

# INNOVATION | INVESTMENT | IMPACT FORUM



May 16th, 2019  
Clif Bar & Company, Emeryville, CA





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## Welcome to FS6's Innovation + Investment + Impact Forum

Thank you for joining us here today. This Forum marks the capstone event of our 4th Cohort Program. Over the course of our 16-week Program, we have worked with the entrepreneurs you will meet today on many different aspects of their businesses ranging from effectively communicating their vision – telling their stories, refining their financial models, and evolving the visual identity of their brand – to building an effective Board, and understanding and navigating the regulatory landscape around their work. After today, these six entrepreneurs will join our existing portfolio, bringing our overall number of companies to 29 (21 for-profit and 8 non-profit). FS6 continues to work with each of our portfolio companies for two to three years following their Forum event. We hope you will be as inspired as we are by their forward-thinking solutions to some of the greatest challenges faced by our food system today, and that you'll consider how you can help support their growth and continued impact.

This Forum also marks our 5th year as an organization. When we were founded in 2014, there were very few programs available for entrepreneurs innovating in the food system. That has changed markedly over the past five years, with an explosion of incubators, accelerators, competitions, and prizes targeting the rapidly growing entrepreneurial ecosystem in food and agriculture. We are thrilled to be part of an ecosystem that supports entrepreneurs and we continue to build partnerships and collaborations across many of these other efforts. As this landscape has evolved, the investment and philanthropic capital flowing into food and agriculture has also increased. This marks an exciting opportunity for those looking to innovate around impact in the sector, and we look forward to the continued opportunity to support, connect, and facilitate partnership.

We have seen a significant increase in demand for our work and we are responding by developing new programs that can help support entrepreneurs outside of our formal cohort program. Our dual mission of supporting the entrepreneurs who are building our sixth food system and informing funders, investors, and other stakeholders about the critical areas that need investment and support, has not changed. Our work and the impact that we seek to address is related to solving big problems in the US food system like metabolic diseases caused by overly processed commodity foods, environmental degradation caused by our current production system, and the surrounding cultural and social issues that arise from lack of access, representation, and poverty, to name a few. These problems are all connected and, by taking a more holistic view of the system as we move forward, we are further able to identify and clarify the points in the system that can be leveraged for maximum impact.

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FS6 is foundationally forward-looking. We are architecting the sixth food system alongside the fifth by focusing on supporting solutions that can be transformative in the long run, rather than just patching the holes in the system as it exists now. Quite obviously, these are colossal challenges and cannot be taken on alone; the sixth food system will be brought into the market through the drive and passion of the entrepreneurs we support – but we need your help. Support our mission by donating to the accelerator, engage with our companies, get involved in your food community, and build relationships that can directly move us towards a food system that feeds everyone and keeps our planet fruitful for many centuries to come!

**The FS6 Team**

Caesare Assad  
Peter Herz  
Renske Lynde  
Melissa Rouse

[caesare@foodsystem6.org](mailto:caesare@foodsystem6.org)  
[peter@foodsystem6.org](mailto:peter@foodsystem6.org)  
[renske@foodsystem6.org](mailto:renske@foodsystem6.org)  
[melissa@foodsystem6.org](mailto:melissa@foodsystem6.org)

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## FORUM AGENDA

**2:00 PM**    **Guest Arrival & Registration**

**2:15 PM**    **Opening Remarks**

**FS6 Welcome**

*Renske Lynde, Co-Founder & CEO, Food System 6*

**Mapping the Food System for Impact**

*Maria Balcazar Tellez*

**2:30 PM**    **Innovation in Action 1**

**Speaker**

*Rada Dogandjieva, Senior Agriculture Programs Manager,  
Clif Bar & Company*

**FS6 Entrepreneur Pitch**

*Maria Garcia Brennan, Soñar Organics*

**FS6 Entrepreneur Pitch**

*Alex McCoy, American Ostrich Farms*

**3:10 PM**    **15 Minute Break**

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## FORUM AGENDA

**3:30 PM**

### **Innovation in Action 2**

**Speaker**

Eric Chen, *Founding Partner, OVO Fund*

**FS6 Entrepreneur Pitch**

Mara Fleishman, *The Chef Ann Foundation*

**FS6 Entrepreneur Pitch**

Louis Hui, *Healthy Cow*

**4:10 PM**

### **15 Minute Break**

**4:30 PM**

### **Innovation in Action 3**

**Speaker**

Daphne Miller, *Author, Clinical Professor UCSF & Founder of the Health from Soil Up Initiative*

**FS6 Entrepreneur Pitch**

Gabriel Cole, *Fare Resources*

**FS6 Entrepreneur Pitch**

Maggie Michaels, *The Curriculum of Cuisine*

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## FORUM AGENDA

**5:10 PM**

### **The FS6 Program Experience**

Claire Schlemme, *CEO, Renewal Mill*

in Conversation with Peter Herz, *Co-Founder and Managing Director, FS6*

**5:30 - 7:00 PM**

### **Closing Remarks + Reception**



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## SPEAKERS



**RADA DOGANDJIEVA**  
Senior Agriculture Programs Manager, Clif Bar & Company

**Rada Dogandjieva** is the Senior Agriculture Programs Manager at Clif Bar & Company. In her role, Rada designs and implements programs to strengthen the organic sector and support the organic growers in Clif Bar's supply chain through research, technical assistance, and financing. Rada recently led the newly created Clif Ag Fund to its first investment in affordable, on-farm wind energy. When she is not looking for investments or negotiating with universities, Rada focuses on advancing Clif Bar's commitments to responsible sourcing, which include sourcing guidelines, certification strategy, and sustainable product design.

Prior to joining Clif Bar, Rada worked at Dalberg Global Development Advisors, leading projects across Latin America, Sub-Saharan Africa, and South Asia focusing on agricultural finance. One of these was an engagement with Conservation International to design a fund to support biodiversity-friendly small businesses. Another was a research collaboration with the Initiative for Smallholder Finance and the Rural and Agricultural Finance Learning Lab that resulted in a landmark state of the sector report.

In her free time, Rada enjoys hiking and camping, working on her Bulgarian dance footwork, and experimenting with fermented foods.

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## SPEAKERS



**DAPHNE MILLER, MD**

**Author, Clinical Professor UCSF & Founder of the Health from Soil Up Initiative**

**Daphne Miller, MD**, is a family physician, author, Clinical Professor at the University of California San Francisco, Research Scientist at University of California Berkeley, and Founder of the Health from the Soil Up Initiative. For the past twenty years, her work has explored the connections between our ecosystem and our personal health. In a typical work week, Dr. Miller spends as much time with ecologists, soil scientists, and farmers as she does with medical professionals.

Daphne is the author of two books: *The Jungle Effect, The Science and Wisdom of Traditional Diets* (HarperCollins 2008) and *Farmacology, Total Health from the Ground Up* (HarperCollins 2013). *Farmacology* appears in four languages and was the basis for the award-winning documentary *In Search of Balance*. She has written popular and scholarly articles; is a regular Health and Wellness Contributor to the *Washington Post*; has been profiled in major publications including the *New York Times*, the *Washington Post*, *GuardianUK*, the *San Francisco Chronicle* and *Vogue Magazine*; and has appeared in a number of documentaries, including the award-winning *In Search of Balance*.

Miller has consulted for and presented to organizations around the globe including the Food and Agriculture Organization of the United Nations (FAO), the Indigenous Terra Madre and Slow Food International. A pioneer in the “Healthy Parks, Healthy People” initiative, Miller helped build linkages between our medical system and our park system. Her 2009 *Washington Post* article “Take a Hike and Call Me in the Morning” is widely credited with introducing “park prescriptions” into medical practice.

Miller is a graduate of Brown University and Harvard Medical School and completed her family medicine residency and an NIH-funded primary care research fellowship at UCSF. She is on the Advisory Board of the Center for Health and Nature at Oakland Children’s Hospital and the Edible Schoolyard Foundation and a past Fellow at the Berkeley Food Institute and the University of Arizona Center for Integrative Medicine

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## SPEAKERS



**ERIC CHEN**  
Founding Partner, OVO Fund

**Eric Chen** is an experienced technology investor focusing on early stage Internet and enterprise IT opportunities in the US and China. Eric started OVO Fund, an angel fund based in Palo Alto formed to incubate and fund seed stage opportunities. Eric has made over 90 investments in technology startups including Palantir, Wish, RelatelQ, Augmedix, Addepar, Signifyd and other promising startups. As a partner with venture capital firm WI Harper, Eric led investments in technology companies that spanned both China and the US including ooma, Penske Media Corp., and EditGrid. He is currently a Venture Partner with WI Harper and an advisor to Matrix Partners China.

Eric has a wide-ranging background and is an entrepreneur in his own right. He co-founded an Internet startup, worked as an executive at a high growth technology company, incubated and launched a double bottom line investment fund in DC and pulled all-nighters on Wall Street as an investment banker.

Most notably, Eric teamed up with two classmates from business school (one of whom is his wife) to start Tiny Prints, a leading online retailer of custom stationery products. Eric played a key operating role in the first three years of Tiny Prints helping to ramp the business to scale with no outside funding. Prior to Tiny Prints, Eric was one of the first employees at E2open, a pioneer of the on-demand software model and led the company's business and market development activities in Asia. Eric was also an investment banker with Salomon Brothers and Hina Group covering technology companies in Asia.

More recently, Eric co-founded and helped raise Equilibrium Investments, a real estate fund operating in low or moderate income (LMI) communities. Equilibrium was launched in the middle of the financial crises to simultaneously generate returns to shareholders while eliminating blight, stabilize housing markets, fund economic growth and create employment opportunities.

In his spare time, Eric installs electronic gadgets around the house, coaches his kids' basketball teams, and works on his goal of running a six minute mile. He holds an engineering degree and an MBA from Stanford University and can be frequently found on campus participating in various University events.

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## SPEAKERS



**CLAIRE SCHLEMME**  
Founder & CEO, Renewal Mill - FS6 Cohort 1

**Claire Schlemme** is an ardent environmentalist who saw a need to fix a broken food system in order to protect the planet. Claire's lifelong interest in food and nature began to intertwine when she was diagnosed with cancer in her early 20s. This experience made her passionate about understanding the links between food and health, both of our environment and our own bodies. She co-founded Boston's first organic juice company with the aim to connect local farmers and city-dwellers through nutritious and delicious foods. This experience exposed her to two primary challenges: food waste and the lack of affordable nutrition. Committed to finding solutions at the intersection of food, sustainability, and accessible nutrition, Claire launched Renewal Mill. Prior to diving into entrepreneurship, Claire was an environmental consultant at Industrial Economics, Inc. in Cambridge, MA. She holds a BA from Wellesley College and a Master of Environmental Management from Yale University.





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