



MyOak
PUBLIC MARKET

MyOak Public Market

Executive Summary prepared for the Biomimicry Institute, 11/20/2020

MyOak Public Market facilitates reciprocal connections between local food producers and people experiencing food insecurity.

UN SDGs

SDG Goal 2, "Zero Hunger"
SDG Goal 8 "Decent Work & Economic Growth"
SDG Goal 11, "Sustainable Cities and Communities"

NATURE INSPIRATION

The symbiotic relationship between ectomycorrhizal fungi and the native white oak in Maryland's forest ecosystem.

NEEDS

- Funding
- Community Partners
- Revenue Model Development

FOUNDING TEAM

- Hanah Murphy *regional director, FL*
- Eesha Patne *director of strategic partnerships*
- Eunsoo Kim *design director*
- Judy Chen *regional director, MD*
- Sasha Avrutina *director of operations*

CONTACT INFO

MyOak Market
531 Vern Dr.
Orlando, FL 32805, USA
Phone +1 321-945-1999
hello@myoakmarket.com

myoakmarket.com



BIOMIMICRY
INSTITUTE

PROBLEM & OPPORTUNITY

The number of individuals and families struggling to put food on their table has dramatically increased since the beginning of the COVID19 pandemic- over \$38 billion dollars were spent by SNAP users alone as of July 2020. At the same time, supply chain disruptions have left food producers with surplus product and the need for new sale avenues. Our opportunity lies in leveraging the purchasing power of customers using nutritional assistance programs to support local food producers through any crisis.

SOLUTION

MyOak Public Market is a service designed to increase food access to vulnerable populations by connecting and leveraging local networks. Vendors are connected to customers through a virtual platform designed for users of nutrition assistance programs. Customers can shop local products and enjoy conveniently located delivery hubs for pick-up. By connecting the purchasing power of food insecure customers to local food producers, MyOak Market cultivates more robust local economies able to withstand any future crisis.

BIOMIMICRY IN PRACTICE

Mycelium networks inspire not only the symbiotic nature of our design but also the importance of relationships in building network resilience. The distributor relationship between mycorrhizal fungi and oak trees while the trees are physically isolated informed the adaptability and sustainability of our design through existing services already available at the local community level. This level of ecosystem connectivity improves efficiency to maintain community health and sustain growth under distress.

REVENUE MODEL

Service Fee: Vendors pay a monthly service fee to use the online market platform. 10% of revenue from product sales will also contribute to operational costs. Grants: Receive food assistance funding.

TRACTION

MyOak has gained a lot of traction in short span of time. We have support and funding from the Ecological Design Collective at John Hopkins University. MyOak was invited to the Mushroom City Arts Festival to present and talk about the platform. We have partnered with GrowOrlando and St. Luke's church in Florida along with other vendors as the early-adopters and we plan to run a trial as early as in January.

TEAM

MyOak team is made up of five MICA graduates of Social Design. Our team has worked with external advisors from the Baltimore Office of Sustainability, biology and community experts to deepen our knowledge and strengthen our idea.

NEXT STEPS

Run a trial of the market in central Florida for 2 months. Solidify our revenue model and delivery logistics. Our future plans include expanding into larger customer bases.