

# Food Recovery Data Automation Platform

**Automating:** *Performance Measurement*  
*Donation Valuation*  
*Operational Excellence*

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# Value Proposition

# Why have a Food Recovery Program?

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## Reduce Tax Liability

Organizations often realize **millions of dollars in tax savings** through [food donation tax incentives](#), turning surplus food into tax deductions that can exceed their basis cost.



## Help People in Your Communities

Food insecurity affects over 47 million people in the United States\* – yet millions of pounds of consumable food go to waste every year. Food recovery programs can redirect food to those in need to **make a meaningful, visible impact in the communities in which your organization operates.**



## Mitigate Food Waste

Businesses lose money due to food waste, which also adds to global greenhouse gas emissions. Food recovery programs help **mitigate waste and emissions and help businesses to recover** some of the **lost revenue.**

\*USDA's annual [Household Food Insecurity in the United States](#) report

# Why leverage our Food Recovery Data Platform?

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## Automate External Data Integration and Curation and Performance Measurement

Establish a **trusted, comprehensive view of your food recovery program** that integrates internal operations data with external sources to generate KPIs such as Pounds Donated, Donation Value, Tax Liability Reduction, and greenhouse gas diversion. Generate visibility into each phase of your food recovery processes to measure and improve operational performance.



## Maximize Data Reliability

Ensure clean, consistent data with **over 150 built-in accuracy checks** and automated flagging of data quality issues. Empower data owners to quickly address data issues with targeted, prescriptive remediation steps.



## Automate Operational Excellence

**Create accountability** with internal and external stakeholders **through automated "actions-to-take" notifications**. These can include reminders to drive timely donation reporting, worklists highlighting under-performing stores, and data outlier notifications.



## Fully Realize Tax Benefits

**Precisely and accurately value each donation** and **mitigate unreported donations** to maximize tax benefits. Equip your tax team with tools to efficiently and accurately value and document donations.

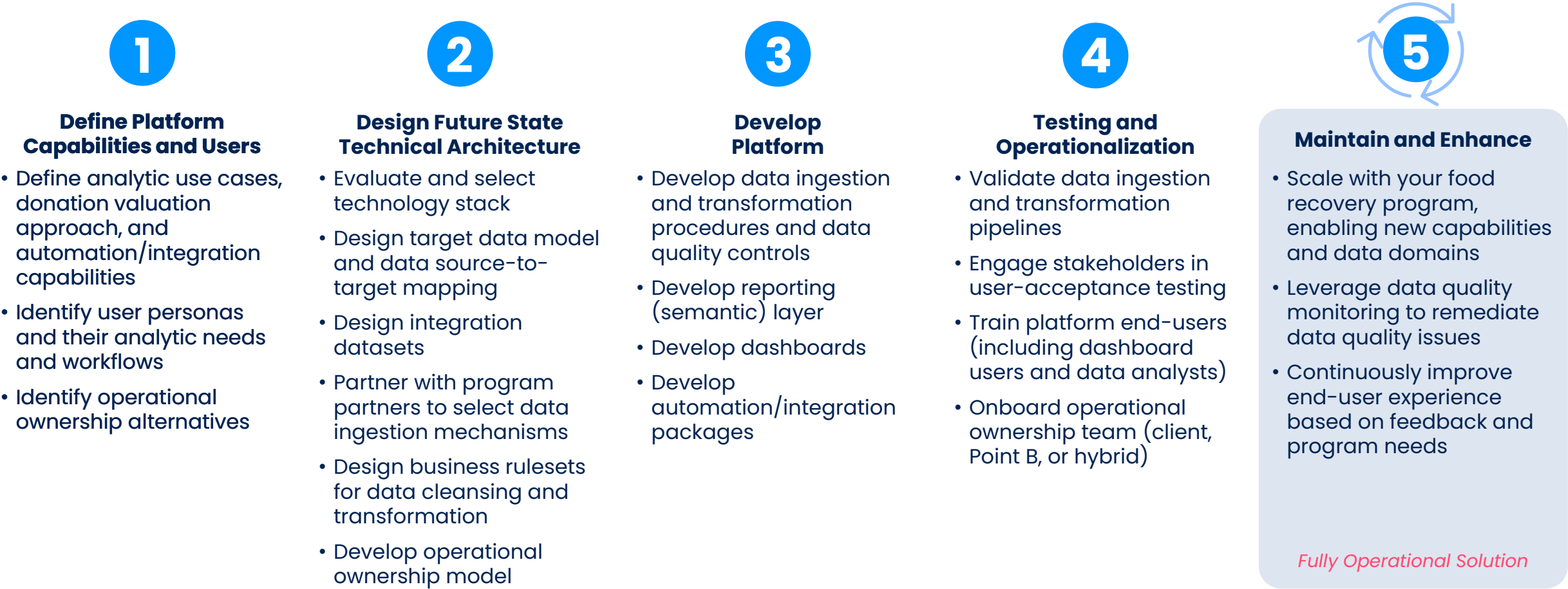


# Deployment Approach

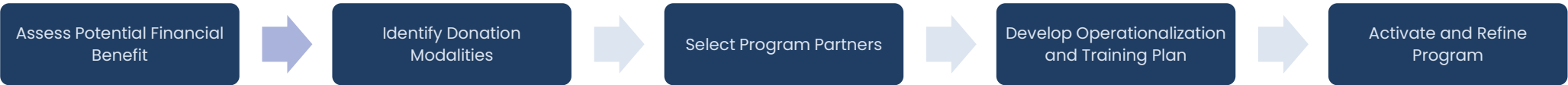
# Food Recovery Data Platform Deployment Approach

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## Data Platform Integration and Enablement



## Option: Implement Food Recovery Program in Parallel





# Platform Feature Examples

# Dashboard Examples

The platform will be tailored to your enable your specific strategic and operational goals and imperatives. These are examples of some of the features that can be activated for your deployment.

## Executive Impact Placemat

### Quarterly Business Review Placemat

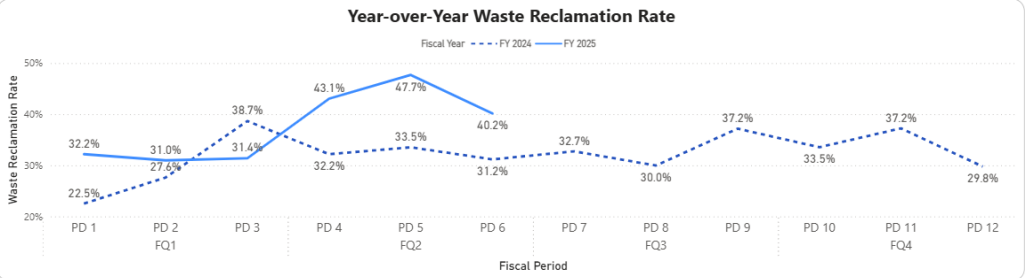
Waste Reclamation Rate (FYTD)  
FYTD  
**37.0%**  
Goal: 30% (+7.0%)

Store Participation Rate  
FYTD  
**56.2%**  
Goal: 60% (-3.8%)

DC Compliance Rate  
FYTD  
**84.6%**  
Goal: 80% (+4.6%)

Store/Foodbank Match Rate  
in 2025 PD06  
**99.1%**  
Goal: 100% (-0.9%)

Performance by Quarter/Period							
Fiscal Quarter	Waste Reclamation Rate	Store Participation Rate	DC Compliance Rate	Match Rate	Pounds Donated	COGs Donated	Tax Benefit
▲							
☐ FQ1	31.5%	47.2%			4,076,705	\$25,492,084	\$6,471,166
PD 1	32.2%	43.8%		98.7%	1,235,289	\$7,474,480	\$1,897,397
PD 2	31.0%	47.1%		98.4%	1,374,284	\$8,518,651	\$2,162,459
PD 3	31.4%	50.7%		98.4%	1,467,132	\$9,498,953	\$2,411,309
☐ FQ2	43.3%	63.9%	84.6%		4,311,931	\$27,829,110	\$7,064,419
Total	37.0%	56.2%	84.6%		8,388,636	\$53,321,194	\$13,535,585



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## KPI Trend Explorer

### Food Recovery Performance Overview

Selected Fiscal Year  
2025

Selected Distribution Center  
All

Selected Region  
All

Waste Reclamation Rate  
37.0%

Pounds Donated  
8.39M

COGs Donated  
\$53.32M

Tax Benefit  
\$13.54M

Pounds Wasted  
32.09M

Meals Provided  
10.07M

CO2 Lbs Diverted  
15.90M

Methane Lbs Diverted  
545.26K

Selected Metric  
Waste Reclamation Rate

Fiscal Year

Waste Reclamation Rate

☐ FY 2025	37.0%
☐ FQ1	31.5%
☐ FQ2	43.3%
Total	37.0%

Will be branded with Client's design language

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# Automation Feature Examples

The platform will be tailored to your enable your specific strategic and operational goals and imperatives. These are examples of some of the features that can be activated for your deployment.

## Tax Receipt Enablement

Tax Export Details?

Selected Date Range

Selected Program Provider

10/4/2024

5/11/2025

All

Program Provider Name	Donation Date	Fiscal Year / Period	Fiscal Quarter	COGs Multiplier Type	COGs Multiplier Category	COGs Multiplier Value	Pounds Donated	COGs Donated
Feed the Children	5/1/2025	2025 PD08	3	EPH	30 - At Home / 300 - At Home Coffee			
Feeding America	4/30/2025	2025 PD08	3	EPH	20 - Food			
Feeding America	4/30/2025	2025 PD08	3	EPH	20 - Food			
Feeding America	4/30/2025	2025 PD08	3	EPH	20 - Food			
Feeding America	4/30/2025	2025 PD08	3	EPH	20 - Food / 220 - Lunch			
Feeding America	4/30/2025	2025 PD08	3	EPH	20 - Food / 230 - Snacks and Sweets			
Feeding America	4/30/2025	2025 PD08	3	EPH	30 - At Home / 300 - At Home Coffee			
Feeding America	4/30/2025	2025 PD08	3	EPH	60 - Component / 680 - Seasoning Component			
Feed the Children	4/29/2025	2025 PD08	3	EPH	10 - Beverage			
Feeding America	4/29/2025	2025 PD08	3	EPH	20 - Food			
Feeding America	4/29/2025	2025 PD08	3	EPH	20 - Food			
Feeding America	4/29/2025	2025 PD08	3	EPH	20 - Food / 200 - Bakery			
Feeding America	4/29/2025	2025 PD08	3	EPH	20 - Food / 220 - Lunch			
Feeding America	4/29/2025	2025 PD08	3	EPH	20 - Food / 220 - Lunch			
Feeding America	4/29/2025	2025 PD08	3	EPH	20 - Food / 220 - Lunch			
Feeding America	4/29/2025	2025 PD08	3	EPH	30 - At Home / 300 - At Home Coffee			
Feeding America	4/28/2025	2025 PD08	3	EPH	20 - Food			
Feeding America	4/28/2025	2025 PD08	3	EPH	20 - Food			
Feeding America	4/28/2025	2025 PD08	3	EPH	20 - Food			
Feeding America	4/28/2025	2025 PD08	3	EPH	20 - Food / 200 - Bakery			
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Feeding America	4/28/2025	2025 PD08	3	EPH	60 - Component / 680 - Seasoning Component			

Data Updated On: 5/6/2025

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## Data-Driven, Automated Donation Reporting Reminders

Please Report Donations for Point B

Summarize

Chris Lau

To: Chris Lau

9:01 PM

This message was sent with High importance.

1

2

3

4

5

6

7

Hello Foodbank,

Point B has not had received any reported donations to your organization since Mar 28, 2025. Please report any outstanding donations on the [Donation Portal](#) as soon as possible.

Please reply to all on this email with any specific questions.

Thank you for your help in facilitating efficient donation operations!

The Food Donation Team



# Development Team

# Team Roles and Responsibilities

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<b>Platform Architect</b>	<ul style="list-style-type: none"> <li>Leads overall engagement</li> <li>Partners with business stakeholders to design platform to maximize sustainable and scalable value</li> <li>Defines technical architecture and approach</li> <li>Ensures platform scalability and alignment with business objectives</li> <li>Oversees development effort and accountable for quality assurance</li> </ul>
<b>Platform Engineer</b>	<ul style="list-style-type: none"> <li>Develops data ingestion and transformation scripts and pipelines</li> <li>Develops data visualizations</li> <li>Collaborates with data owners to understand source data structures and ameliorate quality issues</li> </ul>
<b>Subject Matter Experts</b> (as needed) <ul style="list-style-type: none"> <li>Food Recovery Program Design and Optimization</li> <li>Industry (including Restaurant, Retail, Hospitality)</li> <li>Sustainability Measurement</li> </ul>	<ul style="list-style-type: none"> <li>Augments technical design and development with subject matter expertise to ensure domain-specific best practices are applied within client context</li> </ul>

## Client

<b>Recovery Program Owners</b>	<ul style="list-style-type: none"> <li>Serves as Point B's primary point of contact</li> <li>Defines operational imperatives for platform design</li> <li>Collaboratively defines and prioritizes development of platform capabilities</li> <li>Infuses platform capabilities into daily rhythms-of-work</li> </ul>
<b>Platform End-Users</b>	<ul style="list-style-type: none"> <li>Collaboratively defines analytic use cases</li> <li>Assists with testing and iterative improvement</li> </ul>
<b>Business Sponsor</b>	<ul style="list-style-type: none"> <li>Champions platform development and adoption</li> <li>Provides leadership support and escalation as needed time</li> </ul>
<b>Internal Data SMEs</b> (Business and Technical)	<ul style="list-style-type: none"> <li><i>Business SME</i>: Provides understanding of business processes that generate in-scope data</li> <li><i>Technical SME</i>: Provides understanding of back-end data structures and assists with data acquisition configuration</li> </ul>
<b>External Data SMEs</b> (Business and Technical)	<ul style="list-style-type: none"> <li><i>Business SME</i>: Provides understanding of business processes that generate in-scope data</li> <li><i>Technical SME</i>: Provides understanding of back-end data structures and assists with data acquisition configuration</li> </ul>

# Case Study

An abstract graphic on the left side of the slide, composed of numerous thin, light blue lines. These lines originate from a single point on the left and fan out to form a series of nested, overlapping shapes that resemble a stylized wave or a series of peaks and valleys. The lines are more densely packed in some areas, creating a sense of depth and movement.

## Starbucks FoodShare

# Improving Engagement and Financial Benefit through Data Automation

### Client Challenge

The Starbucks FoodShare food donation program faced significant challenges with manual data transformation efforts and data integrity risks. Multiple external data sources and inconsistent reporting formats made it difficult to establish a single source of truth and scale performance analytics. As a result, the organization struggled to confidently measure donation impact and fully capture available tax benefits.

### Outcomes

- Consolidated donation data into one trusted, consistent platform for accurate impact measurement
- Minimized time-consuming data curation and transformation tasks, freeing teams to focus on higher-value insights
- Improved data quality and donation valuation capabilities allowed for precise reporting of donations and maximizing tax benefits
- Enabled robust dashboards and ad-hoc analyses, supporting growth of the food recovery program across multiple regions
- Automated accountability with internal and external stakeholders via automated email reminders and alerts



**In a single year, data automation enabled a ~10% reduction in tax liability and increased store donation participation by 75%**

# Go beyond

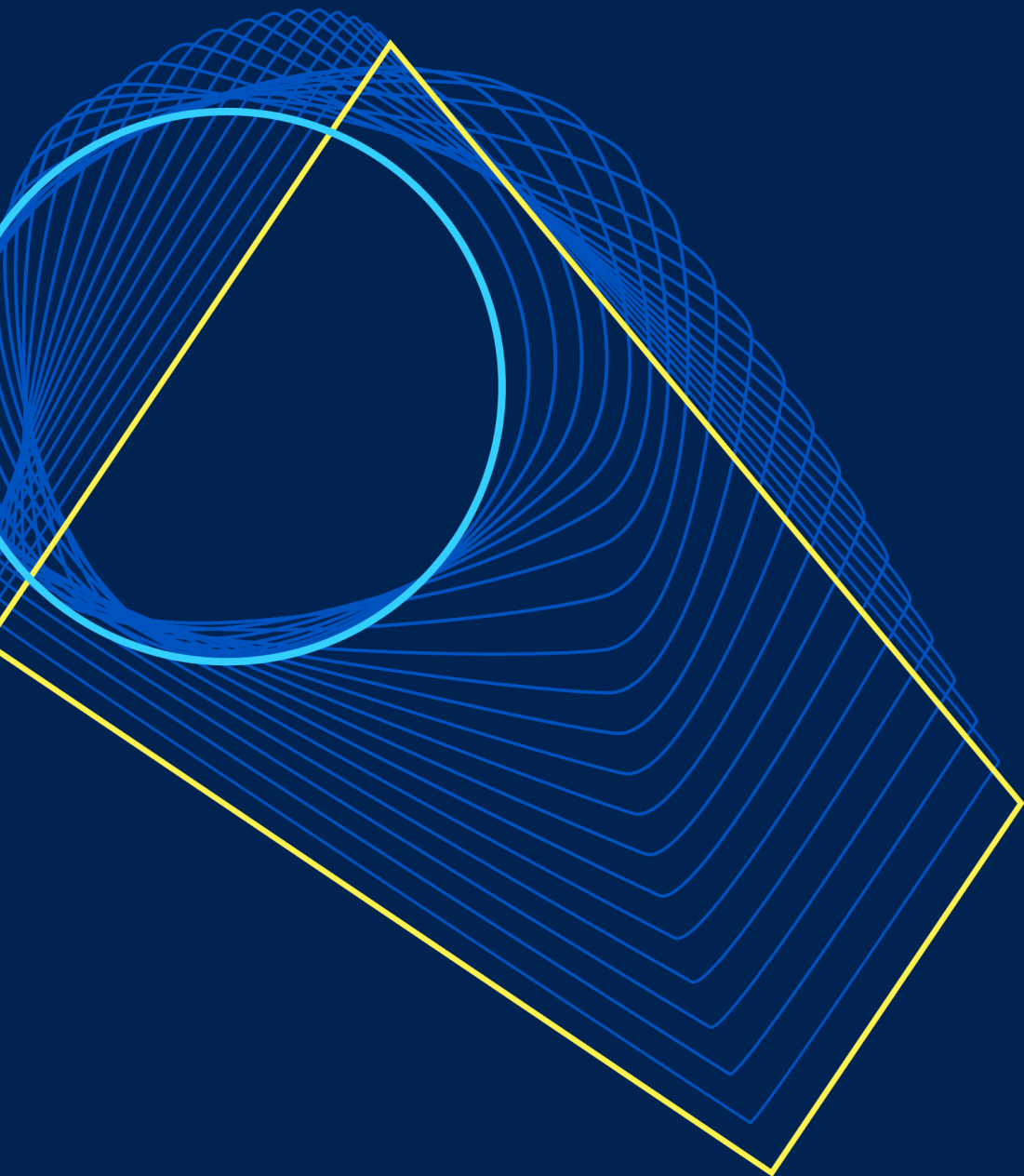
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# Our Point of View



Point B leads engagements with business acumen and delivers outcomes with transformational expertise. Analytics and technology solutions are just tools to provide answers and unlock insights. Knowing what to solve for and how to act is where real and measurable value is created

## Turn insights into outcomes

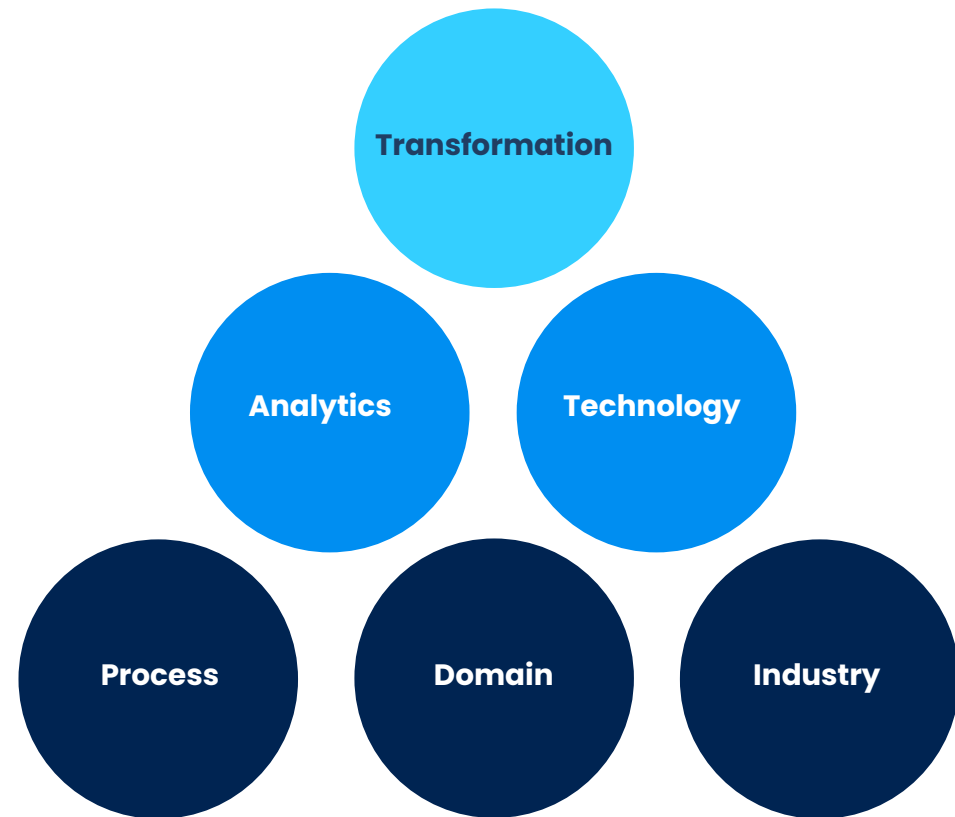
Point B's roots as a business consultancy gives us the tools to help clients achieve outcomes by knowing how to put insight into action. To achieve your ultimate goals, the work cannot stop at data

## Solve the problem with the right solution

Point B's analytics SMEs and our custom analytics applications allow us to solve your solution with the right combination of tools and expertise

## Everything starts with a business objective

Point B's domain and industry expertise set the foundation, ensuring the right context and focus is set to solve for the right problem



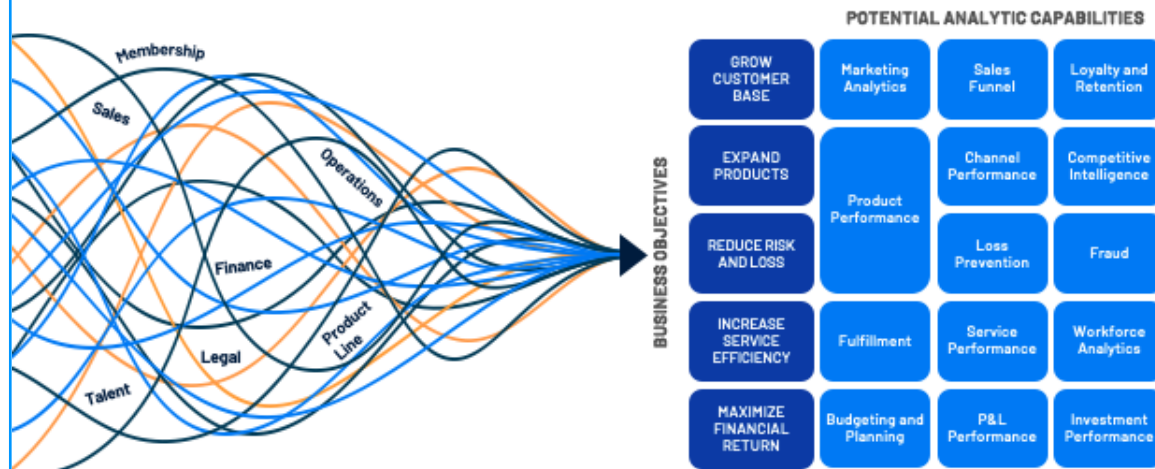


# How We Think about Designing Modern Data Architecture

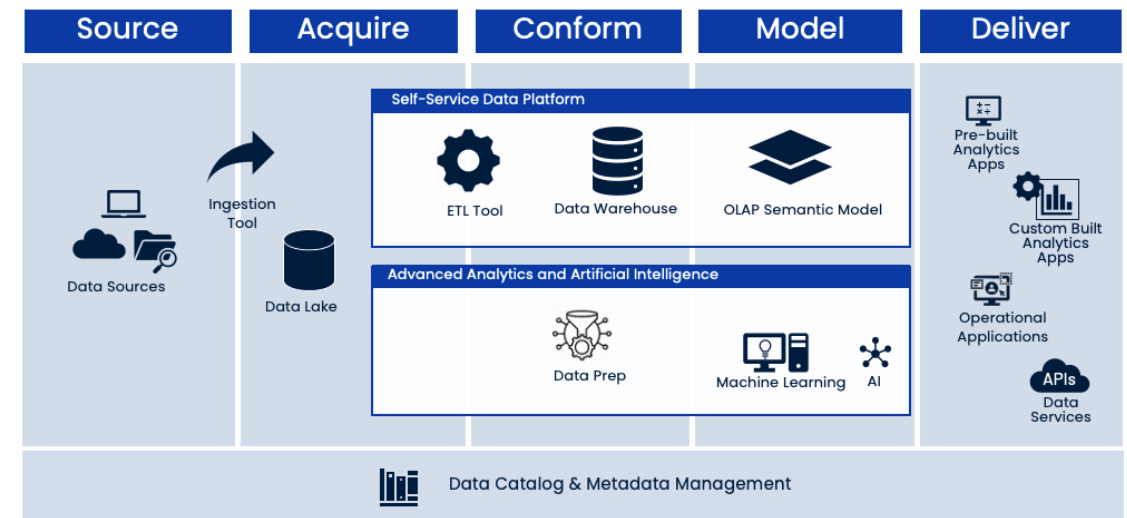
Define “analytic products” that accomplish specific objectives...

...and deliver with an automated, repeatable data supply chain.

## ANALYTIC CAPABILITY BUILDING BLOCKS

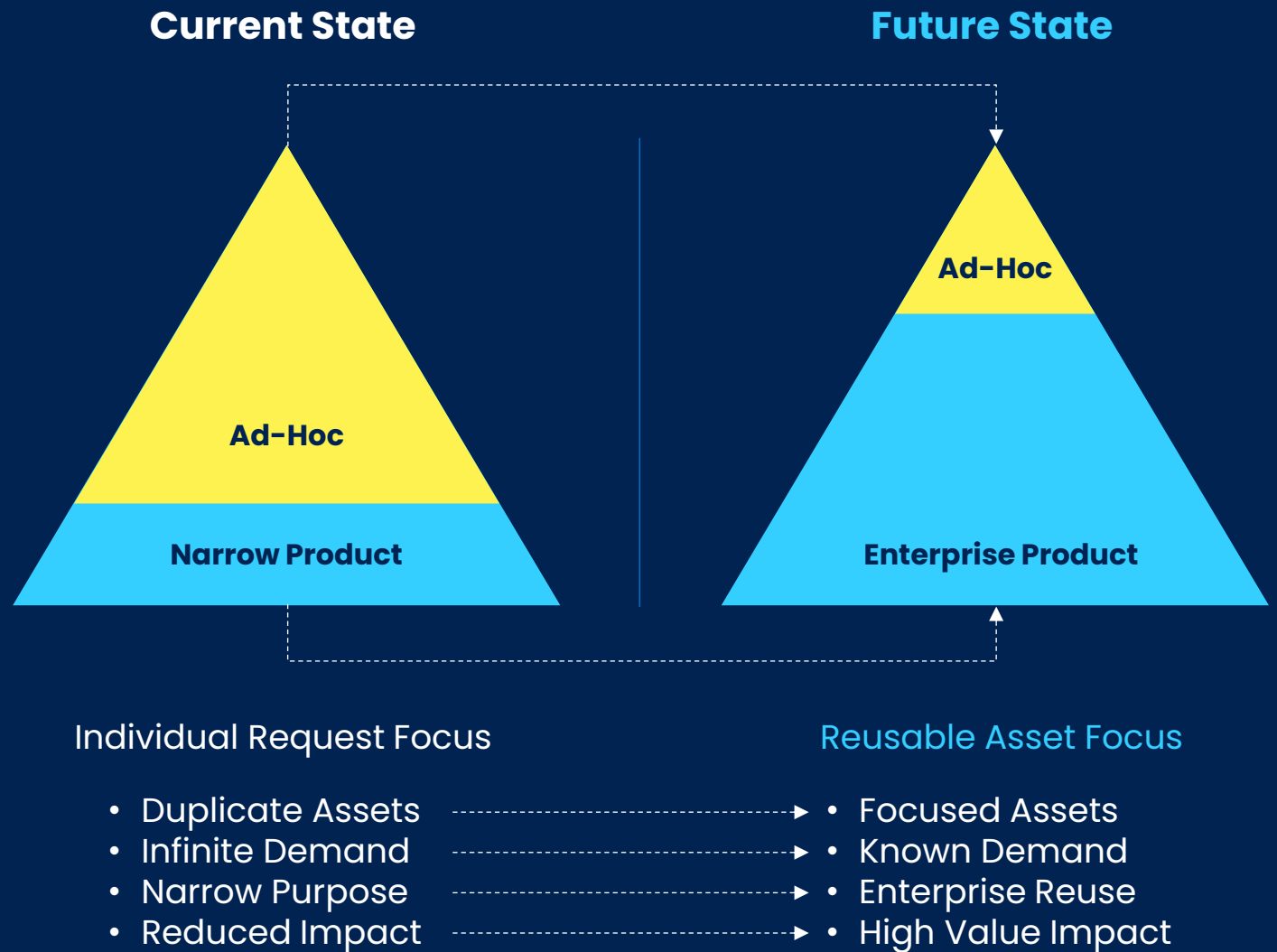


## DATA SUPPLY CHAIN & TECHNOLOGY PLATFORM



# Analytic Product Mindset Shift

We build analytic products oriented toward an organization's business objectives to deliver the analytic capabilities necessary to unlock and accelerate business performance





# Credentials



# Our Restaurant Experience

Point B helps restaurants and QSRs achieve operational excellence in planning, designing and executing unique customer experiences.

## Representative Outcomes

**Restaurant Tech Transformation** by implementing and deploying modern cloud-based front and back of house technology designed to support business growth and customer/employee experience.

**Creating end-to-end customer journeys** by bringing together physical and digital customer experiences

**Developing a Future of Retail strategy**, including store, digital, customer and employee strategy

**Aligning Data and Analytics** organizations and capabilities with enterprise strategy

**Rationalizing and realizing ROI expected from technology investments**

## Solution Areas

- Program Management
- Change Management
- Operations Improvement
- Deliver Large-Scale Business Transformation
- Business Analysis
- Data and Analytics

## Representative Customers

- One of the largest global fast food restaurant companies in 135 nations and territories worldwide (+50,000 locations)
- Segment leading Fortune 500 company with over 380,000 employees worldwide
- American chain of casual dining restaurants with over 550 locations
- US based fast casual pizza restaurant chain with over 500 locations
- American casual dining restaurant and sports bar franchise with 1,279 locations across all 50 U.S. states and DC
- American fast-casual hamburger restaurant chain with more than 1000 locations

1400+

Retail & Consumer Product engagements

120+

Retail & Consumer Products customers served

450

Restaurant & Quick Service engagements

18

Years of experience in Retail & Consumer Products

250+

Consultants working with Retail & Consumer Products customers

# Healthcare

Point B  
to heal  
and th

**Expertise**

- Ambula
- M&A Inte
- Custom
- Value Ba
- Clinical

Replace with Grocer/C&R Slide

Modern Healthcare 2024

Largest Healthcare Management Consulting Firms

Becker's Hospital Review

Best Places to Work in Healthcare

27+

Years of experience working in Healthcare

360+

Consultants working in Healthcare

Point B's consulting portfolio is in Healthcare industry





120+

Travel &  
Hospitality  
engagements

20+

Travel &  
Hospitality  
customers served

20

Years of experience  
in Travel &  
Hospitality

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# Travel & Hospitality Experience

Point B helps hotels, resorts, and casinos achieve excellence in planning, designing and executing unique customer experiences.

## Representative Customers

- One of the largest companies in **global gaming and hospitality** featuring casinos, resorts, and entertainment
- One of the largest **ski resort** operators in the world with more than 40 locations
- The world's largest **cruise line** company
- A **luxury travel** company specializing in private jet expeditions and exclusive travel experiences
- Global company known for its **membership-based travel** and lifestyle services
- One of the largest and most influential players in the **online travel agency** (OTA) market
- One of the largest **hotel properties** in the world with more than 7,000 hotel rooms

## Representative Outcomes

- A resort management company needed to integrate four U.S. resorts quickly for the upcoming season. Point B led rapid integration, adding expertise in M&A, change management, and project leadership. Successfully integrated resorts on time and under budget, launching a new guest program and preparing for future acquisitions.
- Conducted thorough assessment of existing systems, performed research, and analyzed the competitive landscape to define future-state objectives for a hospitality goods company who needed a clear path to digital maturity to scale its business and meet customer demands.
- Structured a cloud migration to accelerate progress for an online travel company resulting in \$400 million cost savings for related capital and operational expenditures

# Data & Analytics

Point B brings seasoned leaders to deliver data and analytics solutions that drive insights for your business.

**1000+**

Data & analytics projects delivered

**200+**

Clients served

## Our expertise

- Data Strategy
- Business & Information Architecture
- Data Integration & Visualization
- Data Platform and App Development
- Machine Learning and AI
- Master Data Management
- Data Governance Program
- Maturity Assessment
- Operating Model and Org Design
- Analytics Product Management
- Data Ops and Agile
- Interim D&A Leadership



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## What we offer

### Data strategy & roadmap

Define the vision and technical blueprint and establish the path to value through insights using a product-centric approach

### Data platforms & analytic applications

Design, build and sustain data platforms, reporting and analytic applications and enable actionable self-service insights

### Advanced analytics & insights

Predict and optimize outcomes through on-demand analytics experts, machine learning, visualization and our proprietary Insights Generator™ platform

### Data management & governance

Maximize the value of data through a disciplined approach to managing, mastering and governing it

### Data product & operations

Drive higher value and be more effective in data & analytics delivery by organizing around a product mindset and executing data operations with a scaled, agile approach

## How we're different

### Analytics product mindset

Design and build analytics with measurable results, executing on use cases that drive insight for action and specific outcomes

### Faster time to value

Starting with where the organization demands better data means value is realized more quickly, dramatically increasing impact

## Representative customers

- Microsoft
- Boeing
- The Hershey Company
- Toyota Motor Corporation
- Ball Corporation
- Kaiser
- Providence Health System
- Sutter Health
- Kemper
- AGC Biologics
- Delta Dental

## Our team

- Data Strategists and Product Managers
- Data Architects and Engineers
- Data Analysts and Scientists
- D&A Program and Project Leaders



# Company Overview



## Overview

# Meeting Your Needs, Exceeding Your Expectations

## Industries

- Aerospace
- Automotive
- Consumer & Retail
- Energy & Utilities
- Financial Services
- Health
- Life Sciences
- Media, Entertainment & Technology

## Customer experience

9.2

**Customer Satisfaction**  
Out of 10



79

**NPS Score**  
2x higher than  
competitor average

92%

**Repeat  
Customers**

## How we help

- Data & Analytics
- Digital Products
- Digital & Tech Transformation
- ESG & Sustainability
- Hybrid Cloud
- Managed Service PMO
- Operations & Supply Chain
- Organizational Effectiveness
- Process Automation
- Strategic Assessments
- Strategy & M&A
- Strategic Execution

## Resource depth

- Austin
- Bay Area
- Charlotte
- Chicago
- Dallas
- Denver
- Guadalajara
- Mexico City
- New England
- New York
- Phoenix
- Portland
- San Antonio
- Seattle
- Southern California

700+

**Employees in  
North America**

16

**Average years of  
experience per consultant**

## Representative customers

- Boeing
- Toyota Motor Corporation
- Topgolf
- The Hershey Company
- BECU
- Providence Health & Services
- Delta Dental
- Microsoft

## How We Help

# Expertise that Brings Innovation to Life

### Data & Analytics

Become insight-driven using data to drive measurable business value through outcomes related to growth, profitability, and operational excellence.

### Digital Products

Deliver successful business outcomes for your most complex and transformational initiatives with our solutions and execution capacity.

### Digital & Technology Transformation

Build digital capabilities and leverage technology to help you scale for growth, keep up with the pace of change, and weather uncertainty.

### ESG & Sustainability

Define and operationalize your strategy, enabling your organization to deliver profitable growth over the short and long term.

### Hybrid Cloud

By integrating the right technologies, governance, and DevOps practices, we help you optimize performance, manage cost, and unlock growth opportunities.

### Managed Service PMO

Combined meticulous planning and agile execution to navigate enterprise projects with precision, balancing time, budget, and scope at every stage.

### Operations & Supply Chain

Transform your operations to drive sustainable business results while maximizing value to your organization and your customers.

### Organizational Effectiveness

Support your transformational journey to create new and different outcomes for your people.

### Process Automation

Optimize your operations, promote scalability, reduce costs, and minimize risks, all while empowering your teams to scale and grow in impactful ways.

### Strategic Assessments

Elevate decision-making with SG&A optimization. We're help you harness executive insights and cross-industry expertise to modernize your capabilities.

### Strategy & M&A

We ensure you're equipped to refresh and adapt your growth agenda, driving action and outcomes that set you up for long-term success.

### Strategic Execution

Deliver successful business outcomes for your most complex and transformational initiatives with our solutions and execution capacity.