



# *Monsooning America's Food Deserts.*

Bringing fresh food to  
your sidewalk via high-tech  
vending machines.

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# At-a-glance.

## **FOR:**

The Nori Project's primary focus is servicing individuals living in food deserts. These individuals are generally Black, Brown, and/or are from a lower socioeconomic background.

## **THE PROBLEM:**

More than 13.5 million people in the United States live a Food Desert.<sup>(1)</sup> In these areas, corner stores and gas stations are more common than grocery stores or farmers' markets. Grocery stores that are in food deserts often have minimal options for fresh and healthy foods.

## **OUR SOLUTION:**

Offering high-tech vending machines with nutritious food products that are affordable, and quickly available to people without needing additional transportation because the machines are right outside their home on the sidewalk! These vending machines will be accompanied by smartphone app, with an option to pay with EBT, and will be available seemingly everywhere.

## **OUR ASK:**

We are seeking \$150k in initial funding for our kick-off event and pilot program.



# Our founder.

## Anora Morton, JD

Founder + CEO

I went from a poor kid in the projects to a first-generation college graduate. While in law school, I studied in Japan and developed a fascination with their food industry, specifically, their vending.

Living in the West End food desert during COVID when no grocer would deliver to me was my breaking point. I felt that no matter how many goals I accomplished, degrees I obtained, statistics I debunked, I was still that poor Black kid in line at the food pantry.

*No one should feel insecurity or shame in obtaining nutritious food. With the same determination I applied to shatter all the glass ceilings beneath me, I am now applying to bring a Japanese inspired solution to an American problem- food deserts.*

**This fight, the eradication of food deserts, is personal.**





## THE PROBLEM

# The “Food Desert” crisis.

*Food deserts are geographic areas where residents lack convenient access to healthy, affordable, and fresh foods.*

## 23.5 M

More than 23.5 million people in the United States live in a food desert. <sup>(1)</sup>

## 2.1 M

2.1 million people lived in a food desert, and lacked access to a vehicle in 2015. <sup>(2)</sup>

## 3x

Black families are nearly 3x as likely to be food insecure as white families. <sup>(3)</sup>

## 30% +

On average, low-income families spend on about 30.6% of their income on food annually vs 7.6% for more affluent populations. <sup>(4)</sup>

## 37% +

Residents of urban food deserts pay up to 37% more than families in the suburbs, often for the exact same products. <sup>(5)</sup>

## 18% +

Chronic conditions for adults in households with low food security is 18% higher than for those in high food-secure households. <sup>(6)</sup>





## SOLUTION

# *Making fresh food convenient with high-tech vending machines.*

*The Nori Project aims to address racial and socioeconomic disparities in food and nutrition by introducing high-tech, Japanese-inspired vending machines to every city block.*

## **Monsooning Food Deserts:**

Our innovative solution reaches far beyond the limitations of traditional food pantries and charities. The Nori Project can create a ripple effect that will monsoon America's food deserts with fast, convenient, and healthy food options.





WHY?

# *To us, it's personal — with a dose of profitable.*

*The Nori Project is dedicated to disrupting  
a systemic cycle of food insecurity by  
bringing a Japanese concept to America.*

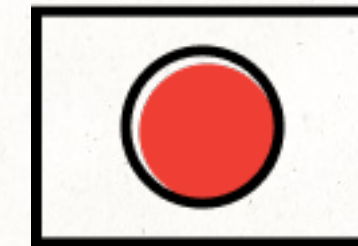


**\$60B**

in revenue in 2017 <sup>(7)</sup>

**5.5M +**

vending machines in  
Japan<sup>(8)</sup>



**VENDING  
MACHINES  
IN JAPAN**

**1 FOR 23**

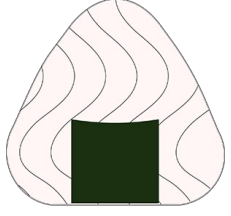
1 vending machine for  
every 23 people <sup>(9)</sup>

**\$38B +**

Potential to be made with this  
model in the US <sup>(10)</sup>



# A lane of our own.

	THE NORI PROJECT	FOOD PANTRIES & CHARITIES	LOW TECH / OLD SCHOOL VENDING MACHINES	GROCERY STORES NEAR FOOD DESERTS	CONVENIENCE STORES	OTHER FRESH FOOD VENDORS	HEALTHY FOOD DELIVERY SERVICES	POPCOM
LOW COST	✓	✓	✓	✗	✗	✗	✗	✗
ABUNDANCE OF NUTRITIOUS FOOD	✓	✗	✗	✗	✗	✓	✓	✓
OBTAINABLE WITH EBT	✓	✗	✗	✓	✓	✗	✗	✗
SHORT TRAVEL TO FOOD	✓	✗	✗	✗	✓	✗	✓	✗



# Our initial approach.

## PHASE 1

May 2023 - Sept 2023

### *Interactive Public Experiences*

- Hot machine, and combo machine in an electric powered enclosed trailer.
- Trailer will be seen at multiple outdoor events (ex. Derby, food festivals, Waterfront Wednesdays, and other summertime community events).

### *Promotional Kick-Off Events*

- One event with a community partner, and another stand-alone event which will offer free catering for the attendees.
- After interacting with the machines and learning about the concept, attendees will fill out a survey on an iPad to eat for free.

## PHASE 2

Oct 2023 – Dec 2023

### *Stationary Machine Pilot Placement*

- Hot machine in downtown Louisville high traffic building.
- Combo machine in high traffic West End building.





# A seasoned and diverse supporting team.

**Natalia Bishop – Mentor**

Entrepreneur, Founder, Director of Innovation & Entrepreneurship at University of Louisville



**Justin Brown – Financial Adviser**

Managing Partner at Lucia Partners and Bespoke Production Capital



**Lydia Henshaw - Adviser**

Entrepreneur in Residence at Amplify Louisville, CPO at Mindfully, and Founder



**BYBARRIPARKER – Graphic Designer**

Graphic Designer & Branding Consultant



**Studio Mähd – Pitch Deck Designer**

Strategic design and storytelling for the Innovation Ecosystem



**University of Louisville Health Equity and Innovation Hub**





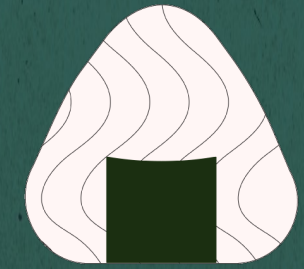


# ***Thank You!***

Please reach out to Anora if you have questions or would like more information.

**Anora Morton, JD**

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THE  
**NORI**  
PROJECT



# References

1. More than 23.5 million people in the United States live in a food desert. [\(1\)](#)
2. 1 million people lived in a food desert, and also lacked access to a vehicle in 2015. [\(2\)](#)
3. Black families are twice as likely to be food insecure as white families. [\(3\)](#)
4. The average low-income family spends 2 out of every 6 dollars they get from income on food each year. [\(4\)](#)
5. Chronic conditions for adults in households with low food security is 18% higher than for those in high food-secure households. [\(5\)](#)
6. Residents of urban food deserts pay up to 37% more than families in the suburbs, often for the exact same products. [\(6\)](#)
7. Japan did \$60B in revenue in annual sales 2017. [\(7\)](#)
8. Japan has about 5 million vending machines. [\(8\)](#)
9. Japan has approximately 1 vending machine for every 23 people. [\(9\)](#)
10. 38 billion potential to be made with this model in the US. [\(10\)](#)