a starting goal of \$275,000 – 275 people paying at least \$1,000 each - with influential members of the good food community
- Launch and manage a compelling crowdfunding project with a goal of \$250,000 in the first year, with potential to scale as expenses gradually increase in Years 2-5
- Ensure farmers have the educational tools and resources to develop and run a successful heritage breed farming business
- Build an animal sanctuary complete with ten genetic towers of heritage breed pig species
- Build Piggy Bank's relevance to farmers by on-boarding key industry and strategic partners in education, science, agriculture, culinary, and media sectors
- Build Piggy Bank's value to family farmers to ensure future donors, recipients, and paid membership to fund our activities and development

SUCCESS METRICS

We will know we're succeeding when we reach these critical targets:

- Meet the number of crowdfunded subscriptions of 275 at a minimum of \$1,000 per donor
- Set up and build pipelines for Industry Partners to be productively involved by offsetting expenses of Piggy Bank annually
- Set up and build pipelines for Strategic Partnership Outreach
- Identify and secure a database of family farms that will supply Piggy Bank with the initial foundational towers of pigs, business plans, and logistics support
- Identify and publish a platform that addresses the above opportunities with mutually agreed upon criteria that sustains growth for all

NORTH STAR BRIEF

BELIEFS + PILLARS

Piggy Bank is a vision, a set of values, and (we hope!) will become a movement.

Piggy Bank is made up of at least 275 founding subscription members who collectively form the bedrock of the movement. A Foundation Board of Advisors will help steer the charity.

Piggy Bank believes in the basic human right that knowledge should be free and without restrictions. Herein, we will implement Open Access Agriculture (OAA), as education empowers people (for us, farmers) to make smarter decisions about their businesses and lives. Our vision requires that all collected educational materials, scientific building blocks, and documented genetics should be accessible online, free for all to use. Our entire workflow will be modeled on such beliefs and shared information and technologies.

Piggy Bank strives to produce benefits for every single independent farmer that wants to help turn heritage breed pig husbandry into safe, honest food. We will prioritize efforts that empower disadvantaged and underrepresented communities, and that help to overcome barriers for contributing to a safer, healthier food system, one pig at a time.

Piggy Bank seeks to advance by wielding objectivity and the values of sharing. All published information will - to the best of our ability - be accurate, neutral, verifiable, comprehensive and unbiased. Farmers will trust us because we will build content around relevant topics that create simple, applicable tools for achieving success.

Piggy Bank depends on donations to provide its main financial infrastructure. In order to stay free of influence and contamination, we reserve the right to refuse donations that could restrict our operations or steer us away from our priorities and mission. Piggy Bank avoids, at all cost, the over-dependency on any single revenue source, preferring the diversity of individual donors and crowdfunding over corporate dependence.

Piggy Bank believes diversity benefits the farming and education communities on local, regional, even global levels – from concrete food choices to inspiration. Piggy Bank is thereby committed to maintaining a culturally diverse staff. A healthy mix of demographic and cultural origins between farmers, chefs, culinary schools, and donors is key to our success.

Piggy Bank will publish its progress and goals online and distribute them regularly to its hundreds-strong group of donors. We will ask these supporters to make small, yearly subscription-level investments in return for value-packed charity benefits.