

The Broccoli Project

Background:

The Broccoli Project is an innovative rewards program for the poor that provides non-government organisations (NGO's), funders and suppliers with a secure, measurable and efficient way to offer food security and rewards.

To the poor, The Project provides a mechanism to meet basic needs such as food, shelter and ultimately uplift themselves and break out of the poverty cycle through beneficial activities that are calculated to increase their ability to cope with their challenges.

Following its launch in the second half of 2008, the company developed a process and cloud based biometric technology called Broccoli Project Analytics www.broccoliproject.org that allows funders to track the deployment of donations and keep track of its members.

This development led to a nomination to represent the City of Cape Town at the inaugural World Innovation Summit in Barcelona in June 2009. The Broccoli Project received second place out of 24 countries.

The Broccoli Project has been profiled on CNBC Africa, nominated for a number of international awards and has developed international partnerships researching the field of humanitarian logistics.

In a joint venture with a major national South African food retailer, Pick n Pay, The Broccoli Project has developed a food voucher product that will allow consumers to buy trackable food vouchers to give out to the needy instead of cash.

How will The Broccoli Project benefit from winning a British Airways' Business

Opportunity Grant?

The Broccoli Project is largely self-funded. Since sourcing project funding is a highly personal and trust based activity, it cannot be rushed, furthermore many potential funders are based



in Europe and the United States. Undoubtedly face-to-face meetings are invaluable to facilitate a trust relationship with investors.

We believe that The Broccoli project is an initiative that is good for the world and to benefit the world, we need to travel to other markets meet with investors and funders. The British Airways Business Opportunities Grant will enable us to fly to meet with global funders, develop investor relations to secure the next round of funding and to establish a European office in Barcelona.

We are extremely grateful to have won the Business Opportunities Grant and to British Airways for the opportunity to expand our business by flying us on their global network.

Marc Anthony Zimmermann, co-founder of The Broccoli Project