



# snap<sup>2</sup>save

Healthy Incentive & Retail  
Data Aggregation Platform

# S2S's Incentive Platform: The Future of Retail Healthcare

*FoodRx could reduce healthcare costs by \$100 Bn/yr –  
MarketWatch \**

*The challenge is extracting the data from the retail point-of-sale (POS) in order to track and reward shopper activity for food prescriptions (FoodRx) and general healthy food purchase incentives.*

\* <https://www.marketwatch.com/story/how-prescribing-healthy-food-could-save-billions-of-dollars-in-health-care-costs-2019-03-21>

Additionally : <https://www.heart.org/-/media/files/about-us/policy-research/policy-positions/access-to-healthy-food>





## The Solution: Actionable Access to Shopper Data

*Snap2Save's easy to install POS technology will provide access to grocery shopper purchase data and the applications to enable the expansion of FoodRx and other healthy food purchase incentive programs*

# Snap2Save Platform: DUFB & FOOD Rx

The S2S platform matches consumers/agencies/marketers of healthy foods with grocery retailers. Initial 2 applications - Automation of produce purchase incentive programs “Double Up Food Bucks” (DUFB)\* and food prescriptions (Food Rx)\*\* which are mostly paper based and highly



\* <https://livewellcolorado.org/healthy-communities/double-up-colorado>

\*\* <https://www.advisory.com/daily-briefing/2019/04/22/food-prescription>



# Double Up Food Bucks

## Issuance & Redemption Report

### snap2save

Week  Location

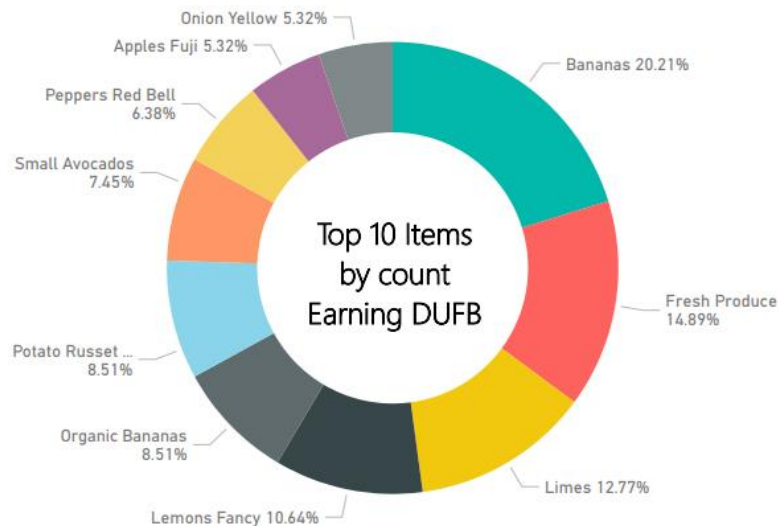
## Colorado Ranch Market

3333 N Academy Blvd  
Colorado Springs

March 22  
through  
March 28, 2020

DUFB	Total Value	
Redeemed	\$33.89	11
		Total Count

DUFB	Total Value	
Issued	\$213.60	44
		Total Count



Fresh Produce  
in SNAP Tickets



Date/Time	Ticket #	VoucherID	OriginalAmount	Redeemed	PLU Description				
4/5/2020 17:04	108	W7LKY3EV	\$7.89	\$5.34	00000000003121 Orange Bell Pepper				
4/5/2020 17:04	108	W7LKY3EV	\$7.89	\$5.34	00000000003286 Red Jumbo Onion				
4/5/2020 17:04	108	W7LKY3EV	\$7.89	\$5.34	00000000004062 Cucumber				
4/5/2020 17:04	108	W7LKY3EV	\$7.89	\$5.34	00000000004065 Pepper Green Bell				
4/5/2020 17:04	108	W7LKY3EV	\$7.89	\$5.34	00000000004688 Peppers Red Bell				
4/5/2020 17:06	60	W7NAXG7X	\$4.12	\$4.12	00000000004056 Black Seedless Grape				
4/5/2020 17:06	60	W7NAXG7X	\$4.12	\$4.12	00000000004086 Squash Mexican				
4/5/2020 17:06	60	W7NAXG7X	\$4.12	\$4.12	00000000004784 Squash Yellow				
4/5/2020 17:06	60	W7NAXG7X	\$4.12	\$4.12	00003338366001 Carrot Cello Premium				
4/5/2020 17:06	60	W7NAXG7X	\$4.12	\$4.12	00005009112108 Mushroom Sliced-Cello-				
4/6/2020 17:36	107	W7SE6IHI	\$17.08	\$17.08	00000000000000 Fresh Produce				
4/6/2020 17:36	107	W7SE6IHI	\$17.08	\$17.08	00000000004011 Bananas				
4/6/2020 17:36	107	W7SE6IHI	\$17.08	\$17.08	00000000004023 Red Grapes Sdls				
4/6/2020 17:36	107	W7SE6IHI	\$17.08	\$17.08	00000000004061 Iceburg Lettuce				
4/6/2020 17:36	107	W7SE6IHI	\$17.08	\$17.08	00000000004062 Cucumber				
4/6/2020 17:36	107	W7SE6IHI	\$17.08	\$17.08	00000000004664 Tomatoes Bulk				
4/6/2020 17:36	107	W7SE6IHI	\$17.08	\$17.08	00007143001135 Dole Garden Salad				
4/7/2020 15:39	39	W7MQUMGA	\$4.18	\$4.18	00000000004011 Bananas				
4/7/2020 15:39	39	W7OKGPBB	\$4.39	\$4.39	00000000004011 Bananas				
4/7/2020 15:39	39	W7MQUMGA	\$4.18	\$4.18	00000000004029 Pineapple				
4/7/2020 15:39	39	W7OKGPBB	\$4.39	\$4.39	00000000004029 Pineapple				
4/7/2020 15:39	39	W7MQUMGA	\$4.18	\$4.18	00007826404001 Mixed Nuts 1Lb				
4/7/2020 15:39	39	W7OKGPBB	\$4.39	\$4.39	00007826404001 Mixed Nuts 1Lb				
4/8/2020 14:30	53	W7J7Q6WF	\$5.38	\$5.38	00000000004011 Bananas				
4/8/2020 14:30	53	W7LIYKZ6	\$1.96	\$1.96	00000000004011 Bananas				
4/8/2020 14:30	53	W7J7Q6WF	\$5.38	\$5.38	00000000004046 Small Avocados				
4/8/2020 14:30	53	W7LIYKZ6	\$1.96	\$1.96	00000000004046 Small Avocados				
4/8/2020 14:30	53	W7J7Q6WF	\$5.38	\$5.38	00000000004062 Cucumber				
4/8/2020 14:30	53	W7LIYKZ6	\$1.96	\$1.96	00000000004062 Cucumber				
4/8/2020 14:30	53	W7J7Q6WF	\$5.38	\$5.38	00088828940069 Manzana Gala 3 Lb				
4/8/2020 14:30	53	W7LIYKZ6	\$1.96	\$1.96	00088828940069 Manzana Gala 3 Lb				
4/8/2020 14:33	4	W7JXR25S	\$8.45	\$8.45	00000000000000 Fresh Produce				
4/8/2020 14:33	4	W7JXR25S	\$8.45	\$8.45	00000000004033 Lemons Fancy				
4/8/2020 14:33	4	W7JXR25S	\$8.45	\$8.45	00000000004048 Limes				
4/8/2020 14:33	4	W7JXR25S	\$8.45	\$8.45	00000000004608 Garlic Bulk				



# Snap2Save's FoodRx: Product Profile

Bringing efficiency and scale to food prescriptions



**Snap2Save's technology will digitize FoodRx & will be a platform to match clinics and retailers:**

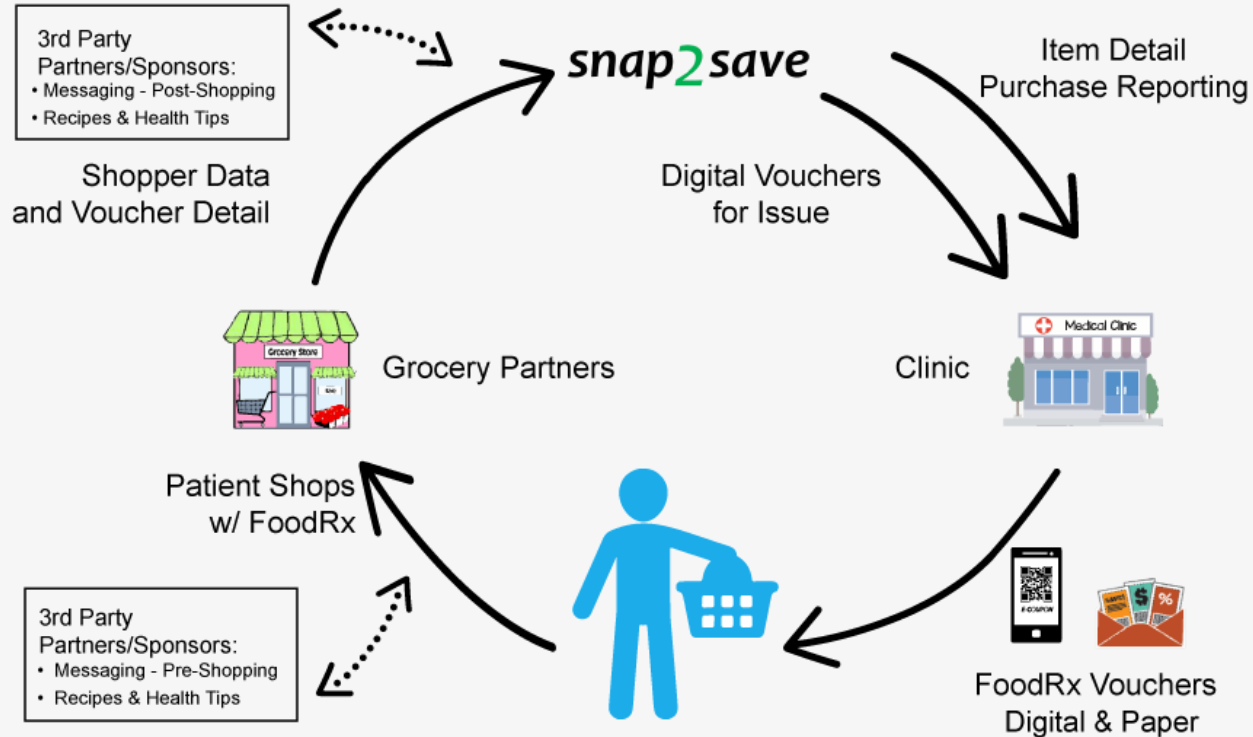
Electronic generation of  
bar codes/vouchers to  
healthcare provider

Serialized, single use  
voucher instantly  
redeemable

Electronic reporting to  
both retailer & provider  
tracks patient/shopper  
redemption/compliance

Redemption/compliance  
data allows for rewards  
and nudges built around  
behaviors

# The FoodRx Transaction & Data Cycle





# Snap2Save: Who We Are

## Samuel Jonas *CEO*

Award-winning entrepreneur. 20 year Payments veteran. 3 exits to public companies.

## Cathy Maglione *COO*

25 Years in operations and business administration. Senior executive in 2 exits.

## Chris Leever *Grocery/Loyalty Marketing*

3<sup>rd</sup> generation grocer; experienced in discount formats, data management, and loyalty incentives

## Dave Mitchell *Data Science Advisor*

Sr. Director at the Oracle Data Cloud leading the implementation of leading causal and non-causal ad-tech measurement solutions.

## Mike Heuss *Lead Developer*

Extensive experience in security, payments, and consumer internet segments.

## Flossie O'Leary *Healthcare Consultant*

Former Deputy Director of Clinica Tepeyac; Community health expert.

## John Glace *Marketing*

25+ years in marketing & sales leadership with Procter & Gamble and Johnson & Johnson, including go to market strategy and insight based innovation.



# *snap*2*save* *a lot*

The Next Generation In Shopper Engagement