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MISSION

Empowering children to make healthier choices through a 21st century approach

GREEN BEETZ is a non-profit organization founded in January 2013 to increase children's knowledge of, engagement with, and access to healthy food. Drawing on our team's expertise in children's education, entertainment, media, and the culinary arts, **GREEN BEETZ** will create a child-friendly multi-media platform that will make learning about healthy food, nutrition, and cooking fun and cool. While there are many programs working to fight obesity and promote children's health, few take into account the way kids actually access information. We believe in a bottom-up approach – one that considers the way kids use technology and harnesses what really motivates and interests them, and addresses the real-world obstacles to healthy eating. These obstacles are particularly challenging as childhood obesity and malnutrition disproportionately impact under served and under-resourced communities, where healthy food options are often not accessible, affordable, or acceptable.

GREEN BEETZ differs from traditional food programs for kids by creating a comprehensive program that teaches them about their bodies, the environment and culture through the lens of food and nutrition. By doing this, we will empower kids to value their health and be better global citizens.



ACHIEVEMENTS

GREEN BEETZ is currently in the research and testing stage.

- We have engaged more than 300 middle school students throughout New York City in surveys and focus groups to help us understand their media habits, knowledge of nutrition, and eating preferences.
- Our team has reached out to physicians, nutritionists, academics and leaders in this field to gather market research on emerging trends in education technology and food and nutrition programs.
- Additionally, **GREEN BEETZ** has established an Advisory Board comprised of experts working in media, food, marketing, nutrition, psychology, and education. This board will help guide our development as a non-profit organization.

Surveyed more than 300 students throughout New York City

DIGITAL CURRICULUM PROJECT

GREEN BEETZ'S comprehensive curriculum on food and nutrition will be piloted in upper Manhattan. Over the upcoming 12 months, our team will work to develop a core curriculum including approximately 25 lessons broken down into three main categories:

- (1) **Food Basics and the Environment**
- (2) **Food and the Body**
- (3) **Cooking Basics and the Culture of Food**

To bring these lessons to life, we will create interactive digital content that will complement hands-on experiments, cooking demonstrations, field trips, and other experiential learning activities in the classroom.



The digital curriculum will have the following features:

- Approximately 25 ten minute video-based modules featuring mixed media created for each lesson plan
- Content will include original video footage developed by Green Beetz. The videos will highlight some appearances by celebrities, musicians and athletes, as well as a combination of film and tv clips, special effects and contemporary music
- Content will be child friendly and will draw from contemporary youth culture; Content will feature fun and scary food facts, hip-hop and popular music, humor and comedy
- Each module will contain ten “essential facts,” vocabulary words, and math and science learning objectives which are explicitly presented and can be tested in fun and creative ways, in order to track the kids’ progress
- Modules will be developed in formats that are accessible via website, smart board, iPhone and Android as a web-based application

LEADERSHIP

Andrew Chapman / CEO and Co-Founder, Samuelsson Group, and Green Beetz



Andrew works at the core of brand development. He partnered with Marcus Samuelsson to open Red Rooster Harlem and Ginny's Supper Club and is a co-founder of *FoodRepublic.com*, a food and lifestyle website for men. Andrew also designed Ambessa, a tea line that combines classic blends with contemporary flavors. He began his career in hospitality at August restaurant in New York City's West Village, and re-opened The Blue Parrot, East Hampton's renowned Tex-Mex eatery. Andrew was previously an instructor for Outward Bound Adventure Expeditions.

Tracey Kemble / Executive Director and Co-Founder, Green Beetz



Most recently, Tracey served as executive vice president of the Samuelsson Group, producing television content for Marcus Samuelsson. She began her career at the Walt Disney Company, and was vice president of development at HBO for six years, where she worked on Emmy Award-winning films. As a consultant at Nickelodeon, she worked on developing shows for their teen programming, the N Channel, and ran several focus groups to learn about tweens and their media habits.

Anna Chapman / Co-Founder, Green Beetz



Anna Chapman is a psychiatrist and psychoanalyst in private practice in New York City. She serves on the voluntary faculty of New York Presbyterian Hospital, Cornell and Columbia campuses, and is the president of the Neuropsychanalysis Foundation. She is currently launching the Domestic Violence Initiative, a collaboration between Columbia's Department of Psychiatry and New York City's Family Justice Centers to provide mental health services to mothers and children affected by domestic violence. Anna serves on the Board of Trustees at Rockefeller University.

Chef Marcus Samuelsson / Advisor, Green Beetz



Marcus Samuelsson is the chef/owner of Red Rooster Harlem and Ginny's Supper Club. He is a *New York Times* bestselling author, a judge on *Food Network's* "Chopped" and mentor on *ABC's* "The Taste," as well as a board member at several non-profit and arts organizations, including UNICEF, CCAP, the Apollo Theater and MOMA. Chef Marcus is passionate about cooking and teaching kids how to make simple and healthy meals at home. He works closely with the YMCA and Children's Storefront in Harlem. He once cooked the first state dinner menu for several students in his home, a meal that he also served for President Obama upon election. He is dedicated to helping kids make the right choices about their health.

David Gray / Business Advisor, Green Beetz



David Gray is a consultant to nonprofits and specializes in organizations in transition. He has served as Interim Executive Director for groups as diverse as the New Brunswick Cultural Center and the New Jersey Coalition Against Sexual Assault. As well as being a Certified Financial Planner, Gray is the author of *The Finance Arts Guide to Nonprofit Cash Flow*.

Charles Sheffield / Special Advisor for Technology & Marketing, Green Beetz



Mr. Sheffield has broad and diverse experience as a principal investor in venture and buyouts across several industries. Mr. Sheffield is Chairman Emeritus of the Twenty First Century Foundation and a founding board member of Brooklyn Excelsior Charter School and the Council of Urban Professionals.

CURRICULUM DEVELOPMENT

Completed

Planned

Ongoing

	Est. Start	Months	DURATION																	
			PERIODS																	
			Q1 2013	Q2 2013	Q3 2013	Q4 2013	Q1 2014	Q2 2014	Q3 2014	Q4 2014	Q1 2015	Q2 2015	Q3 2015	Q4 2015	Q1 2016	Q2 2016				
PHASE 1: RESEARCH & TESTING																				
Conduct Initial Research	Q1 '13	12																		
Write Initial Reports	Q1 '13	12																		
Prepare Preliminary 4 Lesson Plans	Q2 '13	8																		
Create 4 Class Videos	Q4 '13	2																		
Create 4 Experiential Activities	Q4 '13	2																		
Engage Test Schools for 4 Lessons	Q4 '13	3																		
Train GB Teaching Staff	Q4 '13	1																		
Pretest First 4 Classes	Q1 '14	3																		
Review Assessment Data	Q2 '14	1																		
Revise Curriculum As Needed	Q2 '14	1																		
Prepare 4 Additional Class Lesson Plans	Q2 '14	6																		
Prepare 4 Additional Class Videos	Q2 '14	6																		
Prepare 4 Additional Experiential Activities	Q2 '14	6																		
Research Pilot School Sites	Q2 '14	3																		
PHASE 2: PILOT TEST 8 LESSONS																				
Document Pilot Implementation Process	Q3 '14	12																		
Engage Pilot Schools for 8 Lessons	Q3 '14	12																		
Engage and Train GB Teaching Staff	Q3 '14	3																		
Confirm Field Trip Locations & Transport	Q3 '14	12																		
Implement and Monitor Pilot Program	Q3 '14	12																		
Evaluate Pilot Roll-Out Process	Q3 '14	6																		
Evaluate Each Class Package	Q3 '14	12																		
Review Assessment Data	Q4 '14	9																		
Revise Existing Curriculum As Needed	Q1 '15	9																		
Revise Existing Experiential Activities	Q1 '15	9																		
Prepare 8 Additional Class Lesson Plans	Q2 '15	3																		
Prepare 8 Additional Class Videos	Q2 '15	3																		
Prepare 8 Additional Experiential Activities	Q2 '15	6																		
Create Implementation Manual	Q2 '15	6																		
PHASE 3: ROLL OUT 16 LESSONS																				
Coordinate Delivery in Multiple Locations	Q3 '15	6																		
Engage and Train GB Teaching Staff	Q3 '15	3																		
Confirm Field Trip Locations & Transport	Q3 '15	12																		
Implement and Monitor Program	Q3 '15	12																		
Evaluate Process and Programs	Q3 '15	12																		
Prepare 10 Additional Class Lesson Plans	Q2 '16	6																		
Prepare 10 Additional Class Videos	Q2 '16	6																		
Prepare 10 Additional Experiential Activities	Q2 '16	6																		
Engage Additional School Sites	Q2 '16	6																		